

Behind every brilliant idea is the **process.**

# process.



SUMMER 2013



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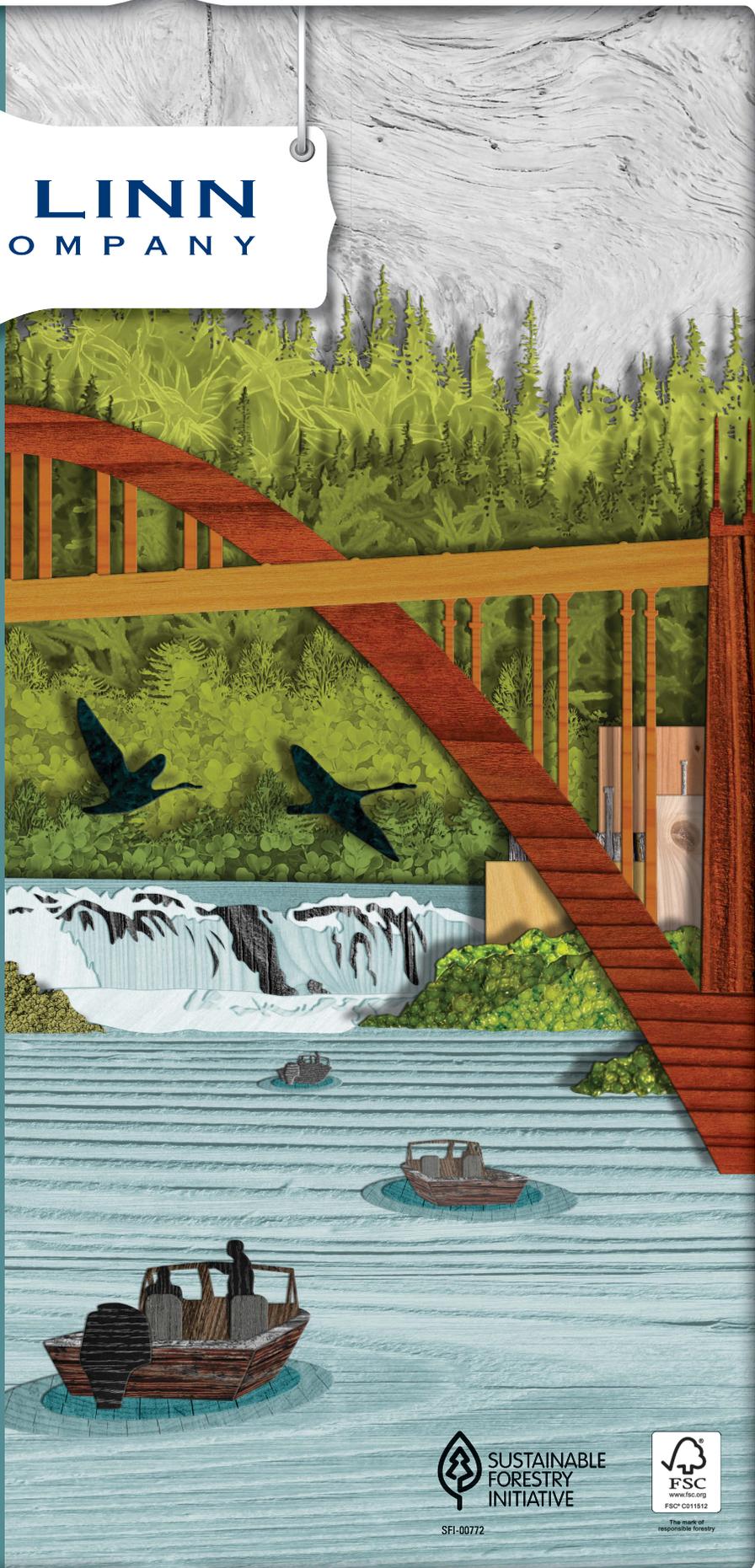
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# printing process

In the spirit of showcasing excellence in fine printing and finishing, each cover of *Process magazine* is a collaborative effort between an industry leading printer, paper manufacturer and bindery. The summer 2013 issue's printer is Calitho, the paper was provided by Neenah, and the binding is by Dome Printing.

The cover was printed four color process + PMS 8006 & PMS Warm Red M + spot gloss U.V. / four color process + overall dull aqueous coating on a 40" Komori GL 640 Series 4045 press. It was scored using a Heidelberg cylinder press then Z-folded and held closed with fugitive glue outside the trim area for binding. The magazine was bound using a Muller Martini Corona Perfect Binder with 21 pockets and automated book block feeder with PUR glue. The magazine was double passed on the binder (to create the book block with face trim) which allowed the folded cover to drop onto the trimmed text taking a final head and foot trim.

contact: CALITHO [www.calitho.com](http://www.calitho.com)



Noise 13's work on Trés food trucks inspired our cover.



Photo by Jeff Neuman

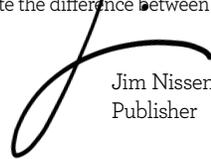
## You'll never be a Pro... if your brakes don't work!

In the early 80's, like a lot of kids, I started BMXing. One spring I was exposed to this thing called "freestyle" and it changed my life. It was all about personal expression, individuality, creativity and style. The judging had no rules. It was PERFECT for me. I devoured every BMX magazine and video, and I practiced diligently, but every month I saw new tricks evolving that I somehow couldn't do. I had the bike, I had the drive, what was it? I was very frustrated.

Then the BMX Action trick team came to my town and BMX gods RL Osborn, Ron Wilton and Fred Blood gave two trick shows. Dying for information, I mustered up the courage to ask RL directly: "How did you get so good?" To my surprise he asked for my name and said, "Jim, I fall a lot. And I get up a lot. And I try really hard to understand why I fell before I try again."

He then grabbed my bike and hopped on (my friends and I were in awe). He did amazing things I didn't think my bike was even capable of. When he hopped off, he gave me a concept that stuck with me forever. He said, "Jim, your bike needs tuning, you'll never be a pro if your brakes don't work." Then he said, "try mine." I jumped on and did a flawless Grasshopper. It was easy, his brakes worked. I thanked him and when I left that day, needless to say, I fixed my brakes! The whole thing worked, I eventually got sponsored, had a traveling trick team, and even competed nationally. One fall, I was exposed to this thing called "design," and it changed my life (again)!

Thirty years later, I'm here to challenge anyone who might be frustrated or feeling like they want to get better and faster to have a similar design experience. Attend a conference like HOW. Meet legends, be inspired, share wisdoms. Cheerfully keep pushing design bounds to discover the solutions that work for you. And, of course, sharpen your tools so they perform! Maybe it's time to upgrade on hardware and software and tune up your strategy for learning. These adjustments might create the difference between watching the show and putting one on.



Jim Nissen  
Publisher

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Summer 2013 + v.2 + no.3

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**process** MAGAZINE is published quarterly (Spring, Summer, Fall and Winter). **process** MAGAZINE is a professional journal published for the communications industry – advertising, design, print, Web, public relations, photography, illustration and paper.

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# Skin Sells

## *Sagmeister & Walsh bare all to attract new clients*

When Stefan Sagmeister founded his own design agency 19 years ago, he took a naked picture of himself and sent it to potential clients around the country.

The shocking strategy worked. Sagmeister's client list now includes Levi's, BMW, Universal Music, and The Rolling Stones (to name a few). Last year, Jessica Walsh joined the New York City-based agency as Sagmeister's partner, and the two decided it was time for a reshoot.

What seemed like a crazy idea has become tradition at Sagmeister -- this year's official staff photo includes all six employees, sans clothing.



## *PaperSpecs PROs Create Virtual Coloring Flash Mob*

PaperSpecs collaborated with Un-studio, Neenah Paper, and Full Circle Press to create an interactive gift that had PaperSpecs PRO members coloring outside the lines in celebration of spring. The gift was a series of three letterpress-printed postcards. Each card contains original illustrations of birds, flowers and plants inspired by a corresponding theme (sing, bloom and grow). But there was one thing noticeably (and intentionally) missing: the color so evocative of spring.

"We invited our PaperSpecs PRO members to add their own colorful mark on the cards with whatever medium put them in a playful, happy frame of mind—markers, watercolors, charcoal, pens, crayons, color pencils, pastels ... even nail polish!" says owner Sabine Lenz. [facebook.com/PaperSpecs](https://www.facebook.com/PaperSpecs)



make ready

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POSITION!

## Redmond Takes Reins at Pacific

Ian Redmond has taken over as president of Pacific Standard Print, Sacramento. He previously served as president of Eagle Press since February of 2009. Redmond has been working in the printing industry for more than 10 years. He is a graduate of Cal Poly, San Luis Obispo and has become a leader within the Consolidated Graphics network.



## Capturing Mountains in a Bottle

Chen Design Associates, San Francisco has been retained by Juniper Ridge to redevelop its brand from the ground up on packaging its full line of products, printed collateral and retail website. "Communicating what they do authentically and simply, we are connecting them with their sophisticated clientele and conveying a resonating love of the outdoors." Check it out at juniperridge.com.



make ready

## Loose Leaf

When the creatives from San Francisco-based studio Manual wanted to celebrate visual art from around the world, they wanted to produce something physical – what they call a “distinct departure from the online consumption of visual material that pervades our lives.” The result is Loose Leaf, an annual limited-edition and self-published project that includes commissioned and previously unpublished large-format and unbound artworks by Vincent Fournier, Nicholas Alan Cope, Youngsuk Suh, Chris Dent, Hiroshi Kan, Jeff Canham, Dave Eggers, Michelle McCarron, and Andrew Zuckerman (to name a few). Each edition of works can be installed, shuffled, and changed out like a personal and curated art gallery.



## Design (and beer)

we  Manual's design personality for Loveland Aleworks

Long before Loveland, Colorado became a beer town, it was a community that revolved around the Colorado Central Railroad. Decades later, Loveland Aleworks teamed up with San Francisco-based design firm Manual to create an ode to the two time periods.

According to Manual, the custom-designed identity includes a contemporary typeface rooted in Loveland's history (and created in two styles), a series of custom-designed tap handles based on 19th century railway signal levers, and a tasting room inspired by the building's existing structure and its natural surroundings.

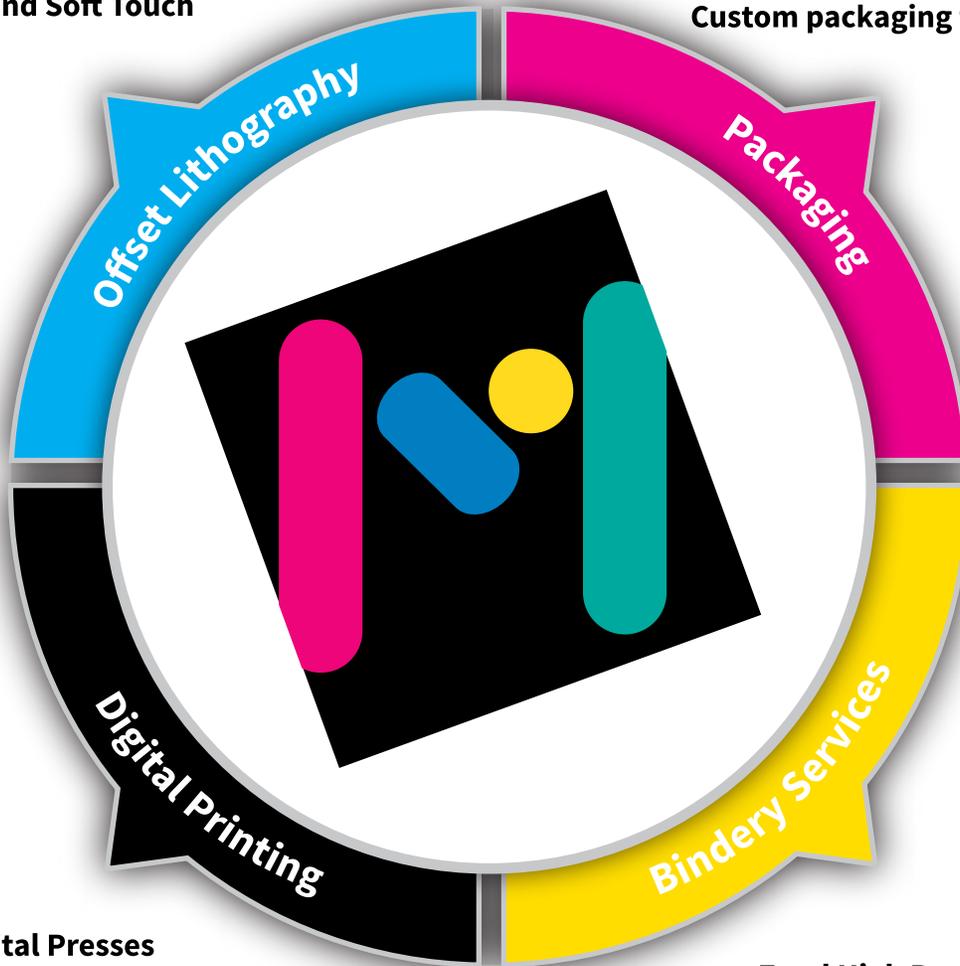


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# What Success Looks Like At Your Firm

STORY | DAVID C. BAKER

**A** great client recently asked me to outline my definition of success for their firm. Here is a version that you can adapt to your own situation, putting your own stamp on it:

- Partner compensation equals or exceeds industry benchmarks. And after that is achieved, you still get 20 percent net profit.
- Partners and employees in key roles will have already tasted competence in the area of your focus, or they will experience it within nine months of joining the firm.
- There will be few or no young employees who value variety over expertise.
- When employees talk about your firm, while still employed, their private comments will be complimentary.
- When partners and employees head out the door to work for the day, they look forward to the challenges, the companionship and their participation in the overall culture.
- As a firm, you will not require extraordinary people (in the true sense of that word) to be effective. Your training and processes will be such that ordinary people will be quite enough.
- You will always have three to four months of overhead set aside at all times.
- You will never have a single related source of work that represents more than 25 percent of the total.
- The group of well compensated and productive employees, including normalized principal compensation, will not exceed 45 percent of the total adjusted gross income.
- You will have no debt of any kind except for typical and current payables.
- Your realized rate, whether disguised or not, will be a blended \$160-plus per hour.
- When serving as references, clients will describe you as the smartest, most honest firm they have worked with. They will be eager to recommend you and, in fact, will ask to be a reference, with no hesitation about sharing the hidden gems that they have found.
- Your points of view and ways of working will be so determined and established that they will serve as an early and definite filter to attract the right clients and repel the wrong ones very early in the process.
- You will almost always have more opportunity than

capacity, allowing you to be choosy about which clients receive the benefit of your expertise.

- You will talk about money naturally and early in the relationship, without any hesitation or fear.
- You will not knowingly enter competitive contests for new business.
- Your pricing will be such that both partners and a few selected employees will have the time, absent client pressure, to develop original thought leadership based on primary research to maintain your market position.
- The content that you disseminate will be so intriguing and compelling that prospects will willingly identify themselves as eager consumers of your thought leadership.
- Your positioning will be so clear that unqualified prospects will self-select themselves out of the running without giving you a chance to waste your time pursuing them. In terms of compensation, they will know that it is not a fit because the total possible engagement does not meet your ideal annual minimum, nor do they wish to spend the amount required for the first project in what is hopefully a long-term engagement. But they will leave their exploration of your firm admiring your position and strength, not feeling patronized or dismissed. In other words, you will be viewed as helpful even if a business relationship does not materialize.
- Your control in the marketplace will be such that you drive the client relationship, explaining to them what they need and how you will provide it. In the process, at least one-half of your fee revenue will flow from largely predetermined packages. These packages will be defined on your website with deliverables, prices and timelines.
- You will not give away what you are thinking, as applied specifically to them, until you are fully engaged.
- Your deliverables will consist of roughly one-half of the current material, and then even that will be prioritized with single-digit recommendations that are actionable and substantive.
- You will not hide behind reams of paper or tactile deliverables.

**For the complete article, visit [recourses.com/recourses-blog](http://recourses.com/recourses-blog).**

**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](http://recourses.com) or follow David at [twitter.com/recourses](https://twitter.com/recourses).

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# Secrets to **Selling**

## Why Social Media is Key to New Business

STORY | RYAN DOHRN

**T**he secret to social media sales is the training of two people: the advertiser and the actual ad sales rep. It is all too easy for an advertiser to say that they understand social media marketing because they post daily on Facebook. It is equally easy for an ad sales rep to say the exact same thing. It is through quality ad sales training that you can grow your ad sales team to social media superstar status.

Here are four important things to learn and embrace to expand your social media revenue opportunities:

### Confusion Equals No

Advertisers do not buy what they do not understand. Ad sales reps do not sell what they do not understand.

### Expand Your Horizons

You must market beyond your own personal Facebook page or Twitter feed to grow your exposure. There is only so much that an advertiser can do with their own Facebook page on their own. Can they find success? Of course. Can they do it faster and cheaper by partnering with a media company. For sure.

### Engage, React, Repeat

Fans or Likes are not a measure of your potential marketing power and/or effectiveness on Facebook. You can have 15,000 fans/likes and only 25 users might look at your latest post. How people react to your posts is called engagement. Engagement means that a user does something with your post. Perhaps they share it or create a new post with it. From an advertiser's perspective, you want to know what your fans like or react to so that you can maximize your posts. From an ad sales rep's point of view, if your media site has a high level of engagement when you post on Facebook or Twitter then that is a sellable point.

### Stick to the Social Environment

Linking to your own Facebook page is critical. If an advertiser buys a sponsored post on your media website's social feed, you must link to the advertisers

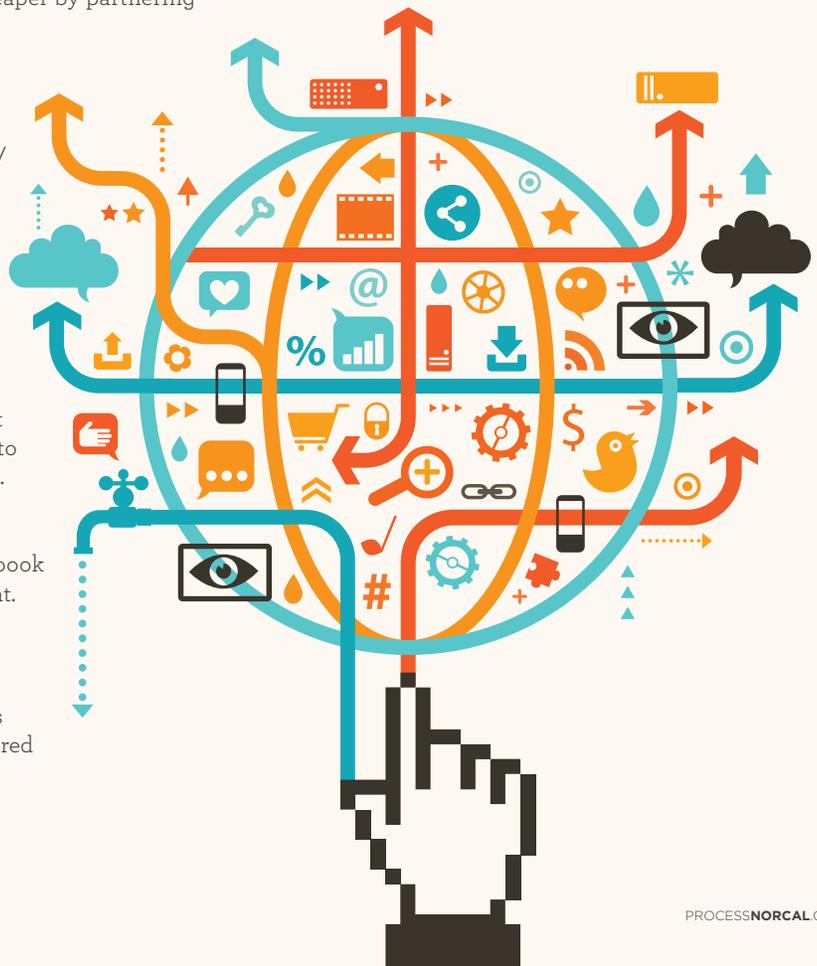
Facebook page to maximize the full potential of the post. All too often the link in the post is to their website. Not smart. Increase sharing of the post by keeping users in the social environment and not taking them off to another website.

Are there more things to learn about understanding social media? You bet. But, let's crawl before we run. I spend hours of my ad sales training business on this single topic alone. What about pricing? Call me. All in all, understanding social media is critical as we work to grow our ad sales team. With that understanding your ad sales reps will be better equipped to educate advertisers to that all important winning sale.

**For the complete article, visit [ryandohrn.com](http://ryandohrn.com).**

#### **BIO:** RYAN DOHRN

... is an award-winning ad sales training coach, a nationally recognized Internet sales consultant and an international business speaker. He is also the president and founder of 360 Ad Sales Training, a boutique Internet revenue consulting firm with a detailed focus on ad sales training, Internet consulting and media revenue generation. Dohrn travels the globe teaching media sales training classes and offers detailed coaching help to business owners and media companies looking to make money online. For more information, visit Dohrn's websites, [ryandohrn.com](http://ryandohrn.com), [BrainSwellMedia.com](http://BrainSwellMedia.com) or [360AdSales.com](http://360AdSales.com).



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# VISION.

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# INSPIRATION.

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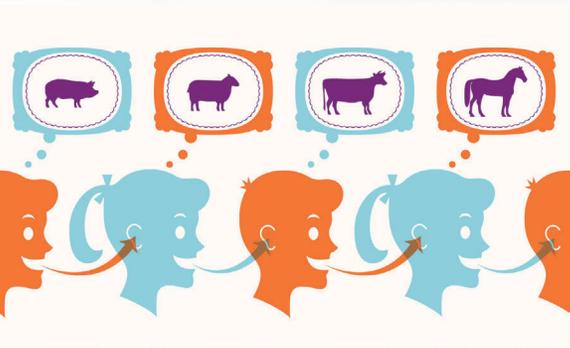
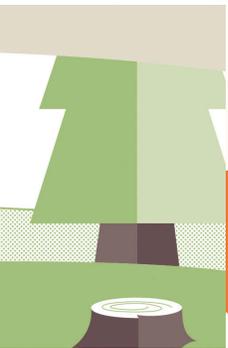
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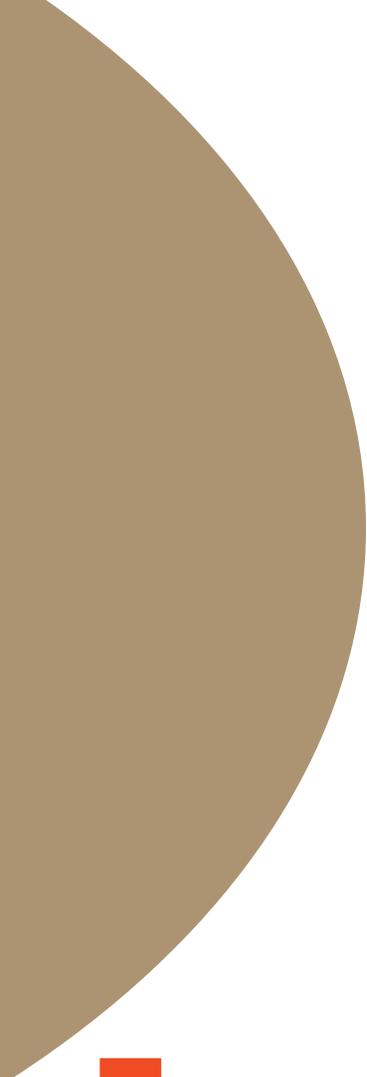


# CONTENT SALVATION

STORY | IAN HUMPHREYS

Pull Your Creation Process Out of  
*Creative Hell*





**I** used to manage a large creative team, and on a regular basis we had to generate ideas for content marketing projects. Content marketing is driven by fantastic concepts, so if you work in this field, you're very likely to spend a lot of time doing the same.

Like most organizations, brainstorming was our primary means of creating content ideas. Generally we found what we were looking for, but occasionally we would come up against a brick wall and find ourselves completely unable to generate a great concept for a specific project.

I like to call this situation "creative hell," where the pressure to find a content idea collides with your ability to generate one. Whenever we reached this point, the creative juices stopped flowing and each of us experienced various levels of exhaustion, frustration and defeat.

*"In my experience, the best content brainstorming sessions last 30 to 45 minutes, and anything over an hour is unproductive."*

### Why creative hell exists

Creative hell exists for one very simple reason: We are all imperfect. Your company may be full of creative people bursting with fun content creation ideas. Yet sometimes, for whatever reason, inspiration will be elusive, and you'll find yourself struggling to think of new ideas. But when you've committed to content marketing, you know you will need to persevere until you break out of creative hell. Here are six steps that will help you do just that:



# the SIX STEPS



## STEP 1

### Walk away

If you are currently in the middle of a marathon brainstorm that's lasted two hours or more, do yourself a favor: Stand up and walk out of the room.

In my experience, the best content brainstorms last 30 to 45 minutes, and anything over an hour is unproductive. So give yourself some space, think about something aside from the task at hand and get away from the people you've been working with. Come back later with a fresh mind and some perspective, and try again.

- Find three pieces of great content that are in some way related to your content creation project.
- Find three pieces of stupendously awful content that are similarly related to your project.
- As a team, write down one factor that makes each awesome piece incredible, and one factor that makes each bad piece horrific.

You'll be left with three factors that lead to great content, and three that make you want to cause physical damage to yourself. Now apply this to your own subject matter and find ways to incorporate the things you love into one idea, while eschewing what you hate.

## STEP 2

### Lighten the mood

Brainstorming is meant to be fun and you will get your best results when the room is full of positive energy and creativity. Provide a supportive environment and participants will lose their fear and inhibitions, allowing them to share their ideas. And the more people are willing to contribute, the more productive your brainstorm session is likely to be.

However, even a positive environment can get tense when the pressure is on to create content. If the creative juices just aren't flowing, you may notice participants getting frustrated, quiet and sullen. To keep the mood light, change the tone in the room: Bring in a treat (for some reason, I've found croissants always work), watch a silly video on YouTube together, or move the meeting outside if it's a sunny day. A happy brainstorm is a productive brainstorm.

## STEP 4

### Call for help

Even the most creative people need help from time to time, and you shouldn't be afraid to ask for it. If you've tried everything and still can't think of a good idea, it's time to get more people involved. Go to your boss, another department, your significant other, your friends, your parents...anyone who will listen to you. Great ideas can come from unlikely sources and there's no telling what your network might come up with. Beyond that, the act of explaining your creative problem to outsiders will help you gain perspective—an invaluable vantage point when you've gotten too close to a subject. Taking a step back and explaining what's going on to someone else can help you find your way back to creative productivity.

## STEP 3

### Search for inspiration

The Internet is full of content. Some of it is wonderful, some of it is horrible, and the vast majority falls somewhere in between. There's absolutely no shame in using this body of work to your advantage, so try this simple exercise:

## STEP 5

### Examine your process

If your work involves consistently creating content ideas, then you need to develop a process to manage that task.



## STEP 1

Walk away



## STEP 2

Lighten the mood



## STEP 3

Search for inspiration



## STEP 4

Call for help



## STEP 5

Examine your process



## STEP 6

Persevere

“Brainstorming is meant to be fun and you will get your best results when the room is full of positive energy and creativity.”

It will help you achieve consistent results and ensure that brainstorm sessions are as efficient and productive as possible.

Your content creation process will likely vary according to the size and type of organization you work in, but at a minimum, it should include these basics:

 **Setting a goal:** Determine the objectives of the project and communicate them to the group.

 **Analysis:** Determine the type of content that is likely to achieve the project's goals (this can include competitor analysis, audience analysis, etc.).

 **Determining your media:** Select the media (blog posts, infographics, etc.) for your content ideas based on how practical it will be to produce them given the resources available (time, budget, etc.).

 **Brainstorming:** Generate ideas with a group of at least three people for no more than an hour at a time.

 **Testing:** Sample potential ideas with members of the audience, coworkers, friends, etc., and note their reactions to help you determine which ideas are more likely to receive a favorable response from your target audience.

If you aren't getting the results you desire from your ideation process, it may be time to make some changes to one or more of these components. Let's take the goal-setting stage as an example. The purpose of this stage is to ensure that every potential idea coming out of your brainstorm fulfills the project's core objectives. If the ideas you are generating don't pass this test, look to give goal setting greater emphasis when you restart your brainstorm.



Examine every stage of your process in this way and see what changes. You may need to help focus everyone's thinking on the right content ideas—not just any content ideas. Don't be afraid to switch things up. Sometimes the tiniest procedural changes can improve the tone of your entire brainstorm.

## STEP 6 Persevere

At the end of the day, there is no surefire way to break free from creative hell. The only respite is to find that perfect idea and no amount of croissants or procedural

changes can magically procure it for you. The simple solution is to persevere—keep your patience and keep working until you find what you're looking for.

On the bright side, inspiration is often just around the corner. In my experience the really great ideas take work, and sometimes you need to suffer a bit for them. There's no better feeling than emerging from the depths of creative hell with a truly fantastic idea.

### BIO: IAN HUMPHREYS

...is a content marketing consultant based in Toronto, Canada, who has developed award-winning content marketing campaigns for some of the world's biggest brands. Ian writes about the concepts and processes that lie behind great content marketing. Contact Ian at [ianphumphreys@gmail.com](mailto:ianphumphreys@gmail.com).

### SOURCE

Content Marketing Institute | [www.contentmarketinginstitute.com](http://www.contentmarketinginstitute.com)

# NOISE

STRATEGY + BRANDING

*Dava Guthmiller and her  
San Francisco-based firm  
are raising the volume*

INTERVIEW | CLAIRE LAWTON

PHOTOGRAPHY | GAMMA NINE

13  
+ DESIGN



 Tell us about Noise 13. What is the company culture and philosophy?

Friendly collaboration is a cornerstone of how we work at Noise 13. With our clients, we love being part of their teams, working with them to create strong, lasting brands that truly connect with their end consumers. The office environment is quite casual, with an open floor plan that allows us to collaborate during business hours and showcase our clients' brands with happy hours and events. Fridays at 5 p.m., we have a long-standing happy hour for the staff.

I'm very open and direct with our team and with clients. I figure our clients hire us for our expertise, insight and guidance, so we give it—even when it's not necessarily what the client wants to hear. We approach a project from the view of the end consumer, and we pride ourselves on taking projects in which we would either use or recommend the product or service. This makes it so much easier to fully connect with the brand. I want to like who we work with and love the projects we produce. Our philosophy works. We have many long-term and return clients and lots of client referrals, as a result.



# the TEAM

DAVA GUTHMILLER  
Founder + Creative Director

CHRISTINE LEE  
Senior Designer

BEN WONG  
Designer

EVELYN WEI  
Designer

GRAYSON TOKOTA  
Jr. Designer

SAMANTHA HODGSON  
Jr. Designer

CLAIRE SACCOCCINI  
Marketing and Development

GINA CHANG  
Marketing and Development

RACHEL BAIN  
Developer

## And what's behind the name?

The naming game was played out over a long lunch and a bottle of excellent wine. What it came down to was my desire to create brands that stand out or “make noise.” Thirteen is just my favorite number. As luck would have it, our first office was on the 13th floor in a building on Union Square, and all our paperwork for the business came back from the city stamped as official on Jan. 13, 2000. Total freaky luck.

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

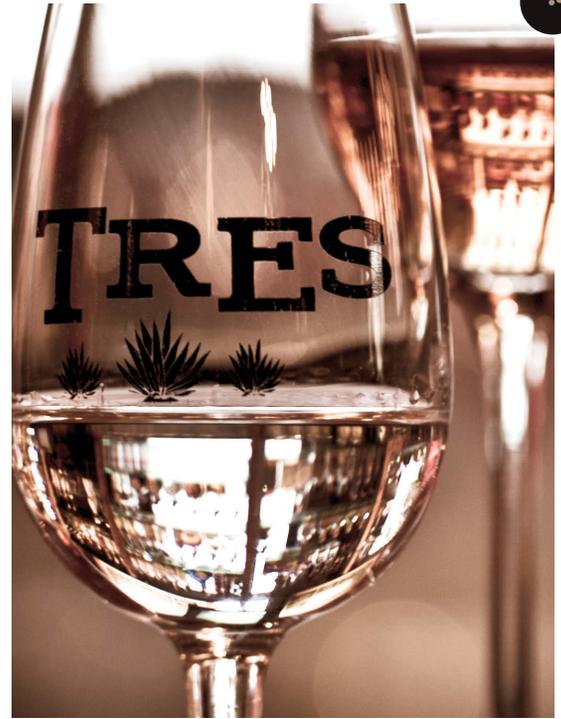
We are a small agency, which allows us to be flexible and agile, and we love working with a variety of companies, products and personalities. As a general overview, I'd say we thrive on full-scale branding projects with lots of little pieces.



A project we are working on now is one of our most challenging— and exciting. We are

in Phase 1 of a redesign of 1000 Museums' existing website, and this will expand into one of the most robust sources for discovering art and museums that I have seen yet. With the client and their developers, SourcePad, we are rethinking the discovery of art and the uses for open source data. The goal is to truly open up the art scene to create a learning and sharing process that brings art beyond the walls of the museum. We also hope to encourage more people to visit museums they might not know about. Phase 1 is a modern refresh of their existing site with the addition of sharing and better shopping experiences. By Phase 3, we will have a whole new brand and new system of art discovery. I am beyond excited to be a part of this.



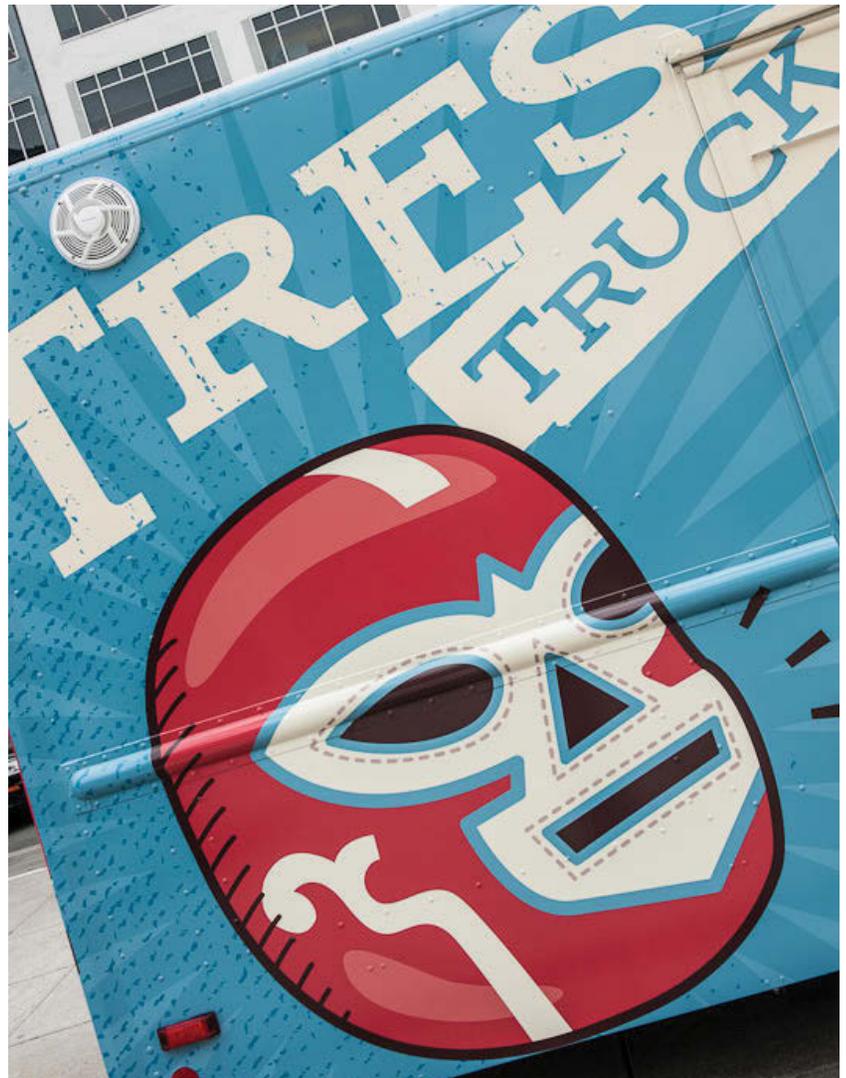


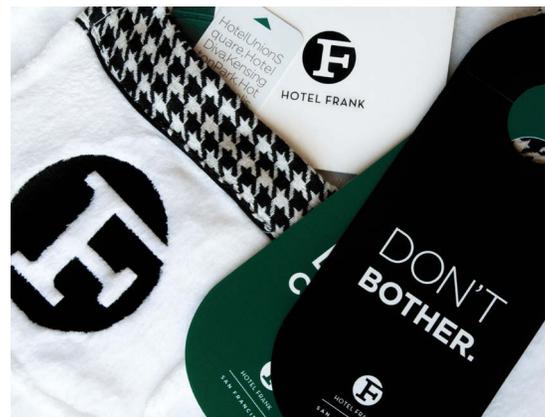
When it comes to generating great ideas, what fuels the creative process? What or who do you and your team draw inspiration from?

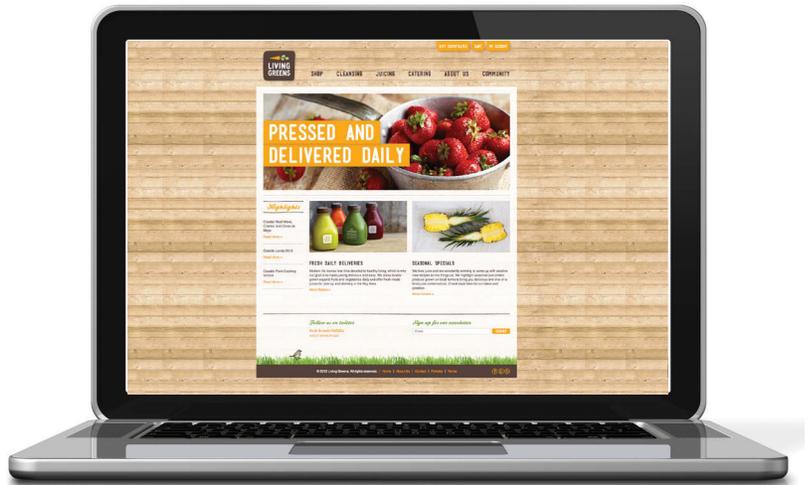
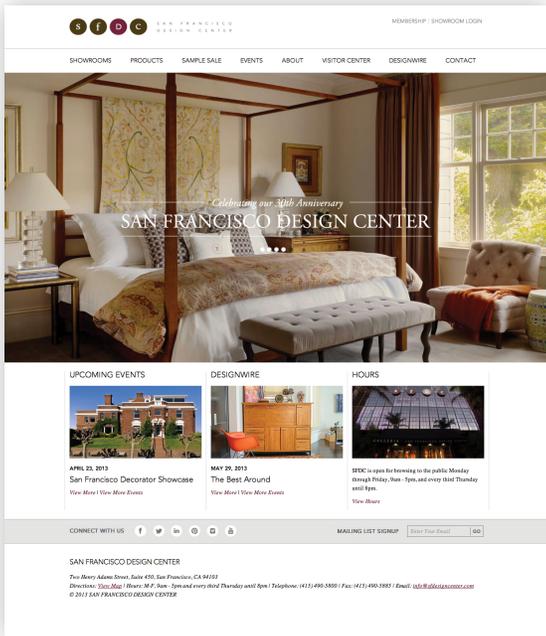
Most of our inspiration comes directly from the project discovery and research. Who are the customers? What else do they associate with? How will this product or service enrich their lives? What are they saying about it? When we start any project, we pull inspiration from photography, environment and location, colors, messaging, and any surrounding lifestyle brands. That's one of the things I love about our business. Since lifestyle industries overlap, we can pull inspiration and learning from trends past and present. When you dine, you drink. When you travel, you shop and discover culture. When you shop, you share, etc. We look outside a particular project's realm. For example, we might evaluate its direct competition or shelf surroundings. Sometimes what we discover gives us insight into how the consumer might engage with our client's brand.

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

Phone cameras have drastically changed how we source inspiration, as well as how we use photography and media in general. The immediacy of the images and how quickly media is shared has changed everything around us. We even have a client who used all iPhone photos for their new website just for the style and speed of change. Since the quality of phone







photos and other quick media is getting better all the time, I'm sure we will continue to adapt with it.

As much as we love the iPhone, we still are tied to the quality of a professional photo shoot for longer-term branding. Another old school piece is illustration. We still sketch first and scan to trace in Illustrator. I know a lot of people who love the tablet for drawing, but so far none of the Noise staff has adopted this habit.

**D**esign is a very subjective thing and your clients' tastes aren't necessarily your own. How much of the job is compromise or giving in? How much of it is standing your ground?

I stand my ground quite often, as the client is hiring us for our expertise, insight and overall taste level. But being a partner to our clients means listening to them from the beginning and involving them in the creative process. If we are all in agreement on the design brief, inspiration mood board and research that got us to that point, then the design moved along much more smoothly. We use our research to guide all of us to a final choice we love. I admit that there have been times where a personal favorite of mine, or the designers, was not chosen. But we still work to create the best outcome that makes all of us happy.

**CONTACT:** NOISE 13  
Noise13.com + info@noise13.com  
VMA Member since 2008



# Tech Tools

**SOCIAL INFLUENCERS SHARE THE TOOLS THAT HELP THEM KEEP THEIR EDGE** STORY | ANN GYNN

- TWEET DECK
- YAMMER
- OUTBRAIN
- MOMENT FEED
- TRENDSMAP
- GOOGLE + MOBILE



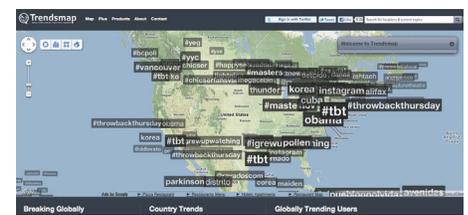
## TWEET DECK

TweetDeck (tweetdeck.com) and Flipboard (flipboard.com) allow me to monitor conversations. I follow and read sales and marketing bloggers, and thought leaders on my phone and iPad. With so much content noise nowadays, I usually save the articles using my Pocket app so I can read on weekends.



## YAMMER

Our chief architect and I use Yammer (yammer.com) to discuss our product and share files—no matter our location. It's a great tool for business collaboration.



## TRENDSMAP

Trendsmap (trendsmap.com) lets me see what hashtags, user handles, topics, links, images and videos are trending in any specific location at any moment. Brands can spot relevant conversations and use the information to develop content or plan editorial calendars.

## Outbrain

Outbrain (outbrain.com) is one of my favorite mobile technologies. A pay-for-performance content discovery platform, Outbrain has lots of campaign optimization features and serves up a wide variety of content (e.g. blogs, articles, video, customer reviews, slideshows and mobile-optimized content). We've leveraged it as a critical part of our PR and social media campaigns. It drives results as broad as website traffic, social engagement, quality lead generation and even mobile app downloads.



## MOMENT FEED

Moment Feed (momentfeed.com) touts itself as the first location-based marketing platform for mobile. We find it works particularly well for location-based retail chains, where it connects brands and customers at the point of sale.



## GOOGLE INTRODUCES 'FULL VALUE OF MOBILE'

Google feels marketers' pain. The company recently launched a mobile calculator to help retail industry marketers get a handle on the value of their mobile efforts—specifically accounting for the diverse paths customers take to buy using mobile platforms and devices. Highlighting case studies from Home Depot, Adida, and Radio Shack, Google offers a peek at these brands mobile strategies and how their efforts translate into actual conversions. Check out the calculator and insights at <http://bit.ly/10UFUHy>.



CASY KNOX, AREA203 DIGITAL  
@AREA203DIGITAL



TOM BLUE, LEAD411  
@TOMBLUE



DAVID CARRILLO, THE SEARCH AGENCY  
@THESEARCHAGENCY



### BIO: ANN GYNN

...works with amateurs and professionals in the content marketing world. She provides training so they can do it themselves, or creates the strategies and tactics to get the job done on behalf of her clients. Editor Ann, her high school nickname, still rings true today, 20-plus years later. Follow her on Twitter @anngynn or [content-marketing-coach.com](http://content-marketing-coach.com).



This article was originally published in the Content Marketing Institute's *Chief Content Officer* (CCO) magazine. [contentmarketinginstitute.com](http://contentmarketinginstitute.com)

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# Winner TAKES ALL

*Northern California and Northern Nevada's best in the communications industry*



**Best of Show Print**  
Swissnex San Francisco  
Sponsor: Heidelberg

Stars of the communication industry were out in force on May 16 to celebrate the winning entries of the 2013 Showcase of Print/Design Excellence Awards. Guests at the Cocktail Awards Reception at the San Francisco Bay Yacht Club enjoyed hors d'oeuvres and cocktails on a balmy evening with the San Francisco Bay and marina as a scenic background.

Best of Show/Print for 2013 went to Moquin Press, Belmont for its Swissnex San Francisco project. Heidelberg USA sponsored this award. Joey's Corner—Katy McCauley and Michael Osborne—won the Best of Show/Design for its Alzheimer's Association Poster. West Linn Paper was the paper sponsor.

Emcees Jim Frey and Laura Vargas also presented awards for Best of Category, Grand Awards and Best of Show. All Gold Award winners have been forwarded on to the PIA Premier Print Awards to compete for the coveted Benny. Those awards will be presented in September during PRINT 2013 in Chicago.

Each year, Visual Media Alliance hosts the Showcase of Print Excellence awards and accepts entries from Northern California/Nevada. From the entries received, a select panel of judges decides the winners of Best of Show, Grand Awards, Best of Category, and Gold, Silver and Bronze recognition.



Andre Dixon,  
Moquin Press



Andrew McCormick and Jeff Towner, Watermark Press



**Best of Category Annual Reports**  
California Academy of Sciences  
Annual Report  
Watermark Press



**Best of Category Booklets**  
California Pizza Kitchen "Home"  
Lithomania



Vintage 99 representing Label Innovators, which won Gold for their entry. Left to right: Samantha Gomez, Bill Bartee, Austin Bartee, Janice Gonzales and Matthew Joy.



Attendees view Gold category entries.



**Best of Category  
Brochures & Broadsides**  
Friends of the Academy Platinum Circle  
Watermark Press



Doug and Roberta Carlisle,  
Professional Print & Mail



**Best of Category  
Marketing Campaign**  
2013 New Year's  
Invitation —  
Chukchansi Gold  
Resort & Casino  
Professional  
Print & Mail



**Grand Awards  
Packaging Design**  
LSI "NyTRO" Packaging  
RG Creations Inc.  
Sponsor: Neenah Paper



**Best of Category  
Point of Purchase**  
Delicato Family Vineyard  
Sequin Wood Display  
packagingarts, Inc.



**Best of Category Posters**  
Loose Leaf - Edition 02  
Landscape  
Greenerprinter



# JUDGES

**Andy Barile**  
Production Manager  
AMP Printing

**Todd Jones Donahue**  
Transformative Artist &  
Designer  
SeeHearShare

**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



**Soft Cover Books**  
Astro Turf  
Moquin Press



Jeremy Forsey,  
Collotype Labels – Napa



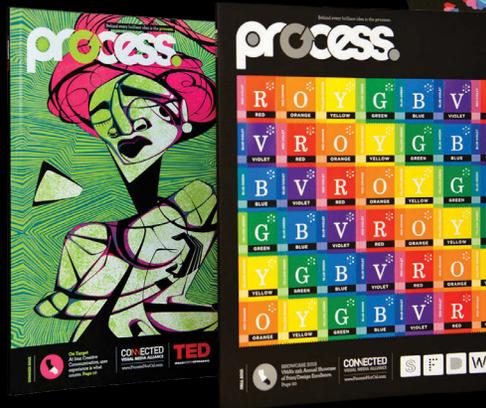
**Best of Category Flexography**  
Circadia  
Collotype Labels – Napa



**Best of Category  
Presentation Folders**  
Belotero Advantage  
Moquin Press



Jim Nissen, SWITCH Studio



**Grand Awards  
Best  
Magazine  
Series**

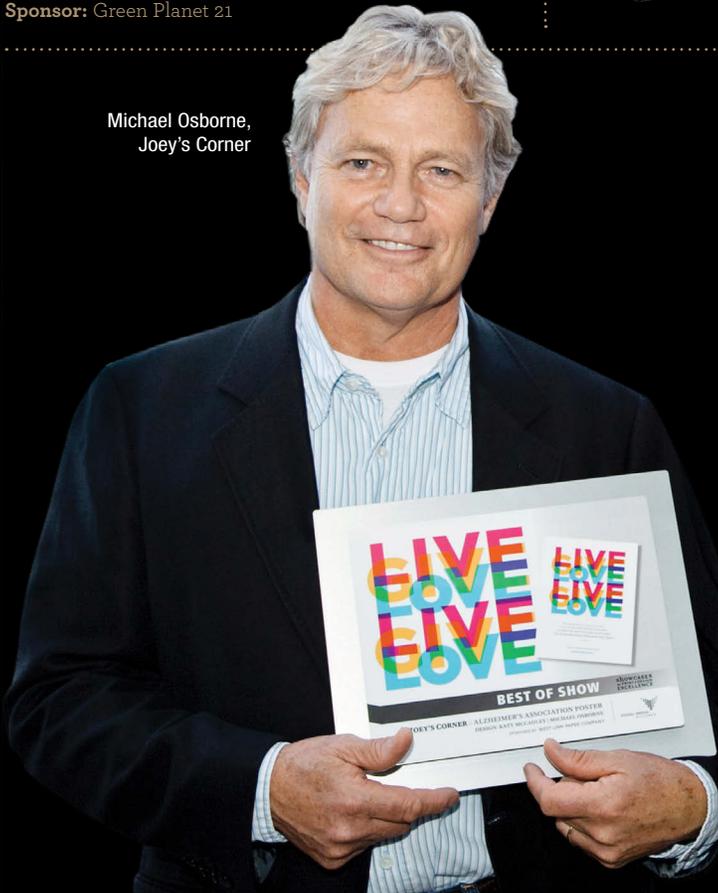
Process Norcal  
SWITCH Studio  
Sponsor: Marathon  
Solutions, Inc.



**Grand Awards  
Sustainable Printing**  
The San Mateo Guide to  
Household Hazardous Waste Disposal

Bacchus Press  
Sponsor: Green Planet 21

Michael Osborne,  
Joey's Corner



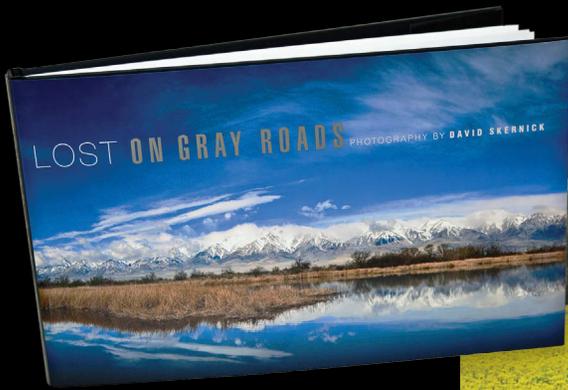
**LIVE  
LOVE  
LIVE  
LOVE**

"It's times like these you learn to live again.  
It's times like these you give & give again.  
It's times like these you learn to love again.  
It's times like these time and time again."

— Foo Fighters

WALK TO END ALZHEIMERS 2012  
alzheimer's association

**BEST OF SHOW | Design**  
Alzheimer's Association Poster  
Designers: Joey's Corner :: Katy McCauley | Michael Osborne  
Sponsor: West Linn Paper Company



**Grand Awards Hardcover Books**  
Lost on Gray Roads  
Dome Printing  
Sponsor: Hostmann-Steinberg



**Grand Awards Best Letterpress Printing**  
Annie and Joe  
Wedding Invitation  
Graphic Imagery  
Sponsor: Spicers Paper



Dino and Fernanda Pereira, Spectrum Lithograph



**GRAND AWARDS Special Innovation**  
Cold Foil Printing "Humphrey Bogart"  
Spectrum Lithograph

## Best of Show

### Print

Swissnex San Francisco  
Moquin Press  
Sponsor: Heidelberg

### Design

Alzheimer's Association Poster  
Joey's Corner :: Katy  
McCauley | Michael  
Osborne  
Sponsor: West Linn  
Paper Company

For a complete list of winners and more photos of the event, please visit [vma.bz/showcase](http://vma.bz/showcase)

## Grand Awards

### Sustainable Printing

The San Mateo Guide to Household Hazardous Waste Disposal  
Bacchus Press  
Sponsor: Green Planet 21

### Hardcover Books

Lost on Gray Roads  
Dome Printing  
Sponsor: Hostmann-Steinberg

### Best Letterpress Printing

Annie and Joe Wedding Invitation  
Graphic Imagery  
Sponsor: Spicers Paper

### Packaging Design

LSI "Nytro" Packaging  
RG Creations Inc.  
Sponsor: Neenah Paper

### Best Magazine Series

Process Norcal  
SW!TCH Studio  
Sponsor: Marathon Solutions, Inc.

### Special Innovation

Cold Foil Printing  
"Humphrey Bogart"  
Spectrum Lithograph  
Sponsor: KURZ  
(coldfoils.com)

## Best of Category

### Annual Reports

California Academy of Sciences Annual Report  
Watermark Press

### Booklets

California Pizza Kitchen  
"Home"  
Lithomania

### Brochures & Broadsides

Friends of the Academy  
Platinum Circle  
Watermark Press

### Flexography

Circadia  
Collotype Labels - Napa

### Marketing Campaign

2013 New Year's Invitation - Chukchansi Gold Resort & Casino  
Professional Print & Mail

### Point of Purchase

Delicato Family Vineyard  
Sequin Wood Display  
packagingarts, Inc.

### Posters

Loose Leaf - Edition 02  
Landscape  
Greenerprinter

### Presentation Folders

Belotero Advantage  
Moquin Press

### Soft Cover Books

Astro Turf  
Moquin Press



Events: *the local update*

### AIGA Continuum 2013

Continuum 2013, held on March 1 at the Green Room at the Herbst Theatre, honors legacies and ongoing contributions in the Bay Area design community. The 2013 AIGA SF Fellows Awards were awarded to Michael Manwaring, Clement Mok and Sam Smidt for their design practices and other contributions in a range of areas, including education, writing and leadership. All net proceeds directly benefit the AIGA SF Enrichment Scholarship Fund. In 2012, a total of \$6,000 was distributed to 12 design student members from throughout Northern California. The 2013 winners will be announced at the AIGA SF Portfolio Day in June.



2013 Fellows (front row, left to right) Sam Smidt, Clement Mok and Michael Manwaring, and previous AIGA SF Fellows, along with host Alissa Walker and AIGA SF president David Hisaya Asari (standing, second row, right) were also joined by national president Doug Powell and national executive director, Ric Grefe.



Allati el Henson, AIGA Enrichment Scholarship recipient, with design legend Michael Vanderbyl.



2013 AIGA SF Fellows with past Fellows, and current and former AIGA SF board members and SF executive director, Dawn Zidonis. Also joining the group is Doug Powell, national president, and Ric Grefe, national executive director.

AIGA SF Fellows 2013 Award



AIGA SF Fellows 2013 Award Recipients: Sam Smidt, Clement Mok, and Michael Manwaring

PHOTOS BY MAY SIEN

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## Events: *the local update*

### AIGA Compostmodern 2013 – Resilience

Held March 22-23 in San Francisco, Compostmodern, the biennial conference for sustainability and design, gathered visionaries from around the globe to explore design's role in creating a more resilient world. Over the course of two inspirational days, an incredible roster of artists, visual designers, brand strategists, interaction designers, product designers, architects, futurists, sustainability consultants, intrapreneurs and entrepreneurs from across the public, private and nonprofit sectors tackled vital questions surrounding resilient design.



Danica Cardey, Mai Nguyen, and Kimberly Low



Tiffany Shlain, filmmaker and founder of the Webby Awards



Compostmodern co-host Nathan Shedroff, serial entrepreneur, experience designer, business strategist and program chair for CCA's MBA Strategy in Design program



Sabrina Shan Zheng with complimentary composition books from vendor/sponsor New Leaf Paper.



Left: Martha Pettit and Stanley Jones, Diligent Creative (staydiligent.com)

Above: Opening keynote Ezio Manzini, design strategist and founder, DESIS Network



John Bielenberg, founder, Future Partners

PHOTOS BY MAY SUEN

## industry organizations

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

### 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@aigas.org](mailto:getinvolved@aigas.org) [aigas.org](http://aigas.org)

### American Photographic Artists - San Francisco Chapter

American Photographic Artists (APA) is dedicated to elevating your art and works while fearlessly protecting your content. As the most prestigious national organization for professional photographers, we are committed to leading our industry into the future. APA provides access to the most progressive local programming, determined activism, influential mentorships, affordable insurance options, and collective industry benefits.

Supporting our community's financial and artistic well being, we initiate, develop, and deliver the advantages necessary for a successful career in professional photography. Jeff Kausch 560 Fourth St., San Francisco 415-882-9780 415-882-9781 - fax [info@apasf.com](mailto:info@apasf.com) [sanfrancisco.apanational.com](http://sanfrancisco.apanational.com)

### Business Marketing Association (NorCal 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. 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](mailto:info@norcalbma.org) [norcalbma.org](http://norcalbma.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. direct marketing community. Laurie Beasley, President 1177 Airport Blvd., Burlingame 408-782-0046, Ext. 21 [lbeasley@beasleydirect.com](mailto:lbeasley@beasleydirect.com) [dmanc.org](http://dmanc.org)

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## Events: *the local update*

### Adobe CreateNOW Camp – San Jose

The Adobe CreateNOW Camp in San Jose, held on March 23, was a sold-out event featuring two day-long tracks running concurrently. A lecture-style track on photography and videography featuring Photoshop, Lightroom, Premiere and AfterEffects was presented at The Tech Museum with Jeff Foster (pixelpainter.com), and Colin Smith (photoshopcafe.com) while a hands-on workshop track for creatives and designers at Adobe San Jose featuring program titles such as Photoshop, Illustrator, InDesign and Acrobat was presented by Sally Cox (kreatable.com) and Chana Messer (macinart.blogspot.com).



Tsafir "Mike" Melamed was urged by presenter Jeff Foster to test drive the GoPro Camera while mounted on a Steadicam Smoothee to capture footage for later usage for demonstration at The Tech Museum.



Attendees work on their laptops during the hands-on workshop with Chana Messer and Sally Cox.



Sally Cox assists an attendee during the hands-on workshop session at Adobe headquarters.



Josh Anon showcases Lytro, a camera that allows you to interactively change your point of view in a picture, after the picture has been taken.



Keynote by Rufus Deuchler, Worldwide Evangelist, Adobe talks about Adobe Creative Cloud.

PHOTOS BY MAY SIEN

## industry organizations

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

### 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

### 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. 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

### Visual Media Alliance

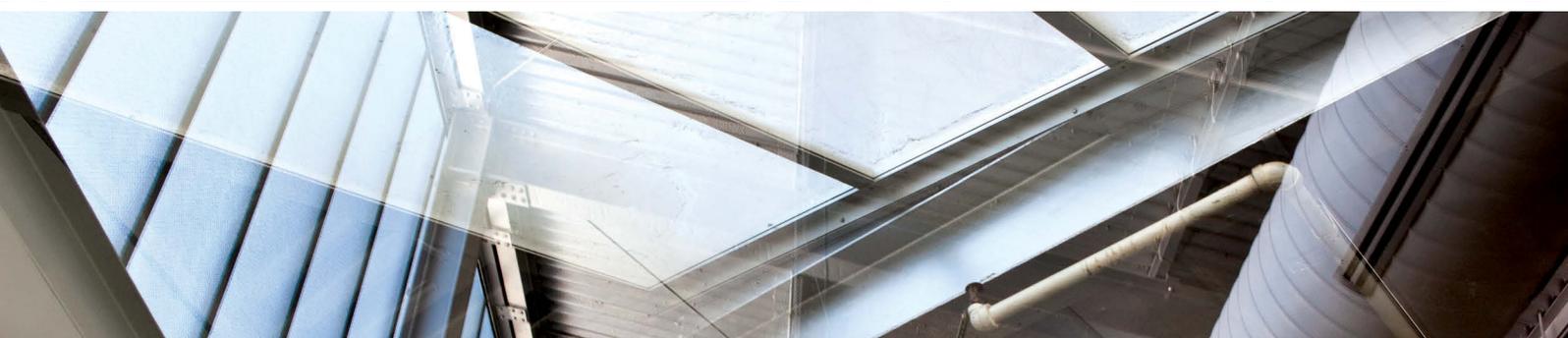
Visual Media Alliance (VMA) is a nonprofit trade association dedicated to providing a variety of benefits and money saving programs to creative, web media, marketing, and print businesses in Northern and Central California and Northern Nevada. VMA's purpose is to deliver what it takes to help members become more successful and profitable in

their businesses. To accomplish that goal, the Alliance provide personal and professional development programs for both owners and employees. Dan Nelson, President 665 Third Street, Suite 500 San Francisco, CA 94107-1926 800-659-3363 415-489-7601 800-824-1911 - fax info@vma.bz

### 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. 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



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## Events: *the local update*

### ad:tech

ad:tech San Francisco, held at Moscone West April 9-10, is “the” interactive marketing and technology conference with more than 10,000 people in attendance. For more than 10 years, ad:tech has provided media, marketing and technology professionals with the tools and techniques they need to succeed in a changing digital world. Ad:tech San Francisco included keynote speakers, topic driven panels, workshops, expo hall, book signings, networking sessions and more.



Attendees show off their free mousepads from HitPath.



Book signing session with Rachel Pasqua and Noah Elkin, “Mobile Marketing: An Hour a Day”



Krishna Subramanian, CMO of Velti, speaks on “The Future of Location-Based Marketing.”



Laura Diaz and Quynh Cline of Turn take photos at the Google Engage Photobooth.



Google Engage for Agencies

PHOTOS BY MAX SUEN



Attendees could take a “game break” at the game:tech section on the expo floor.

## upcoming events

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

### JUNE 21-27 SF Design Week

San Francisco Design Week is a growing celebration of San Francisco Bay Area design. Includes an opening reception, business and design forums, studio tours, exhibitions, lectures, mixers, parties and more. Events highlight the diversity and professionalism of the design community around the Bay Area. [sfdesignweek.org](http://sfdesignweek.org), [twitter.com/sfdesignweek](https://twitter.com/sfdesignweek)

### JUNE 25 An Evening with Jim Moran of Hamilton Wood Type Museum

The Hamilton Wood Type Museum is dedicated to the preservation, study, production and printing of wood type, with 1.5 million pieces of wood type and more than 1,000 styles and sizes of patterns. 6 – 8 p.m. San Francisco Center for the Book, 375 Rhode Island Street, San Francisco, CA. [sfcb.org/events](http://sfcb.org/events)

### JULY 9-10 MobileBeat 2013

VentureBeat’s sixth annual flagship conference on the future of mobile explores the year’s hottest mobile trends. MobileBeat attracts representatives from companies in major platforms, content/media, advertising, commerce, developers, device makers, carriers, retail, services, marketers, investors, press and more. The Palace Hotel, 2 New Montgomery St., San Francisco. [venturebeat.com/events](http://venturebeat.com/events)

### JULY 28 Day at the Ballpark

Join VMA at the annual tailgate and baseball game! Watch the 2010 and 2012 World Series Champions, the San Francisco Giants play against the Chicago Cubs at AT&T Ballpark on Sunday, July 28, at the 1:05pm game. Adam’s Grub Truck will be serving up an Asian fusion tailgate. First 20,000 fans at AT&T Ballpark will receive a Marco Scutaro T-shirt. 11am Tailgate, 1:05pm Gametime AT&T Ballpark. [vma.bz](http://vma.bz)

### AUG. 20-23 UX Week

Design professionals from all over the world gather for four days of community, inspiration and skills building. Now in its 11th year, UX Week delivers new tools you can put to use immediately. UCSF Mission Bay Conference Center, 1675 Owens St., San Francisco. 415-495-8270, [uxweek.com/2013](http://uxweek.com/2013)

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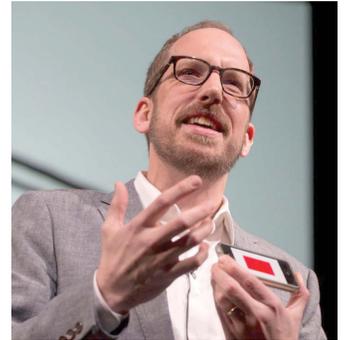
Events: *the local update*

**TYPO San Francisco 2013 Contrast International Design Talks**

With an emphasis on design, society and culture—with a little bit of kerning—TYPO San Francisco attracted more than 700 attendees to its two-day international conference held April 11-12 at the Yerba Buena Center for the Arts. Videos of the event can be viewed online at <http://typotalks.com/video>



Satsuki Shibuya, designer, singer-songwriter, creative consultant, curious explorer ([satsukishibuya.com](http://satsukishibuya.com))



PHOTOS BY AMBER GREGORY

Christoph Niemann, illustrator, graphic designer, author and animator ([christophniemann.com](http://christophniemann.com))



Erik Spiekermann, FontShop founder and type designer of such typefaces as FF Meta, ITC Officina, FF Info, FF Unit, LoType, and Berliner Grotesk. ([edenspiekermann.com](http://edenspiekermann.com))

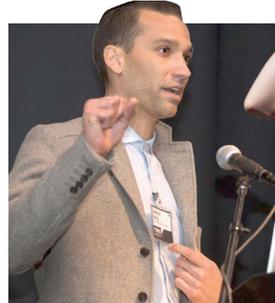


Volunteers assist TYPO attendees on making their own buttons.

Contrast crowd-sourced brainstorm board that answers "What's Your Contrast?"



Attendees check out the TYPO program.



Creative director Cameron Ewing ([cameronewing.com](http://cameronewing.com))



Jessi Arrington, co-founder of the Brooklyn-based design studio WORKSHOP. ([luckysoandso.com](http://luckysoandso.com))

upcoming **events**

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

**AUG. 22 AIGA San Francisco Design Lecture Series: Mark Andrews, Pixar**

The 2013 lecture series showcases different avenues in which creativity and design influence our culture. The evening will begin with networking and will feature complimentary wine. Come early and mingle with members of the design community. 6 – 8:30 p.m. Adobe, San Francisco, CA [aigaf.org/events/dls](http://aigaf.org/events/dls)

**SEPT. 8-12 PRINT 13: Innovate, Integrate, Communicate**

Learn print-driven, multi-channel communications for 12 key market segments, from attendee and exhibitor communiqués, to the social media outreach. The show has been crafted to stimulate 24/7 networking between industry experts and peers, and to facilitate connections between buyers and vendors to find the solutions that are just right for them. McCormick Place, Chicago. [print2013.com](http://print2013.com)

**SEPT. 10-13 SES San Francisco**

Focusing on tactics and best practices, SES brings together thought leaders and industry experts—from private consultants to representatives, from the search engines themselves—to provide attendees with the skills to succeed in online marketing. The focus is on education with networking sessions and events, and an expo. San Francisco Marriott Marquis, 55 Fourth St. [sesconference.com](http://sesconference.com)

**SEPT. 13 Brand New Conference 2013**

One-day event organized by UnderConsideration on corporate and brand identity with today's most active and influential practitioners from around the world. SVA Theatre, New York City. [underconsideration.com](http://underconsideration.com)

**SEPT. 23 VMA Golf Fundraiser Tournament**

Join VMA at the Poplar Creek Golf Course in San Mateo. Box lunches available, event followed with reception and awards presentation. Tournament proceeds go towards student education and scholarships in the Graphic Communications industry. 11 a.m. Registration, 1 p.m. Shotgun start. Poplar Creek Golf Course, 1700 Coyote Point Drive, San Mateo, CA. [vma.bz](http://vma.bz)

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## Events: *the local update*

### World's Smallest Poster Show

The World's Smallest Poster Show was an impromptu exhibition of printed works on paper held at AIGA SF gallery March 18 to April 30. Works from Facebook's Analog Research Lab and famed designers Ben Barry, Ed Fella, MINE, and Project M were available for purchase through the silent auction at the closing reception held on April 24.



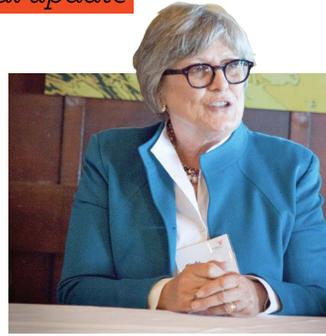
Ben Blumenfeld, co-director, The Designer Fund ([designerfund.com](http://designerfund.com)), Drew Bennett, curator, Facebook's Analog Research Lab, Ben Barry, communications designer, Facebook's Analog Research Lab ([facebook.com/analoglab](http://facebook.com/analoglab))



Shasta Garcia and Shawn Rosenberger collect two of the four limited-edition, takeaway posters. They are 4-color Riso print in collaboration with Daniel Eatock.



Left to right: Jake Ewing, Drew Herron, Mia Johnson, Chris Chappelle, and Sophie Peoples



Cindy Sonnenberg, K/P Corporation



Susan Rosenberg-Battat, Lithographix



Beth Guerrini, Fruitridge, and Tami Noland, AMP Printing, talk about their current ventures in business.

### Women LIVE

Women LIVE, held by VMA, was a social event to inspire and engage women in business communications. This year's event featured keynote speaker, Shelley Sweeney, VP, Graphic Communications Industry Business, Xerox Corporation. Patti Magnan, owner of Imagine That Design Studio, moderated the discussion with Shelley Sweeney, Xerox Corporation, Cindy Sonnenberg, K/P Corporation and Susan Rosenberg-Battat, Lithographix, on how they balance their professional, family and outside civic activities.



Keynote Shelley Sweeney, vice president, Graphic Communications Industry Business, Xerox Corporation

PHOTOS BY MAY SUJEN

## upcoming events

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

### SEPT. 24-26 RE: DESIGN/Inspire

Sit down with creatives that have accomplished the ultimate trifecta: they imagine, execute and inspire others. Small-scale discussions will take on the ultimate goal of any creative type, to be consistently and innovatively inspired. Join your design peers and a luminescent group of inspirers. PUBLIC Hotel, Chicago. [redesignconference.com/conferences/inspire](http://redesignconference.com/conferences/inspire)

### SEPT. 24-16 Inside 3-D Printing Conference & Expo

Delve into the current and future impact of 3-D printing, as well as its applications and services with leading industry experts. Santa Clara Convention Center, Santa Clara. [mediabistro.com/events](http://mediabistro.com/events)

### SEPT. 29 Roadworks: A Steamroller Printing Festival

Celebrating its 10th anniversary, this day-long public printmaking event uses a steamroller as printing press to produce prints from large scale linoleum blocks hand-carved by featured artists and printers. There are also music, fine crafts and printing related activities. 11 a.m. – 4 p.m. San Francisco Center for the Book, 375 Rhode Island Street, San Francisco, CA. [sfcbook.org/events](http://sfcbook.org/events)

### OCT. 3 AIGA San Francisco Design Lecture Series: The Beats by Dr. Dre Story

The 2013 lecture series showcases different avenues in which creativity and design influence our culture. Robert Brunner, Founder, Creative Director and Partner, Ammunition Group, is the featured speaker. The evening will begin with networking and will feature complimentary wine. 6 – 8:30 p.m. Adobe, San Francisco, CA. [aigasf.org/events/dls](http://aigasf.org/events/dls)

### OCT. 10-12 Head, Heart, Hand: AIGA Design Conference

Explore three dimensions of modern design practice: thinking, impact and craft. Great design will always embody each of these attributes, though every project draws on them in a different balance. This conference will celebrate the need for all three, and kick off AIGA's centennial celebration in 2014. Minneapolis Convention Center, Minnesota. [aiga.org](http://aiga.org)

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## Events: *the local update*

### Neenah Live! At Dixie

Neenah Paper hosted an evening of music, food, drink and good old Southern hospitality at Dixie Restaurant on April 25. The company showcased its new Royal Sundance Collection, the CLASSICS Brands, Packaging Solutions Materials and real world packaging and label samples and designs.



Neenah Paper fans stand in front of the new identity for Neenah's new Royal Sundance Papers.



Tony Difford, Neenah Paper, and Sabine Lenz, PaperSpecs



An attendee checks out Neenah's Classic Crest Collection. Goodie bags were filled with Neenah Luxe samples, papers for packaging were handed out to attendees.



Alyson Kuhn, whiskey bottle winner, with Chris Lambert and Sandy Hernandez, Neenah Paper

### Laney College Field Trip at ColorGraphics

Carol Squicci's Introduction to Graphic Design course at Laney College attended a field trip at ColorGraphics, A Cenveo Company with Patrick Doyle, Quality Control Manager on April 18. VMA's Education Enrichment Fund provided transportation for the students and exposed them to process, products, and personnel involved in the graphics industry.



Patrick Doyle shows students a packaging example ColorGraphics printed for their client, Coalesse.



Patrick Doyle shows students one of the many samples ColorGraphics printed, including the "2013 Salary Guide: Paylandia" for The Creative Group.



Carol Squicci (first row, second from right) and her Introduction to Graphic Design class at Laney College and Patrick Doyle (first row, third from right).

PHOTOS BY JIM FREY

PHOTOS BY MAY SIEN

## upcoming events

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

### OCT. 12-15 UCDA Design Conference: Creating Possibilities

Get an in-depth look at some of the issues facing designers and communications professionals both in and out of educational institutions. There's a wealth of information during the four days covering these four tracks: technology, inspiration, practice and education. Louisville, Kentucky. [ucda.com/conference.lasso](http://ucda.com/conference.lasso)

### OCT. 12-17 DMA 2013: The Global Event for Data-Driven Marketers

Focus on meeting the tough demands of big data, global consumers and shrinking attention spans so your integrated marketing efforts keep winning. More than 120 sessions. 330 speakers. 60 case studies and six keynotes. You'll cover the most far-reaching marketing ground from the best in marketing. McCormick Place West, Chicago. [dma13.org/conference](http://dma13.org/conference)

### OCT. 16-17 The 3% Conference: Building The Business Case For More Female CDs

Annual gathering of the country's most forward-thinking agency owners, CDs, creatives, recruiters, clients and trend-watchers who come together to problem-solve through a mixture of professional development, networking and idea sharing. The Intercontinental Hotel, 886 Howard St., San Francisco. [3percentconf.com](http://3percentconf.com)

### OCT. 17-20 Big Design Conference

Learn within the scope of strategy, mobile, user experience, gaming, code development, usability, and film design. National experts will present theories, research, experiences and best practices to students, professionals and executives looking to stay on the bleeding edge. Crowne Plaza, Addison, Texas. [bigdesignevents.com/conference](http://bigdesignevents.com/conference)

### OCT 21-23 BRANDPACKAGING's 11th Annual Packaging That Sells Conference

Conference provides the opportunity to interact with other brand managers, brand marketers, and package design and development teams interested in the increasingly vital link between packaging and the brand. How your product is presented makes a statement about your company. The Drake, Chicago, IL. [packagingthatsells.com](http://packagingthatsells.com)

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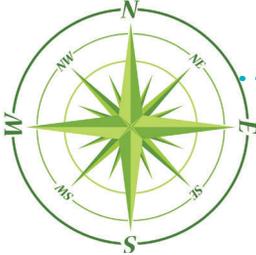
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# CONNECTED

VISUAL MEDIA ALLIANCE



Carol Squicci's Laney College  
Students touring ColorGraphics  
with Patrick Doyle

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**THE GREEN AGENDA  
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Being green and being in business need not be a choice. Yet for many in the broader communication industry, it often feels like it is. Both electronic and print on paper have environmental footprints.

Designers and buyers are asking themselves, do I email or mail? If I mail, do I use an environmentally certified paper? Do I only specify recycled paper? Do I only use a web hosting service that buys renewable energy credits? Do I have to research what fuels my vendors' server farms?

Among printers, the popularity of Sustainable Green Printer, FSC and state- and county-based green certification programs suffered during the now five-year lingering recession. According to Gerry Bonetto, our government and environmental specialist on staff, green programs didn't die; they just didn't grow.

Fortunately, we're now seeing renewed interest in these programs. Our members' customers, the end users, the marketing folks from Main Street and Wall Street sized firms are regaining the confidence necessary to push green agendas. That will help our industry once again see opportunity in environmentally conscious design and production as well.

So dust off the green options. Chances are your customers are ready to hear about them again!

**Dan Nelson**  
President  
Visual Media Alliance



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# GOVERNMENT AFFAIRS ROUNDUP

STORY | GERRY BONETTO

## Printers, Protect Yourselves

Previous court decisions have established that printers are jointly responsible with their customers for reproducing copies of any material protected by copyright law for the customer.

Printers can sometimes avoid copyright infringement under Title 17 section 405(b).

This section states that “any person who innocently infringes a copyright in reliance upon an authorized copy... from

which the copyright notice is omitted will incur no liability for...damages... if he/she proves that he/she was misled by the omission of notice.” The burden, however, generally falls on the printer to prove that he/she was misled by the lack of notice.

Question a customer when he or she is submitting typed pages to be added to a manuscript. If it appears the person is presenting another’s work as their own, be cautious. Inspect publications you print to be sure that the publisher includes copyright information and acknowledges contributors’ work. Watch for art that involves film titles, song lyrics, popular characters from a book, TV series, cartoon, or comic strip.

It may be prudent, in suspicious cases, perhaps at all times, to ask the customer for either proof of ownership, proof of public domain, or proof of permission from copyright owner to reproduce copyrighted material.

Below is sample language for a contract which you can use in full or modify to help protect your company and yourself from copyright infringement liability.

“\_\_\_\_\_ [name of customer], (hereinafter referred to as “Customer”), warrants that Customer is the copyright owner or has secured the right to reproduce in copies and to distribute copies of all copyrighted works printed pursuant to this agreement. Further, Customer warrants that the work to be printed pursuant to this agreement has not been altered, defaced, mutilated or otherwise modified without the permission of the author in violation of any right of the author recognized under common law or state law. Customer hereby agrees to indemnify and hold harmless (name of printer) against any and all losses suffered by \_\_\_\_\_ [name of printer] or any of its officers, employees or assignees for

copyright infringement, or for alteration, defacement, mutilation or other modification of the work without the author’s consent, or any other cause of action based on the rights of the author of the works printed pursuant to this agreement. Such indemnification shall include actual and statutory damages, fines, and attorneys’ fees which may be awarded to a plaintiff or incurred in defending against an action, and all other legal costs incurred in defending against such actions.”

## Injury/Illness Prevention Program

Every California employer must implement a written Injury and Illness Prevention (IIP) Program (also known as a SB 198 program), a copy of which must be maintained at workplace. PIC has just updated its IIP program, with PDF fill-in forms, that members can use to meet the IPP requirements. Besides identifying different hazards and safety plans to avert illness and injury, the program also has material to meet the Hazardous Communication standard as well as a dozen safety sheets that can be used for employee training. If you have any questions or want to order the program, please contact me at (800) 659-336.

## Workers’ Comp Changes

PIC opposes SB 626 which would roll back some of the biggest cost saving proposals in the reforms passed last year in SB 863. This bill would leave employers paying for nearly \$1 billion in benefit increases with no expectation that this cost would be offset by system savings.

Last year, labor unions and employers agreed to reform California’s workers’ compensation system. The goal was to provide injured workers with needed benefit increases, but offset these increased costs by closing certain loopholes and making California’s workers’ compensation system operate more efficiently with fewer disputes and litigation. The reforms achieved this balance—injured workers are guaranteed nearly \$1 billion in benefit increases, while employer costs are projected to be reduced after regulatory implementation of system reforms.

SB 626 eliminates the entire balance of the deal and would erase hundreds of millions of dollars in projected savings. It would roll-back reforms dealing with timely, high-quality medical treatment and a more predictable—and less litigious—permanent disability system.

### 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](mailto:Gerry@VMA.bz).



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# HUMAN RESOURCES

STORY | BY DOUG MOORE

## It's All About You

I had the opportunity to experience a college baseball coach, John Scolinos, Cal Poly Pomona, whose philosophy was to build the complete baseball player—emotionally and physically. In his words, no Donkeys played on his teams. The rules were simple: No drinking, no smoking and no carousing with women. He drove this philosophy home in a baseball tournament when he caught one of the leading hitters in the country drinking beer. That player was asked to leave the team.

Mr. Scolinos believed in achievement through small steps, hard work and recognition. If you practice performing a double play as a second basemen 25 times a day, with other players sliding into you (thank you—without metal cleats), you learn to perform the same skills in a regular game “under pressure.” He would call you a Donkey if you made a mistake, but he took the time to recognize small achievements and make the achievement all about you.

When a player performed a task for the first time, or performed above their past levels of performance, he would communicate his recognition of this achievement. This conversation with the player was a selfless act on his part and all about the player’s achievement. His recognition built player’s confidence in their abilities, strengthened their self-worth and was an important motivational and coaching tool. He did not exaggerate the facts related to the exceptional

performance. If jumping at the right time on the double play meant not being laid out on the ground, then those were the facts.

He did not use the recognition session to mention or correct a player’s deficiencies. Those discussions were referred to as Donkey discussions. His words and non-verbal expressions were sincere and showed appreciation for the player’s accomplishment.

## Philosophy of Zin

I believe his philosophy of recognition of player accomplishments included the following very strong held beliefs—he referred to it as Zin. He believed if properly communicated by the coach, recognition would identify a higher level in the player’s performance or the acquisition of a new skill. The Zin, I believe in his philosophy, was that when players realized the value of their efforts, either to themselves, their coach, their team, they would desire to repeat the action and to re-experience the feelings of their accomplishment. Zin to Mr. Scolinos meant if you repeat the proper skills over and over again in practice then in a real game, under pressure, you would perform the skill as mindless of what you were doing as when you performed it in practice.

Mr. Scolinos could be gruff, direct and even refer to you with a few names, such as Donkey but his delivery didn’t matter. We all had come to realize that no matter what words he chose, he respected and appreciated us as what he termed “the complete ball player.” Otherwise, you would be playing for another team. He delivered his message with sincerity, stuck to the facts (what happened-actions) and what was accomplished (value). Probably the most important technique I remember about his ability to motivate was that he showed his personal acknowledgment of your achievement with enthusiasm. When I finally jumped, threw and stayed upright after 25 players took their shot on the double play his words were simple and sincere, “You finally got it Donkey.”

## Significant Workplace Difference

If you are a supervisor reading this article, by all means have the same kind of recognition sessions. But, I would suggest you these sessions with a “Thank You.” Mr. Scolinos didn’t need to say thank you. A player’s thank you came with their continued participation as a starting player on a competitive team that always had someone whose skills were only one more positive step behind yours. Employees deserve recognition and thanks.

### DOUGLAS MOORE

Douglas Moore is the human relations specialist for the Visual Media Alliance. Responsible for counseling on human resources matters, Doug designs and conducts training on sexual harassment, discrimination, retaliation prevention, and wage and hour compliance. He also teaches supervisory and management skills for the industry. Reach Doug at [doug@vma.bz](mailto:doug@vma.bz) or 800-659-3363.



# STRATEGIC **SELLING**

STORY | **LESLIE GROENE**

## Service and Attitudes!

It is interesting to look at the world around me through the eyes of a sales coach, business development trainer and motivational speaker... always evaluating the service of a company's personnel or their sales person. I seem to see and ultimately measure my experiences by "Do they treat all of their customers like that?"; "Why did they say that?"; "Do they have any clue what conclusion I come to when I hear that?"

I had a couple of interesting things happen while on a recent business trip...you decide how you would judge the companies...

Boarded a one hour flight at 9:30am out of the Los Angeles area and requested coffee and the flight attendant told me that there was no longer coffee on short flights after 9:30am... "Oh really I said," and he said that that was the new policy of the airline. He did not offer me any other explanation except I could have Diet Coke.

**"Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation."**

Upon my return home from said business trip, I realized that I had left a small (high end brand) travel case behind at the hotel. I called and was transferred to the security department and they said in fact they did have the case and would send it to me. I received it via registered mail a few days later with all of the contents intact.

With regard to the first story, I was disappointed that I could no longer get coffee but was more displeased with his "dismissive, snotty" attitude and demeanor. The second story was worthy of a letter to the manager of the hotel to express to him a "thank you" to his staff for not only turning in the case but sending it me so promptly.

There will always be revenue attrition within in any given company in various

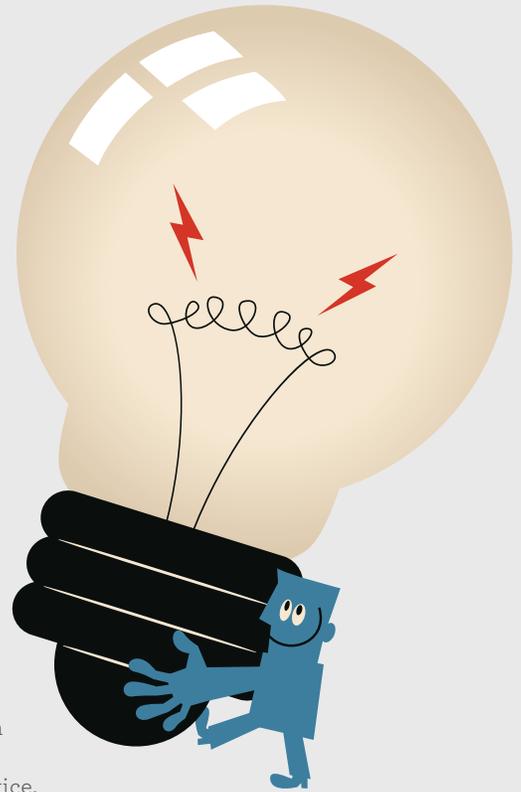
industries—sometimes through no fault of our own but sometimes it is directly linked to our customer service.

Do you know what your attrition percentage is and why you have attrition within your existing customer base?

Here are some statistics about clients and what drives them away. Make sure you are aware of how your service and attitude affects your clients!

- It takes **6-10 times** more to attract a new customer than it does to keep an old one.
- **96%** of unhappy customers do not complain; they just stop doing business with you.
- **91%** of those who don't complain will share the negative story with at least **9** other people, **13%** will tell more than **20** other people about their experience.
- **The** average unhappy customer will remember the incident for **23** years.
- The happy customer will talk about the pleasant experience for **18** months.
- For every complaint heard, the average company has **25 other customers with the same problem.**

One way to minimize declining revenue is to call the client and see how they experienced your team and service level. Ask them if you met their expectations and how what you could improve upon the buyer/seller relationship. I have suggested to my clients that as the owners of the companies they should personally check in with their top 50 customers regularly to keep the relationships strong and make sure that they are providing the best possible service. This personal touch also gives you the opportunity to learn what market changes are occurring within your clients' industries.



### LESLIE GROENE

As VMA's sales and marketing consultant, Leslie Groene answers questions about the challenges of building your business and working with your company on specific projects, ranging from facilitating a company sales retreat to CSR and inside sales training programs. For help and information, call her at 562-498-9581.





# NEW MEMBERS

## arb DIGITAL

### ARB Digital

ARB Digital, Sacramento, specializes in high quality printing on alternative surfaces and media—including ceramic and glass tile, as well as metal, wood and stone. All the media we print on is carefully color managed before we offer it to our customers. This allows you to know that your work looks like what you had in mind when you created it. No more guessing what your colors will look like.

**Alvaro Rodriguez:** 916 538 3802  
alvaro@arb-digital.com  
arb-digital.com



### Baldwin Press, LLC

John Baldwin has specialized in high-end color reproduction for 25 years. His company, Baldwin Press, Napa, focuses on providing the best product at the best price for short run digital and traditional lithography. Baldwin Press has extensive experience with in-store materials for wineries such as case cards, bottle neckers, and tear pads.

**John Baldwin:** 707 927-1315 | john@baldwinpress.net  
baldwinpress.net

### Wilsted & Taylor Publishing Services

### Wilsted & Taylor Publishing Services

Wilsted & Taylor Publishing Services, Oakland, provides project management, design, editing, typography, production, indexing and printing to museums, scholarly and trade publishers, galleries, foundations, institutions and commercial enterprises.

**Christine Taylor:** 510 428-9087  
books@wilstedandtaylor.com  
wilstedandtaylor.com



### Studio 1204 Inc.

Union City's Studio 1204's mission is to provide excellence through every phase of our customers' orders. We strive to keep every

customer satisfied by providing the highest level of service and quality in the industry. We keep every print looking like the original approved sample.

**Chuck Johnston:** 510 324-7100  
chuck@studio1204.com  
studio1204.com



**Carlson Advisors**  
Certified Public Accountants  
Business Consultants

### Carlson Advisors

Carlson Advisors, Seattle, is a CPA and management consulting firm that identifies and implements strategies to help businesses and their owners succeed. Taking Your future into account means our tax and consulting work is applied to what you can do now to secure your business and personal needs for years to come.

**Gerry Michael:** 206 675-8012  
gamichael@carlson-advisors.com  
carlson-advisors.com



### GreenShoestring

GreenShoestring Design, San Jose, helps to bring your marketing goals into focus and your vision to life. Our mission is to provide winning marketing and branding solutions as well as make it easy and affordable to make greener marketing choices to reduce our impact on the planet and help build a more sustainable future.

**Tymn Urban:** 408 475-2787  
design@greenshoestring.com  
greenshoestring.com



### Hostmann-Steinberg

### Hostmann-Steinberg

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**Tim Green:** 916 716-9671  
tim.green@hostmann-steinberg.us  
www.hostmann-steinberg.net



### Jungle Digital Imaging

Locally owned since 1987, Jungle, Palo Alto, is a thriving boutique operation where you enter a world of printing that provides an experience you won't find anywhere else. Our services include brochures, postcards, greeting cards, gicleé and large format, fliers, calendars and business cards. Personalized service and knowledgeable staff will help guide you through the completion of your project.

**Dang Le:** 650 326-7622  
dang@jungledigital.com  
www.jungledigital.com



### PureRed Integrated Marketing

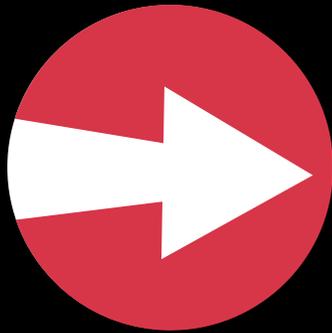
When PureRED began in 1967, it was founded on three simple ideas: Focus on the customer. Trust in the team. Go the extra mile. These ideas haven't changed. Since then, PureRED has grown from simply a pre-press provider, into an integrated marketing agency. We believe that our success is based on our continued belief in those three guiding principles. Retailers and B2B companies all over the country have benefitted from increased sales, reduced advertising costs, and a comprehensive multi-channel marketing strategy.



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**Richard Brockway:** 916 338-3667  
Rick210b@aol.com  
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# FIND-AN-EMPLOYEE PROGRAM

## CREATIVE PRODUCTION

### Graphic Designer

Versatile, deep experience in concept, development, design and delivery of print and web communications for multiple audiences. Leadership skills in graphic design, editorial development and full project management. Rich and varied portfolio representing a creative, resourceful and innovative approach to content and design in support of business development, community benefit and cultural enrichment.  
BAY AREA – PERRY 3976

### Graphic Designer

Specialties include logos, collateral, editorial design, and presentation design. Has created magazines and book covers, worked at litigation graphics firm, and developed logos and print media for startups. Skills include InDesign, Illustrator, Photoshop, CS6 plus Flash, Dreamweaver, WordPress, illustration and copyediting.  
EAST BAY - REESER 3979

### Graphic Designer

Software: Windows XP and Mac OS X, Adobe Creative Suite 3 – 6, especially Photoshop, Illustrator, InDesign and Acrobat. Microsoft Office 2007 and earlier, especially Word, PowerPoint, and Excel. Basic HTML, CSS and content management systems; portfolio website hand-coded in Dreamweaver. Knowledge and Skills: Outstanding organization and attention to detail. Detailed knowledge of design principles and typography; passion for typography and publication. Prepress using InDesign and production experience from reprographics internship. Member of AIGA, San Francisco chapter.  
SAN FRANCISCO – BOWYER 3981

### Graphic Designer

Versatility through a range of design disciplines from graphic, product id and interactivity with a strong background in color theory, typographic treatment, iconography, signage and layout development. Generate websites and digital assets such as banners or video snippets with a good sense for web architecture and wire-framing as well as creating splash shots and mockups for sites. Web designer that can hand code HTML, CMS Drupal, WordPress, JavaScript, CSS, Flash and ActionScript.  
SAN FRANCISCO – GARCIA-BUGARIN 3984

### Graphic Designer

Junior level designer with two years of professional experience, studied at the Art Institute of Phoenix and graduated with a Bachelor's degree in Graphic Design. Skill set ranges between print and web, with a strong background working in an advertising agency environment.  
SAN FRANCISCO – W WARD 3985

### Graphic Designer

Visual Designer with eight years successful experience of freelance and team work, open for freelance work and interesting collaboration. MAC and PC. Illustrator, Photoshop, InDesign, Axure, Dreamweaver, Lightroom, CorelDraw, AutoCAD, Google Sketchup, Microsoft Office, HTML, CSS, PHP, WordPress.  
SAN FRANCISCO – LATVIS 3989

### Graphic Designer

Strengths include photo manipulations/alterations, Vector illustrations, prepress file preparations, logo development, online banner design. Flash animation and actionscripting. Self-motivated professional with a passion for excellence, will meet tight deadlines in fast paced environment. Comfortable working independently or in collaborative setting. Ability to multitask with a high level of attention to detail.  
BAY AREA – S RAMOS 3991

### Art/Creative Director

Proven ability to lead and multi-task in a fast-paced environment, excellent communication skills, able to synthesize big-picture ideas and long-term goals with individual tasks. Strong project management, problem-solving, time management and organizational skills. Motivated, proactive, creative professional who is proficient at Adobe Creative Suite 6, Microsoft Office and Keynote.  
SAN FRANCISCO – DORNAUS 3987

## PRINT PRODUCTION

### Large Press Operator

Press operator, experience on 2- and 5-color Komori and 6-color Heidelberg presses. Sheetfed and web press professional. General shop and machine maintenance capabilities. Exceptional organizational and leadership skills. Responsible for supplies and vendor relationships for shop and machines.  
BAY AREA – BOHM 3980

## PRINT MANAGEMENT

### Estimating

Skills are in estimating, planning, customer service and purchasing. Have also been in management running these departments and exceeded goals set by management and their clients. Have also worked in sales and have run production departments for two firms.  
BAY AREA – TRAGESER 3975

### Estimating

Many years experience in the printing industry as an estimator, customer service rep, production planner and manager, alpha and beta tester for the powerful estimating software, PrintSmith. Also proficient in Logic software for both estimating and scheduling and am familiar with most other available estimating applications. I firmly believe superior customer service is what defines success in today's market, especially in the increasingly competitive printing industry.  
SAN FRANCISCO – HAGBERG 3995

### Production Management

Process management, high value project management, technical communication, problem solving, change management, strategic thinking, both abstract and material. Diplomacy, color acuity, aesthetic sophistication, sense of humor.  
SAN FRANCISCO – SINGER 3973

### Production Management

Owner of printing company for 24 years. From customer service to running printing machines and many things related to getting the product out the door. Looking for work in a middle management position utilizing my production and management experience and skills.  
BAY AREA – VILLAREAL 3993

### Account Representative

Over 10 years of account management, sales and new business development in multiple industries. Consulting and negotiating skills/experience with multi departmental businesses. Multi-media presentation/training experience to local and national businesses. Customer service focused, with an emphasis on client satisfaction.  
EAST BAY – PONTON 3978

### Entry Level Management (recent graduate)

Sales experience would serve me well to assist with planning and developing procedures to improve quality of services by communicating closely with clients to achieve and exceed their expectations. Strong managerial experience will assist greatly in working with staff members and with the public. Hard working professional with a high standard of work ethic.  
BAY AREA – C. HARMAN 3988

### Production Planner (traffic)

Eight years experience production manager medium sized commercial printing. Sheetfed as well as digital to 14 X 20"; with emphasis on 13 X 19"; 20# to 14pt substrates. Extensive customer service experience. Established and maintained relationships with techs and vendors. 35 years experience in the industry.  
BAY AREA – BARTLEY 3996

## CREATIVE MANAGEMENT

### General Management (design and media)

Energetic and resourceful administrative professional with over 10 years of experience in project management within nonprofit and private organizations. Proactive and accomplished in overcoming challenges and taking on new roles to ensure timely, project completion. Detailed and dependable self starter skilled in the facilitation, communication and presentation of awareness generating marketing programs. Organized problem solver and advocate of a work environment where cross-functional, collaborative participation by all members is encouraged.  
BAY AREA – WESTFALL 3986

## CREATIVE PRODUCTION

### Entry Level Designer

Creative and artistic problem solver with a "get it done" attitude and great communication skills available for entry-level and freelance projects. Skilled in art and design, digital photography, video production and web design. Adobe Certified Expert in Photoshop, Premiere, After Effects, Flash, Fireworks, Dreamweaver, Final Cut Pro.  
ALL NORTHERN CALIFORNIA – INGHAM 3997

### Production Artist

Experienced in design and production using all Adobe products for print and web, plus Filemaker Pro and preflight software. Great skills with project management.

SOUTH BAY – WILDE 3964

### Production Planner (traffic)

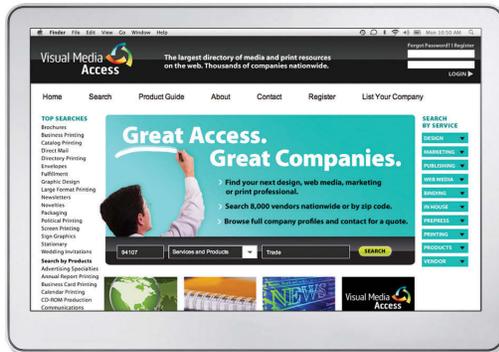
Senior print planner, customer service representative in both printing and prepress facilities for more than 10 years. Have dealt directly with sales staff, clients and their problems, production and planning out the work for production simultaneously. Capable of quick decisions for problem solving and fast-paced customer service.

EAST BAY – RL TORRES 3974

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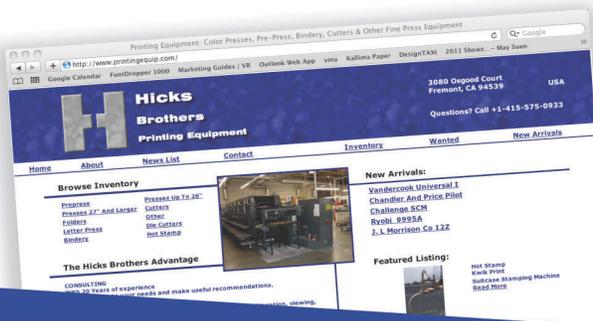
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Dumont Printing & Mailing	Fresno	(559) 485-6311	<a href="http://www.dumontprinting.com">www.dumontprinting.com</a>	o	o		o	o	o	o	o	o	o		o	o
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Western Trade Printing, Inc.	Fresno	(559) 251-8595	<a href="http://www.westerntradeprinting.com">www.westerntradeprinting.com</a>	o			o	o	o	o	o	o	o	o	o	
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Fong Brothers Printing, Inc.	Brisbane	(415) 467-1050	<a href="http://www.fbp.com">www.fbp.com</a>	o	o	o	o	o	o	o	o	o	o	o	o	o
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Norco Printing	San Leandro	(510) 569-2200	<a href="http://www.norcoprint.com">www.norcoprint.com</a>	o	o		o	o	o	o	o	o	o	o	o	
Printing and Marketing, Inc. (PMI)	Union City	(510) 931-7000	<a href="http://www.pmiink.com">www.pmiink.com</a>	o			o		o							
Specialty Graphics, Inc.	San Leandro	(510) 351-7705	<a href="http://www.sgica.com">www.sgica.com</a>	o	o			o					o			
Spectrum Lithograph, Inc.	Fremont	(510) 438-9192	<a href="http://www.spectrumlithograph.com">www.spectrumlithograph.com</a>	o								o			o	
Suburban Press, Inc.	Hayward	(510) 783-3863	<a href="http://www.suburbanpress.com">www.suburbanpress.com</a>	o	o		o		o					o	o	
NORTH BAY																
All-American Printing Services, Inc.	Petaluma	(415) 899-1000	<a href="http://www.allamericanprinting.com">www.allamericanprinting.com</a>	o	o		o	o	o	o		o		o		
Barlow Printing, Inc.	Cotati	(707) 664-9773	<a href="http://www.barlowprinting.com">www.barlowprinting.com</a>	o	o	o		o	o	o				o	o	o
Chromagraphics	Santa Rosa	(707) 528-2644		o			o						o			
GPM print-mail-solutions	Rohnert Park	(707) 588-8028	<a href="http://www.printing-mailing.com">www.printing-mailing.com</a>	o	o	o	o	o	o	o		o				

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Healdsburg Printing, Inc.	Healdsburg	(707) 433-1680	<a href="http://www.healdsburgprinting.com">www.healdsburgprinting.com</a>	○	○	○	○			○
O'Dell Printing Company, Inc.	Rohnert Park	(707) 585-2718	<a href="http://www.odellprint.com">www.odellprint.com</a>	○	○	○	○		○	
SOUTH BAY				Publication Printing with Mailing Facility	Printing with Complete Bindery	Printing with Mailing Facility	Books Printing	Non-headset Web Printing	Printing with Binery	Union Printer
Almaden Press, a Stone Publishing Company	Santa Clara	(408) 450-7910	<a href="http://www.almadenpress.com">www.almadenpress.com</a>	○	○	○	○	○	○	○
Community Printers	Santa Cruz	(831) 426-4682	<a href="http://www.comprinters.com">www.comprinters.com</a>	○						○
Printworx	Watsonville	(800) 649-9287	<a href="http://www.printworx.com">www.printworx.com</a>	○	○	○	○	○	○	
RR Donnelley	Santa Clara	(408) 486-5500	<a href="http://www.rrdonnelley.com">www.rrdonnelley.com</a>	○	○	○	○	○		
SACRAMENTO / STOCKTON				Books Printing	Printing with Mailing Facility	Headset Web Printing	Printing with Complete Bindery	Green Business Practices Certification	Printing with Design	Trade Only Printing
CMYK, Inc.	Tracy	(209) 229-7230	<a href="http://cmykprintandpromotions.com">cmykprintandpromotions.com</a>	○						○
Commerce Printing Services	Sacramento	(916) 442-8100	<a href="http://www.commerceprinting.com">www.commerceprinting.com</a>	○	○	○	○	○	○	○
Delta Web Printing & Bindery	West Sacramento	(916) 375-0044	<a href="http://www.deltawebprinting.com">www.deltawebprinting.com</a>	○	○	○	○		○	○
Dome Printing	Sacramento	(916) 923-3663 (800) 343-3139	<a href="http://www.domeprinting.com">www.domeprinting.com</a>			○				○
Eagle Press, Inc.	Sacramento	(916) 383-7850	<a href="http://www.eagle-press.com">www.eagle-press.com</a>	○	○	○	○	○	○	○
Fruitridge Printing	Sacramento	(800) 835-4846	<a href="http://www.fruitridgeprinting.com">www.fruitridgeprinting.com</a>	○		○	○	○	○	○
GSL Fine Lithographers	Sacramento	(916) 231-1410	<a href="http://www.gslitho.com">www.gslitho.com</a>	○					○	○
K/P Corporation - Sacramento Division	W. Sacramento	(916) 371-4600	<a href="http://www.kpcorp.com">www.kpcorp.com</a>	○	○	○	○		○	○
K/P Corporation - Stockton Division	Stockton	(209) 466-6761	<a href="http://www.kpcorp.com">www.kpcorp.com</a>	○	○	○			○	○
Metro Print and Mail Solutions	Sacramento	(916) 928-0801	<a href="http://www.metroprintandmail.com">www.metroprintandmail.com</a>	○		○		○	○	
OmniPrint	Tracy	(209) 879-9730	<a href="http://www.omniprintcorp.com">www.omniprintcorp.com</a>	○		○	○	○	○	○
Pacific Standard Print	Sacramento	(916) 441-5392	<a href="http://www.printpsp.com">www.printpsp.com</a>	○	○	○	○	○	○	○
Parks Printing	Modesto	(209) 576-2568	<a href="http://www.parksprinting.com">www.parksprinting.com</a>	○		○		○	○	○
Paul Baker Printing, Inc.	Roseville	(916) 783-8317	<a href="http://www.pbaker.com">www.pbaker.com</a>	○	○		○		○	○
River City Printers, LLC	Rancho Cordova	(916) 638-8400	<a href="http://www.rcprint.net">www.rcprint.net</a>	○	○		○	○		○
Volume Press	West Sacramento	(916) 374-8991	<a href="http://www.volumepress.com">www.volumepress.com</a>	○	○	○			○	
Redding Printing Company, Inc.	Redding	(530) 243-0525	<a href="http://www.reddingprinting.com">www.reddingprinting.com</a>	○	○	○	○	○	○	
Western Web, Inc.	Samoa	(707) 444-6236 x7501	<a href="http://www.western-web.net">www.western-web.net</a>		○	○		○	○	○
RENO / NORTH NEVADA				Books Printing	Printing with Mailing Facility	Headset Web Printing	Printing with Complete Bindery	Green Business Practices Certification	Printing with Design	Trade Only Printing
DynaGraphic Printing	Reno	(775) 786-2041	<a href="http://www.DynaGraphicPrinting.com">www.DynaGraphicPrinting.com</a>	○	○	○	○	○		
Hemlock Printers (USA) Inc.	Walnut Creek	(925) 979-0300	<a href="http://www.hemlock.com">www.hemlock.com</a>	○					○	○
West Linn Paper Company	West Linn	(503) 557-6512	<a href="http://www.westlinnpaper.com">www.westlinnpaper.com</a>						○	○
Ricoh Production Printing	Northern California Central Valley	(916) 928-2982	<a href="http://www.ricoh-USA.com">www.ricoh-USA.com</a>						○	
California Quality Printing	Concord	(925) 688-1480	<a href="http://www.caqualityprinting.com">www.caqualityprinting.com</a>	○		○		○		
DPI - Digital Pre-Press International	San Francisco	(415) 216-0031	<a href="http://www.dpi-sf.com">www.dpi-sf.com</a>						○	
Printland dba International Group Printing	San Francisco	(415) 826-2318		○					○	

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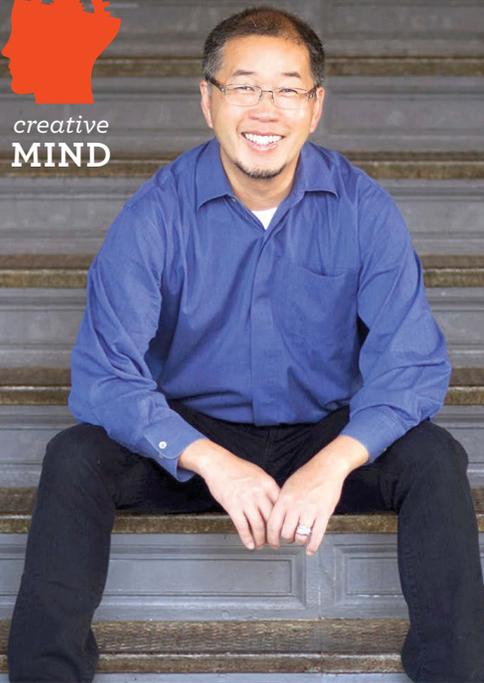
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# 10 Questions

Clement Mok | Designer, Instigator & Foodie

## What is your philosophy when it comes to design?

Design always starts with “why?” and ends with “why not?” What happens in between is a messy journey—looking and figuring out the “real problem” to solve. The job of a designer is to ask questions on behalf of the customers or users. Design is about giving physical or visual form to an idea. Skills, methods, personal experiences and point of view are the things that make each design and designer uniquely different.

## What has been your favorite project and why?

Instead of a favorite project, I like to frame the answer in the form of a favorite business, since designing businesses is the essence of what I do as a designer.

Whether it's Apple's Macintosh, Herman Miller's Aeron Chair or Sapient's design services, or businesses I've started (Studio Archetype, CMCD, NetObjects and SUGARFISH), they all provided me different challenges and opportunities to learn and grow as a designer and as a person. If I have to pick, Studio Archetype would have to be my favorite. Amazing projects and clients came through the doors at Studio

Archetype, but it was the workplace environment that gives me the most joy and satisfaction. Because of the kind of projects and clients, designers were allowed to take chances, to learn and grow. As a result, many have gone on their own business doing spectacular work.

## What's your next big project?

Still looking.

## Who or what influences your work?

There's influence and there's inspiration. They are two points of a continuum that inform what and how I approach design.

Having spent my whole career working at and for Silicon Valley companies, one can't help but to be influenced by new technologies and the lessons I learned while working for Steve Jobs. New technologies challenge the status quo. It's the role of the designer to connect the past, present and future in a meaningful and engaging way. Every technological change provides an opportunity to create a new design standard or a new design platform.

I draw my inspirations these days from people who are crossover artists—i.e. type

designer that's a lawyer, a potter who starts a furniture company and an educator who starts a community garden exchange.

## Where do you do your brainstorming?

On walks with my dogs in the park.

## If you weren't designing or writing, you'd be ...

Garden-scaping, planning the next foodie excursion, collecting graphics—and technology-related antique artifacts—things like book bindery embossing tools, book press, engraving plates, etc.

## In your professional life, what is the one thing you can't live without?

Optimism.

## What's your guilty pleasure?

Humphrey Slocombe's Blue Bottle Vietnamese Coffee, Bi-rite Creamery's Salted Caramel, Ici's Candied Meyer Lemon and Smitten's TCHO 60.5% dark chocolate flavored ice cream.

## What songs are on your favorite playlist?

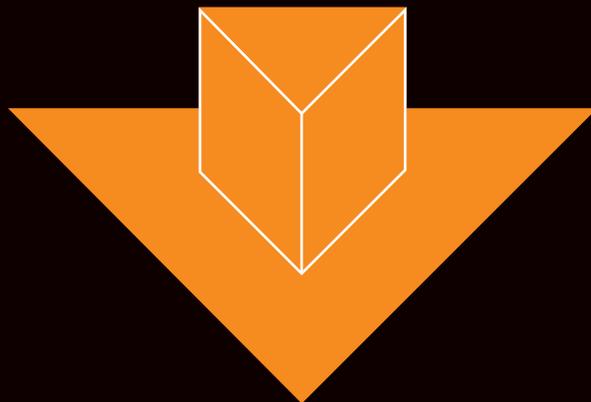
“Painted from Memory” Elvis Costello  
“To The Gypsies” by Alex Fox  
“Four Seasons” by Vivaldi  
“Paradise” by Coldplay  
“Get Lucky” by Daft Punk

## What's on your bookshelf?

“Cooked: A Natural History of Transformation” by Michael Pollan, “Just My Type” by Simon Garfield, “Four Fish: The Future of the Last Wild Food” by Paul Greenberg.

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