



“Listen to your customers, not your competitors.”

– Joel Spolsky

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.

Nurturing Young Readers with Print



Reading and print go hand-in-hand. To help inspire a love of reading in kids, Accent teamed up with Canon to create two children's books. Learn how combining print and augmented reality can bump up engagement!

[READ MORE](#)

The Pros and Cons of Direct Mail



Despite what you may have heard, direct mail is as effective as ever. Alongside newer tactics like email and social, it's essential to any marketing strategy. Learn how to leverage the strengths of direct mail, like increased circulation, effectiveness, creativity, and more.

[READ MORE](#)

VMA Annual Golf Tournament - Save the Date



VMA's Annual Golf Tournament is coming soon. Members, non-members, colleagues, and friends are welcome to join us on **September 21** for golf, good food, and a great time. And it's all for a good cause. Learn about the event and how to pre-register.

[REGISTER NOW](#)

Collective Conversations: “Brand Building to Stand Apart” Workshop



Join us on June 14 for a virtual “Brand Building to Stand Apart” workshop for small businesses with guest speaker brand veteran Marcus Meazzo, Owner of Brand Agency Meazzo Design Co.

[REGISTER NOW](#)

Discover the Perks of Membership



Contact Shannon Wolford, VMA Membership Director at 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



“We more than make up for our dues just by savings VMA brings us in our Workers’ Compensation and Business Insurances. Then they also have many resources for us. Wage and Benefits guides every year summarizing wages and what others do in the industry. It’s a no-brainer for us.”

Bob Gardner
Owner/General Manager
[Western Trade Printing](#)

