



## Connecting with Customers During COVID-19





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Visual Media Alliance is non-profit trade association serving Northern California's visual media industry. By providing events, education, discounts, advocacy, industry promotion, and insurance programs, we help our 530 member firms become more successful and profitable.

## ON THE COVER

Paula Adduci, co-founder of Adduci Studios and Snow Wraith her bantam hen collaborated on design the new website for their client, Curatide. Photo by Adduci Studios

## LETTER FROM THE PRESIDENT

Dear Valued Members,

As of this writing, our industry's challenge with the COVID-19 won't be solved anytime soon. While things do feel less scary than those early days in March when we were afraid of running out of basic necessities, most are still expressing great concern.

At the same time, it appears the world has realized that we must still get back to work in whatever capacity—business must go on. Fortunately for our industry, the economy depends greatly on our services.

These are the times to incorporate or supercharge business best practices, such as investing in your customers. Customers, like your employees, are the roots of your business. That's why this issue of *Connected* is focused on being customer-centric in these hard COVID-19 times. Caring about and investing in your customers will help you get through today and set you up for tomorrow.

Companies that put customer needs under the microscope, and implement other smart tactics and strategies in response to shifting markets, are the ones most likely to succeed.

And we must remember there will be a tomorrow. In past historical downturns, those in 1990, 2000, and 2008, our industry has come through stronger than ever. And we will again.

We practice what we preach and want to let you, our members (and thus customers) know that we are here for you. Please let us know how we can help. It's our mission to ensure that each of you survives and thrives. We are here to help, so please share ideas and/or questions, and we'll do our best to support you.

Thank you for your membership. I hope to see you (literally) at the next Collective Conversations, our bi-weekly Zoom roundtable event!



Sincerely,

Dan Nelson  
President

“ Ultimately, the greatest lesson that COVID-19 can teach humanity is that we are all in this together. ”

—Kiran Mazumdar-Shaw

## Four actions can address immediate customer needs and prepare for the future.



### Focus on care and concern

- Reach out, but with support, not marketing
- Make a priority of employees and community
- Stay true to company purpose and values



### Meet your customers where they are

- Innovative digital models to help customers weather the crisis safely from home
- Expand home delivery options
- Consider contactless operations



### Reimagine the post-COVID-19 world

- Economic hard times will force cost cuts
- Migrate customers to digital channels to save money and boost satisfaction
- Brick and mortar stores may look very different post-crisis



### Build agile capabilities for fluid times

- Tap social media, not surveys, for quick customer readings
- Solicit employees for ear-to-the-ground insights
- Save time with “test and scale” labs
- Pay attention to “failure modes” indicating that you’ve missed customer signals

Information from McKinsey & Company



## Collective Conversations a Hit

Our Zoom-powered roundtables series, “Collective Conversations,” as of this writing is in its tenth session and continues to be a hit with our members. According to Shannon Wolford, Director of Sales and Membership, the series struck a chord during these challenging times. She says, “Members want to know they’re not alone.” The sessions are focused on members learning from each other.

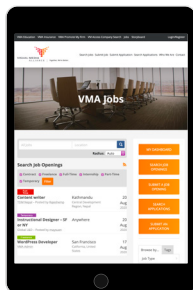
However, on an as needed bases, we invite a variety of subject matter experts. Past experts include our two Government Affairs specialists, RJ Cervantes and Gerry Bonetto; HR labor attorney Jenny Wiegley; and technology expert Mick Wolcott.

Visit [vma.bz/cc](http://vma.bz/cc) to register.



## Job Board Restarted, Features New Website

VMA offers complimentary employment matchmaking services as part of our Career Center. Our program compliments a fee-based national service provided through Semper and our members’ own efforts using social media, fee-based services like Indeed and LinkedIn, and other job placements services.

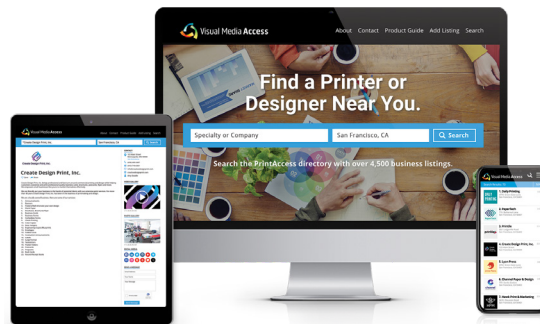


In this coronavirus-driven downturn, our industry is starting to see a displaced workforce that needs connections to new opportunities within the industry.

Our job board is now completely rebuilt to meet that need. Employers can use the site to post their openings. Applicants seeking jobs in the industry can apply online and upload their resumes. Matchmaking is facilitated in the printing and creative job categories. It also includes our community college and university graphic arts program students.

To post an opening or for more information about this VMA complimentary member benefit, contact Sue Benevante, [sue@vma.bz](mailto:sue@vma.bz).

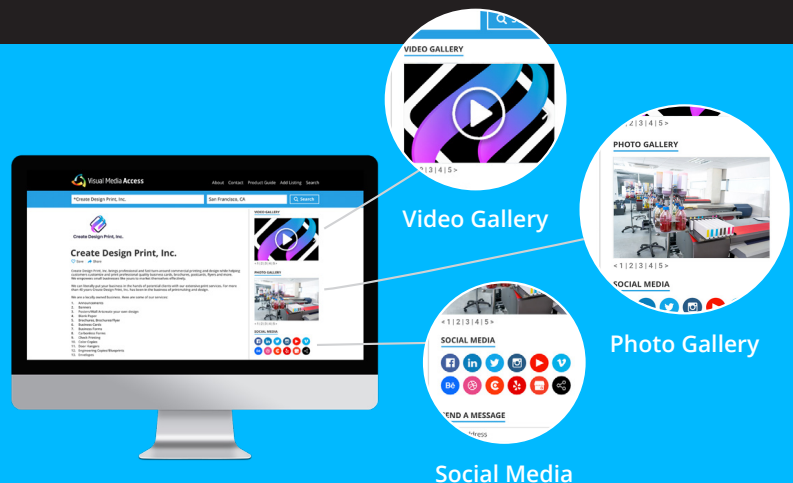
## VMAccess.org New Site



Listing your company on VM Access ([vmaccess.org](http://vmaccess.org)) gives your firm direct exposure of your products and services to 12,000 unique users every month. VM Access is used by the printing industry, businesses and consumers to buy products and services in over 600 product categories.

VMA Members are able to access VM Access’ Enhanced Listing which includes video gallery, photo gallery, and social media to help your company build a strong web presence.

## VMAccess Enhanced Listing helps build a strong web presence



Search 5000 Companies and 800 Specialties Nationwide. The ultimate resource for printing, design and marketing services.



Try it out today at [vmaccess.org](http://vmaccess.org)



# PIA is Now PrUA, Our Industry's New Super Association



The landmark merger between Printing Industries of America (PIA) and Specialty Graphics Imaging Association (SGIA) was made official on May 1 this year. It was a long road of negotiations and wrangling over the final deal with affiliates across the country all weighing in. With 32 opinions, it was never going to be easy.

Yet, the deal yielded an exciting and monumental merger between industry factions. The new organization is called PRINTING United Alliance (PrUA). Five thousand PIA members merged with 1,500 SGIA members, resulting in a combination of member benefits that include the industry's biggest trade show, the PRINTING United Conference; PIA's government affairs arm; and NAPCO, its industry

publication arm, which includes the *Printing Impressions* magazine. The new organization also includes PIA programs our members enjoy: iLearning, HR consulting, economics, and consulting.

The only merger issue that no-one could have anticipated was the unfortunate timing of COVID-19, semi-sidelining the PRINTING United show, scheduled for October 21-23 in Atlanta, Georgia. That show will now be virtual and will feature a series of Zoom sessions that focus on technology and trends presented by industry vendors.

Other than the show re-invention, every other program continues for the benefit of our members.

## New "Print is Everywhere" Materials Just Released



An exciting new set of print industry promotional materials developed by a coalition of sister affiliates called "Print is Everywhere" has been released. The kits tell the essential, vibrant, and fun aspects of our industry, segment by segment, to various audiences, including corporate customers of our industry, current, and future workforce, as well as policymakers and various industry stakeholders.

You can purchase these materials in bulk from VMA to help promote print to your customers. Additionally, we have purchased 100 sets for distribution to community colleges with graphic arts students and other schools whose student population represents our future workforce. Contact [may@vma.bz](mailto:may@vma.bz) to place your order.

## VMA Marketing Campaigns

VMA's marketing department moved into high gear with two new multi-touch campaigns targeting non-members, both creative firms and printers. The team is comprised of May Suen, Shannon Wolford, and Zaynab Russell, and led by our Director of Marketing and Communications Sonali Shah. One of the campaigns is a 11-touch email and mail membership campaign now underway. The other will begin shortly and will focus on the unique value of our health insurance program. Last year's campaign resulted in four new accounts representing 50 new employee lives.



# MEMBER NEWS

## Andresen Designs Unique Multi-piece Project to Steward Responsible Tech



Andresen recently developed the Ethical Explorer Toolkit, a unique multi-piece project for Omidyar Network. The Ethical Explorer is a DIY toolkit that serves as an

ethical compass for startups to mid-size technology companies that want to build products with responsibility, safety, fairness, inclusion, and compassion. It's designed to spark group discussion, identify early warning signs, build internal support, and brainstorm solutions to avoid future risks. This product is perfect for organizations who want to plan ahead for the implications their products may have on others and society. For more information visit

[www.ethicalexplorer.org](http://www.ethicalexplorer.org).

## Kelly/Spicers Acquires American Packaging Expanding Its Packaging Business

At the end of July, Kelly/Spicers, the independent paper merchant, announced that they acquired Northern California-based American Packaging, further expanding its packaging business throughout the Western U.S. American Packaging, founded in 1976, is one of the region's leading independent packaging distributors, with a broad portfolio focused on high-growth markets such as medical devices, food processing, pharmaceutical, and technology products. American Packaging also brings strong expertise in packaging equipment, including sales, servicing, maintenance, and line integration design. The acquisition of American Packaging strengthens Kelly/Spicers' growing industrial and retail packaging business.



## Aslan Graphics Celebrates 25 Years in Business

Started in 1995, Aslan Graphics is celebrating 25 years of providing graphic design and print management services. To mark their 25th anniversary, they will plant 25 trees for every project booked from now until the end of the year!



They are proud to have been members of VMA since 2001. This year, they celebrate all they have achieved throughout the years and feel grateful for their good fortune. They note that the longevity of any business depends on lots of hard work, luck, and relationships to make it successful. They want to express their deep gratitude to their loyal clients and expert partners who have helped them reach this milestone.

## Canon Releases New High Volume Color Printer Models

Canon introduced the Runner Advance DX C7700 Series—high-volume color printer models designed to support the goals of businesses and to adapt to the fast-changing world we live in. The new multifunction printers and integrated solutions can help simplify the end-user experience and management of technology, better control sensitive information and print-related costs, and help ensure that technology investments proactively evolve with changing needs. Features include workflow efficiency, security, quality and reliability, device and fleet management, cost management, and sustainability.



## NEW MEMBERS



### Design in Mind

Design in Mind is a creative agency located in the heart of Silicon Valley. Founded in 2002 as a one-woman venture, they have grown into a competitive agency built on referrals and relationships. Today, their work spans the globe and they are grateful to serve clients that put their work at the forefront of change.

They work with nonprofits and budding startups to Fortune 500 companies, and continue to tap into new industries each year. Across the board, their mission is simple: to help their clients succeed.

Katie Otis  
408-249-9026  
[info@designim.com](mailto:info@designim.com)  
[www.designim.com](http://www.designim.com)



### KnG Visual Solutions

KnG knows the specialty print market; they've seen it all. They are experts in in-store retail, outdoor signage, fleet graphics, and displays, and can help bring your vision to life, whether it's simple coatings as part of your manufacturing process or full color imagery.

If other print processes can't handle it, chances are good that KnG can figure it out. From challenging materials like rigid plastics and wood panels, to flexible substrates like window clings and banner vinyls, their process shines.

Glen Huish  
888-574-2572  
[info@kng.net](mailto:info@kng.net)  
[www.kng.net](http://www.kng.net)



### Minuteman Press - Fremont

Whether you need basics like flyers and envelopes or full color offset printed brochures and marketing materials, Fremont Minuteman Press has you covered.

Their popular products include business cards, postcards, letterhead, envelopes, brochures, flyers, booklets, NCR (carbonless) forms, checks, signs, banners, decals, labels, presentation folders, and promotional products as well as medical, auto, and other industry specific forms.

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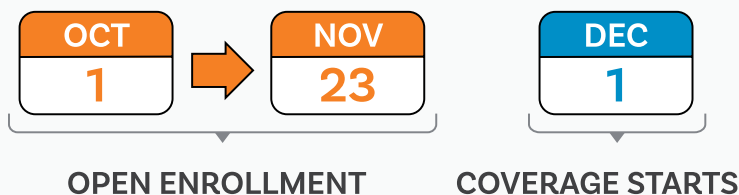


In these difficult times, we understand small business owners need all the support you can get. As we come to grips with COVID-19 challenges and its human resource implications, we all recognize the importance of top-notch advice.

Therefore, as your industry trade association and insurance advisor, we're here for you for the 2021 Open Enrollment Season.

## Our caring and experienced agents will help you:

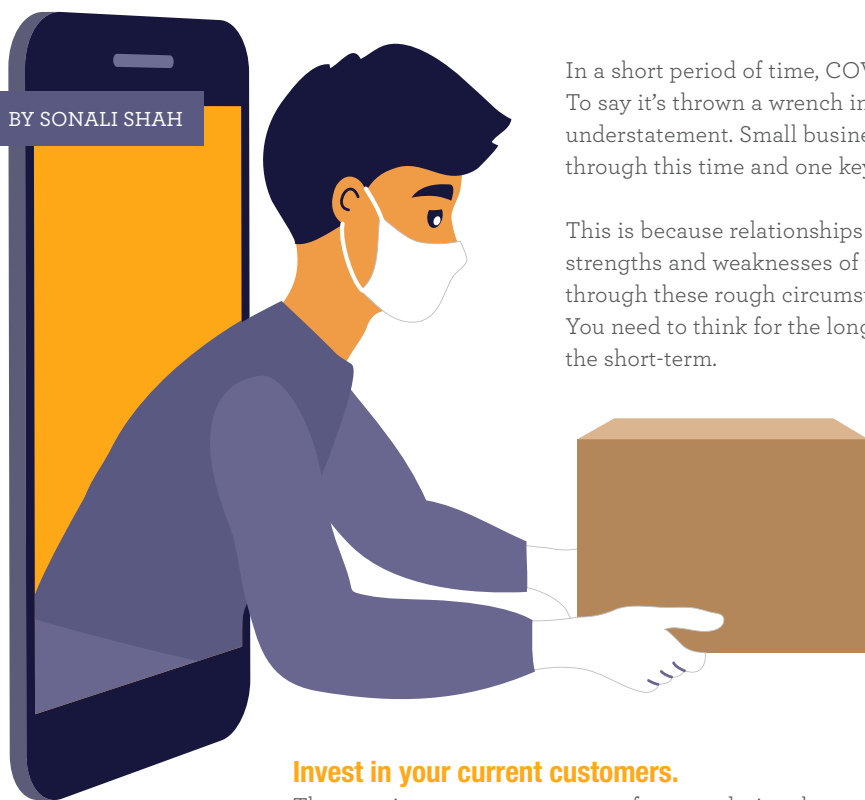
- Select the best plans to meet the health needs of your family and your work family
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Visit [insurance.vma.bz/openenrollment](https://insurance.vma.bz/openenrollment)

# COVID-19 Requires a Customer-Centric Strategy

BY SONALI SHAH



In a short period of time, COVID-19 has dramatically impacted all aspects of our lives. To say it's thrown a wrench into small businesses' operations and sales would be an understatement. Small business owners need to take actions that keep them buoyant through this time and one key way to do so is to focus on your customer relationships.

This is because relationships are at the core of all business, and COVID-19 has put the strengths and weaknesses of those relationships in the spotlight. In order to make it through these rough circumstances, now is the time to put relationships over profits. You need to think for the long term, because ironically that is what will get you through the short-term.

**Here are a number of tactics to strengthen the relationships your graphic arts small business has with your customers.**

## **Invest in your current customers.**

The most important customers to focus on during these tough times are your most loyal and best customers. You've likely heard of the "80/20 rule", the infamous statistic highlights that 80% of your future profits will mostly come from 20% of your existing customers. To ensure that these relationships outlast the crisis, you'll want to keep your existing customers happy.

Moreover, it's been said that existing customers are worth 6 to 7 times the value of a new customer. And this holds true especially in these times. In crisis, people have less patience and money. So you want to serve these relationships well in order to maintain them. Loyal customers will result in more sales opportunities in the short-term and long-term.

For example, VMA Member On Line Bindery (OLB) made a conscious effort to reach out to each customer, including bringing on two new customer service people to interact with their customers. They also started sending out care packages to their customers. Ernest Lompa, owner of OLB said, "Since we are all

isolated right now, the concept is similar to sending a care package to a lonely soldier to lift their spirits and remind them that they are cared for."

The care packages include a UV coating book with beautiful samples of film laminating and embossing, with the hope that in these difficult times it will give designers and printers inspiration for creativity. The package also has a fun treat—a large candy bar with a custom embossed wrapper that says, "Go big or go home." The idea is to inspire the creatives and printers with different senses in this new remote environment.



On Line Bindery shares "Putting Your Pieces Together," a self-promotional binder filled with amazing print and finishing ideas. Contact On Line Bindery for a copy.



**Ask yourself: How can I improve customer service to create more loyal customers?**



## Be sincere and authentic.

Make sure your messages and actions are sincere. At the same time don't overplay it and absolutely don't force it or it will sound hollow. On the positive, being authentic also takes some pressure off you in trying to be perfect. Likewise be transparent and let your customers know there may be questions they have that you don't have the answers for, but that you'll try your best to find out. The honest effort is what counts.

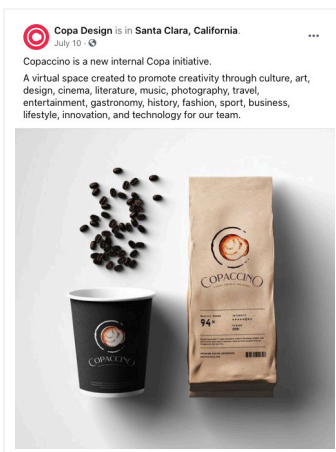


**Ask yourself: Does my communications messaging sound sincere and genuine?**

## Find new ways to interact remotely.

With less in-person interaction, it's time to make digital more human. Leverage email and social media campaigns. These serve to alert customers to your product line or promotions and to remind customers of your business.

To that end, consider sending an email where you feature a service that they may need or find useful during the pandemic and/or feature a personal story of your business, an employee, or a loyal customer.



Copa Design started a new virtual series called Copaccino, a place for ideas and coffee to brew.

For example, when COVID-19 hit, Santa Clara-based creative agency Copa Design took a proactive approach. They immediately reached out to clients through multiple venues including email, texts, social media, direct mail, and calls asking, "How can we help you?" They didn't necessarily do it to get new business, but to keep in front of their current clients. Likewise, they encouraged their clients to take a proactive approach with their customers through similar vehicles.



**Ask yourself: Am I using all the right platforms to get in front of my customers?**



## Additional Questions to Ask Yourself

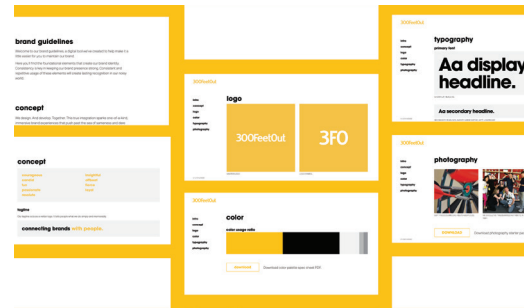
1. How have my customers' expectations and experiences changed?
2. Am I talking openly and honestly with my customers?
3. What can I do to be more responsive to my customers' needs?
4. Are there new products or services that I should start offering in light of how the economy has shifted?
5. How am I communicating what I am doing to keep customers, employees, and the community safe?
6. What value do I provide my customers? How can I best share that value proposition?

## Pilot new programs with those who have been your most loyal customers.

Is there a new product or service you can offer your customers that would help them during the coronavirus pandemic? There are many incredible stories of printers shifting to making personal protective gear or agencies providing helpful solutions.

For example, when faced with the turn of events, creative agency 300FeetOut sat down and brainstormed what they could do to alter their services to be more helpful to their clients.

They noticed that some of their less technical or secure, yet long-term customers, seemed lost without the connection to their big on-campus servers, files, and team members. For those clients, 300FeetOut created online tools like digital brand guidelines, creative asset management systems, and team-building processes for them to use instead.



Online Brand Guidelines created by 300FeetOut



**Ask yourself: What service have I been considering that I can start to offer my customers?**

As Robert Half, founder of Robert Half International, said, "When the customer comes first, the customer will last." One of the most important strategies in your business plan needs to be being customer-centric. And in this time of COVID-19, it couldn't be more true.

At VMA, you, our members, are our loyal customers and it's been our sincere mission since 1935 to help your graphic arts business succeed. We're always looking for new ways to provide value to you and are open to your suggestions. Please feel free to reach out to us by contacting Shannon Wolford, Director of Sales and Membership, at [shannon@vma.bz](mailto:shannon@vma.bz).

# Responsiveness and Relationship-Building:

## GM Nameplate's Keys for Customer Satisfaction

BY REVA HARRIS

Sometimes it takes a crisis to confirm that your business fundamentals are working. For David Fabris, general manager of the California division of GM Nameplate, long-held business practices, such as a proactive approach to customer service, have made all the difference in adapting to COVID-19.

### Customer needs require a fast response

GM Nameplate, which is a multinational manufacturer of nameplates, die cuts, and other custom components, was caught off guard like everyone else by the abruptness of California's shutdown back in March. "We got the news at 2 p.m. that we had to close the doors at 5 p.m. and send folks home," Fabris says.

The company is fortunate in that most of their customers are in the medical, industrial, automotive, power, and energy industries, all of which are essential businesses or have some form of essential operations. In the first 24 hours of the shutdown, he received

calls from medical customers (including Respironics, a division of Philips that manufactures ventilators) notifying him that GM Nameplate was part of the essential business supply chain. Following state guidelines, he and his team determined that bringing back roughly 20% of their workforce was the best way to maintain operations and keep people safe.

And as other industries were deemed essential, GM Nameplate experienced the benefit of some panic buying from customers who support networking, data



Nameplates that GM Nameplate has created over the years.

management, and telecommunications industries. While Fabris understood the urgency of their concerns around supply chain disruptions, social distancing measures impacted turnaround times. "It was a bit of a mixed blessing," he says.

This is where one of the company's longstanding practices made a real impact on their ability to meet customer demand. For more than 20 years, GM Nameplate has cross-trained employees to perform different functions. "We were able to bring 10 to 12 people into the building safely and those folks were able to do a multitude of different tasks," Fabris says. He points out that cross-training gave them the ability to "move teams to where the work was."

Taking care of those teams was an important piece of being able to take care of their customers. "If you're going to get through this, the most important asset is your employees, whether you've got two, 20, or 200," Fabris says. He treated employees with the same level of importance as customers, just with a different perspective. "You can't service the customer without great employees." It's like the chicken and the egg, he says, and, "We try to keep the egg nice and warm and cozy, and keep the chicken well-fed."

They were also able to leverage resources from other parts of the company by sending work to other divisions. While this is an option that other printers may not have, Fabris notes that it worked similarly to having partnerships with what he calls "friendly competitors" who you can share overflow work with.



Philips Respironics came to GMN to manufacture an overlay and a membrane for their V680 ventilator, relying on GMN's rapid prototyping and medical industry expertise to manufacture the right overlay.



### If it's bad news, pick up the phone

Even with cross-training and the ability to send overflow work to other divisions, it was impossible to meet everyone's needs. To manage customer expectations, Fabris relied on a philosophy he's held for many years: "If you're delivering good news, send an email. If you've got to deliver bad news, pick up the phone. The customer needs to hear...that this is news that you don't feel good about delivering."

This long-held business practice proved invaluable in maintaining customer satisfaction, despite the challenges caused by the pandemic.

### Instead of offering services, offer value

After getting a handle on the initial rush of the spring, Fabris says he saw a downturn in business in the summer. To stay engaged with customers, he and his team have been proactively communicating with customers and prospects. "Nobody wants to be sold to, especially not in the middle of a pandemic," Fabris says. Instead, their outreach efforts are focused on how to help their customers solve the new challenges they're facing.

That manifests in a number of ways. For starters, they're providing more value in the design phase. Since they can't meet face-to-face with customers, they send out samples and raw materials so customers can get a feel for what will work for their design. Fabris' customers are trying to solve problems, and he's responded by being a supportive, helpful resource: "The first thing we want to start with always is, 'How can we help? How can we help you solve a problem?'"

Customers want to know how materials will interact with each other or whether they're viable for their needs. Fabris and his team are responding by offering solutions. Because of that approach, July 2020 was a record month for prototype orders, even while other sales activity had softened. With staff allocated to prototyping, they've been able to quickly get parts to their customers for testing. He encourages other printers to "find that customer that needs your help right now, and...be responsive."



GMN opened a 27,000 sq. ft. facility in San Jose, CA in 1981 to expand flexographic roll printing and screen printing capabilities. UL and Roll Labels are shown here.



GM Nameplate employees are cross-trained to perform a diverse set of tasks; here a team member is assembling face shields.

To get ideas on where to start, he recommends virtual events, like VMA's Collective Conversations: "I think the roundtables have been incredibly meaningful, for sharing ideas with each other, but also for being able to get content from some of the thought leaders about...how to go forward and find those customers and how to engage with them."

### Building a good reputation, crisis or not

"We haven't had any real change in our strategy or product mix. If anything, it's my belief that the way we've always conducted business is more relevant now than ever," Fabris says. GM Nameplate has built a reputation over the past 25 years for solving difficult issues. "There was an old joke: I don't think anyone can do this, but call GM Nameplate." There's truth behind the joke, though. Customers know GM Nameplate can solve their toughest problems and this positions them for success in any business climate.

And that's what Fabris advises other printers to keep in mind right now. "There is still opportunity out there," he says, "If you can find them and provide value. If you can help them during the toughest times...they'll be a customer for life. That's customer retention, building that trust."

# How Adduci is Delivering Customer Value in the Pandemic

BY REVA HARRIS



Paula Adduci, Founder of Adduci Studios

“  
For me,  
it was  
important  
to be as  
genuine as  
possible  
and not be  
out there  
selling,”

says Paula Adduci,  
Founder of Adduci  
Studios

2020 was set to be a big year for Adduci Studios. For starters, Paula Adduci, who founded the creative agency with her husband, Stephen, was planning to celebrate 20 years in business. Moreover, they had been working to transition the company from creative execution work towards strategic consulting. This was supposed to be a transformative year.

## Geared up for change

With two decades of business under their belt, Adduci was no stranger to creating strong client relationships. She always made an effort to keep in contact with clients at least every few months via email, phone, or stopping by their offices. Adduci would ask how they were doing, what their upcoming plans were, if they were pursuing any new ideas in their specialty, and what they needed help with. Along with excellent work, these retention tactics worked well and their loyal clients often brought them to new companies as they moved or when they started new companies. She knew having a loyal customer database would be helpful as they transitioned.

They were repositioning themselves as a full-featured strategy and marketing advisor for early stage science startups at Series A, B, and C, as well as seed stage businesses (those that had some upfront investment already). With relationships built over years, they planned to roll out a new

program in March. Projects and customers were beginning to line up, but then everything shut down overnight.

## Using downtime to connect on a personal level

While it was a bit disappointing, Adduci was intentional and strategic with the downtime. She personally called the clients and contacts she'd gathered over the years. Her objective wasn't to seek out business, but to connect on a more human-to-human level. "For me, it was important to be as genuine as possible and not be out there selling," she says.

She understood that her customers were in freefall, and it didn't feel right to promote her business. Instead, she kept the focus on how her contacts were doing personally, what their plans were, and what they needed help with. In the first few months of the pandemic, she offered free brainstorming sessions to help customers figure out how to adapt to the new challenges of virtual investor presentations and conferences.

The biggest change she's made has been adapting the conversations she has with her customers and prospects: "Instead of me showing up and saying what I can do for them, I find out what they're trying to do, what they need, what are their challenges right now, and let them talk about it."



## With challenge came new opportunities

Things started to turn around for Adduci when a satisfied former customer came to them with a new startup called Curative, which focused on COVID-19 testing. Immediately they were swamped with creating a logo, instructions, and other materials for Curative. “It was exciting because we passionately believed in helping people in this crisis,” Adduci says. “It was kind of good that everyone fell away so we could focus on Curative’s materials.”

In addition to working directly on COVID-specific projects, the pandemic pushed Adduci into becoming the consultative agency it was planning to be. “It gave me a chance to interact with people I had worked with for years in a new way. It showed that we could do strategy. I’m not sure I would have had that opportunity before,” Adduci says.

Her ability to understand technical concepts, combined with her helpful approach to outreach, led customers to see the agency as a sounding board for their ideas. “A lot of times they will need somebody to just talk things through... We bring that outside perspective” says Adduci.

## Keeping sharp and staying useful

In order to be more relevant to her customers and help solve the issues they were facing, Adduci took advantage of

the slew of webinars available in the early months of the pandemic. She increased her knowledge in areas that would be useful to her clientel such as how companies should talk to investors and how to get products noticed in a digital world. She also studied what a digital conference would look like, and how to present virtually when you can’t read the room.

Because of her niche, the time spent on webinars really paid off. What worked for one customer more than likely would work for another. It made it easy for her to reach out to clients because they would be interested to hear about solutions others had found. Soon they were helping clients create pitch decks for digital conferences, creating Zoom backdrops, and explainer videos. For a client by the name of Inflammatrix in the viral and bacterial infection detection area, they created a slide deck for a new webinar series.

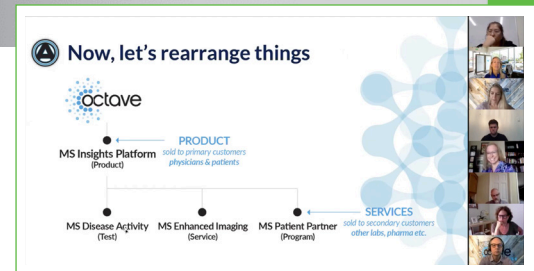
In addition to her outreach, she also set up a social media calendar for LinkedIn. She intentionally avoided COVID-specific topics, and focused on issues that were immediately relevant or engaging to her customers. “I made a conscious effort, if I was posting anything, it would be either useful or fun,” said Adduci. That could be tips for presenting virtually or a lighthearted story that had nothing to do with business at all.

## It comes down to helpfulness

After the sharp downturn of the spring, Adduci has seen a major uptick in projects in the last couple of months. The brainstorming sessions really solidified Adduci’s position as a consultative partner. In the last two months, they’ve gotten two requests for brand strategy workshops. Of course she is holding these virtually, but to bring in the same fun of traditional workshops, Adduci sends packages filled with goodies, snacks, and sticky notes to participants’ houses. She said usually the kids get to the box first, but it’s the sentiment that counts.

There’s still plenty of uncertainty, but Adduci is focused on being a helpful resource to her customers: “Even though it’s been really scary...we do what we can to make everybody move forward.”

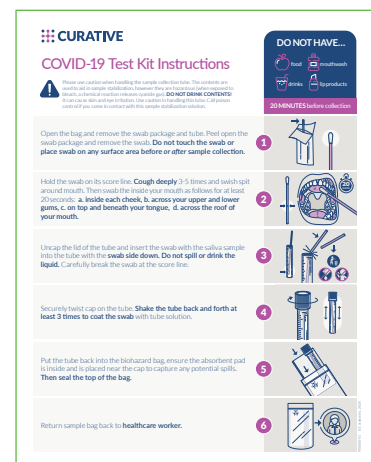
“It gave me a chance to interact with people I had worked with for years in a new way.”



Team collaboration Zoom call with Octave



Stephen Adduci, Adduci Studios Partner



Curative COVID-19 Test Kit Instructions



## TECHNOLOGY FOR THE WORK-FROM-HOME TIMES

MICK WOLCOTT, PARTNER, GOLDMAN LOCKEY SOLUTIONS, INC.

Technology in the office is a wondrous thing. Servers, network infrastructure, intranets, and communication utilities, all focused on helping employees be productive, secure, and engaged as possible. With the majority of employees working remotely, how do we ensure that the safety and connectedness of the office environment and the home environment are confluent?

Engagement is probably the most important item in the times we are in today. Ensuring employees are able to communicate and collaborate can be difficult in a remote environment. There are tons of applications out there that strive to bring camaraderie to teams. Applications like Slack, Microsoft Teams, and Google Hangouts allow users to chat, call, share files, and be just a few clicks away, allowing employees to engage as much as they are comfortable.

Security is one of the hardest items to control in a remote environment. How do you make sure that your employee's home networks are as secure as the office? Positive reinforcement and awareness training for phishing and spam emails are a great first layer of defense. Ensuring that equipment is up to date on software patches and running proper antivirus programs helps make sure that a misguided click or accidental download doesn't become something widespread and damaging.

We've all heard about how important backups are, but the majority of home equipment is not backed up regularly. This becomes especially important when working remotely. As the old adage goes, "data that isn't backed up just hasn't been lost yet." Since we all tend to get busy, manually copying working files to a server or cloud service is the last thing we are thinking about, and can't be relied upon. Backups must run

automatically and on a schedule, ultimately protecting against costly data and time loss.

In this day and age, the easiest way to ensure that employees are set up to succeed in a remote environment is to provide them with the equipment to do so. Sending them home with computers that are updated and preconfigured with antivirus, automatic cloud backups, standardized applications, and network settings helps to make the transition as smooth as possible and aids your business to navigate these times.

Mick Wolcott is Partner at Goldman Lockey Solutions, Inc., a creative-focused technical team. They provide support for information technology needs. Everyone on their team has a background in creative (gaming, video, sound, and film) and excels at bridging the language gap that can exist between creative and tech. [www.goldmanlockey.com](http://www.goldmanlockey.com).



## SALES REENTRY STRATEGY: ARE YOU READY?

LESLIE GROENE, BUSINESS CONSULTANT. GROENE CONSULTING

Sales is best defined as helping clients succeed. When we help our clients succeed, we succeed as well. In times like these, it's easy to start thinking about and acting on what is important to us, our quota, our commission, our needs. Clients can sense this immediately and will back away. Consider the following:

- **Your Plan:** Review your current sales plan. Make sure it aligns with the updated company sales strategy. Adjust where required, and then go after it. And remember, spend most of your time LEARNING. The market has likely changed (on both a collective and individual client basis), so your consultative sales interviews should include a massive component of market research.
- **Client Account Review:** Start with your existing customers. Seek to understand. Learn about each of their concerns. Is there anything you might do to help? Many will

openly embrace support in deciding how to navigate in these uncertain times. Be their go-to trusted advisor.

- **Segment Markets:** Has the new 'normal' created any major areas of concern for your prospects and customers? Now is the best time to contact all of your existing customers to show them how much you care, to learn what THEY are doing to weather the storm, and to evaluate whether or not there is anything you might do to help.
- **New Ways to Engage:** Discover how to deliver meaningful conference calls and video meetings. Video for sales is crucial in the coronavirus economy—almost 90% of sales have moved to a videoconferencing/phone/web sales model, and while some skepticism remains, more than half of people believe this is equally or more effective than sales models used before COVID-19. Learn how to develop and strengthen relationships in the new reality.

### A few more things to think about:

- How has your client-selling channels changed?
- What's your measure for getting your current or new prospects to choose you?
- How will your sales reps need to change to be successful as you implement a fast start?

Helping a client grow and improve their own business is what will set you apart. Salespeople that approach conversations in this manner will always get preferential treatment when the time comes for a purchase decision.

Let's not let the coronavirus economy flatten our sales abilities. Stay confident in your vision and be on the offensive in how the pandemic affects your business (and your clients' business).

Leslie Groene is a business consultant, sales coach, and author with a background in the paper and print industry in the positions of sales rep and sales manager. She has been featured in many PIA affiliate markets as a speaker and business development trainer focus on revenue generation and profit growth while coaching thousands of sales people. [www.groeneconsulting.com](http://www.groeneconsulting.com).



# Wide Format Media

## **Graphics** WIDE FORMAT SOLUTIONS

The uGraphics division at the Ray Morgan Company can supply any consumables you need for your Wide Format Graphic jobs. We have been in the printing industry for over 60 years and have experts on hand to help with your most challenging situations. We are premier providers for several Wide Format and Production solutions such as Canon, Océ, HP and much more.



# 3M



### Vehicle Wraps

- This is the decoration and advertising on cars, vans and busses.
- The lifetime of the application is temporary (an advertising campaign on a bus) to semi-permanent (decoration of a van).

# TEXWalk



### Floor Graphics

- TexWalk is an 14 mil opaque textured floor/wall vinyl material with fabric backing and repositionable, solvent acrylic adhesive.
- TexWalk works on carpet, tile, wood, metal and painted surfaces and printable via UV, Latex, solvent or eco-solvent inks.



### Poster Signage

- This is a common, large market application, used for short term promotional advertising and display purposes. The application is used both indoor and outdoor.
- It often consists of short runs with very fast turnaround times.
- The typical lifetime of this application is between a couple of days up to one month.

# mactac

### Decal Adhesive Media

- Self Adhesive Media is popular for printing sticker decals for windows, cars, waterbottles, etc.





**VISUAL MEDIA  
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# Open Enrollment Begins October 1

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