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FALL 2012



SHOWCASE 2012
 VMA's 15th Annual Showcase
 of Print/Design Excellence.
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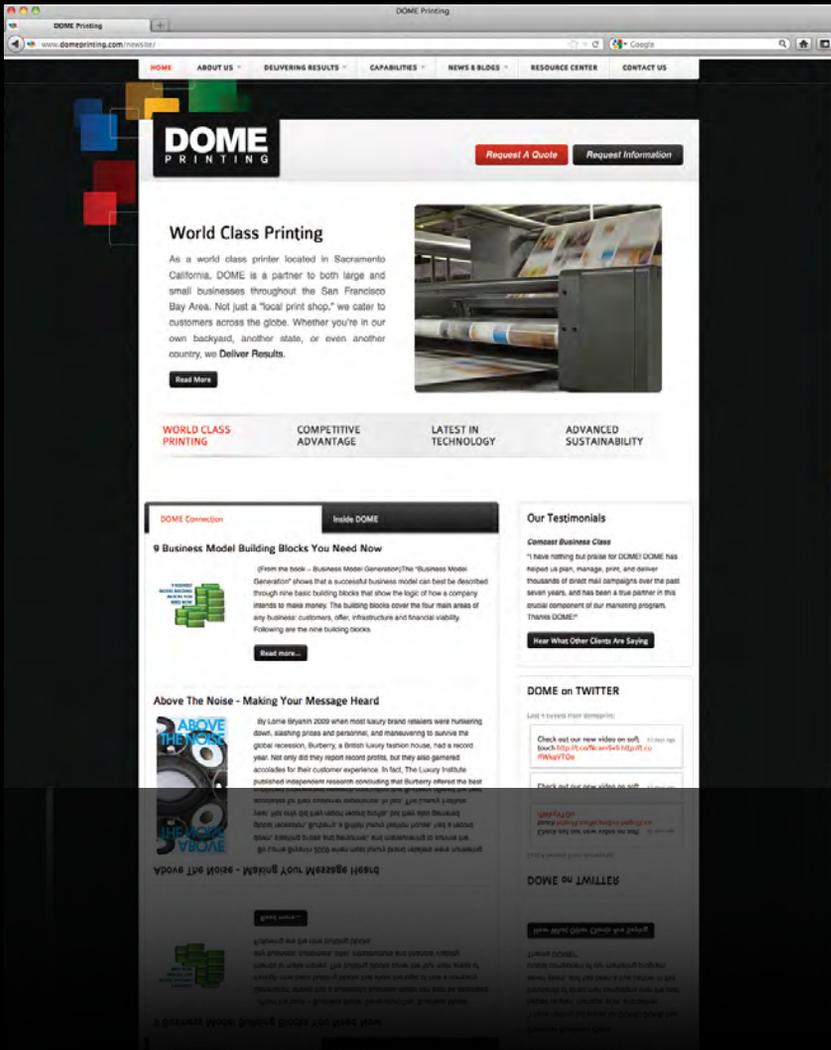
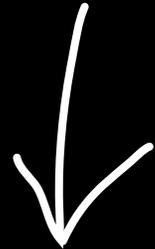


Special thanks to Michael Osborne for allowing Process Magazine to modify his artwork (used on the front cover) on this page.

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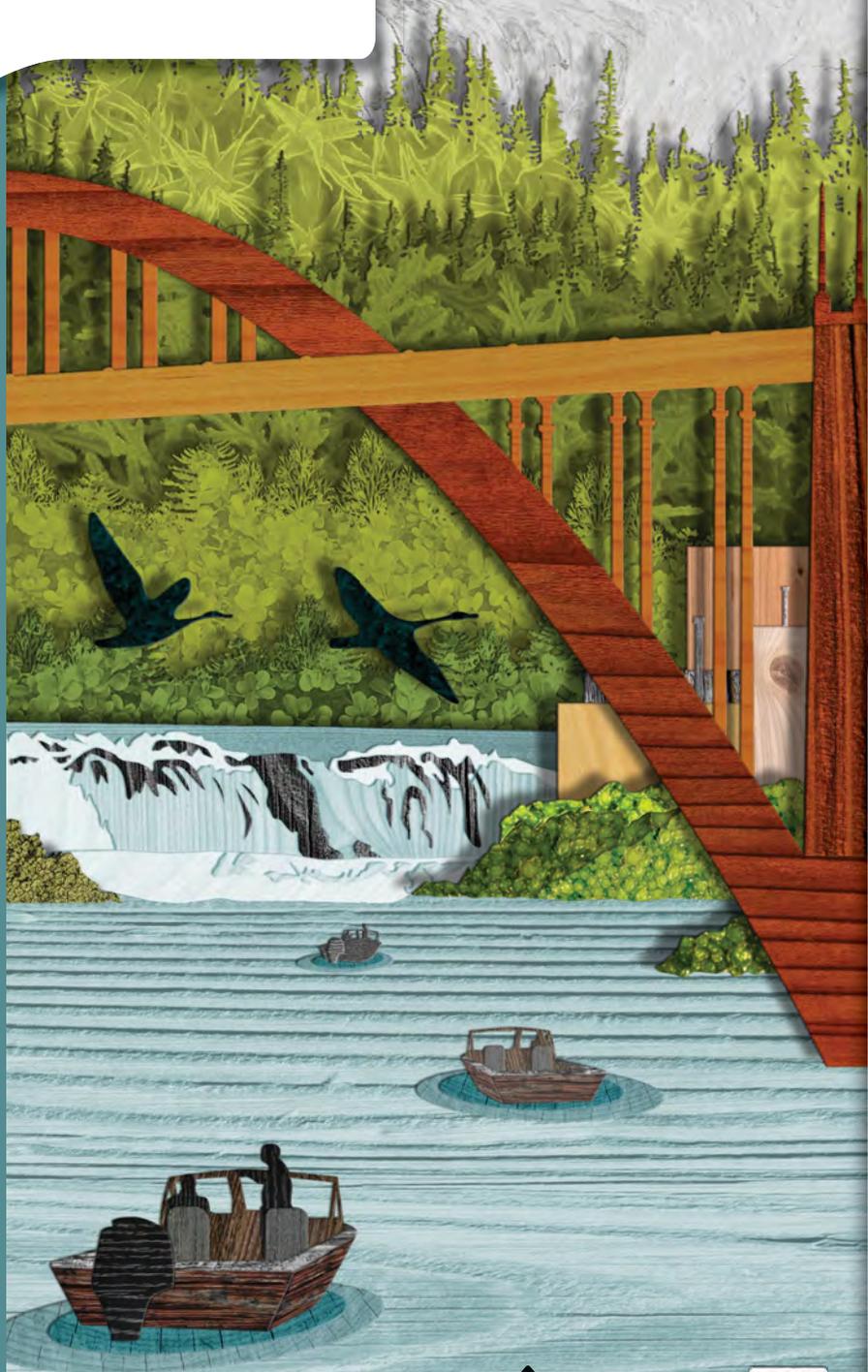
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The Best of the Best

Showcase of Print/Design Excellence 2012

VMA's 15th Annual Showcase of Print/Design Excellence celebrates Northern California and Northern Nevada's best in the graphic communications industry

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Augmented Reality, QR Codes and printed electronics add a whole new dimension to packaging

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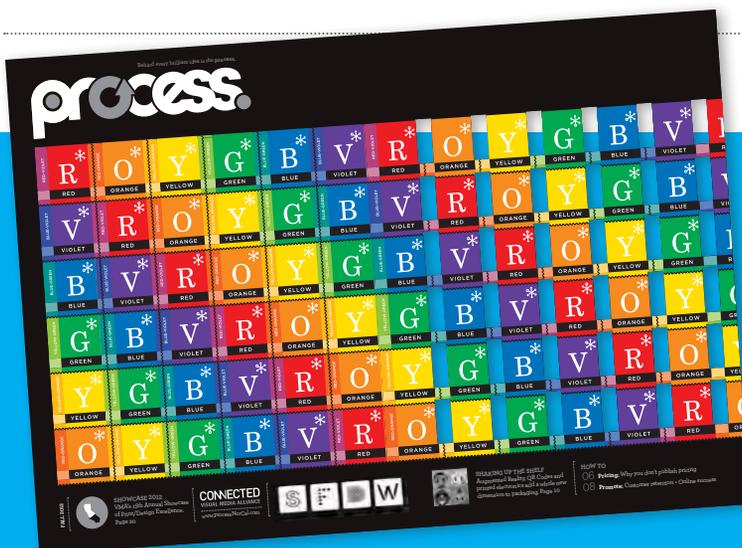
Printing Process...

In the spirit of showcasing excellence in fine printing and finishing, each cover of *Process magazine* is a collaboration. The Fall 2012 issue's finishing partner is **Apex Die Corporation**.

Apex Die is the leading print finisher in northern California. The second-generation, family-owned business has been a leader in the market for more than 50 years. They specialize in die cutting, foil stamping, embossing, UV coating, film laminating and sheet mounting.

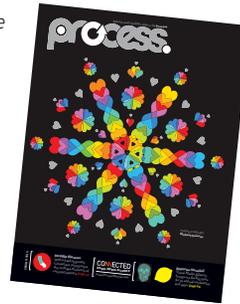
Marrying a sheet with a double hit of soft touch and contrasting spot UV varnish, the die cut was produced using Apex's new Gerber MBA rule processor. This technique allowed the flap fold and nestle the cover deboss.

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and the **finalists** are... *Geek,* *Recoil & Process NorCal!*

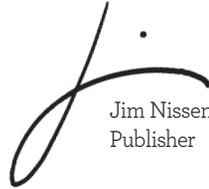
That was the news we received when *FOLIO: Magazine* announced its 2012 Ozzie Award finalists. Our launch issue is one of only three publications in the “Best Design >> New Magazine, Consumer” category. Talk about excited; the studio went crazy! And as anyone who has toiled & toiled to create a piece that aims to deliver a great message, engage the audience, delight the senses, and with any luck deliver some ROI knows, this sort of recognition means a lot. The winners will be announced next month in New York. I'd love for you to wish us luck, offer feedback or share a success of your own in an email to publisher@processmag.com



On the topic of awards, the timing could not be more perfect, as in this issue we celebrate the winners of the VMA Showcase 2012! It's a truly amazing body of work.

And, this is really kind of amazing, when we sought the creative for the grand prize winner (to use on our cover) we were told it was created by none other than Michael Osborne. Yes, the same heart-artist of our launch-issue cover! It reminded me of how we're all connected and to keep thanking the team of collaborators who work to put this publication out. Without that team a “Best Design” achievement would never be possible. So here's to you! I wish to recognize every one of you—the publishers, writers, editors, photographers, designers, printers and finishers—for your contributions. Because of your energy, creativity, inspiration, diligence and mastery of craft we can share in this accomplishment.

Thank you!



Jim Nissen
Publisher

Photo by Jeff Nealon

the contributors



01 David C. Baker

...is a leading management and marketing consultant whose work has been featured in the *Wall Street Journal*, *USA Today*, and *Fast Company*. He has also spoken at major conferences in the field, including Harvard and TEDx. Baker owned a marketing firm for six years, and has consulted with more than 650 firms since 1994. He is the author of three books, including “Managing (Right) for the First Time.”

02 Ryan Dohrn

...is the CEO of Brain Swell Media LLC and an Emmy award-winning TV producer and nationally acclaimed speaker, who has been featured in *USA Today* and on ABC, CBS and FOX TV. As the former general manager of Morris Magazines Interactive, Dohrn has created and managed the Internet strategies for several magazines.

03 Gerry Bonetto

...is the vice president of government affairs of the Printing Industries of California and the government affairs director for Visual Media Alliance. He has also served as a founding member and first president for the California Small Business Alliance and was recognized with the Graphic Arts Technical Foundation's William Schaeffer Award.

04 Katia Acosta-Smith

...is the human resources consultant for Visual Media Alliance, where she is responsible for growing the organization's portfolio of publications and classes. She is also responsible for providing assistance to VMA members in all areas of human resources, including hiring, leave, termination, wage and salary administration, and sexual harassment.



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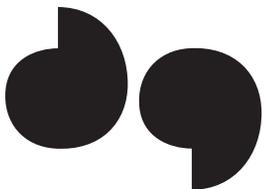
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Why You Don't Publish Pricing

STORY | DAVID C. BAKER

You'll have to look long and hard before you find a marketing firm that publishes much, if anything at all, on their pricing. That's been true for years and, only recently, are firms experimenting with a little more transparency around the financial aspect of what qualifies a prospect as an appropriate fit. And if they are feeling particularly bold, they might even publish some pricing for a few services that they've packaged up so that they have fairly similar deliverables from project to project.

One good example of talking about money, which we should do as early in the relationship as we can, is Bill Rossiter of Interrupt Marketing. On his site (interruptmarketing.com/pricing), he describes the client he wants to work for, turning the typical sales process on its head by setting the agenda first.

Rossiter, who is a client of mine, is an extraordinarily knowledgeable marketer with years on the client side. He's positioned correctly, and he's not afraid to be proud of his expertise, and rightly so. He knows what it takes to make a profit and to make a difference.

Reasons You Don't Publish Pricing

As I noted, you can't find many examples like Rossiter. I believe there are five primary reasons why this is the case. See if any of them resonate with you.

1 Most principals don't really believe that the main purpose of their corporation is to make money. They know that it's probably the right reason the company exists, but underneath it all is the truth: the business is an extension of what they want to do personally. The money is nice, but the work is more important.

2 Principals crave the opportunity to pivot when they finally start talking about money with a prospect. Depending on their financial situation and how far away the next payroll is, they may be willing to compromise on the appropriate price. So if a prospect sees that price first on the website, the principal won't get a chance to compromise. That's good, because more time is wasted chasing unqualified prospects than anything else in new business.

3 Principals think that the sales process is fragile and always subject to falling apart right in front of their eyes if they don't do exactly the right thing. Personally, I think a whack-a-mole approach is more appropriate. When an exciting opportunity pops up in front of you, whack it on the head and see if it comes back. I honestly don't believe there's much you can do to screw up a business relationship that is meant to be. Just remember that maybe it's not meant to be right now.

4 Principals are always salivating about that idyllic project, and the last thing they want to happen is for someone who visits their website to remove their firm from the running because the prospect wasn't planning on spending that much. You know what? Prospects are significantly more honest about their fit with your firm than you are. You are always trying to bend the rules, twist expectations, and talk yourself into pure nonsense. Then you get the client and do nothing but complain about what cheap bastards they are.

5 For most firms, each project they do is so different that there is no possible way to standardize the pricing and publish it. Everything is new, different, exciting, titillating—and you end up learning on the client's dime because you value variety over expertise. As I've said many times, expertise comes from pattern matching, and pattern matching comes from the repeated application of your expertise to similar situations.

When I started my consulting practice 18 years ago, I took a second-shift, blue-collar job at an R.R. Donnelley print line running a JCPenney catalog trimmer. I knew that if I didn't have an adequate source of income while I built the business up, I'd compromise. After six months I was ready to quit and my appropriate pricing was preserved.

Everybody compromises on pricing. Those who get over it thrive.

BIO: DAVID C. BAKER

... is the owner of RockBench Publishing Corp., an independent publisher focused on traditional print and digital content. He also advises on marketing topics and trends through ReCourses Inc., a consulting company that works exclusively with the marketing industry. For information, visit recourses.com or follow David at twitter.com/recourses.

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Customer Retention = **Online Success**

STORY | RYAN DOHRN

Online customer retention marketing is a tactically-driven process based on a user's need, behavior or desire. The 365/24/7 marketing cycle means we need to approach customer retention in new ways. What are you doing to retain clients, online users and readers?

Using surveys and industry knowledge is the first line of action in this process. You need to learn more. Create a 10 question survey and offer a reward to those that complete the survey. Without this information, you're dead in the water.

Keep in mind, the perfect scenario would be a project that covers customer attainment and retainment in one project; basically, the old "killing two birds with one stone" concept. Here are five projects to consider:

One

Unique promotional partnerships that offer your users more than a single buying proposition.

Two

Perfect SEO. Creating detailed article syndication deals that will give you more online exposure, which will lead to more unique backlinks than your nearest competition.

Three

Premium user e-newsletters that drive retention through the creation of personalized marketing, like birthday promo offers or behavior offers like tax-time offers.

Four

Top of mind Facebook programs that use humor to drive more views of your brand.

Five

Detailed usability studies of your site to increase conversion and retention. This piece alone can account for hundreds of new and retained users.

With data in hand, now look at your web analytics. What are your current clients doing on your website, and what can you learn from it? Retention expert Jim Novo says, "Past and current customer behavior is the best predictor of future customer behavior. Think about it. In general, it is more often true than not true, and when it comes to action-oriented activities like making purchases and visiting websites, the concept really shines through."

With survey data, web use data and a project that you feel will give you the best results...execute. Schedule some time to meet with your team and get rolling. Half the battle is just showing up!

Feel like you are still lost in the process? Get some advice and seek out some professional help.

BIO: RYAN DOHRN

...is the president and founder of Brain Swell Media, a boutique Internet revenue consulting firm with a detailed focus on ad sales training and media revenue generation. For information, visit brainswellmedia.com or follow him at twitter.com/ryandohrn for daily tips and advice.

Lesson #3

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STORY | NOEL JEFFREY

Evolving technologies set labels and packages in motion

Designers create packages and labels to entice consumers. Until recently, that meant attention-getting, sometimes stunning, but basically static creations. Now, technologies like Augmented Reality (AR), QR codes and printed electronics can add elements that encourage consumers to interact with the product. In addition to sophisticated marketing efforts, these technologies also provide useful information, enable safety features and foil counterfeiting efforts.

Interface for the Future

AR pioneer metaio's website (metaio.com) states, "According to Gartner Inc., Augmented Reality is one of the top 10 strategic IT technologies of our time. And Juniper Research forecasts \$1.5 billion revenue stream by 2015. But AR is even more than that...AR is the user interface of the future."

TRAK LORD, head of marketing and media relations in the U.S. for metaio, says the company has been working with AR for 10 years now. Its first project was an industrial application for Volkswagen in Germany. Since that time, they have gained wide experience and the advent of smart phones has generated even wider interest in AR. They even host a technical conference—Inside AR—in Munich to the backdrop of Oktoberfest. This year's event has just concluded.

"We've had a great few years," Lord says. "The free versions of our software developers' kit and our mobile software developers' kit have been downloaded more than 10,000 times, and I know of some 900 applications that are in development."

INGERS



The company has an office in San Francisco and headquarters in Munich. It is a privately held company with less than 100 employees. One of the most widely publicized applications of its software is the **LEGO BOX**, a kiosk installed in Lego's branded retail stores. In the Bay Area, there's one in San Jose. People shopping for Lego sets hold the box up to the kiosk, which generates a 3-D image of the contents as constructed.

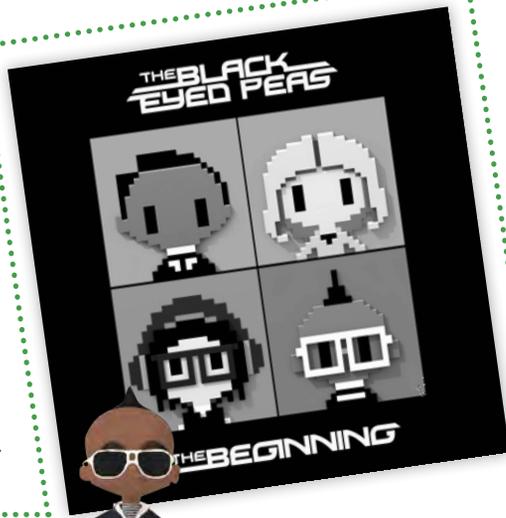
"Visualization is being used as a sales tool," Lord says. "It's an extremely valuable asset. When the consumer is looking at the box as a 3-D model to scale it's easier to make the decision. Visualization is influencing the consumer base."



Every parent who has been challenged to assist with Lego construction can appreciate the visualization of kit contents made possible by AR.

Right: Harvestmark codes make produce traceable to the grower, even to a certain field. They also present a marketing opportunity.

Generating active content for the Black Eyed Peas promotional album launch involved a video shoot and 3-D modeling.



AR brings the Black Eyed Peas to life on smart phones using the BEP360 app, created by metaio and downloaded for a small fee.

No Longer Science Fiction

Despite the hundreds of YouTube videos of the Lego kiosk, for the average consumer, AR is still unknown or at best a novelty.

"I used to think that was a problem. Now, I'm not really concerned about this phase," Lord says. "What's important is that people are using it. When you have a prevalence of high-profile applications like the Lego Box, people will walk out of the store thinking, 'I just interacted with a product. It's something I've never experienced before.' Not long ago, this was science fiction.

"It's more important on the industry side. The commercial customer needs to be educated on how AR can influence the consumer/reader base. AR has been a mystery term for a long time. Now companies are interested and are looking for new ways to interact with consumers."

Lord points out that the packaging is just the start. It's the experience that's important. AR is just a technology, and it's platform agnostic. Costs are variable depending on the sophistication of the content and 3-D modeling. For example, the new **BLACK EYED PEAS** album cover, booklet images and promotional posters were distributed for the launch with 3-D holograms of The Black Eyed Peas. They even dance. Generating the content involved a video shoot as well as 3-D modeling.

"So far, marketers and brand owners see it as a valuable tool for pre-sales and point of sale," he says. "The same is true for mobile applications in the real world. We're working now with Mitsubishi to develop an internal sales tool that will allow potential customers to visualize an air conditioner installed in their home. They expect to bring in an extra \$30 million in revenue by allowing contractors and distributors to visit more customers each day. There is an expected ROI from influencing and informing consumer purchasing decisions."



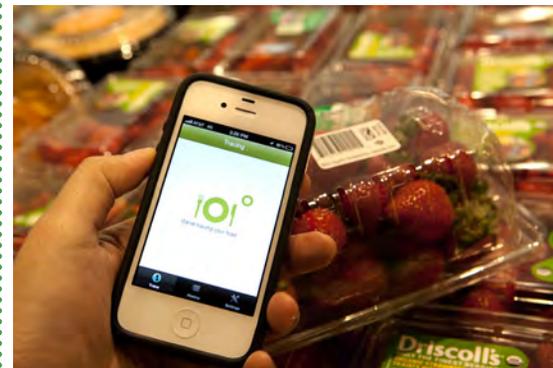
Relevance is Key

For the June edition of *Atlantic* magazine, metaio enabled QR codes to reach AR extras via a scanned symbol. The reader uses junaio, metaio's mobile Augmented Reality browser, a free download for the iPhone, iPad, and Android phones. It's yet another application for these now ubiquitous 2-D barcodes.

TRAVIS GILKEY, Northern California sales and marketing manager at Best Label, Union City, reports that most of their customers now want to run a QR code on their labels. Including the code, he explains, is fine, as long as designers and brand owners are doing it right.

"Just sending a customer to your website is a waste," Gilkey says. "Labels have limited space and a code will take up a square inch. You have to know what you want to do with it. There should be a call to action, a coupon, a recipe or a video showing how to implement a recipe."

An example of a QR code that both enables safety features and offers the brand owner a marketing opportunity is **HARVESTMARK** (harvestmark.com). Best Label is a HarvestMark certified partner, meaning they are qualified to print the





special codes for produce packages that satisfy the legal requirements of the Produce Traceability Initiative passed in 2011. Growers apply the labels as the produce is packaged.

Gilkey explains that a person can either scan the code with a smartphone right in the store or enter a numerical sequence from the label at the HarvestMark website. Information about the item, for example the field where it was grown or whether it is subject to recall, appears.

There are also marketing opportunities. Gilkey says.

“Suppose the consumer is buying strawberries. Scanning the package in the store could result in coupons for accompanying foods like cakes and whipped cream.”

Driscolls, for one, is taking advantage of the marketing opportunity. Its program is called “Follow Us to the Farm” and sends consumers directly to its own special website section. In addition to the usual traceability information, the company is also adding profiles of the farmers with whom they work. The full website also has plenty of appealing recipes and ideas for using berries.

Best Practices

In addition to appropriate calls to action, best practices for QR code use call for determining an ROI. Gilkey says that includes having the QR code go first to a website that tracks the IP address.

“Checking the IP addresses that respond is critical for the brand owner,” he says. “If you have a QR code for every product, you want to know what gets seen and how often. You want to be sure there’s an ROI. You’re using valuable space and if you don’t track, you’ll never know.”

There are long lists of companies that provide tracking services, many of them at no cost. Gilkey mentions Snap Vu (snapvu.com), a service that provides both a free QR code generator and a tracker.

The biggest technology change for labels he notes is the ability to use variable data—on the labels, in a QR code, or on scratch off cards or labels.

“Now that inkjet heads are fast enough to keep up with a flexo press and be accurate, there are numerous possibilities,” Gilkey says.

GLOSSARY

Augmented Reality

Augmented Reality (AR) is a live, direct or indirect, view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data. As a result, the technology functions by enhancing one’s current perception of reality. By contrast, virtual reality replaces the real world with a simulated one.

Printed Electronics

Printed electronics is a set of printing methods used to create electrical devices on various substrates. Printing typically uses common printing methods such as screen printing, flexography, gravure, offset lithography and inkjet. Electrically functional electronic or optical inks are deposited on the substrate, creating active or passive devices, such as thin film transistors or resistors.

QR Code

QR Code (abbreviated from Quick Response Code) is the trademark for a type of matrix barcode (or two-dimensional code) first designed for the automotive industry. More recently, the system has become popular outside the industry due to its fast readability and large storage capacity compared to standard UPC barcodes. The basic code consists of black modules (square dots) arranged in a square pattern on a white background.

Source: Wikipedia

1



2



3



Beware the Glowing Box

If you've seen the glowing **Honey Nut Cheerios Box**, you've witnessed a new use for printed electronics. It's yet another technology that can liven up a package or POS display. Check out YouTube for some truly interesting applications.

Malcom Keif, a professor in the Graphic Communications department at California Polytechnic, San Luis Obispo, explains that printed electronics involve laying down conductive inks using a printing press instead of "traditional" silicon fabrication.

"We're not at the point that we can achieve the complexity of a chip," Keif says, "but a simple static display is doable. The challenge is not so much in the printing. Supplying the necessary power to the display is the most difficult. The display can be plugged into the wall, use printed batteries or regular batteries. Today, printed batteries are not strong enough nor do they last long enough. There's a lot of research in this area.

"POP electroluminescent displays (displays that light up) in stores can be hard wired in. These are usually screen printed. Another power choice is using inductive power to charge the batteries, in the same way an electric tooth brush stand works. You could actually use a shelf as an inductive power source."



This box of Cheerios lights up to attract attention. The shelf it's standing on provides the charge needed.

PHOTO BY DEVIN COLDEWEY



The Macy's Brasil app (free) allows visitors at the showroom to interact and learn more about the event by scanning the Brasil floor markers to explore the Amazon, dance at Carnaval, play soccer, take pictures and more. This app is developed by metaio.



If your smart phone has near field communication, you can feed certain meters in San Francisco.

Near field stickers are another example of printed electronics and these work with smartphones. San Francisco's parking meters are being equipped with the **PayByPhone** mobile payment system, which uses printed stickers that will let users of NFC-enabled mobile phones pay for parking through their device as well as extend the parking time without returning to the meter. (The meters will still take your coins.)

We really are at the beginning of more intimate interface with the digital world through our boxes, books, toys and even food. In fact, there is so much interest in the future of printed electronics and interactive packaging, that Cal Poly will be offering Graduate Certificate Printed Electronics and Functional Imaging starting in the fall of 2013. A certificate can be completed online while a master's program will require students to be in residence. Students completing the certificate will learn about mass-produced printed electronics, active packaging and security printing.

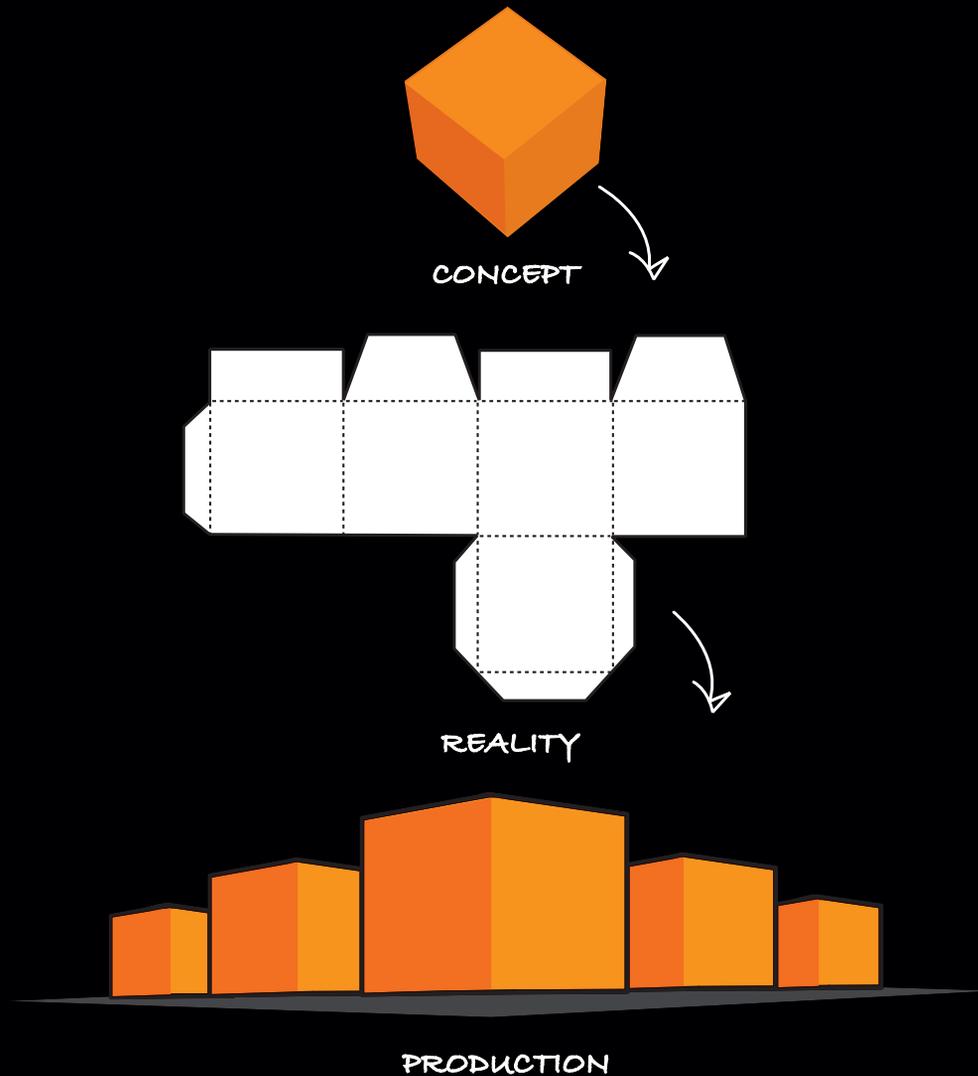


Adidas Originals launched the first Augmented Reality experience in footwear in February 2010. A set of five iconic shoes, each printed with an AR code on the tongue, will unlock a AR Game Pack of the Adidas Originals Neighborhood, an interactive game where the shoe is your control, when held in front of the webcam at a special website. This app is developed by metaio.



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INTERVIEW | MICHELLE JACOBY

PHOTOGRAPHY | NICOLO SERTERIO

“We strive to deliver more. Good ideas can truly change the world.”

 Tell us about packagingarts. What is the company culture and philosophy?

This is always an interesting question in that our business model is rather unique and can be tough to put into a box. Packagingarts really started in 1995 in response to changes in the marketplace and from our perspective, a need for a company that provides integrated services bringing creative, design, packaging and promotions together for consumer and trade. More importantly, one that could understand, distill and solve problems while providing smart solutions for

packaging ARTS



Top: John Swain,
president and
co-founder
Middle: David
Miller, principal
and co-founder
Bottom: Mark Ray,
creative director



a variety of brands. Clients wanted to break away from the limited abilities and agilities of the larger firms, and we felt we could offer a more flexible and innovative experience to reach our clients' goals.

We look at each individual client as a partner and every project as an opportunity to add value through experiences, resources and creativity. It is really as simple as it is true; "How can we deliver success?" Success is defined in many different forms - to some the focus is driving cost efficiencies with a packaging system, while to others success is

defining a soulful promotional strategy to revitalize a brand. We continue to innovate with new technological driven services, material knowledge and industry expertise to deliver real value to our clients.

Our culture and philosophy is centered around our desire to make our clients successful. We have a combination of vibrant creative energy and years of experiences across many disciplines, which produces the unique personality found at packagingarts. We foster a collective atmosphere with our clients and partners,



working together to achieve a common goal, which feeds the passion and pride for our work ... everyone matters. We have a serious commitment to doing the right thing while having fun doing it. Packagingarts is dedicated to two things: client satisfaction and great work.

Tell us about your projects. What have been the most memorable, challenging and unique?

First, every project seems to leave a memory as every project has its own unique story and experience. Our range of products and services is broad, covering strategy, design and manufacturing, so to serve up one or two examples is difficult but here you go ...

NEST, an innovative home 'learning' thermostat that adapts to the household lifestyle and behavior while saving energy. Packagingarts was asked to design and manufacture an in-store display that would reflect

the brand, tell its unique story and provide distinction and compliment store architecture. The largest part of this project was discovery; to identify a range of materials that maintain the values of the brand, then address the precise function as the engine to engage the consumer in-market. Although the challenge was not unique (connecting with the consumer in a memorable way), the details and level of discovery needed to bring this to market under a tight timeline was extensive and most challenging. That's where we live.

Etude Wines came to packagingarts with the challenge and desire of bringing the vineyard to the consumer to promote their Carnerros, Napa luxury estate grown, award winning Pinot Noir wines. They also wanted to provide a format to educate. Our solution was a concept we named 'A Pinot Primer.' This project was unique in that the solution required a collaborative effort between brand, winemakers and design. Also, the integrated approach included strategy, communication design, structure, print, display design and iPad development of a branded, interactive site ... it checked all of the boxes of our core competencies from design through manufacturing.



This product was designed to show how terroir (climate, geography, vine location) and the art of winemaking can influence what is perhaps the best Pinots in the world. We used actual earth samples, hand packed to reflect soil and rock content found in four distinct vineyards, housed in plexi holders. These were inserted into a wooden base that housed an iPad. Illustrated vineyard banners added additional branding and reflected the vineyard setting. The result ... we delivered a true sense of place and resounding success for our client.

Q If you were to compare a typical day at the office to a movie, TV show or song, what would it be and why?

We love this question and the answers can live in a few places; the creativity and details found in *Mad Men* would be obvious, but without the drinking, sex and drama—but it is amusing to watch. Probably the answer is U2's *It's a Beautiful Day*. The great energy and passion of this song touches the pulse and rhythm found at our office. This song's lyrics speak to challenges, new beginnings and a new perspective to look at everyday things. That is what we deliver every day. It is the idea that every day is a new day—a new sunrise, first day of baseball season—and with this comes

the promise of something great. The difference in the YouTube video and us ... we don't kiss at the end of every project.

Q When it comes to generating great ideas, what fuels the creative process? What or who do you and your team draw inspiration from?

Inspiration comes from everyday life: individual experiences, each other, social trends, the media and the market place. Looking outside of the box (and category) to define solutions. It really starts with the brand and project, to listen, synthesize and understand the problem before addressing the idea. Our goal is to define and apply innovation and new thinking in our quest for powerful creativity and solutions.

We are often fueled by what is going on in the marketplace today and looking at tomorrow. Economics, competitive environment and the consumer experience play a role in every idea. We are asked to listen carefully and provide recommendations that provide differentiation and a unique selling proposition. "Me Too" solutions are sometimes asked for but that is not good enough in today's changing marketplace ... we strive to deliver more. Good ideas can truly change the world.

Q What most recent technological advancement has drastically changed the way you do business? What do you still do old school?

Social Media and the ubiquitous smart phone in general is a great example of a technological advancement that has dramatically changed the landscape of the consumer/brand relationship and how our work must be integrated to the mobile experience.

The stores are still filled with packaged goods as firms like ours continue to help define the brand and voice and there remains plenty of creativity in the world of retail. In the era of social media, the store is as much a relationship as it is a destination. The store (for whatever product) remains the playground for packaging and promotion. Many consumers are not predisposed to purchasing a product within a category. Using wine as an example, just look at the new and emerging brands that feed this competitive category and perhaps the winner lies in the power of creative, innovation in design and brand strategy that connects with the consumer to drive consumers to trial.

Often, our ideas are communicated and begin with sketches, which may be considered old school but we find that method effective for delivering concepts. In contrast to precise renderings, sketches are understood to be ideas and create collaborative discussion rather being mistaken for finished works. The result is narrowing the focus on a concept, examining the design and strengths, and then delivering a final design that strikes the right note with our client and their customer.

CONTACT: PACKAGINGARTS
packagingarts.com + info@packagingarts.com



The Best of the

Intro | Noel Jeffery

Photography | May Suen

BEST

*15th Annual Showcase of Print/Design Excellence
celebrates Northern California and Northern Nevada's
best in the graphic communications industry*

On June 27, Visual Media Alliance hosted the Showcase of Print/Design Excellence awards at the South Beach Yacht Club in San Francisco. More than 70 people attended the gourmet feast from Chef John Meidinger and the John Meidinger Catering Company.

Emcee and VMA president Dan Nelson announced Watermark Press as the Best in Show winner and distributed Gold, Silver and Bronze awards to more than 40 companies that entered. Our esteemed panel of judges selected additional awards for the Best of Category, Grand Awards, and Best of Show - the highest award. In addition, all Gold Award winners were forwarded on to the PIA Premier Print Awards to compete for the coveted Benny.

Chris Lambert was in charge of Past Presidents Night held in conjunction with the dinner. All EBCC past presidents in attendance stood up in the audience to present a short speech.



Dino, Fernanda and Shawn Pereira of Spectrum Lithograph, the winners of the Grand Award for Best Use of Color in Design.



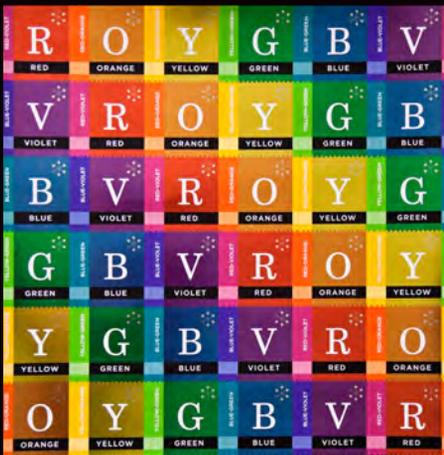
Isaiah Sailer, Vintage 99 Label and Samantha Gomez, Label Innovators accept their awards for Best of Category for Pressure Sensitive and Grand Award for Most Interesting Design.



**Grand Awards
Most Interesting Design**
Pure Mugz Electrolyte Water Set
Printer: Label Innovators Inc.
Sponsor: Visual Media Alliance



Today is a great time to start identifying and gathering your projects for 2013 Showcase of Print/ Design Excellence entries.



VENISPOIL PRINTING BY SPECTRUM LITHOGRAPH



**Grand Award
Best Use of Color in Design**
Promotional Poster with Cold Foiled Printing
Printer: Spectrum Lithograph
Sponsor: Spicers Paper

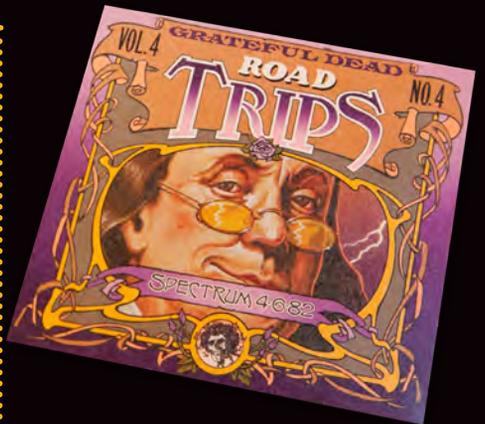


Dayala Levenson, Aslan Graphics; Derinda Lindstrom, packagingarts and Jean Brown, Spicers Paper

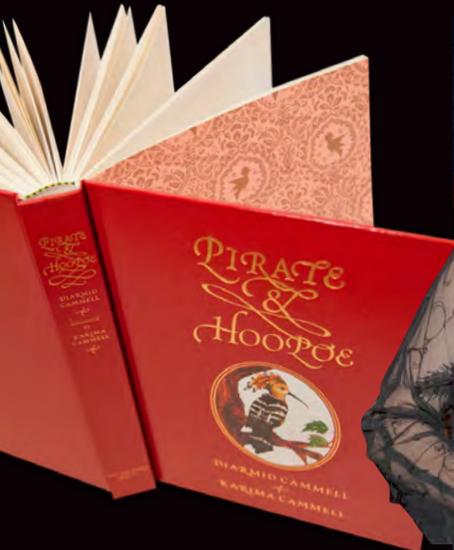
Judith McKim and Janet DeGroat of Watermark Press accept their Best of Show Award for Euro RSCG – Holiday Grill Book with sponsor Phil Groves, Hewlett-Packard Co.



Best of Show
Euro RSCG: Holiday Grill Book
Printer: Watermark Press
Sponsor: Hewlett-Packard



Best of Category Packaging
Grateful Dead - Road Trips 4
Watermark Press

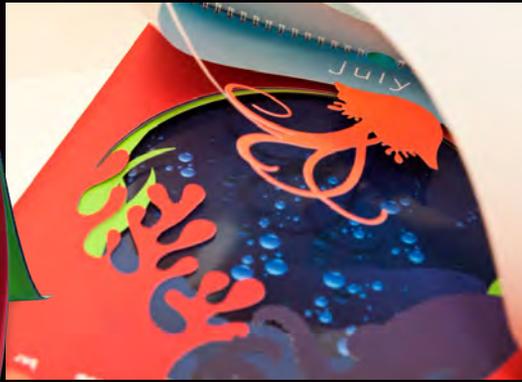


Grand Award Books
"Pirate & Hoopoe"
Printer: FolderGraphics
Sponsor: Heidelberg

"Pirate & Hoopoe" author Karima Cammell and Don Landers of FolderGraphics accept their Grand Award in the Books category.

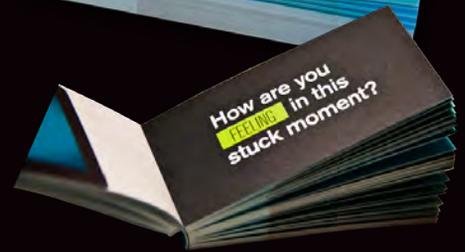


Cindy Iwamura admiring a Showcase entry



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Heidelberg



Best of Category Books
Unstruck Flip Book
Lithomania

Grand Award Best Die Cutting
Undersea Adventure
Dumont Printing
Sponsor: Xerox



Best of Category Calendar
Nvidia 2012 - Create Without the Wait Calendar
Pacful Printing & Fulfillment



Best of Category Invitation
The Modern Ball
Moquin Press



Best of Category Marketing & Promotional Materials
PayPal X-Commerce
The Galivant Group



Cindy Iwamura, PayPal; Freddie Allen, The Galivant Group; Dana Marshall, PayPal



Troy Silfies and Bill Charles of Pacful Printing and Fulfillment



**Best of Category
Pressure Sensitive**
Knez Winery Series
Vintage 99 Label

JUDGES

Sabine Lenz

Founder & CEO, PaperSpecs

Ginger Lombard

Director, Marketing Production
Services, Charles Schwab & Co.

Julie Moran

Visual Media Alliance

Nancy Noble

Sr. Lecturer, Department of
Design and Industry, San
Francisco State University

Barbara Silverman

Print Consultant, BlueShift



Chris Lambert and Sandy Hernandez of Neenah Paper applauding the Showcase winners



Best of Category Booklets

Devotion to Wines of True Character
ColorGraphics, A Cenveo Company



Grand Award, Self Promotion

Sustainable Mailer
BelAire Displays
Sponsor: Neenah Paper



**Best of Category
Digital Print**
Moulin Rouge
Moquin Press

NATIONAL WINNERS FROM SHOWCASE

VMA members had a strong showing among the winners of the 2012 Premier Print Awards competition, which honors the highest quality printed pieces in the industry. Congratulations to all winners!

BEST OF CATEGORY, THE BENNY

Label Innovators Inc.
Moquin Press Inc.

AWARD OF RECOGNITION

Ben Franklin Press & Label Co.
Best Label Co.
Collotype Labels USA
Spectrum Lithograph, Inc.

CERTIFICATE OF MERIT

AdMail Express
AMP Printing & Graphics
Bacchus Press
Ben Franklin Press & Label Co.
Collotype Labels USA
DOME
Dumont Printing & Mailing
Hawk Embossing & Die Cutting Inc.
Lithomania, Inc.
Metro Label California Ltd.
Moquin Press, Inc.
Pacful Printing & Fulfillment
The Galivant Group



Visual Media Alliance's Jim Riley chats with TMD's Gabe Rodriguez and Nicholas Pasculli.



Andre Dixon, Mark Schmick, Phu Huoang and Chris Schumacher of Collotype Labels USA celebrate their wins.



Mark Schmick cheers as Collotype Labels USA collects a Best of Category for Flexographic Labels award for Le Pich.



**Best of Category
Flexographic Labels**

Le Pich
Printer: Collotype Labels USA



Angela Plowman, Specialty Graphics; Maranda May-Miller, PEG Solutions and Jack Mooradian catching up.



Best of Category Catalog
WildAid - Gala Auction Catalog
Catalog
Bacchus Press



Best of Category Folders
New York Rock Exchange Portfolio Folder
Hawk Embossing & Die Cutting

BEST OF THE BEST

Best of Show

Euro RSCG - Holiday Grill Book
Printer: Watermark Press
Sponsor: Hewlett-Packard

Grand Award

Self-Promotion
Sustainable Mailer
BelAire Displays
Sponsor: Neenah Paper

Grand Award

Best Die Cutting
Undersea Adventure
Dumont Printing
Sponsor: Xerox

Grand Award

Books
"Pirate & Hoopoe"
FolgerGraphics
Sponsor: Heidelberg

Grand Award

Best Use of Color in Design
Promotional Poster with Cold Foil Printing
Spectrum Lithograph
Sponsor: Spicers Paper

Grand Award

Most Interesting Design
Pure Mugz Electrolyte Water Set
Label Innovators Inc.
Sponsor: Visual Media Alliance

BEST OF CATEGORY

Book

Unstuck Flip Book
Lithomania

Booklets

Devotion to Wines of True Character
ColorGraphics, A Cenveo Company

Calendar

Nvidia 2012 - Create Without the Wait Calendar
Pacful Printing & Fulfillment

Catalog

WildAid - Gala Auction Catalog
Bacchus Press

Digital Print

Moulin Rouge
Moquin Press

Flexographic Labels

Le Pich
Collotype Labels USA

Folders

New York Rock Exchange Portfolio Folder
Hawk Embossing & Die Cutting

Invitation

The Modern Ball
Moquin Press

Marketing & Promotional Materials

PayPal X-Commerce
The Galivant Group

Packaging

Grateful Dead - Road Trips 4
Watermark Press

Pressure Sensitive

Knez Winery Series
Vintage 99 Label

>> View the complete list of winners online at VMA.bz

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Events: *the local update*

15th Annual Print Delivers Seminar

Catalyst Paper and The Print Council hosted the national Print Delivers Seminar at the City Club of San Francisco on May 23. Presentations on the role and value of print in mixed media messaging featured such speakers as David Mastervich of the U.S. Postal Service, who discussed the effectiveness of print at such companies as AT&T and Dell. Mike Hollister of Future US explained how print media helped his company reach the desired audience through brand awareness, while Dan Maurer of Heidelberg USA demonstrated how color management and specialty printing using creative color, foil stamping, embossing and other innovative techniques can elevate a brand. In addition, Toni Schottenhammer of Xerox highlighted results from direct marketing programs and showcased variable data printing techniques. Lyn Brown of Catalyst Paper discussed the pedigree and attributes of paper consumed through fiber certification and type, manufacturing footprint, carbon and energy issues, supply chain and related matters.



Attendees show off freebies obtained at the event



Custom calendars for attendees from Xerox



Speakers from the Print Delivers Seminar and representatives from Catalyst Paper.



Michael Hollister shows off his new cap, complimentary from Catalyst Paper and his newfound friend during the reception.



Sabine Lenz and Jim Duffy



PHOTOS BY MAY SUEN

industry organizations *"It's not what you know, it's who you know."*

Association of Northern California (BMA)

Since 1938, the Northern California chapter of the Business Marketing Association (NorCal BMA) has been the leading B2B marketing organization in the San Francisco Bay Area and Silicon Valley. For more than 70 years, the organization has been dedicated to connecting B2B marketers with the most relevant and impactful knowledge, people and programs to ensure marketers meet their objectives more efficiently and effectively. NorCal BMA offers a programs to members and the marketing

community at large, including regular roundtables on various marketing topics, monthly educational and social events, networking, resources and B2B job listings. 467 Saratoga Ave. #1205, San Jose 650-631-4BMA (4262) info@norcalbma.org norcalbma.org

AIGA San Francisco

The San Francisco chapter of AIGA, the professional association for design, is one of the largest and most active in the country, representing more than 1,600 designers in graphics,

interaction, experience, motion and affiliated fields in the greater Bay Area. The board of directors continues to advance the chapter's vision, mission, values and goals. Dawn Zidonis, Executive Director 130 Sutter St. #600, San Francisco 415-626-6008 getinvolved@aigasf.org aigasf.org

Western Publishing Association (WPA)

The Western Publishing Association is a non-profit business trade association dedicated to the advancement

of the media publishing industry in the western United States. With nearly 60 years experience, WPA offers a variety of services and benefits to its members. The organization's primary mission of providing continuing education to the media publishing industry is accomplished through individual seminars, an annual publishing conference, publishers and executive management roundtables, and partnering with other groups and associations to offer online audio and video conferences. Jane Silbering, Executive Director 823 Rim Crest Drive,

Westlake Village 805-495-1863 wpa@wpa-online.org wpa-online.org

The Direct Marketing Association of Northern California (DMANC)

The DMA of Northern California was formed to educate, inform and provide networking opportunities for direct marketing professionals in the San Francisco Bay Area. The organization holds monthly luncheon meetings, periodic half-day seminars and webinars, and provides opportunity for the best in learning and job hunting in the Northern California



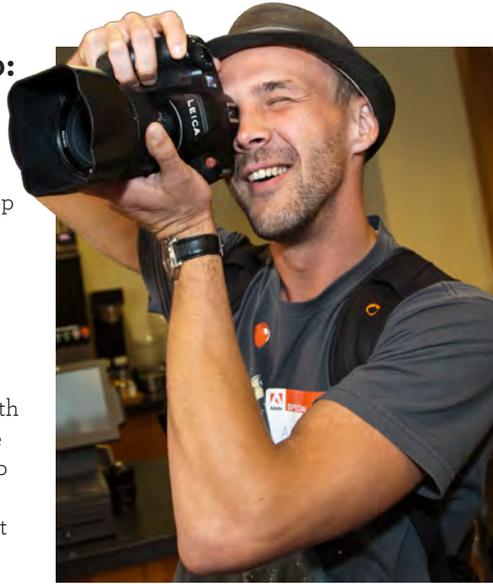
Events: *the local update*

SF Photoshop Users Group: Lightroom 4 to Photoshop CS6 Workflow with William Palank

On Aug. 9, Adobe SF and the SF Photoshop Users Group invited award-winning photographer William Palank to showcase his photography process from conception to completion. Palank demonstrated his work and workflow through the develop module in Lightroom 4 to Photoshop CS6 and discussed advanced plug-ins along with sharpening and other finishing touches he applies to his images in Photoshop for web and print-ready mediums.

Palank won the 2012 Grand Prize Portrait Category for Planet Magazine's Annual Travel Photography Contest. He was also the first-place co-winner of the 2012 PDN's "World in Focus" photography contest in the travel portrait category.

Fireside Camera, Leica Camera, Nik Software and Google+ were sponsors at this event and provided raffle prizes for attendees.



Alexander Kazakov test drives the Leica S-System, the most expensive camera showcased that evening.



Michael Osei-Ampadu, winner of Lightroom 4



Tom Brichta of Leica Camera Inc. and Tyler Gee of Fireside Camera pose with Leica cameras.



Kass McMahon, grand prize winner of the Leica V-Lux 3 camera



Richard Eggers, winner of Nik Software Complete Collection Ultimate Edition

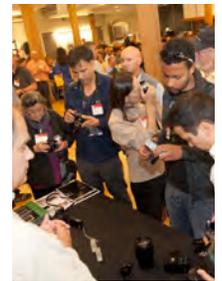


Photo enthusiasts check out Leica cameras at the Leica booth.



William Palank



Planet Magazine's 2012 Grand Prize Portrait Winner for their annual travel photography contest

PHOTOS BY MAY SIEN

industry organizations

"It's not what you know, it's who you know."

direct marketing community. Laurie Beasley, President 1177 Airport Blvd., Burlingame 408-782-0046, Ext. 21 lbeasley@beasleydirect.com dmanc.org

San Francisco American Marketing Association (SFAMA)

The San Francisco chapter of the American Marketing Association is the leading organization for professional and student marketers in the Bay Area. Founded in 1937, our chapter reflects the innovation, standards of excellence, and industry and population diversity for which the Bay Area

is known and celebrated. Our goal is to advance our members' professional capabilities and career development opportunities, while connecting with the leading edge Bay Area marketing professionals. Teresa LoBue, President 408-266-9658 info@sfama.org sfama.org

San Francisco POP Show (POPPI)

POPPI is an international trade association for the marketing at retail industry. Founded in 1936, POPPI prepares to celebrate its 75th anniversary with more than 1,700 member companies

representing Fortune 500 brand manufacturers and retailers, as well as marketing at retail producer companies and advertising agencies from six continents and more than 45 countries from around the world. POPPI is the premier source of learning, knowledge and future-oriented research for the marketing at retail industry, and provides resources, education, ideas and advocacy to enhance the power and performance of the marketing at retail professional and community. Our membership draws on leaders from some of the industry's premier companies,

like: Anheuser-Busch, Coca-Cola, Energizer, Johnson & Johnson, McDonalds, Pepsi-Cola, Target, Walmart, and Wendy's to name a few. Joann Brandis, Event Organizer 936-B 7th St. #176, Novato 415-516-6247 joann.brandis@yahoo.com sfpopshow.com

Silicon Valley American Marketing Association (SVAMA)

SVAMA is the Silicon Valley chapter of the American Marketing Association, the premier organization for marketers. The chapter reflects the comprehensive scope

of marketing, creativity and innovation that are synonymous with Silicon Valley. As the local voice of the American Marketing Association, the largest professional marketing organization in North America with more than 40,000 members, SVAMA connects you to the No. 1 source for professional marketing education, networking and resources. Volunteer members manage all aspects of chapter operations. Shannon Ryan, President P.O. Box 6101, San Jose 408-266-9658 svama@onebox.com svama.org

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• ONE-DAY PACKAGE DESIGN CONFERENCE •

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Alex Center, Coca-Cola / VitaminWater

Alicia Goodyear, Gelcomm

Steve Kazanjian, MWV

Paul John Morales & Kevin Roberson, Swig Studio

Noreen Morioka, AdamsMorioka

Melanie Wiesenthal, Victoria's Secret

Join expert package design innovators at this inspiring, information-packed one-day event addressing the specific challenges and opportunities unique to packaging designers, and graphic designers who want to expand their skills into packaging.

You'll discover new ways to do great work on a tight budget, reinvent your brand, create meaningful design, and delve into the mind of the consumer. You'll mingle, share ideas, network, and make valuable connections with attendees and Forum speakers.

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Events: *the local update*

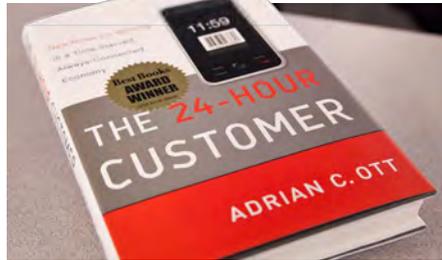
SVAMA Game Changer Series

On June 12, the Silicon Valley Chapter of the American Marketing Association (SVAMA) and the Association of Strategic Alliance Professionals (ASAP-SV) brought together Silicon Valley thought-leaders for “The Transformation in Partner Marketing: How Digital Platforms, Ecosystems and Customer Buying Habits Change the Game.” Held at Cisco Systems’ conference facility. The event featured a panel of industry experts, who challenged attendees to identify emerging trends, understand their impact and help prepare for the changes and opportunities ahead.

Panelists included Adrian Ott, CEO of Exponential Edge Inc.; Asvin Ramesh, director of marketing at HCL Technologies; Raja Sundaram, VP, WW Services Partner Organization, Cisco Systems; and Sherrick Murdoff, VP of Partner Development & Investments, Salesforce.com. The moderators were Nimma Bakshi, senior director at PwC, US Corporate & Advisory Alliances; and John Soper, founder and managing director of New Paradigms Marketing Group.



Asvin Ramesh, director of marketing at HCL Technologies



Adrian Ott’s award-winning book was given to the first 20 attendees who checked in.



Katia Girgus and Gabrielle Guidero, AXIS Marketing Communications



Shannon Ryan, John Soper, Asvin Ramesh, Nimma Bakshi, Adrian Ott, Sherrick Murdoff and Raja Sundaram

PHOTOS BY MAY SUEN

upcoming events *Places to be. Things to do. People to see.*

OCT 9-10

Gain: AIGA Design for Social Value Conference
Design, business and social innovation leaders will share their visionary approaches to creating social value, demonstrating the role design plays in institutional strategy, positioning, leadership, process, service, product and message. Yerba Buena Center for the Arts, San Francisco. aiga.org/events

OCT 11

D.Talks: Your Design Career and How to Get Where You Want to Be
Do you have a road map for your career? Attend this session to learn how to navigate key transitions. AIGA San Francisco, 130 Sutter St., #600, San Francisco. 6:30 p.m. \$10 members, \$20 non-members, \$7 student members, \$10 student non-members. 415-626-6008. aigasf.org

OCT 10-13

Share, Like. Buy. Marketing + Millennials
Millennials (age 16-34) mystify their Boomer parents, bosses and marketers. Yet, this dynamic generation is having a huge impact on American culture, politics, media, retailing and more. Learn their ways at the second annual Share.Like.Buy. conference. Hard Rock Café, NYC, NY sharelikebuy.com

OCT 11-12

Masters of Marketing 2012 Annual Conference Growth: Mastering Brands & Driving Results
Learn and engage with the leaders of the marketing community who have built brands, leveraged the expanding array of media and made marketing more accountable. Rosen Shingle Creek, Orlando, FL. annual.ana.net/annual

OCT 13-16

PRSA International Conference The Future Starts Now
Discover new leadership tools and ways to reorganize your company’s strategies. Choose from over 80 sessions on topics such as how to boost your bottom line, demonstrate the value of PR and how to deliver measurable results. Marriott Marquis, San Francisco, CA. prsa.org/Conferences/

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Events: *the local update*



San Francisco Design Week

San Francisco Design Week (SFDW) is a growing celebration of the San Francisco Bay Area design community, including graphic, product, interior, fashion, architecture, advertising, and other design sectors. Started in 2006, the week-long event is organized by AIGA San Francisco to reach out to a diverse community of more than 20,000 Bay Area design professionals, local businesses, nonprofits, entrepreneurs, students, the design-savvy public and more. SFDW includes an opening reception, business and design forums, studio tours, exhibitions, lectures, mixers and a closing party. This year's event was held June 11-17.



SF Design Week Kick-Off Celebration

AIGA San Francisco hosted an evening of Campari cocktails and appetizers at Jasper's Corner Tap & Kitchen with the support of Puccini Group and Whole Foods SOMA.



upcoming events *Places to be. Things to do. People to see.*

OCT 13-18

DMA2012
The Global Event for Real-Time Marketers
The only event that brings together thousands of practitioners and experts to discuss best practices to achieve optimal channel mix and integration that leads to measurable results and increase real-time customer engagement. Mandalay Bay, Las Vegas. dma12.org

OCT 16-18

InterBev 2012
This is the premier beverage industry event in North America featuring 250 exhibitors and 2,500 attendees. Network with industry decision makers at receptions on the trade show floor and at the InterBev Awards dinner. Also, don't miss InterBev Live! which will feature speakers right on the trade show floor. Sands Expo & Convention Center Las Vegas, NV. interbev.com

OCT 19

BMA: What's Next in Corporate Sustainability
Pete May, co-founder of GreenBiz Group and 2010 Folio 40 Award-C Level Visionaries Award talks about the business of sustainability. Bay Café @ Palo Alto Golf Course, 1875 Embarcadero Road, Palo Alto. 8:30 a.m. \$15 BMA members, \$30 non-members. 650-631-4262. norcalbma.org/events

OCT 22

Crowd Business Models Summit
The day before CrowdConf, this workshop will feature an analysis of business models based on crowds and crowdsourcing, including monetization mechanisms and success factors. Mission Bay Conference Center, San Francisco, CA. crowdconf.com/summit

OCT 23

Sales Webinar (part 4 of 7): Sales Presentation that Deliver
Discover the dos and don'ts of a winning presentation. Presented by Leslie Groene, Groene Consulting. Online. Noon -1 p.m. \$65 VMA members, \$75 non-members. 800-659-3363. VMA.bz



Events: *the local update*

SF Design Week Pop-Up

AIGA San Francisco hosted an evening of Campari cocktails and appetizers at Jasper's Corner Tap & Kitchen with the support of Puccini Group and Whole Foods SOMA. The SFDW posters were designed by Manual and printed by Ape Do Good Printing.



PHOTOS BY BARBARA SILVERMAN AND MAY SUEN

upcoming **events** *Places to be. Things to do. People to see.*

OCT 23
CrowdConf 2012
Changing the future of work
Join 500+ international execs, investors, entrepreneurs and engineers for discussions on the latest trends and real-world applications in crowdsourcing. Mission Bay Conference Center, San Francisco, CA. crowdconf.com

OCT 25
Mix'n Mingle Networking Social
Meet up with other Cal Poly Graphic Communication Department graduates at this hors d'oeuvres and cocktails social. Red Heesch, GrC Assoc. Professor Emeritus will be on hand to greet and chat with alumni. 6 p.m. South Beach Harbor Community Room, San Francisco. VMA.bz

OCT 28-31
PACK EXPO International 2012
This conference brings together more than 46,000 buyers and 1,800-plus suppliers, showcasing state-of-the-art materials, machinery and methods for packaging and processing. The Brand Zone pavilion features eye-catching designs and innovative applications. McCormick Place, Chicago, IL. packexpo.com

OCT 29-31
HOW Interactive Design Conference
This year, the conference will have two distinct tracks. One will teach you how to take what you know from print, and use it to launch into web design. Track two is for established web designers who want to take their skills to the next level. Hilton San Francisco Union Square, San Francisco, CA. howinteractiveconference.com

OCT 30
Sales Webinar (part 5 of 7): Manage the Relationship
Manage the relationship NOT Just the Project: Learn what do clients really want in a provider, why clients stop buying from you, and how to get to the decision maker. Presented by Leslie Groene, Groene Consulting. Online. Noon -1 p.m. \$65 VMA members, \$75 non-members. 800-659-3363. VMA.bz



Events: *the local update*



Vincent Claudepierre, Marlene Gerard and Edouard Guense at frog design

SFDW Studio Tours

The Studio Tours allow visitors get a behind-the-scenes look at the inner workings of a number of influential Bay Area design studios and the opportunity to learn about different firms' cultures and methodologies while rubbing elbows with design luminaries and up-and-comings in the environment that inspires their best work. Adaptive Path, Ammunition, Apparatus Architecture, Coalesse Design Center, Daylight Design, Eight Inc, frog design, Fuse Project, Gensler Architects, incase, Interstice Architects, Lunar Design, Method Inc., NewDealDesign, Odopod, R/GA, Smart Design and Stamen Design were this year's Studio Tour hosts.



Derek Larsen, Kenneth Lee, Abie Arcilla, Viva Tung, Vibol Peou, Sean Enzweiler at the R/GA "Realstagram" photo booth featuring classic Instagram filters



Tommy Prewitt, Katrina and Caren Kwan



Lunar Design hosts and guests at the studio tour

PHOTOS BY MAY SIEN

20
12

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Events: *the local update*

Shutterstock Pixels of Fury

Hosted by AIGA San Francisco, the event is touted as a “live creative inspiration tournament,” designers battled it out in a three-round design competition judged by Eric Helman of Volume Inc. and Max Spector of Chen Design Associates. Competitors included Max Batt, Anthony Bunyan, Kristen Youngman, Josh Long, Grayson Stebbins, Andrew Le, Marc Zuazua and Michael Sun. Long and Stebbins went on to compete in the final round, where Stebbins came out on top and took home the Pixels of Fury Trophy, a three-month Shutterstock subscription, \$100 Apple Store gift card and, of course, bragging rights.



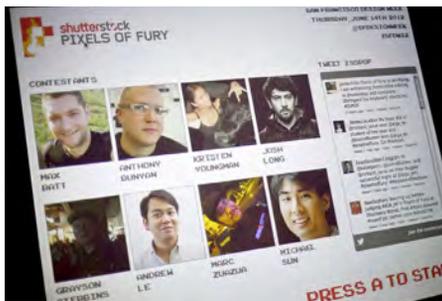
Judges Eric Helman and Max Spector



Shutterstock Pixels of Fury winner Grayson Stebbins, a designer with Coffee & Power



Attendees waiting for the evening's showdown to begin



The evening's competitors



Shutterstock Pixels of Fury fans came out in full force



Heidi, Natesh and Jared



Hannah Fletcher and David Mayman

PHOTOS BY MAY SUEN

upcoming events

Places to be. Things to do. People to see.

NOV 1

PSFK Conference
PSFK conferences bring together a diverse program of speakers to connect disparate ideas that can change the world for the better. Hear ideas that form the building blocks of innovation. Attendees walk away with tools and connections to make meaningful change. Sundance Kabuki Cinemas, San Francisco, CA. psfk.com

NOV 6

Sales Webinar (part 6 of 7): Goal Setting and Planning
Understand the difference between a vision and a goal. Learn to create a plan with actionable steps and discover what holds you back. Presented by Leslie Groene, Groene Consulting. Online. Noon -1 p.m. \$65 VMA members, \$75 non-members. 800-659-3363. VMA.bz

NOV 7-8

ad:tech New York
This event draws world-class speakers at the forefront of digital marketing innovation to speak to leading digital marketers, agencies, publishers, solution providers, and domestic and international press. Jacob K. Javits Convention Center, New York, NY. na.ad-tech.com/ny

NOV 12-14

An Event Apart San Francisco 2012
This is an intensely educational, two-day learning session for passionate practitioners of standards-based web design. It's the conference for those who care about code as well as content, usability and design. Palace Hotel, San Francisco, CA. aneventapart.com/2012/sanfrancisco

NOV 12-16

SES Chicago
The conference offers 70+ sessions, intensive training workshops, and an expo floor packed with companies that can help you grow your business. Topics include PPC, SEO, social media, mobile, and more. For marketing teams, C-level and IT/web professionals. Hyatt Regency Chicago, IL. sesconference.com/chicago/



Events: *the local update*

SFDW Runway Show

Hosted by the San Francisco Fashion and Merchants Alliance (SFFAMA) and Astro Studios, the first annual SFDW Runway Show featured fashions by local designers Rogue, Audrey Szeto, Jennifer Schmidt, JYJZ and Scott Ian MacFarland.



Designed by Jennifer Schmidt



Asto Studios



Designed by JYJZ

PHOTOS BY MAY SIEN

upcoming **events**

Places to be. Things to do. People to see.

NOV 13

Sales Webinar (part 7 of 7): What it Takes to Make It!
Learn how to be adaptable; a team player; and develop focus, persistence and belief in yourself. Presented by Leslie Groene, Groene Consulting. Online. Noon - 1 p.m. \$65 VMA members, \$75 non-members. 800-659-3363. VMA.bz

NOV 29

Jessica Hische Lecture
Letterer/illustrator/designer Jessica Hische is best known for her personal projects such as *Daily Drop Cap* and the *Should I Work for Free* flowchart. She has been among *Forbes* magazine's "30 Under 30" and an ADC Young Gun. Timken Lecture Hall, California College of the Arts. 111 8th St. San Francisco. 7 p.m. cca.edu/calendar/graphic-design

NOV 30

Warm Gun: Designing Happiness
Brought to you by 500 Startups, Warm Gun is a new 1-day conference for designers and non-designers on elegant, purposeful, and measurable online design. Venue: TBA, San Francisco, CA. warmgun.com

DEC 4-6

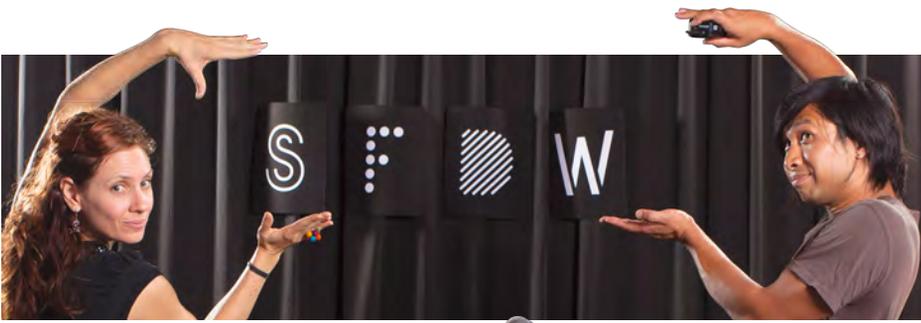
Interactive Local Media West
BIA/Kelsey's Interactive Local Media is the definitive conference on local digital advertising and marketing. ILM West will be focusing on the latest developments in search, mobile, social and deals. Hyatt Regency Century Plaza, Los Angeles, CA. biakelsey.com/ILMWest2012/

DEC 5-6

Social Media Marketing
A two-day, tactic-rich conference that covers key issues for getting the most out of social marketing. Learn practical tips, strategies and bigger picture outlooks. For corporate management, marketing management and staff. Hyatt Regency Century Plaza, Los Angeles, NV. ARIA Resort & Casino, Las Vegas. searchmarketingexpo.com/



Events: *the local update*



Design Week Closing Party

After an exciting week of inspirational lectures, workshops and networking, AIGA San Francisco hosted the SFDW Closing Party was held at Arkitektura, a contemporary furniture showroom where guests lounged and socialized. Design/Make: Furniture From the Bay also showcased locally made and custom-designed furniture. Design/Make was curated by Design Assembly.



AIGA SF Board of Directors (L-R) – Front: Jay Ganaden, Rick Byrne; 2nd row: Arvi Raquel-Santos, David Asari, Alice Bybee, Dawn Zidonis; 3rd row: Joseph Schlosser, Ho Man Lee, Amy Stellhorn, Michael Sun; 4th row: Kristen Bouvier, Angel Alvarez-Mapp, Christina Hardison



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Events: *the local update*

Online Video: Going Forward

Chromium Forum in San Francisco was the place to be on June 11, when area marketers came together to interact and learn more about the future of online video. The event featured panelists Jonathan Halperin, producer, writer and director at *National Geographic*; Jennifer Nielsen, marketing director at Tango (formerly at YouTube and Ning); and Annaliza Savage, executive video producer for Wired.com. The panel was hosted by One to One Box founder/CEO Mike Axinn and introduced by Tony Wessling, founder of Chromium Forum and creative director at The Wessling Group. Additional hosts were Poptent, sfBIG and Visual Media Alliance.



Tony Wessling, founder of Chromium Forum, chromiumforum.org



Moderator Josh Levine with panelists Amos Klausner, Jennifer Sonderby and Bruce Willardson

AIGA D.Talks: The Power of Your In-House Agency

On June 11, AIGA San Francisco hosted an inspiring and compelling discussion on the challenges and power that in-house creatives face. Panelists included Amos Klausner, designer and brand manager with PwC; Jennifer Sonderby, creative director at San Francisco Museum of Modern Art; and Bruce Willardson, creative director at The Clorox Company. Josh Levine, director of strategy at Great Monday, was the evening's moderator and host. AIGA D.Talks is an ongoing series of panel discussions presenting practical information about current trends and hot topics in the world of design and business.



Attendees enjoy lunch provided by Whole Foods.



PHOTOS BY BARBARA SILVERMAN

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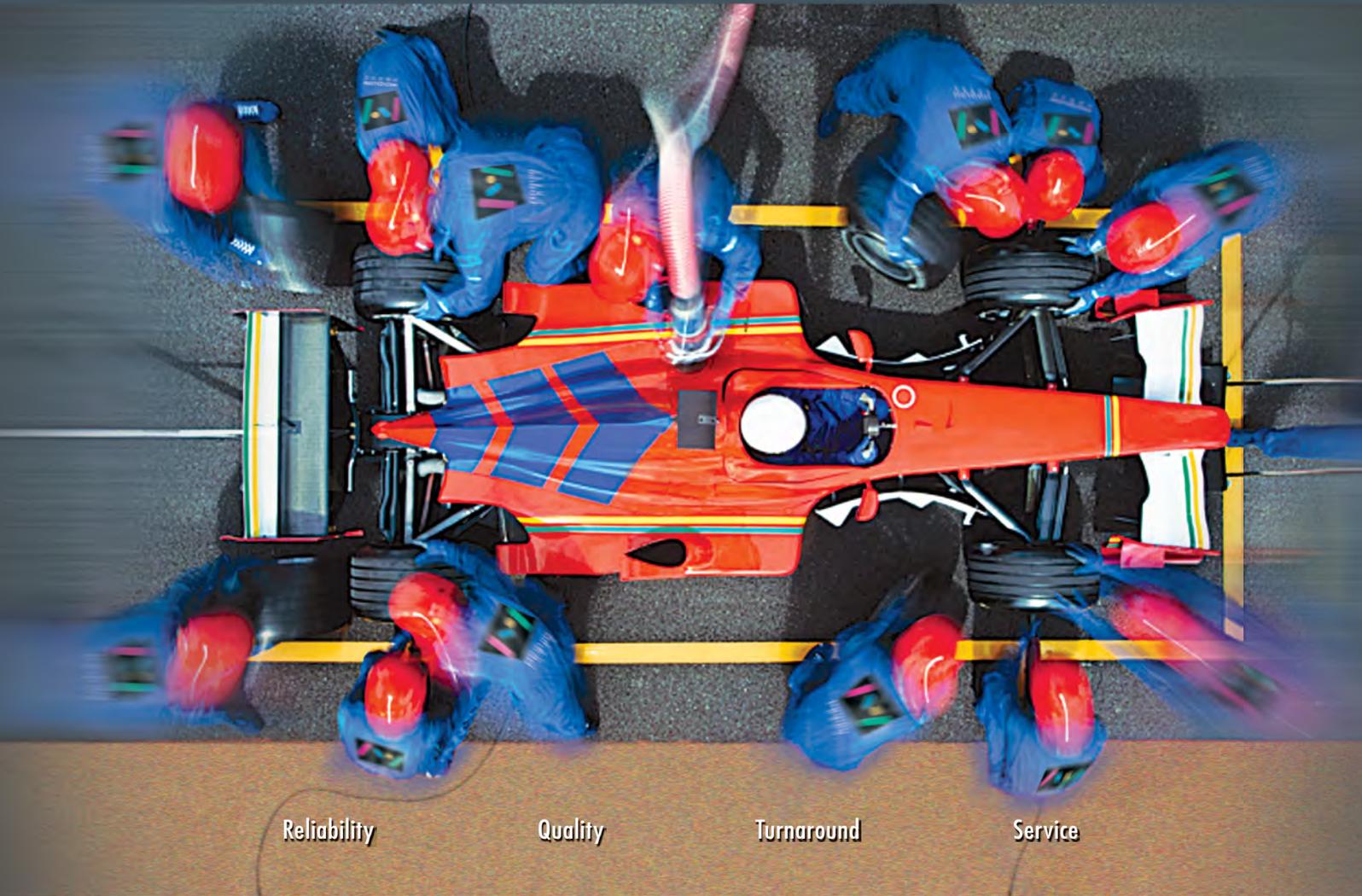
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10 Questions

Susan and Chloe Pate Designers | Pate International

What is your philosophy when it comes to design?

Chloe: My mom, Susan Pate, has been designing for the wine industry for more than 35 years and has hundreds of package designs to her credit. Somehow, she always keeps it fresh. I've learned from her that each situation is unique and special, and that it's our job to capture and communicate it graphically on a bottle.

Susan: I believe inspiration for a solution is in the problem itself. It is paramount that the concept, design and execution of that solution achieve the objectives of the client and/or project. Commercial art/design is performance art. My background and passion in fine art has led our solutions to a level of fine commercial art. The success of a project is our joy.

What has been your favorite project and why?

Chloe: Apple Park! We "got off the bottle" and have been developing an organic toy brand since 2009. With our manufacturing partners, we opened the first certified organic toy factory in China. It's been an exciting journey and is great to know that we are having a positive effect. Plus, we get fan mail!

Susan: My favorite projects are the ones we're currently working on. But looking back, working personally with Robert

Mondavi and Baron Phillippe de Rothschild to create the Opus One label was the most challenging and exciting.

Who or what influences your work?

Chloe: My grandmother, Lee Roach, has had a huge influence on our concept for Apple Park. She created amazing, over-the-top window displays for the big department stores in the 1950s, the kinds that would draw crowds in the street. She would construct a world within the window. With Apple Park, we've created a world where everything works together to tell a story, just like Granny used to.

Susan: I agree with Chloe. My mother was the major influence in my life. She and her partner, Eunice Milton, worked as the head designers for Silvestri Art Company in Chicago during the '50s and '60s. In school, I was influenced by all of the modern artists, especially Robert Rauschenberg and his use of silkscreen.

I have constantly been aware and influenced by what is going on around me. Since the beginning of my career, I have been concerned with the health and maintenance of our environment, and have worked mainly with like-minded clients. I designed the first 100 percent, post-consumer recycled paper for wine label production printing with soy-based inks. I am inspired by excellence in any and all media.

If you weren't designing, you'd be...

Chloe: Painting shells on some remote island.

Susan: A jazz singer, a fine artist, a naturalist, a world traveler.

In your professional life, what is the one thing you cannot live without?

Chloe: A 30-inch Apple monitor.

Susan: Sleep.

What's your idea of a perfect day?

Chloe: Waking up to a sunny San Francisco day where it's warm...no, hot...outside and doing anything with my husband, Jason Deamer (the Apple Park book illustrator), and our dog, Charlie Murphy.

What's your guilty pleasure?

Chloe: Shopping on the Internet during working hours. Sorry, Mom.

Susan: I'm not telling.

What's on your iPod?

Chloe: I used to say everything, but country. But now I've got that too.

Gotta keep an open mind, y'all.

Susan: I like pretty much everything too, but mostly I listen to jazz, fusion, funk, light rock and classical guitar.

The content of a person's refrigerator says a lot about them. What's in yours?

Chloe: Olives and hot sauce, mostly.

Susan: You guessed it—fresh, organic everything.



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VISUAL MEDIA ALLIANCE



VMA ROCKS



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Friends,

Our healthcare program through VMA is now in its 32nd year, started in 1978 before hospital and physician networks, before HMOs and even before automated claims paying systems.

Much has changed but your association still is in the healthcare business. In fact, it remains our most popular program with 450 companies out of our 820 members that participate.

What does the Affordable Health Care Act (Obamacare for some) hold for your firm?

The good news is that the Trust will be an "Exchange option" for our members, which means we will be able to provide you and your employees' coverage in 2014 when the act kicks in. The governor recently signed special legislation that insures our participation.

However, there's still a lot of uncertainty. For one, the AHCA might be derailed by both a Republican presidency and a senate majority in the upcoming election. Short of repeal, perhaps the biggest question is how much incentive you as managers and owners of firms in Main Street America will have to continue to provide healthcare at all. Provisions in AHCA allow your firm to "opt out" and pay a small penalty allowing your employees to acquire health care directly from the State-run Exchange.

There's a rub, however. While many of you might be inclined to "gross up" the pay to cover your employees' participation in the Exchange, premiums paid individually would not be tax-free to your employees as they are now. For those of you who want to make employees "whole" and reimburse them for healthcare purchased directly on the Exchange, substantial additional payroll taxes would be owed to purchase that same amount of health care.

How fast can you say buzz kill? At least these are best interpretations so far. Much might change in the next 15 months.

This year's VMA Health Benefits Fair is set for October 30 in Foster City. We'll have some more answers then. I hope to see you there.

Dan Nelson
President
Visual Media Alliance

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VMA + EBCC ANNUAL GOLF TOURNAMENT

On June 18, VMA + EBCC held their annual championship golf tournament and dinner at the Poppy Ridge Golf Course in Livermore to celebrate the industry and raise money for the VMA + EBCC intern programs. Special thank you to our sponsors 3 Sigma Corp., Actega/WIT, Appleton Coated, Boise, Domtar, Don Miller, The Hanover Insurance Group, PIC Industries, Pro Colorflex, Prudential Overall Supply, Travelers, VMA Insurance Services and VMA Supplemental Benefits' Greg Golin for making this possible.



Tia McMahon and Michelle Trumpler are two of the five women golfers who participated in this year's tournament.



First place team: Chris Schumacher, Greg Vella, Jim Riley and Ken Wood



Raffle winner took home a 24-inch Samsung LG HDTV

Winners - Longest drive: Chris Lambert Jr., who played with his father Chris Lambert, had the longest drive in the men's category. Betty Odell had the longest drive in the women's.



Second place team: Jon Valley, Jim Bates, Jon Redding and Vince Clubb



VMA TAILGATE + BASEBALL GAME: GIANTS VS. DODGERS

On July 28, the San Francisco Giants took on the Los Angeles Dodgers at a sold-out game that included 200 Visual Media Alliance members, colleagues, friends and families who cheered from the stands. The first 20,000 guests were treated to a special deck of trading cards and cocoa-roasted almonds courtesy of Emerald Nuts, while the VMA section was treated to free giveaways during the game. The party actually got started before the game, as VMA hosted its annual tailgate party. Held behind the VMA offices at Clarence Place, the event featured Armadillo Willy's Road Hog BBQ Truck, Peter's famous kettle popcorn, plus beer and drinks.

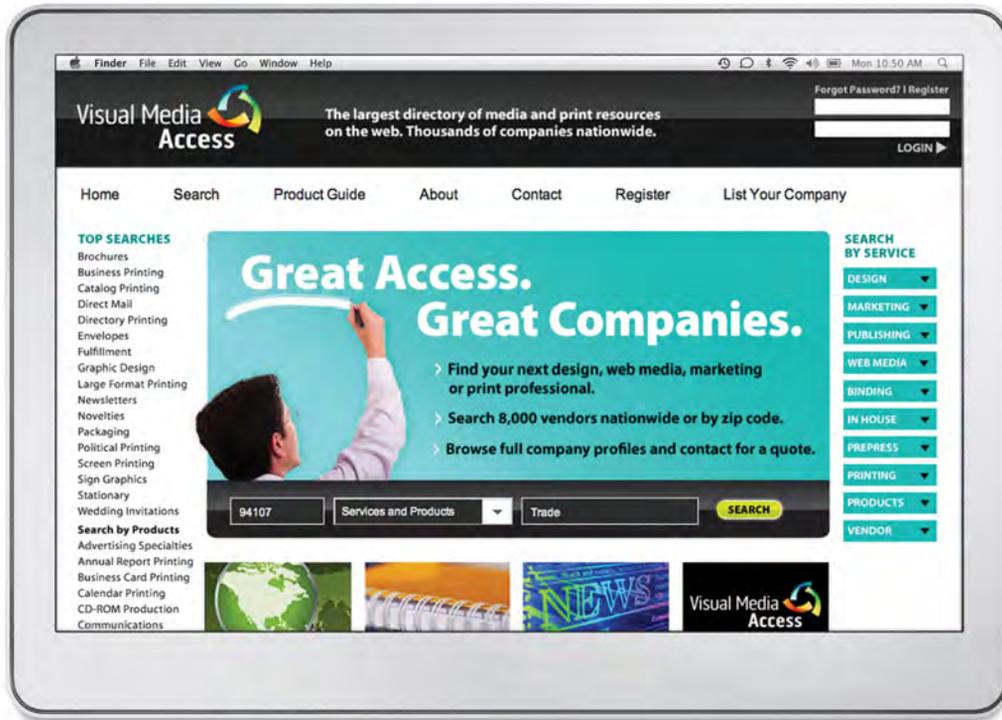


Sue Kent (center) enjoys pre-game fun with friends at the VMA tailgate party



➤ For more photos, visit the photo gallery at VMA.bz

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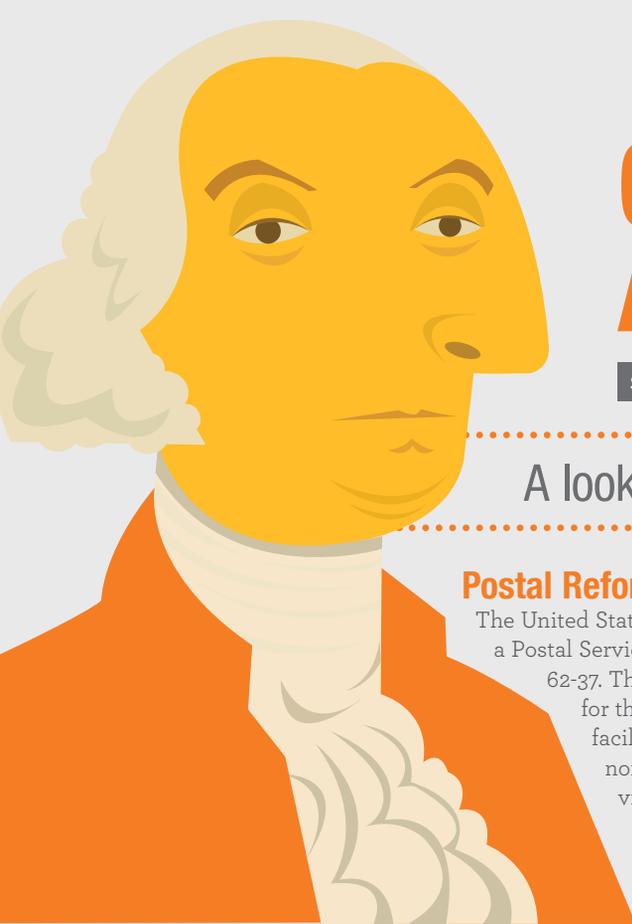
We've given vmGuide Online a complete makeover and we've re-branded it as Visual Media Access (vmaccess.org). The new name ties the site to VMA and alerts visitors to the broad make-up of our membership. And with the makeover, VM Access now sports a modern interface, provides extensive information on communications products and is optimized for all major search engines. These improvements are designed to increase web traffic and get your company in front of more of the buyers you want to meet.



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GOVERNMENT AFFAIRS ROUNDUP

STORY | GERRY BONETTO

A look at the latest happenings in government affairs

Postal Reform Update

The United States Senate recently passed a Postal Service reform bill, S. 1789, 62-37. The bill would make it harder for the Postal Service to close facilities, authorize it to provide nonpostal products and services, revise payments to two federal funds that provide worker retirement benefits, and install an innovation officer to create new business practices.

The Postal Service has marked about 3,700 post offices and more than 220 mail processing facilities for potential shutdown. Those numbers are already being reduced in Postal Service estimates to comply with revised minimum-service standards in the Senate bill.

The Senate bill would adjust the health benefits costs, canceling a 10-year payment schedule enacted in 2006 that required the Postal Service to set aside about \$5.5 billion a year for future retirees. Instead, the bill would create a 40-year payment schedule with reduced pre-funding levels for the projected liabilities.

Printing Industries of America, a member of the Coalition for a 21st Century Postal Service, supports postal reform, but is opposed to any rate increases.

Employer-Mandated Pension Plan

Despite lingering questions regarding program feasibility, employer liability and the state's financial responsibility, SB 1234 (Sen. Kevin De Leon, D-Los Angeles) continues to move through the legislature.

The bill would create a state mandated retirement savings plan for private employees and guarantee a set rate of return on investment. It requires employers with five or more employees, who do not offer their own retirement savings program, to enroll their workers into this state-run program or be subject to a \$250 penalty per employee. While businesses that currently offer a retirement plan such as a 401(k) plan would be exempt from this bill, a business that, for any reason, discontinues such a benefit would become subject to its provisions.

PIC opposes SB 1234 because, among other reasons, it requires a set rate of return on investment,

which will require the state or businesses to fulfill the promised amount.

Landfill Diversion Plan

CalRecycle has released its report to the Legislature regarding strategies for getting to the 75 percent diversion goal under AB 341 (Chesbro) passed last year. AB 341 called for a goal of 75 percent diversion by 2020 through a variety of strategies.

The report outlines a variety of strategies for helping to reach the goal, such as an Extended Producer Responsibility (EPR), increased commercial recycling, source reduction, funding and more. CalRecycle intends to hold a series of workshops, webinars and working groups to discuss these issues over the next 18 months. EPR should be a concern for the printing industry since it imposes a fee on the use of products, such as paper, to discourage their use by assessing a disposal cost.

For more information on the report, please see calrecycle.ca.gov/75Percent.

More on Meal Periods

One of the core issues in the long-awaited decision in Brinker Restaurant Corporation v. Superior Court addressed employers' obligations to provide to non-exempt employees a meal period of not less than 30 minutes for work lasting more than five hours, and two meal periods for work in excess of 10 hours. The Court concluded that employers "must afford employees uninterrupted half-hour periods in which they are relieved of any duty or employer control and are free to come and go as they please."

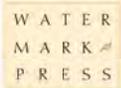
The Court also found that employers need not ensure the employee does not work and need not "police" meal breaks. If an employee continues to work on his or her own accord, premium pay is not owed. Yet the Court also concluded that the employer is liable for straight-time or overtime pay if the employer "knew or should have known" that the employee worked through the meal period. In other words, you have to pay employees when you "suffer or permit" employees to work. It is here that we probably will see future litigation of employer violations of meal periods.

The decision reinforces the importance of adopting and maintaining clear written policies regarding meal (and rest) periods, such as notices, time keeping and regularly scheduled lunch periods.

GERRY BONETTO

Gerry Bonetto is the government affairs director for Visual Media Alliance. If you have questions about any of these items, call 800-659-3363 or 415-243-8126. You may also email him at gerry@vma.bz.





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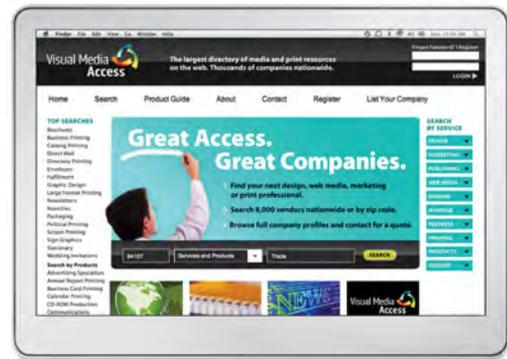
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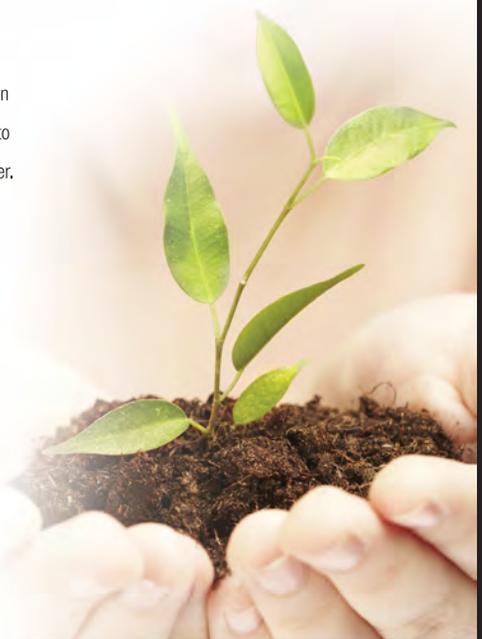


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Let's examine some of the popular myths about our youngest generation in the workforce:

Myth: Younger generations of millennials have no work ethic.

Reality: Millennials have a self-centered work ethic. This is not necessarily the negative that it may seem at first. Millennial employees are dedicated to completing their task well. They have not been raised in a way that demands them to look around and see what should be done next.

Instead, they ask, "what is my job" and go about figuring the best, fastest way to complete that task. Then they consider themselves done. This is a key differentiator between your employees and yourself.

The younger they are, the more your employees view their jobs as "something to do between the weekends." For most, early employment has nothing to do with a career path. It is a way to earn money to have fun in their free time, and that's okay.

When you understand what motivates your employees, you're better able to set mutual expectations for success. Instead of being frustrated that your youngest employees aren't interested in climbing your corporate ladder, embrace their true motivation—reliable spending money—and use it to your advantage.

When you tell an employee, "I understand this isn't your lifelong career, but to earn the paycheck every week, here is what I expect," millennial employees are much more likely to respond than if you try to motivate with promises of promotions and titles down the road.

Understanding that being at the job isn't as important to millennials as completing the assigned task also opens up new opportunities for motivation and reward. Younger employees are very likely to respond to offers of paid time off or working from home.

Myth: Millennials don't want to put in the hours to get ahead.

Reality: Millennial employees are willing to put in the time to do the job, however they are uninterested in "face time." Millennials view time as a currency. While baby boomers tend to see time as something to invest, the younger generations view it as a valuable currency not to be wasted. These are the generations that demand work-life balance and paid time off. They want to get the job done, then put it behind them and enjoy life.

Boomer managers have a tendency to lose the interest of their millennial employees by looking too far into the future. Millennials live in the timeframe based on right now. Their world has proven that nothing is a guarantee. From nationwide layoffs, to war, to soaring divorce rates, they have decided that there's not a lot you can count on.

Tell your employees that you have a plan. Take pains to ensure the plan is in a timeframe short enough for them to envision. Be prepared to fulfill your promise. Once fooled, the millennial employee is forever jaded. The lack of follow through from leaders feeds into their reality.

As a result they are not interested in traditional five-year plans. They don't even want to know what will happen at the end of the summer. Life is uncertain. To reach the millennial employee and reduce turnover, make goals short term and certain.

➤ Adapted from About.com Human Resources 07-2012

THE ESSENTIAL LEADER

STORY | KATIA ACOSTA-SMITH

What business leaders should focus on every day

Millennial Employees

Remember the old adage, things aren't always what they seem? This is especially true with millennial employees.

If you're like most business leaders, you've no doubt noticed a trend in the way employees behave in recent years. Most likely you consider it a negative trend: too much entitlement, not enough loyalty, no work ethic, only interested in themselves. Perhaps these are not negative trends, just different ones.

To better understand who our millennial employees are and what drives them to succeed, perhaps it's easiest to understand who they are not: you. That's right. They may even be your offspring, but in the workplace, they bear little resemblance to the "you" of yesteryear.

Millennials (born after 1980) are operating in this world with a completely different perspective. Their definitions of loyalty, time and success are often quite different from baby boomers. Rest assured, they do recognize all of these principles and value them in a very important, yet different way.

The key to your organization's future success is understanding how millennials view the world and using that knowledge to motivate them in a way that works. Here's a hint: Meet them where they are, and they will achieve your underlying goals; try to force them to fit your definitions, and they will run for the door every time.

KATIA ACOSTA-SMITH

Katia Acosta-Smith is VMA's human resources consultant. With a wealth of solid HR experience, a BA in psychology and an MA in human resource management, she looks forward to continuing and growing our portfolio of publications and classes. She is also available to provide assistance, including sexual harassment training, to members. Reach her at katia@vma.bz or 800-659-3363.



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MEMBER NEWS



IN THE SPOTLIGHT

2012 Premier Print Award Winners

VMA members had a strong showing at the 2012 Premier Print Awards competition, which honors the highest quality printed pieces in the industry. Congratulations to all the winners:

The Benny (Best of Category)

Label Innovators, Inc.
Moquin Press, Inc.

Award of Recognition

Ben Franklin Press & Label Co.
Best Label Co.
Collotype Labels USA
DOME
Spectrum Lithograph, Inc. (2)
Watermark Press

Certificate of Merit

AdMail Express
AMP Printing & Graphics
Bacchus Press (2)
Ben Franklin Press & Label Co. (2)
Collotype Labels USA (5)
DOME
Dumont Printing & Mailing
Hawk Embossing & Die Cutting, Inc.
Lithomania, Inc. (2)
Metro Label California Ltd
Moquin Press, Inc. (2)
Pacful Printing & Fulfillment (2)
The Galivant Group
Watermark Press

Chen Design Recognized

The July-August issue of *Communication Arts* featured a 10-page showcase on Chen Design, “a San Francisco design firm building creative intrigue into its sophisticated work.” Insights from principal Josh Chen and design director Max Spector are part of the story.

California Works Exhibited

MINE, San Francisco was a winner in the 2012 Type

Directors Club Communication

Design competition for its Stern Grove poster in the Corporate Identity category. Work from MINE and Volume, San Francisco, were also featured in the exhibition “Work from California,” curated by Jon Sueda as part of the 25th International Biennial of Graphic Design in Brno, Czech Republic this summer.

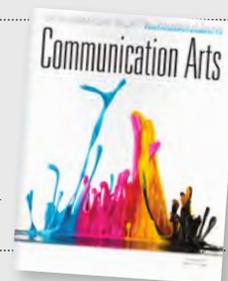
The works—which include publications, posters, photographs, prints and installation pieces—explore subjects as diverse as migration, frontierism, celebrity, spirituality, the vernacular, landscape, technology, architecture, film, and California subcultures such as surfing, skateboarding and bodybuilding.



Beta for Digital Enhancements

Direct Response Imaging (DRI), San Francisco, has been one of the beta testing sites for Kodak's fifth imaging station solutions, with capabilities such as dimensional printing, virtually invisible ink and clear dry ink. In the coming months, DRI will be participating in the Gold Ink beta program as Kodak's West Coast NexPress shop for this new metallic ink. This new feature, a first for any digital press, unleashes a whole new spectrum of metallic color possibilities.

Read the feature story online at issuu.com/cdapress. A Chen Design invitation was also a winner in the 2012 Type Directors Club Communication Design competition.



Blattel Noticed

Michael Bond, an account executive at Blattel Communications, San Francisco, was recently published in the Bar Association of San Francisco (BASF) Bulletin. “Legal Marketers Offer Thoughts on Keeping Business Development Strategies in Sync” appeared in the June issue.

In addition, the North Bay Business Journal has named account supervisor Melinda Hepp a “Young Professional to Watch in 2012.” This list is an extension of the publication's annual “40 Under 40” special feature.

Casey Featured on Central Coast Pride

“One hundred eleven years in business and going strong!”

That was the message about Casey Printing, King City, when it was featured on the Central Coast News (KION/KCBA - Salinas) program, “Central Coast Pride.” Interviewer Brooke Holmquist spoke with president Rich Casey, who explained how the company grew in tough times. The program also called the company a landmark, and complimented their community involvement and recycling program, which started years before recycling became fashionable. To watch the video, visit caseymarketingservices.com/blog/category/interviews.



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MEMBER NEWS

Deutsch Design Works & Volume Are “Damn Good”



Volume



Deutsch Design Works

San Francisco's Deutsch Design Works and Volume have projects featured in the new design book, “Damn Good: Top Designers Discuss Their All-Time Favorite Projects” by Tim Lapetino and Jason Adam of Hexanine. Published by HOW, the book features “a dizzying array of the most inspirational design work being produced today.”

Deutsch Design Works is a full-service graphic design firm specializing in package design and corporate identity.

Volume offers a range of services concentrated in the areas of visual identity, exhibition/environment design, and publication/book design.

Dome Takes Top Honors in Print Management

Last spring, Dome Printing was honored with an NAPL Management Plus Gold Award for the 2011 business year. It is the third Gold Award that Dome has received, a recognition they share with some of the best-managed companies in the graphics industry.



Dome CEO Tim Poole and CMO Bob Poole



Keen Takes an InterTech

Keen MIS and Web-to-Print from Keen Systems Inc. is one of the 12 Printing Industries of America's InterTech Technology award recipients for this year. The software is a cloud-based platform that allows companies to pick a subscription plan and begin creating storefronts in minutes. The judges praised the cloud-based and SaaS approach, the additional functionality from plug-ins, and the easy-to-use interface.

PEOPLE/ EQUIPMENT

FolgerGraphics Installs Second Heidelberg

Hayward's FolgerGraphics has installed a six-unit Heidelberg CD102 alongside their existing CD74 five color. The company is celebrating its 53rd year in business and was recently certified as a “green business” and presented with a Business Recognition award from Hayward.

FolgerGraphics also has three web press lines and a complete bindery and mailing business. With three Xerox presses the company is fully into digital as well. They also have a TV production department and are inching their way into e-books and trying to tweet and poke with the best of the social media enthusiasts. Like all printers who want to be around ten years from now, FolgerGraphics has embraced the “communications business” with QR codes, Flip Books and e-mailing technology.



Left to right: Harald Weimer, president of Heidelberg USA; Dick Folger, president of FolgerGraphics; Kevin Horton, Heidelberg pressman at FolgerGraphics; and Clarence Penge, vice president for Heidelberg sheetfed in the U.S.

Rottiers Joins XYZ Graphics

Julie Rottiers has joined XYZ Graphics, San Francisco, as VP of Strategic Relationships. Since 2010, Rottiers has worked as VP of Client Services at Aniden Interactive, where her clients included Cisco, Sony, Hewlett Packard, Tyco Electronics and General Electric. Bringing 15 years of experience to her new role at XYZ, she will focus on business development within the corporate marketplace. XYZ creates and alters still and motion imagery for advertising using state of the art creative technologies.

Graphic Imagery Welcomes Harris

Graphic Imagery in South San Francisco has hired Maureen “Mo” Harris as production manager. She has 25 years experience spanning offset printing, digital printing, bindery and customer service. She joins Graphic Imagery from Moquin Press, where she worked for more than a decade.



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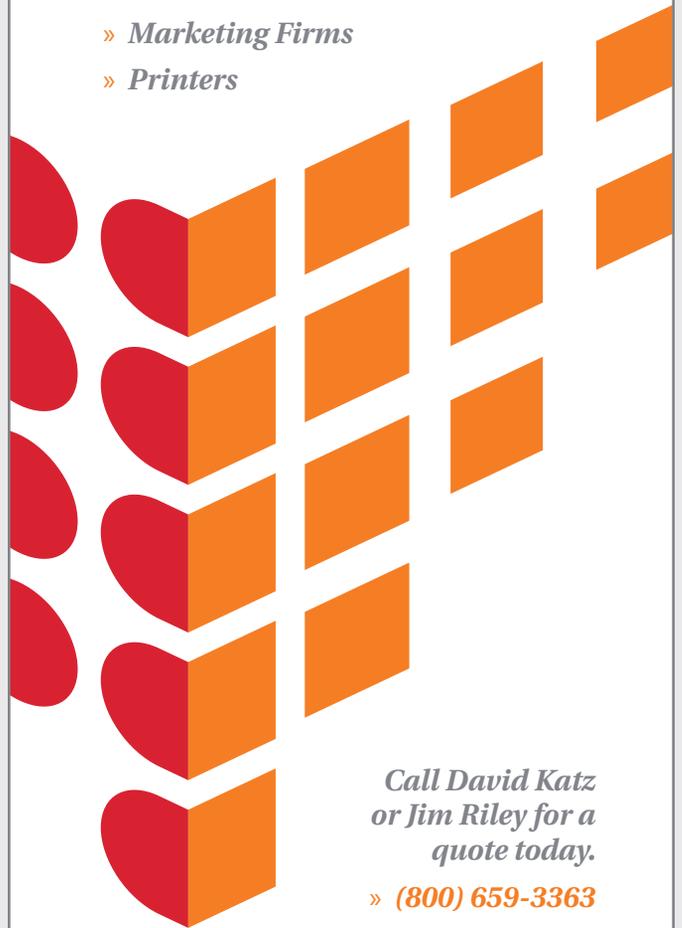


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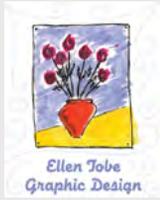
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Ellen Tobe: 415-259-5409

info@4wdesign.com

4wdesign.com



California Quality Printing

California Quality Printing, Concord, has established itself as a prime resource for quality graphic design and printing, in addition to providing direct mail services. For 26 years, the company has been committed to helping clients achieve results through “out of the box” solutions. Services include offset and digital printing of corporate identity packages, marketing collateral, annual reports, labels, signs and banners. While offering customers the latest in technology, the team at California Quality Printing still believes that nothing replaces a great customer experience. See their website for “show me” stories and testimonials that illustrate their slogan, “Where someone still cares about quality and service.”

Cynthia Lasky: 925-688-1480

cynthia@caqualityprinting.com

caqualityprinting.com



Digital Prints and Imaging

Among its extensive environmental efforts, Digital Prints and

Imaging (DPI), Santa Rosa, is a groundbreaking, forward-thinking company with 60 years of experience. DPI is the evolution and new identity of the long-established Santa Rosa Blueprint Services. It is currently the biggest

large-format reprographics company in Sonoma County, with extended hours of service. Capabilities include large and small format color output (variable data printing, postcards, brochures, tradeshow signage, etc.), binding, lamination and mounting, plus a multitude of other services. Among its extensive environmental efforts, DPI was one of the first companies in Santa Rosa to purchase renewable energy credits to offset 100 percent of the emissions created by its facility.

Joel Newell: 707-546-0401

plot@dpicopy.com

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Direct Mail Center

Founded in 1983, Direct Mail Center has 29 years of experience in providing offset and variable data printing, direct mail preparation, and fulfillment services. Headquartered in San Francisco, their primary facility is more than 30,000 square feet and is fully equipped with state-of-the-art equipment. The company is certified with the City of San Francisco and with the State of California as a Minority (MBE) and a Women Business Enterprise (WBE).

Carmela Hammond: 415-252-1600

carmela@directmailctr.com

directmailctr.com



IMAGE PRINTING

Image Printing

Image Printing, San Francisco, has been in the printing business since 1992, serving clients in diverse industries from nonprofits, financial, legal, e-commerce, retail and education. They are a full-service commercial printer with a digital prepress workflow, in-house direct to plate output, producing annual reports, catalogs, envelopes, invitations, labels, postcards, posters, presentation folders and more. Some of their clients have been with them for more than 20 years.

Truman Tam: 415-553-7788

truman@imageprinting.us

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Imagine That [design studio]

Imagine That [design studio], San Francisco—an award-winning creative services firm—provides a strategic, integrated approach to help clients maximize the impact of their marketing efforts. The team creates exceptional product packaging, powerful print and web campaigns, and delivers results with proven impact, helping clients achieve and surpass their sales and marketing goals as a result. From project management to media buying and more recently app development, Imagine That's key to success is developing a true collaboration with their clients, and by caring as much about the working relationship as they do about the final execution. Their client roster ranges from Fortune 1000 national and international companies to local entrepreneurs.

Patti Magnan: 415-362-2625

patti@imaginethatsf.com

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DELPHI Consumer Insights

DELPHI Consumer Insights, San Francisco, is a full-service market research and consulting firm. The principals of the company represent more than 50 years of collective market research experience, from a variety of backgrounds including advertising, consulting, entrepreneurial, corporate client and supplier (vendor) sides of the market research industry. Their clients' business issues range from new concept and product development, branding and positioning, to marketing communications and packaging. Client businesses include consumer goods, high tech, biotech, healthcare, business services and not for profit industries. DELPHI translates research data and insights into actionable recommendations customized for their clients.

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Mac and PC. Graphic design, image manipulation, color seps, color correct proofs, pre-flight/file to film for flexo print. Adobe CS, Draw, Freehand. Avanta 30 Imagesetter/Processor. Xitron Nav RIP. Interested in project mgmt, print buying, estimating, electronic prepress, and graphic design. All Northern California, 3913, Hoffman, S.

Graphic Designer

Highly self-motivated and goal-oriented recent graduate in industrial design specializing in product and graphic design. Works well with others, team player. Problem solver with an upbeat positive attitude. Skills and expertise: expert at Adobe CS 5.5, digital media, art exhibits and shows/model making, research planning and development skills, project management and E50 leadership skills, graphic and logistics, strong communication and presentation skills. San Francisco, 3933, Rosenvall.

Print Production-Conventional

Platemaker for 5 large presses up to sheet size 28x40 and small presses used for letterheads, business cards and envelopes. I was responsible for ensuring the files had the proper information to print the job correctly. Quality control was a large part of the process. My job was to make sure that all the presses had the correct plates as needed. Built proofs. South Bay, 3921, Koebler.

Print Production-Digital Printing

Summary: 10 yrs. experience in production layout, digital prepress, finishing, bindery, pre-flight, proofing, assembly, set up and edit electronic files for offset and digital presses. Very capable with both Mac and PC platforms. Self-starter, works well with others but can work independently also. Looking forward to an opportunity to share my knowledge and skills. East Bay, 3916, Smith, S.

Print Production-Digital Printing

I have four years experience as a press operator in flexographic and HP Indigo digital printing presses. Also good working knowledge of graphic applications on both Mac and PC, including Illustrator, Photoshop, FreeHand and QuarkXPress. All Northern California, 3917, Rabinovich.

Print Production-Large Press Operator

Seeking position as a press operator, 2, 4, or 6/c large presses. Ryobi and Heidelberg 2/c, Heidelberg 4/c. I have extensive knowledge and experience in offset printing area, strong mechanical and troubleshooting skills. Bay Area, 3920, Hernandez.

Print Production-Web Press Operator

Web press operator, short or long run presses. Didde, Harris, Miyakoshi and Taiyo presses. UV

and HR inks. I have 24+ years of experience in all aspects of press print production. Excellent technical knowledge at lead journeyman level. Committed to high quality production and constantly sharpening skills, detail oriented with the ability to consistently meet deadlines. Trained in computer hardware and software and have a proven track record of exceeding all production, quality and cost goals. Adept at revising current processes to improve plant operations. East Bay, 3914, Sheehan.

Print Management-Production Management

I have worked with teams of program managers, creative directors/designers, copywriters, account executives, data managers, digital teams, photographers/illustrators, printers, lettershops, replicators, binderies and fulfillment - in producing print projects of all nature - on schedule and on budget; in most cases, achieved great savings along the way. I understand when and how to use current technologies, I excel at moving projects from A to Z while serving internal team members and external clients needs and demands! I work well under pressure, always diplomatic, with a lot of energy and tenacity. San Francisco, 3918, Gordon.

Print Management-Production Management

Experience and knowledge of sheetfed and narrow web printing including offset, flexo, screen and digital, scheduling, estimating, purchasing, inventory management, customer service management. Bay Area, 3922, Baugh.

Creative Production-Art/Creative Director

Art director, project manager and designer seeking opportunities to contribute my artistic talents and expertise to develop creative consumer products, digital assets, and marketing materials for print, web and mobile media. A team player who enjoys working with all levels of staff and customers as well as leading and mentoring junior creatives. Peninsula, 3910, Warren.

Creative Production-Art/Creative Director

I thrive in expanding, fast-paced, high-stress and structured environments charged with ambitious and intelligent people. I have experience working with companies in Japan, China, Europe and South America. Providing consulting to companies, talent, and brands on business growth and expansion into new media and gaming venues. Managing talent for individual and company brands. Develop global franchises by leveraging existing intellectual property with expansion into film and new media. Software capabilities: Maya, Modo, Photoshop, Flash, After Effects, 3D software. San Francisco, 3927, Henson.

Creative Production-Art/Creative Director

It is both an honor and a life-long dream to be an artist. It is a pleasure to be able to create from imagination and work with passion to make the world around us better. My artwork is a reflection of my love for creation. Industrial design has afforded me the opportunity to combine innovation and creativity to problem solving in an infinitely applied profession. Please visit my website MGarciaDesign.weebly.com East Bay, 3932, Garcia, M.

Creative Production-Production Layout/ Image Manipulation

19+ years experience in the printing industry. I have experience with all major printing processes from digital to offset, skilled in multi color, multi varnish, multi trap and die cut jobs. I am vastly experienced in book building from perfect bound to saddle stitch. No job is too complicated. Experience in variable data mailings, CD silk screening and most everything in between. Good at workflow software and CTP units of all types. I have what it takes to make your pre-press department successful. South Bay, 3912, Alaniz.

Creative Management-General Management (design and media)

Objective: To be involved with a team of developers, designers, and explorers, all working collaboratively to define the interactive experience for users of online and mobile technologies around the world. Core competency: thinking innovatively, understanding technology, finishing on-time and on-budget, solving problems, maintaining focus, building, maintaining and leading teams, creative brainstorming and thinking, multi-tasking. San Francisco, 3929, Tuohy.

Creative Production-Miscellaneous

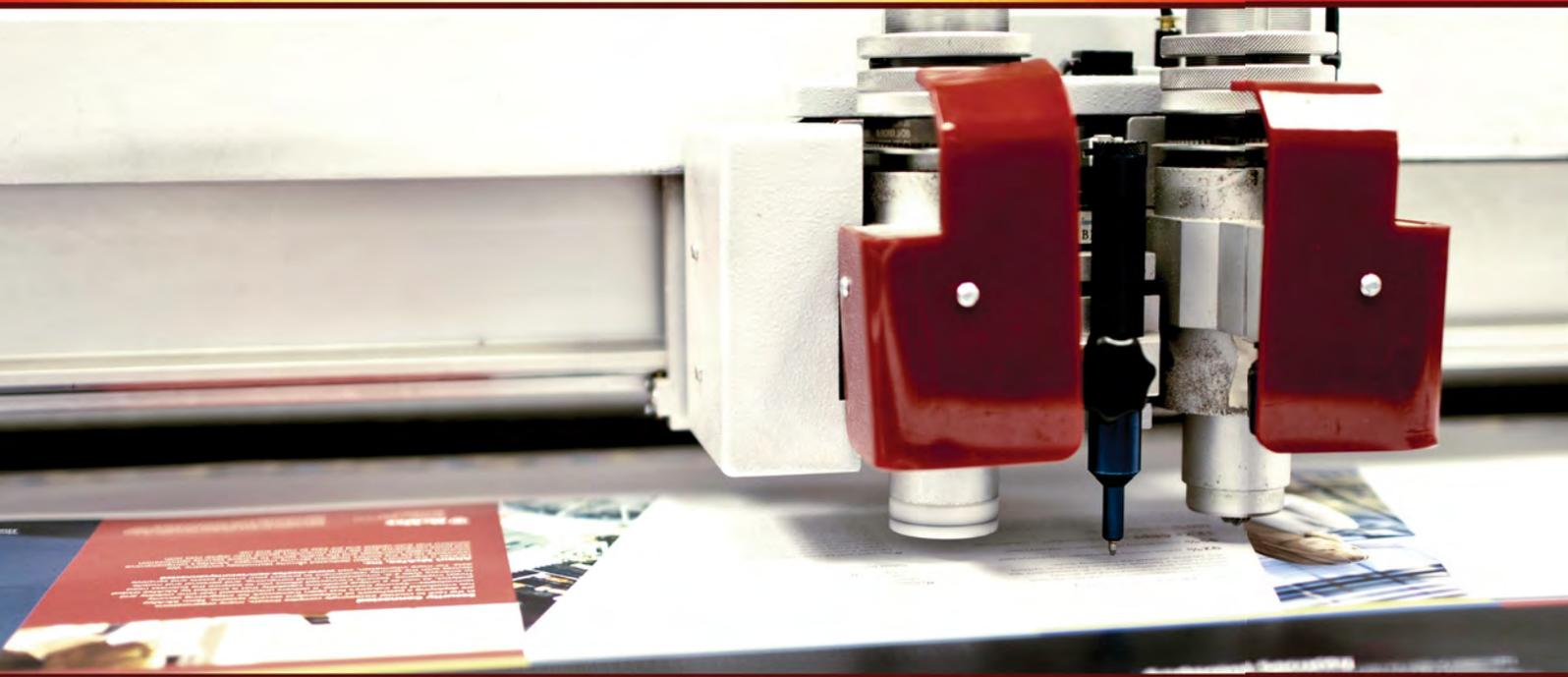
Primary responsibility: assistant production manager which included planning, organizing, scheduling, inputting of jobs, soliciting bids for buyouts, department shipments, procuring paper and other supplies. Other responsibilities included: plating, electronic prepress, supporting a 6/c 29" Heidelberg, a Heidelberg die cutter and Itek duplicators. Assisted in meeting critical deadlines in the machine and hand bindery areas, including operating a Polar cutter and Heidelberg/Stahl folder. Driving as required. South Bay, 3919, Delcre.

Creative Production-Miscellaneous

Looking for work as a plater/proof/QC. I have been in the printing industry for 30+ years, most of it working in stripping and quality control. My experience is varied, having worked in different types of shops. I work efficiently and understand the best way to do this is in a team environment. I work well with people, am very detail oriented and communicate effectively. South Bay, 3923, Koebler.

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