


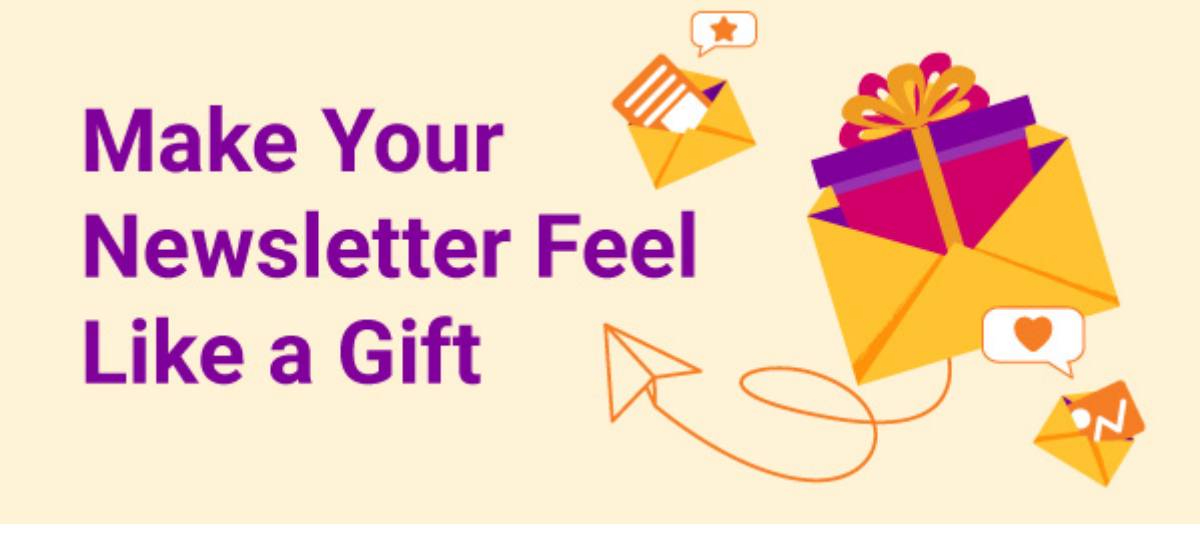
eDigest
Creative Edition

Support for Print, Label, Packaging, and Creative Companies


VISUAL MEDIA
ALLIANCE

November 2022

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](#)

HUMAN RESOURCE Q+A

Dear David: Asking References about Sick Time?



When you’re trying to gauge whether a candidate will be a reliable employee, you may want to ask for references about their previous use of sick time. Here’s why HR experts advise that you tread carefully with that request.

[READ MORE](#)

EVENT RECAP

Community Projects in Print



Did you miss our ConnectUp event in October? During Sacramento Design Week, VMA members joined for an in-person networking event to view amazing print projects and discuss “Community Projects in Print.” If you missed it, check out photos of the creative networking event!

[VIEW PHOTOS](#)

UPCOMING EVENT

Save the Date: CrabFest!



One of our most highly anticipated events, CrabFest, is approaching soon. Enjoy all-you-can-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](#)

UPCOMING EVENT

SalesCircle Holiday Edition!



Is there any better gift than a referral? At the Holiday edition of SalesCircle, VMA’s online referral group, gather around the (virtual) fireplace to share leads, talk sales strategies, and play holiday-themed games. Join us on December 15!

[REGISTER NOW](#)

UPCOMING EVENT

Holiday In-Person Networking



Get into the season and ConnectUp with industry colleagues for an in-person holiday event in Antioch on 12/8. Hosted by VMA and Trade Litho,

INDUSTRY NEWS

Important Holiday Shipping Info



The holidays are here and that means a lot can go wrong in shipping – package loss, breakage, porch piracy theft. Get tips and specials to prepare and

you won't want to miss the chance to celebrate, network and check out the printer open house. Register now

[REGISTER NOW](#)

manage your shipments so they arrive as expected and keep the Grinch away.

[READ MORE](#)

Visual Media Alliance

Support for creative, web media, marketing and print businesses

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