



## “Content builds relationships. Relationships are built on trust. Trust drives revenue.”

– Andrew Davis

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.

### Digital Print Embellishments



Digital embellishments allow you to add new dimensions to packaging. But many printers are missing out on this proven opportunity to add value for their customers. Learn why they're so valuable and how to incorporate them into your offering.

[LEARN MORE](#)

### ConnectUp – Sacramento



Join your colleagues at our next ConnectUp, an **in-person** networking event, during Sacramento Design Week on October 19. Save your spot to network with like-minded professionals and hear a panel of experts discuss the topic of “Social Justice in Print.”

[REGISTER NOW](#)

### Open Enrollment Reminder



It's almost Open Enrollment time. This year, how about getting a bunch of extra benefits with your health insurance? VMA members get free business and management perks, plus reps that have your back. Contact us today to find out more.

[GET STARTED](#)

### Collective Conversations: Eco + Biz Sustainability in Alignment



Are you registered for Collective Conversations, our virtual roundtable that covers the latest industry news? On November 2, we'll discuss ways business are and can be sustainable. We hope you'll join us for this important discussion.

[SAVE YOUR SPOT](#)

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## Discover the Perks of Membership



*Shannon*

Contact Shannon Wolford, VMA Membership Director at [shannon@vma.bz](mailto: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](#)

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## Member Testimonial



*"VMA is a valuable partner in providing our health insurance to our employees. It gives me great peace of mind in these quickly changing times to have top-notch customer service for our health insurance. The VMA staff always promptly returns calls and has current information regarding the latest HR and insurance practices. All the VMA contacts have great people skills."*

**Denise Fuentes**  
Office Manager  
[H & H Imaging](#) Denise Fuentes Office Manager H & H Imaging

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## Cross-Media Chronicles

Insightful Design, Printing, Marketing and Communications Resources Delivered Monthly

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### Visual Media Alliance

Support for creative, web media, marketing and print businesses  
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