


Chronicles


VISUAL MEDIA
ALLIANCE

Support for Print, Label, Packaging, and Creative Companies

November 2022

“Marketing is really just about sharing your passion.”

– Michael Hyatt, NY Times Best-selling Author

At **Visual Media Alliance (VMA)**, we know just how important it is to view creativity as a renewable resource. We're a nonprofit trade association that provides a variety of benefits and money-saving programs to creative, web, marketing and print businesses. Please enjoy our monthly **Chronicles**, featuring the latest industry news, content and free digital downloads.

Make Your Newsletter Feel Like a Gift



When your or your clients’ newsletters land in your customers’ inboxes, does it delight them? A good newsletter is like a gift; recipients should be excited to open it. Here’s some inspiration for making your newsletter more cohesive, timely, and relevant.

READ MORE

6 Ways to Protect Your Identity Online



Data breaches seem like a daily occurrence these days. With so much activity, taking place online, your identity and that of your business are always at risk of being stolen. Follow these tips to keep your information safe.

GET TIPS

Get a Head Start on Open Enrollment



Open enrollment is NOW. Set the foundation for a successful season. Learn what’s new this year, how to ensure compliance with regulations, and how to help employees select the right plans.

READ ARTICLE

Save the Date: CrabFest!

One of our most highly anticipated



events, CrabFest, is approaching soon. Enjoy all-you-should-eat Dungeness crab and nonstop networking. CrabFest 2023 will be held on January 27. Interested in saving a spot or being a sponsor? Sign up today!

[SAVE THE DATE](#)

Discover the Perks of Membership



Shannon

Contact Shannon Wolford, VMA Membership Director at shannon@vma.bz or [415-710-0568](tel:415-710-0568) to learn more about all the perks that come with becoming a VMA member.

[VMA MEMBER BENEFITS](#)

Member Testimonial



"Consolidated Printers has been a member of VMA since 1984, and in that time, we have used their HR and insurance services. We are pleased to have the support of VMA to the industry and our company for all these years."

Michael Lafave

EVP Sales and Partnering
[Consolidated Printers](#)

Cross-Media Chronicles

Insightful Design, Printing, Marketing and
Communications Resources Delivered Monthly

Visual Media Alliance

Support for creative, web media, marketing and print businesses
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