

CONNECTED

VISUAL MEDIA ALLIANCE

SUMMER 2023



Chase VP



How Family Businesses Forge Their Own Path

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VISUAL MEDIA
ALLIANCE

665 Third St, Ste 500
San Francisco, CA 94107
800-659-3363
info@vma.bz

Visual Media Alliance is non-profit trade association serving Northern California printers, packaging, label makers, and design agency and other small business owners. By providing events, education, discounts, advocacy, industry promotion and insurance programs, we help our member firms become more successful and profitable.

ON THE COVER

Photo of the team at ChaseVP.

LETTER FROM THE PRESIDENT

For almost 100 years, family-owned companies have been the backbone of Visual Media Alliance. Family businesses often have a strong sense of loyalty, trust, and commitment among the owners and employees. They share a common vision, values, and a strong commitment to working together to achieve their goals.

Our family-owned members are nimble and adaptable to changing market conditions and customer needs. They tend to have a more personal relationship with their key accounts, suppliers, and partners. They aim to offer customized products and services and provide better customer service.

VMA makes it easy for small businesses by offering our members access to the advantages that larger companies have. Our buying power programs, insurance expertise, ongoing training, subject matter experts, as well as our popular networking opportunities and social events level the playing field and give our members the support they need to succeed.

In this issue of *Connected*, we showcase two of our impressive family-owned member businesses, Ms. Carita and ChaseVP. We also have ask-the-expert articles from Joan at JP Graphics and Ernest at Online Bindery and a feature article on family business fundamentals from Dr. Ralph Williams. I hope you enjoy this issue; your feedback is always welcome.



Sincerely,

Ian Flynn
VMA President

“Whenever I can, I will use our status as a family business to differentiate us from the competition. My go-to sentence is, ‘We are a family business run by mother and daughter.’ People seem to respond well to that.”



— Lenka Dvorakova,
Founder, Supreme Prague

Print University – New On-Demand Print Industry Training

We are excited to share the launch of Print University, an on-demand portal of visual arts courses. This is great training for print shop staff new to the field and for existing employees moving into a new role or needing a refresher. Overall it's a great resource for all our members.

The offering provides 60 (and growing) training videos covering five broad subject areas in printing and graphic arts. Print University's easy-to-use courses average only 20 minutes per course, so students can watch courses from any device when convenient.

The program provides suggested learning tracks based on job roles and the type of print business. Additionally, classes in Spanish are coming soon, and other courses will be added quarterly. Sample courses include Introduction to Finishing, Embellishments, Trimming & Cutting, Finishing for Wide Format, Direct Mail Printers, Selling Strategies for Printers, and Print Workflow and Processes. Check out these and many more courses.

All members in good standing receive complimentary access to the new training platform. See bit.ly/40k7NuC for more information or contact shannon@visualmediaalliance.org.



Get a Talented Fall Intern



As part of our activities to get the next generation involved in print, we've started an internship program for students of local graphic arts programs at our print, label, packaging, and creative agency members' businesses.

Internships allow companies to invest in their own success and discover new talent and future leaders. The employer pays students \$20-25 per hour. VMA provides scholarship funds to be used for course credit.

Interns also gain valuable work experience, the opportunity to explore a career path, develop skills, network with professionals, gain confidence, and possibly even transition into a permanent position.

For businesses, bringing on an intern is a great way to find talent in this tight market and a good way to support the industry.

We're playing matchmaker and have a list of talented students. We're looking for member businesses to participate. If you are interested in employing an intern for the fall, please contact shannon@visualmediaalliance.org or 415-710-0568.

New Member Benefit: Priority 1 Freight

Our new member benefit is in shipping with Priority1 Freight. Using proprietary technology, Priority1 simplifies transportation for small and medium businesses in managing your shipping needs.



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Contact shannon@visualmediaalliance.org or Anthony Photopoulos, our Priority1 Account Specialist at 559-981-5524 or anthony.p@priority1inc.net. priority1.com

VMA UPCOMING GOLF EVENT

View all upcoming events at visualmediaalliance.org/upcoming-events.

VMA Annual Golf Tournament 2023 – September 21

Hit the greens for a good cause. Visual Media Alliance's Annual Golf Tournament and BBQ is an opportunity to spend the day with your customers and suppliers while benefiting the VMA's scholarship fund.

The event will be held on September 21 at the Metropolitan Golf Links in Oakland. The gorgeous location offers panoramic views of the San Francisco Bay. The course layout offered 9-hole loops boasting subtle mounting, gentle undulation changes, four wetlands areas, and just enough bunkering to add significant strategic interest.

If golf is not your sport, don't fret, this event is for golfers and non-golfers alike – invite your clients, colleagues, family, and friends for the delicious BBQ dinner and games in the evening! For more information go to visualmediaalliance.org/golf, or to register, contact shannon@visualmediaalliance.org.



VMA RECENT EVENTS



ConnectUp is our in-person networking event series held around the Northern California area. The events are held at member printers and creative business locations across the region, making it convenient for you to attend. Stay tuned for more ConnectUps in the fall. To view more photos go to visualmediaalliance.smugmug.com/ConnectUp.

ConnectUp CMYK

The May event was at VMA member, CMYK Print & Promotion facility in Stockton. CMYK is a trade printer with in-house packaging capabilities. Beyond networking, we also checked out a behind-the-scenes view of their packaging techniques and equipment, including brand new presses – 40” Manroland, 40” folding carton Gluers, Window machine, 57” and 40” die cutter. More than a dozen folks attended.



ConnectUp LPP

The June event was at the VMA printer member facility, Lowest Price Print in Sacramento. LPP is the largest trade printer in Northern California, with full-service print and design capabilities. It was a great opportunity to connect with other industry professionals. We had 35 members attend and many other industry contacts. We also had the opportunity to tour their amazing 50,000-square-foot facility!



WELCOME NEW MEMBERS

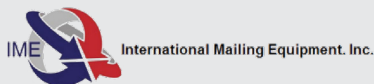


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MCC Label Acquires Korsini

Multi-Color Corporation (MCC), one of the world's largest label companies, has acquired Türkiye-based Korsini, a leading provider of in-mold label (IML) solutions.

IML is a high-growth labeling technology in which pre-printed labels are inserted into a packaging mold during a container's manufacturing process, creating a fully recyclable, cost-effective, durable, and consistent product.

The acquisition creates a new foothold to complement MCC's position in Europe, Middle East, African and Asian markets. mcclabel.com | korsini.com



More Acquisitions: Kyocera buys Nixka

In April, Kyocera Corporation signed a deal to acquire France-based inkjet print engine and system manufacturer Nixka.

Kyocera's high-speed inkjet printheads have become key devices within industrial inkjet printers, gaining a strong market position by enabling digital printing at high speed and high resolution. Nixka, established in 2020, develops, manufactures, and sells high-quality inkjet print engines and systems with integrated services that target specific customer needs.

In acquiring Nixka, Kyocera will expand its business into new markets, including print engines, systems, and integrated services. Kyocera's 100% ownership of Nixka will "create new synergies in inkjet print technologies." kyocera-nixka.com

Case Makes' Adds New Rainbow Sparkle Capability

Case Makes, a part of the case paper family, launched its trademark "LuMet™" product. This new product is an environmentally friendly alternative to conventional aluminum foil and film laminates that utilizes a transferred metalized process — allowing packages to be plastic-free! It utilizes a sustainable water-based adhesive that was found to be 100% recyclable by Western Michigan University.

"With LuMet™, you can accomplish both your sustainability goals and your need for sparkle," said Greg Olah, Sales Manager of Specialties at Case Makes and Case Paper. It's available in silver, rainbow, and a wide variety of holographic patterns, so you can truly get the look you need for your packaging while also working to improve your carbon footprint.

Case's wide range of laminates and coatings helps make packaging and print material dazzle and jump off shelves. casemakes.com | casepaper.com



BR Printers: Two HP PageWide Web Presses T240 HD Go Live

BR Printers has increased their digital capabilities to meet their customers' demands by installing two HP PageWide Web Presses T240 HD at BR San Jose and BR Kentucky. These presses raise the standard of quality and production volume for a variety of our book and commercial print lanes.

Adam DeMaestri, CEO and President of BR Printers, stated: "The continued investment into HP PageWide Web Presses creates new possibilities for our clients through high-volume and high-quality digital printing, resulting in greater ROI for their print projects." He says,

"Our digital print portfolio has been significantly strengthened with the addition of these presses, demonstrating our dedication to making infrastructure investments in the latest technologies."

Based in San Jose, CA, with facilities in San Diego, CA, Denver, CO, Appleton, WI, Cincinnati, OH, and Independence, KY, BR is a provider of print and marketing services, promotional products, value chain, and logistics management to marketers and the publishing industry's most recognizable names. brprinters.com

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Building a Thriving Graphic Arts Business from the Garage

BY REVA HARRIS

“If you want something done right, you have to do it yourself.” It’s a phrase uttered frequently by moms everywhere. And no one exemplified doing it right yourself more than Carita Mosby. Her homemade solution to a frustrating problem has become a thriving, multi-generational family business.

It started in the early 1970s. Carita’s husband, Merrit Mosby, was a Bay Area truck driver tired of being fined for “WIDE LOAD” signs that weren’t up to code. It was nearly impossible to buy a sign that met regulations, but it was also impossible to avoid being ticketed.

Carita decided to take matters into her own hands. Using stencils and spray paint, she made signs in the family garage. It didn’t take long for word to spread among local truckers about her homemade, up-to-code signs. The Mosbys quickly had a bustling business, and Ms. Carita Inc. was

born. Mike Mosby, their son, recalls, “Ms.’ was very popular in the late 60’s early 70’s, and my father thought it would stand out – a feminine name in a macho industry.”

It’s always been a multi-generational operation

In those early years, the Mosbys’ sons were drafted to help make signs, banners, and flags; two are still involved with the business today. Mike is the president and chief executive officer. Gordon is the vice president of Safetruck, the sister company they spun off in the mid-2000s. Mike and Gordon initially struck out on their own, working for much larger label and sign shops, but rejoined the family business in the mid-eighties.

Mike recalls, “My wife and I took our wedding money, bought a screen print press, and put it in my parents’ little shop.” With the new equipment, the business

reached \$68,000 in sales that first year. “It was my mother, brother Gordon, Helen, our Avon lady, and me. My dad was subsidizing the growth of the business by driving trucks, which he continued to do through 1989,” when the company reached \$1 million in revenue. Mike took the company’s helm in 1994 and became its CEO in 1997. Today, Ms. Carita Label and Graphics operate out of Livermore, California, and Ms. Carita Safetruck out of Verdi, Nevada.

A smooth succession

Mike credits his parents for ensuring a smooth succession as they transitioned out of the business: “My mom and dad were open about their trust, and we’d sit down and talk about how we were going to structure a transition... It was set up to do that baton pass, and the family knew where we stood.”

Carita & Michael at a Trade Show in the late 1970’s



Ms. Carita's first shop in the early 1980's



Making Signs



Wide load was payload for Ms. Carita

By DAVID BARRY
Silicon Valley companies are renowned for their odd-ball beginnings. But few have evolved from stranger circumstances than Ms. Carita Inc. Now doing close to \$2 million in sales and serving such well-known clients as United Airlines, Apple Computer Inc., Bausch & Lomb and Fujitsu America, the San Jose screen printer traces its roots to a traffic ticket co-founder and CEO Merritt Mosby (now 20 years ago). Then a truck driver, Mr. Mosby was cited in San Francisco by the California Highway Patrol because the “Wide Load” sign illuminated on
Photo: Kenya page 23



The Mosby family: Michael, Gordon, Carita and Merritt: working well together



Merritt & Carita at a Trade Show

Newspaper publication about Ms. Carita Inc.

Beyond the financial aspects, this preparation and honest communication were also critical for determining the leadership hierarchy. “With my brother and I, I’m the youngest, and I’m the president and CEO. So, we had to get to know each other’s strengths and learn to agree on everything.”

Mike’s son, Jason, recently joined the company as the brand manager. He says the hierarchy works because the brothers are in total alignment. “They’ve modeled that they have the same goal. They’re not trying to undercut each other.”

Fostering a family culture

The family dynamic of Ms. Carita is infused in its culture, which has attracted many long-term employees and clients. Mike says, “The dynamic of trust at the senior level in the company is so rich and important. And I think that passes down to our people. We’ve had people work for us for 30 years because they feel like family.”

United Airlines has been a client since 1989. “I’ve been dealing with the same primary two buyers in that organization the whole time. They love that we started in our garage, that a woman started it, and that they get that family dynamic.” One former client enjoyed working with the family so much, and knowing that Mike

enjoyed ranch life, she gifted him a wild Mustang. Yes, a real horse, a rescue off the Nevada Range!

7 principles for family businesses to live by

With nearly five decades of family business experience, Mike has plenty of guidance to offer his peers. Here are his words of wisdom:

1. Hang in there. Don’t react. It’s easy to give up.
2. Maintain clear lines of authority and responsibility. Otherwise, things get wishy-washy.
3. Put stock in a trust. Make sure succession is spelled out from parents to children.
4. Work with a trust attorney or good business attorney to create a buy-sell agreement outlining what to do if someone wants out of the business. “You don’t want someone who knows nothing about the company to become a stockholder or member of the board. Ours is set up to make selling unattractive, and stock can only be purchased by another stockholder or the corporation.”

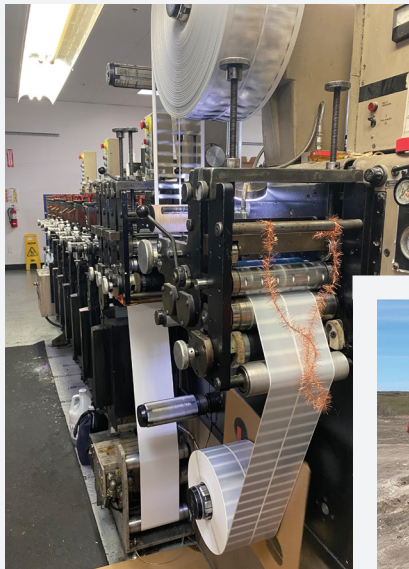
5. Let family members committed to the business participate in ownership before you die.
6. Manage by the numbers. Don’t just look at income. “Many owners lose sight of the need to build assets and reduce liabilities — to manage by the balance sheet. Management metrics and numbers don’t lie. When they’re put on paper, that’s great. When they’re reported, that creates accountability.”
7. Stick to your core values and hold people accountable to them.

For Mike, holding everyone accountable to the company’s core values is essential for differentiating the business and navigating the family dynamic. “We hold people accountable to our core values, not only from a family perspective, but from an employee perspective. That differentiates us as a whole and as a family unit.”

3 Socks with Michael and His Granddaughter, Kyleigh



Ms. Carita Team in Livermore, CA



Webtron Flexo Press

Heavy Haul Truck using Ms. Carita SafeTruck Banners & Flags

Driving Miss Daisy, The name of Long Stroke Screen Printing Press



Dr. Ralph and his wife, Lesa, as seniors at their vocational high school, beside a Heidelberg printing press.

Family Business Fundamentals with Dr. Ralph Williams

BY REVA HARRIS

“I got ink in my veins,” states Dr. Ralph Williams, Associate Professor of Management at Middle Tennessee State University (MTSU). Dr. Ralph, as his students call him, has spent a lifetime working in and researching the world of commercial printing. He started in graphic arts as a teen through his high school wrestling coach, who also taught a printing class. He graduated from MTSU with an industrial management degree with an emphasis in printing and served as president of three commercial printing companies.

After gaining 25 years of industry experience, including working as a consultant, he decided to pursue his doctorate at Kennesaw State University. “I need to do research. But I also need to bring my research to an industry where it brings value. So, my research helps my industry and the industry associations I have been a member of for 40+ years,” he says. Today, Dr. Ralph studies the print industry — VMA members may be familiar with his quarterly Printing Industry Performance Insight reports — and has spent considerable time researching small business and family business management.

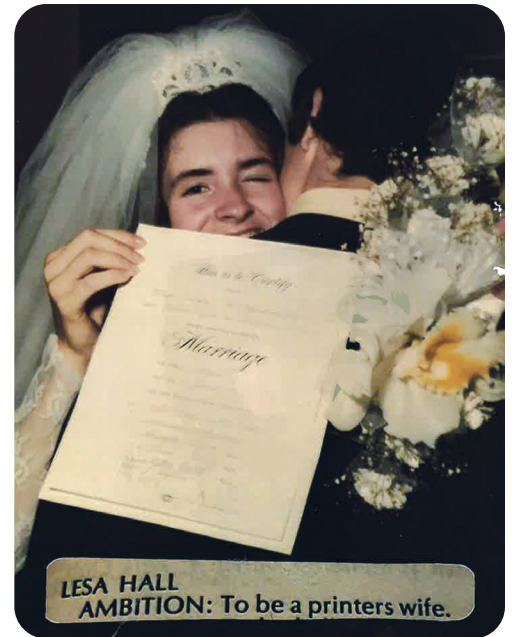
What makes a business a family business?

In his research with Printing Industries of America, Williams found that 60% of print shops are family businesses.

To be considered a family business, a company must meet the following criteria: members of one family hold a majority of ownership; two or more family members are active in the business; and leadership views the firm as a family business.

That perception has an impact on culture. Though he’s cautious about painting family businesses with a broad brush, he notes that there are some general characteristics that they tend to share: “They may see their reputation as more than just the business’ reputation. It’s a family reputation.” They’re also not looking for an exit opportunity. For family businesses, “The dream is to continue the firm across generations.”

That may explain why they tend to be less open to risk. A bad decision doesn’t just hurt the bottom line; it can hurt the family. “They’re protecting that entity, the family business, so that may affect growth.” On the other hand, “There are efficiencies because of the connection in the family business.”



Dr. Ralph and Lesa on their wedding night, a year after high school graduation. At the bottom of the photo is a line from their high school yearbook stating Lesa’s ambition.



The Williams after 45 years of marriage!

“There’s a mission for the business, but what’s the mission for the family?”

Working with family has its advantages

In his work experience and research, Williams has seen the many advantages that family businesses offer. For starters, they have better access to resources: “They may have wealth inside the family, where they can draw in if they need investment.”

They also have what he calls lower agency costs. Typically, “It costs to motivate employees to have the same passion or the same purpose of aligning with the company. That’s the cost of bringing them in line with the company’s ownership. But it shouldn’t be as difficult within a family to motivate and bring leaders into the company.”

Perhaps the most interesting advantage is socio-emotional wealth. This is the non-financial, emotional value a family receives from their business. This can be transgenerational control, status and reputation, benevolent social ties, affect, and emotions.

What makes family businesses successful?

Tapping into the socio-emotional benefits of a family business requires reflection. “It’s important for family businesses to back up and say, ‘What is valuable to us? There’s a mission for the business, but what’s the mission for the family?’”

Balancing emotion and logic is also important. “When making business decisions, you have to be careful not to let the emotion come in too much. But you do have to address the emotional aspect of things happening in the family and business.”

This is especially important for succession planning. Leadership decisions aren’t always based on merit in family businesses. If the next generation isn’t prepared to lead or doesn’t have the natural skill set for it, that can be a serious problem. “What motivates that successor to be part of the family business? Is it a true desire to have that position and help the family business? Or does that potential successor say, ‘Well, I’m part of the family; I should do it? Or can I make more money doing it? Or I’ll have a safer career path?’”

The William’s three children in front of a printing press they purchased in 1990.



He recommends that companies ask these questions early to ensure a smooth transition between generations.

The future of family businesses

Family businesses are, by nature, collectivist. They tend to make decisions for the long-term, which is often better for the family, the community, employees, customers, and the environment. Williams wonders, “As we drift into more of an individualistic society, will that reduce the number of family businesses?”

“It’s interesting that, in my research, I’ve found that not many companies brand themselves as a family business,” even though they offer competitive advantages. It comes back to values: “Determine your goals. Whom do you serve, and what value do you bring? Where are you headed? That helps employees to know the path forward. It helps customers to know the value of the company.”

Combining these values and a sense of togetherness, will continue to serve the print industry, even as society changes: “Whether you are a family business or a non-family business, determine the mission, determine the objectives. Make it a ‘we.’”



The Bay Area Panthers rep conducting a press check for color at ChaseVP office.



Maintaining Values from Family to Family... to Family

BY REVA HARRIS

“Printing is a gentleman's business. The people we deal with make it a gentleman's business.”

For the Murshed family, owning a print shop is another chapter in their American dream story. Father Habib has owned several businesses since he immigrated to the United States in 1991. His son, Aziz, recalls, “He did a little bit of everything in business – hotels, cars, even gas stations.” After dealing with those industries’ volatility and cutthroat nature, he wanted to move into something more stable. In search of his next opportunity, his father recommended printing which he called “a gentleman’s business.”

The right business was a family business

Chase VP, founded over 50 years ago by the Chase family, stood out from the pack. “We looked all over the nation, and something about Chase just clicked,” says Aziz. Aside from its legacy as an eco-conscious family business, they were also drawn to Chase’s client base.

“We looked at some of the accounts that Chase has worked with, and it has a respectable background that my dad liked.” Moving into printing allowed the Mursheds to work with a different kind of client. While many of their previous businesses involved working with the general public, now they’re problem-solvers for some of the Bay Area’s top universities and institutions. “That’s why my grandpa said it was a gentleman’s business. The people we deal with make it a gentleman’s business.”

Aziz took over the company’s reins in mid-2022 when his father decided to take a step back. He acknowledges that he is new to the printing industry. But with the foundation set by the Chase family and the support from devoted long-term employees, the business has continued to thrive.

Bringing the employees into the fold

Connecting with Chase's employees was essential for the Mursheds. "We got a little nervous about employees leaving when we first purchased the business because it's a big change when you have different ownership. But we haven't had an issue with retaining people," Aziz says. "We've become a small little family. We don't carry titles. They say that I'm the head of operations. But I don't consider myself the head. I consider myself the student, and the employees are all the heads I work with."

Because of that respect and family culture, the employees are willing to go above and beyond. "If we ever need extra hands, whether in the back, prepress, or sales, they'll involve their friends or family." Their willingness to pitch in was handy last December when Chase was backlogged with orders. The production team called on family and friends to help clear the backlog. With their help, Chase ended up ahead of schedule by a week.

Passing down practices from family to family

The Mursheds didn't purchase Chase VP directly from the Chases. The Chases sold the business to Jeff Burnham, an investor and consultant who ran the company for 20 years. To prevent disruption in the business, he maintained many practices established by the Chases.

For example, the Chases brought their son and daughter-in-law on board, and "They had the family handle the accounts and anything order related. The only thing the family didn't handle is the production of the product." When Burnham came along, he continued that tradition, bringing in his mother, son, and daughter to handle finance and other back-office aspects of the business. While Aziz is currently the only Murshed working hands-on with the business day-to-day, he plans to bring his wife, who's skilled in finance and accounting, on board.



Director of Sponsorships and Sales of the Bay Area Panthers and Aziz Murshed of ChaseVP.



Chase VP staff finishing postcard for Stanford University mailing.

The Burnhams also maintained the Chases' approach to working with clients. The Chases always put clients first, a practice that Burnham advised the Mursheds to continue. "We still do that here. We spoil our clients, making sure that they will come back to us later...We've had the same clients since Chase opened."

A solid business relies on a strong family unit

Aziz, his mother, and his father are considered the brain trust of their family businesses. "When we're together, people call us HQ." While Habib and Aziz work on the businesses, mom Sumana is typically there to settle issues they can't resolve on their own. "When we're confused about how we will move forward with a certain task or a client, we go to her. She gives us advice that steers us in the direction we should be going for success."

Their dynamic is great for closing deals. "My mom and dad will come in, and we'll have a client or a prospective client come in. I'll introduce them to mom and dad then the client falls in love with them and wants to work with us. It's those little things that make this family business work."

From the Chases to the Burnhams and now the Mursheds, it's evident that the family dynamic pays off, even when the business is sold. Aziz recommends that all printers bring at least one relative on board. "If everything is done right, your business will boom."



THREE GENERATIONS & GOING

ERNEST LOMPA, OWNER, ON LINE BINDERY

How did your family get into this industry?

Uncle Murray got us into printing when he started Richmond Blueprint in 1943. While still in high school, my father, Richard Lompa started working for him. In 1967, the year I was born, my father left Richmond Blueprint to start his own company with my mother called Lompa Printing. My brother and I were raised in the shop, and we worked many hours and weekends to grow the business over a 25-year period. In 1990, I started On Line Bindery. My brother, John took the same path and started Trade Litho with his family.

What are the advantages and challenges of a family business?

It has been helpful in attracting and retaining employees. We try to create a welcoming environment and family-style relationships — trying to listen to everyone's concerns. Once a week, we have an all-teams meeting, and we ask employees to share a compliment with the team about someone they work with.

On the other hand, it is an ongoing challenge to not let business take over your life. It is extremely hard to keep everything

in balance. Likewise, it can be hard to keep the personal family relationships solid while trying to understand who the decision maker is and keeping things happy at family events. Honestly, we have never figured that part out yet after 56 years in practice but are getting better.

What qualities in the business or personality traits are necessary for a strong family business?

- Never say no. Try to figure out how to make customers' dreams come true no matter what it takes.
- Be very head strong without insulting those around you as you make the necessary decisions.
- Keep communication clear. It's very easy to make mistakes without clear directions.
- Respect everyone on your team no matter what their position is.
- Understand and be able to do as much as possible that you are asking others to do.
- Care about those around you and be as genuine as possible to a fault.

What advice do you have for VMA members that are family businesses?

- Never give up. Be flexible to adapt into different areas to service your current customers and look for new customers constantly.
- Press employees to grow their talents. Reward your awesome employees. Hire a care coach for your team for weekly confidential visits.
- Empower and look for those to keep the company moving forward.
- Pray for your company, family and team daily.

My late father Richards always said "better than I deserve" meaning we share life with others, not just a business relationship.

Ernest Lompa and his wife are owners of On Line Bindery, a printing company located in Richmond, California focused on providing the highest quality bindery and finishing services since 1990. Contact Ernest at 510-234-7707 |

ernest@onlinebindery.com | onlinebindery.com



BECAUSE EVERYTHING'S BETTER WITH PRINT

JOAN ESCOVER, PRESIDENT, JP GRAPHICS

I was in law school when I began working for Babylon Printing in 1987. At that time, I had NO idea what printing was! However, I quickly discovered that once you get into the printing business, you cannot get out. I would still work at Babylon if the owner's children had not entered the business.

After graduating, I started on my own, founding JP Graphics, Inc. in 1998 with three machines. I was a single mother of four boys and employed one person initially. I quickly realized that being the sales-owner worked better than being the owner-operator, and as our shop grew, my employees soon became like family. (Many have worked for me for 20+ years.)

Running my print business like a family has been both a strength and a weakness, and the main lesson I learned over the years

was that not everyone is/works like you. Learning to leverage this knowledge has been vital in keeping my teams engaged. My boys were born into print and are often found helping me complete jobs, learning how to run machines, and being some of my biggest supporters.

As I looked towards having my sons and a new generation take the helm in the print world, I felt digital media's instant gratification and a lack of upscale print examples was hurting our industry. Print was having a tough time remaining relevant or even understood. For many, FedEx/Kinkos and inexpensive color copies became synonymous with print, making it hard to bring youth into an industry that was once thriving.

It was even difficult for me to get my sons to want to take over until I started showing what print can do by creating

relevant and gorgeous marketing materials, signs, and packaging. I acquired additional machines that elevated our offerings and have embraced digital printing and embellishments to complement our existing presses. I now print everything from products to packaging and use 100% recycled paper to show that print can be gorgeous, sustainable, and unique!

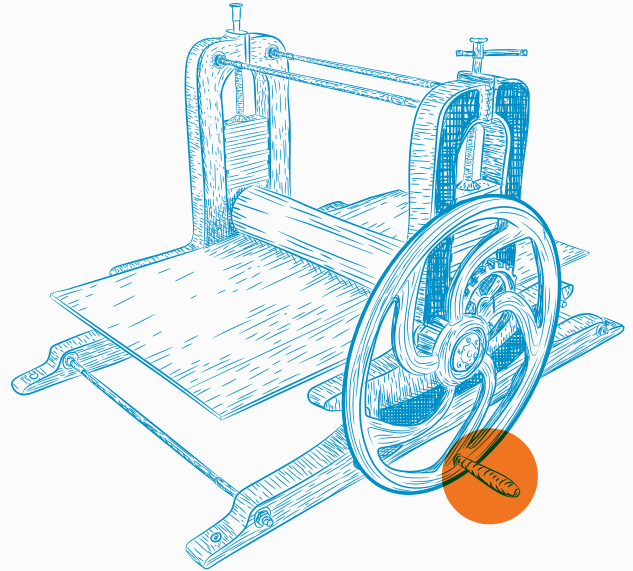
Joan Escover is the president of Santa Clara, CA-based JP Graphics, Inc., and founder of Idyll Time Wines. Her mission is to elevate creative print projects and produce eco-friendly product offerings that leverage the power of print and lead the way in showing a new generation that "Everything is Better with Print!" Contact Joan at 408-235-8821 |

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