



### “It’s not what you sell that matters as much as how you sell it!”

– Brian Halligan, CEO & Co-Founder, HubSpot

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 money and time-saving programs, inspiration, and advocacy to creative, web, marketing, and print businesses. Please enjoy our monthly **Chronicles**, featuring the latest industry news, content, and free digital downloads.

### Boost Business with Our Buyers’ Guide



Want to get your business in front of thousands of graphic arts buyers? Then you’ll want to put an ad in the next VMGuide. The next edition of our widely-used directory is coming out soon, and we don’t want you to miss out.

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### AI for Print Efficiency



Artificial intelligence is one of the hottest topics of the year. With so much buzz it’s hard to know what AI may mean for the print industry. Go beyond the hype and learn how it may be used to improve print efficiency in the future.

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Have you registered for VMA’s golf tourney? If you’re feeling nervous about hitting the ball into the water, don’t stress! This year, you can buy a mulligan for a good cause: the VMA Scholarship Fund. It’s good for your score and our students.

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[SAVE YOUR SPOT](#)

### Discover the Perks of Membership



Contact Shannon Wolford, VMA Membership Director at [shannon@visualmedialliance.org](mailto:shannon@visualmedialliance.org) 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

## PUNCHCUT

*“We love having a dedicated support team with VMA. They are flexible, professional, and provide great recommendations to make sure our health plans meet our employees’ needs.”*

**Judy Howe**  
Principle  
[Punchcut](#)

