

CONNECTED

VISUAL MEDIA ALLIANCE

SUMMER 2024



The Next Generation in Visual Media

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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

Student attendees at drupa 2024

LETTER FROM THE PRESIDENT

Dear Valued Members,

One of the most rewarding aspects of my role is engaging with the bright, ambitious young talent entering our industry. This year, we remain steadfast in our commitment to fostering the next generation's involvement in the graphic arts and communications sector. Supporting emerging talent meets our members' needs for fresh talent and ensures the industry's ongoing vitality.

In 2024, we are proud to have awarded 28 scholarships through our Condrott Scholarship Fund, providing essential support to promising students who completed the application process. Among the recipients was a remarkable young single mother of two, whose determination and passion for the industry truly stood out. Our recent member-only exclusive recruiting event at Cal Poly was a success, leading to several new hires within our member companies (including one featured in this issue!). Additionally, we had the pleasure of sending a group of six Cal Poly students and two instructors to drupa, thanks again to the Condrott Scholarship Fund.

Our dedication to nurturing the future workforce extends beyond financial support. For example, we host student design competitions, facilitate mentorships, and organize internships and field trips with member companies.

In this issue of *Connected* magazine, you'll find stories that highlight the journeys of students and young professionals making their mark in our field. I hope these stories inspire you to invest in the potential of new talent. Your time and effort in training and mentoring the next generation will not only benefit your business but also help sustain our industry for years to come.

If you're looking to hire or mentor a young talent, please feel free to contact me at ian@visualmediaalliance.org.



Best regards,

Ian Flynn

Ian Flynn
VMA President

"Young people are not
only the leaders of
tomorrow, but also the
partners of today."

Kofi Annan,
7th Secretary General of the UN

Home Run Fun: Highlights from VMA's Inaugural Summer Baseball Event

On June 20, members enjoyed a beautiful day at the Sutter Health Park in Sacramento. Special thank you to our sponsors, OnLine Bindery and LPP for making the event a grand slam.

Check out more photos of the event in our photo gallery at bit.ly/4fh4GfU.



Images from VMA's 2024 Summer Baseball Event



Images from drupa 2024

VMA Champions Next-Gen Talent at drupa

VMA proudly sponsored six students and a faculty member from Cal Poly to participate in drupa, the premier showcase for print technologies held in Düsseldorf, Germany. Upon their return, these students engaged the VMA community at a Collective Conversation event, offering fresh perspectives and insights from their experience at this forward-thinking industry event.

AI Marketing Makes a Mark: Collective Conversations Event

In April, VMA's Head of Marketing & Communications, Sonali Shah, delivered a valuable member educational event at our "Saving Time with Marketing AI Tools" Collective Conversations event. Here's what some of our members had to say:

"The Collective Conversation on AI Marketing was well done! Super interesting, relevant, and useful information. Thanks for dragging me kicking and screaming into the 21st Century :) Grateful to you and VMA!"

— D. Kerstin Connelly, Owner, Intergraphics LLC

"The webinar of AI Marketing was well presented, and I particularly liked the hands-on walk throughs. So much of webinars is just high-level theoretical stuff and not enough, 'So, how do I do this.'"

— John D. Kohnke, Director, Business Development, Moquin Press

At VMA, we're dedicated to equipping our members with the latest tools in marketing and sales to drive their business success. Explore our upcoming Collective Conversations at visualmediaalliance.org/collective-conversations.

If you have ideas for topics that you would like us to cover, email shannon@visualmediaalliance.org.



AI prompt enhancements for images, used in presentation

WELCOME TO OUR NEW MEMBER



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Robin Kalsbeek

robin@gmplabeling.com

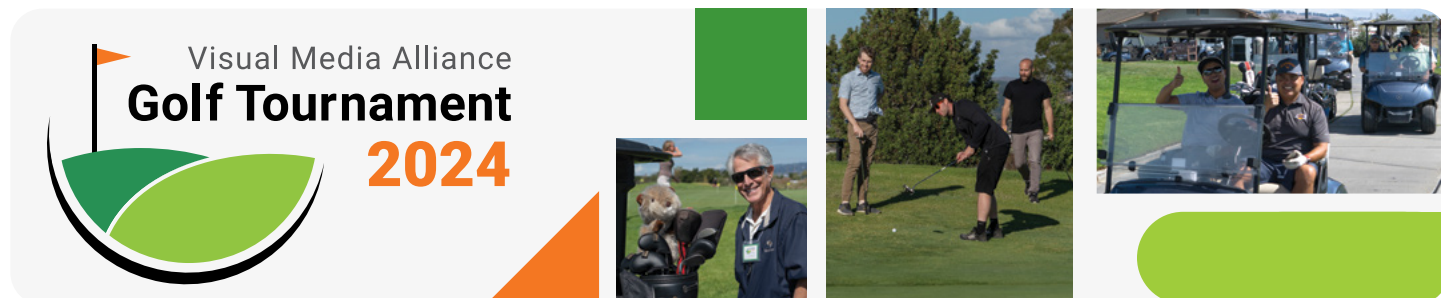
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UPCOMING EVENTS

Join us for the 2024 VMA Golf Tournament & BBQ!

It's always a swingin' good time! This year, mark your calendars for September 19 and join us at the stunning Metropolitan Golf Links in Oakland.



For more details, visit visualmediaalliance.org/golf.

For questions and registration, contact Shannon at shannon@visualmediaalliance.org. See you on the green!



Plus, Save the Date for the following events

10/10 – Kelly Spicer's Paper Show in Fremont – Come see paper vendors and Kelly Spicer's new remodeled facility. Plus networking, food truck, and see equipment in action.

10/16 – “Top 25 Sales Tips of All Times” with Bill Farquharson – Our 50th Anniversary Collective Conversation!

12/05 – ConnectUp networking event at **Harris & Bruno in Roseville**.

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

CANON CORNER

Canon's Next Generation Programs

By Rusty Davis, Senior Account Executive, Canon Solutions America

For over 10 years, Canon Solutions America has collaborated with Palm Beach County's school district to inspire the next generation of writers. This program all started with a mere 14 students and has now grown into hundreds of applications for the 35 to 50 spots for the creative writing program.

What makes this program so exceptional is connecting with the students on many levels, including changing their mindset from “student and teacher” to “creative writer and editor.” The Future Authors program (bit.ly/3M10e5K) helps hone the skills of these young minds by connecting the students with like-minded creative individuals, faculty, and guest speakers.

At Canon we love to give back to the community and help inspire print. As the worldwide leader in inkjet printing, book publishing is a greatly expanding segment we serve. What makes the program unique is connecting the authors with the complete process of book manufacturing, from truly a “book of one” option with the Canon iX3200 with the Bourg inline perfect binding and Challenge 3-knife trimming to the Canon ProStream 3160 Roll-2-Roll with Mueller Martini Digital SigmaLine Compact, Vareo Binder and Infnitrim

system, ProStream 3160 Roll-2-Roll with Mueller Martini Digital SigmaLine Compact, Vareo Binder, and the Infnitrim system.

Additionally, Canon has partnered with Clemson and Rochester Institute of Technology to build curriculum and process for graphic arts student at the higher education level to create, collaborate, and produce physical output for “mythic companies” for evaluation, course credit, and next generation print samples for the sales team (bit.ly/3Ahp00H). As we expand this curriculum to additional universities and colleges, we see the future of print coming alive! Now to help drive fresh talent for the west coast, VMA and Cal Poly have been added to the mix with the Canon University Inkjet Program!

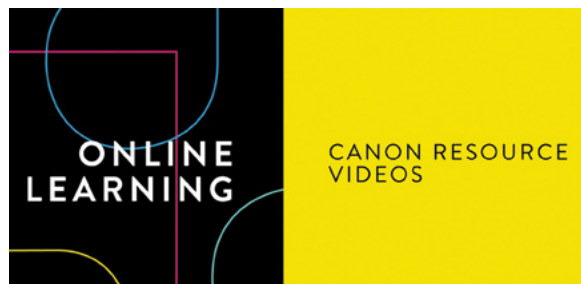
Want to know more? Drop me a note and I will send you a few samples from both programs!

Rusty Davis is the senior account executive for Canon's Production Printing Systems, the division solely responsible for Canon's production inkjet systems. Rusty has more than 24 years of sales, specialist, and marketing experience with Canon and Océ Technologies, working on both coasts and in multiple roles throughout his career, but it all started at the University of San Diego, driving a golf cart for the University Print Shop (Océ customer!) and learning! rudavis@csa.canon.com | 925-949-3265

MEMBER NEWS

Pacific Standard Print Adds New Diecutter

Pacific Standard Print has added a new Horizon RD4055 Diecutter. This machine will be instrumental in their Digital Bindery Department especially with business card production workflows. rrd.com



New Resource Videos from Canon

Continuing education is a valuable way to stay up to date with the latest trends. Canon has announced the release of a new series of online learning resources now available on their thinkforum.com site.

These how-to videos are designed to help viewers seamlessly operate their Canon production inkjet press. Whether you need assistance with specific print functions or general troubleshooting, the Canon videos provide clear, step-by-step instructions to get printers up and running quickly. Check them out today: thinkforum.com/online-learning/canon-resource-videos

First-of-its-Kind Digital Embellishment System from Harris & Bruno

Harris & Bruno introduced the ZRX Digital Embellishment system for uncoated media. Merging the H&B Chamber-Anilox System with top-tier inkjet technology, the ZRX offers unique embellishment applications.



The ZRX enables stunning effects without lamination. Its chamber/anilox flood coater creates a smooth, impervious layer, supporting eco-friendly embellishments as single-use plastics decline. Capable of flood coating, spot coating, and foil stamping in one pass, the ZRX delivers efficiency and exceptional quality. Advanced safety features and quick file creation further enhance its appeal, promising vibrant, high-quality embellishments. harris-bruno.com



Iggesund Introduces Tactical Experience Paper

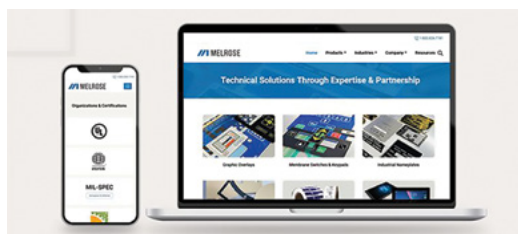
Iggesund unveils Invercote Touch, a unique, uncoated paperboard designed for high-end packaging and graphic design. Its unparalleled texture offers a raw elegance, perfect for earthy and organic aesthetics.

Invercote Touch provides a natural look and feel without compromising on converting properties and printing characteristics. Suitable for a wide range of packaging solutions, it ensures superior design opportunities and tactile experiences.

Delivering excellent printability, color reproduction, and durability, Invercote Touch maintains the high-quality properties of other Invercote products. Free samples are available. iggesund.com

Andresen Creates Eye-Catching Tradeshow Graphics

Andresen created stunning tradeshow graphics for Smashburger's Global Franchisee Exhibition. Clever printing on accordion-fold panels produces a lenticular effect as you walk by, making the display truly dynamic and engaging. andresen.com



Melrose Nameplate & Label Unveils Fresh Website Redesign

Melrose Nameplate & Label has just refreshed its website, www.melrose-nl.com with a sleek new look and improved functionality.

This update aims to enhance user experience by making information more accessible and engaging for both current and prospective customers. The positive feedback highlights the effectiveness of the redesign in communicating Melrose's continued commitment to excellence and innovation. melrose-nl.com

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- New courses will be added quarterly, including state-of-the-industry updates
- **NEW: Now with Spanish subtitles available!**

See more information at <https://bit.ly/40k7NuC>

For questions, contact shannon@visualmediaalliance.org

SAMPLE COURSES

Analog vs. Digital Printing
Print 101: Offset Lithography
Print 101: Inkjet
Introduction to Finishing:
Embellishments
Trimming and Cutting
Binding Methods
Mailing
Finishing for Wide Format
Commercial Printers
In-plant Printers
Direct Mail Printers
Selling Strategies for Printers
Print Workflow and Processes
Primer: Software & Functions

How Rising Print Star, Katie Pomerleau Combines Creativity with Technical Skills

BY REVA HARRIS



Katie Pomerleau

When Katie Pomerleau first arrived at Cal Poly for graphic communication, she didn't realize just how much it would change her ideas about her future. She initially planned to switch to a psychology major, but after her first print class, she was intrigued.

Cal Poly's "Learn by Doing" philosophy allows students to get early, real-world experience in their fields of study. "Instead of just being put into the general education classes like other schools, I was in an 'inks and substrates' class early on. It was one of the first classes that I started to think, 'I could do this for a career. This is fun.'" She decided to pursue a double major in graphic communication and psychology, which she completed this year.

Exploring her creative gifts allowed her to unearth technical skills

Pomerleau grew up in a family of engineers, and her penchant for artistic creativity made her the odd one out. As it turns out, she does have a technical side — she just needed an avenue that allowed her to combine it with her creative talents.

One of her favorite classes at Cal Poly was digital typography. "I think that was the first time that we got to put numbers to why things look good and learn the rules of layout design," she says. "And we went through a series of critiques for our different projects, so getting that feedback was really helpful from peers and from our professor."

One of those projects was an article redesign where she applied the layout best practices that she learned in class to make the content more visually appealing. She also had the opportunity to work at Cal Poly's student-run print shop, University Graphic Systems (UGS). Everyone who gets a graphic communication degree interns at the print shop. "Through that, we had access to a whole bindery room, printers, and cutting tables." At UGS, she got to see firsthand the bridge between print and design.

Her wish: to get the word out about print

While Pomerleau has had an unexpected journey, she thinks that the industry needs to be more intentional about promoting the power of print. Young people in particular need early exposure, she says. "I think people who get into engineering have that background. They took a machining class in high school or they have those computer science classes. When I was in high school, I took painting and drawing classes, but there wasn't anything like the technical side of print. We didn't have an offset press at our high school or anything."

Beyond young people, the public at large should be more aware of the value of print. "You don't notice how technical it is and how far-reaching the applications are. And it's something that the average consumer takes for granted...I think if more people knew about how much goes into print, and things like consumer packaging, and knowing what goes into the box that you're picking up off the shelf, I think they would value it more."



Printed books



Cal Poly bindery class

The future may be uncertain, but it's bright

Looking ahead to the future, Pomerleau is excited to watch the industry evolve. "Print doesn't look the same as it did 100 years ago, and it will not look the same in 50 years or 100 years. In some sense, I have no idea where it's going, and that makes me really excited."

One thing she is sure of is that print isn't going away. She attended drupa with a VMA Condrott scholarship this year, and what she saw inspired her: "I think the overarching encouraging sentiment was that print is not going anywhere with that many people and that many companies bringing innovation into the industry."

One standout was a press that could make custom packages. There were four chutes of corrugate going into the press. The operator entered custom specs (size, branding, etc.), and it printed an individualized box for each item. "It took less than a minute and you could have variable data on each separate box. And you could do separate boxes and sizes, one right after the other."

For Pomerleau, innovations like these will help give people the tactile experiences that they can't get with digital. "There's something different about getting an email that has your name on it, versus getting a printed piece. In some sense, at no fault of our own, we've overused the digital, and I think we are already seeing the value in those printed forms of communication."



Packsize EFI



Photo taken by Katie Pomerleau

Pomerleau's next move

Post-graduation, she's headed to Multi-Color Corporation (MCC) in Napa, whom she connected with at a VMA-exclusive Cal Poly job fair. She'll be working as a scheduler analyst. "I'm really excited to see the outcomes of job analyses and how to make jobs more effective and efficient. And of course, getting to see the jobs come through the facility. I think it'll be really, really fun."

Her advice for other print companies that want to attract young people? Start by being open to teaching. "I think the overarching takeaway is we're teachable. We want to learn, and there's a lot that we don't know. But we're absolutely willing to put in the work."

Pomerleau is a print industry leader in the making. For more about Katie, take a look at her LinkedIn profile: [linkedin.com/in/katie-pomerleau](https://www.linkedin.com/in/katie-pomerleau).

"I think if more people knew about how much goes into print, and things like consumer packaging, and knowing what goes into the box that you're picking up off the shelf, I think they would value it more."

Learning by Doing with Future Print Leader, Jacob Topete

BY REVA HARRIS

Are young people uninterested in print, or do they just need more exposure to it? If you were to ask Jacob Topete, he'd probably tell you that firsthand experience makes a world of difference.

Topete has worked at JP Graphics, a Santa Clara-based print shop, off and on since his second year of high school. The opportunity has opened his eyes to a future where he can combine hands-on print experience with the graphic design education he's pursuing at San Jose State. Here's how learning by doing is helping him create his own vision for a future in print.



Jacop Topete sits in front of patterns

The spark of inspiration

Topete was introduced to print by his multimedia teacher at Mt. Pleasant High School in San Jose. "Mr. Cavada offered me an internship through San Jose Works for design and media marketing," he says. "That's how I landed an internship here at JP Graphics."



In center, Jacop Topete and Joan Escover

While his internship focused on marketing the company on social media, he also got exposure to other aspects of print. In addition to creating videos for the company's social media page, he designed tote bags and stickers. "Joan [Escover, president of JP Graphics] was always helpful with showing us more. That's what really hooked me in because she let creativity run loose."

The encouragement from his teacher and Escover has been instrumental in shaping his career aspirations. His internship started in the middle of the pandemic, and having a teacher assure him this was a good opportunity to pursue despite the chaotic times

was crucial. And once he started, Escover gave him the creative freedom and guidance to explore new ideas.

She also told him he was welcome to come back after the internship ended, which he says influenced his decision to go to San Jose State. "I knew that I had this opportunity at JP Graphics. What better option than to go to school for graphic design and work in the same field? It's kind of putting myself a step ahead."

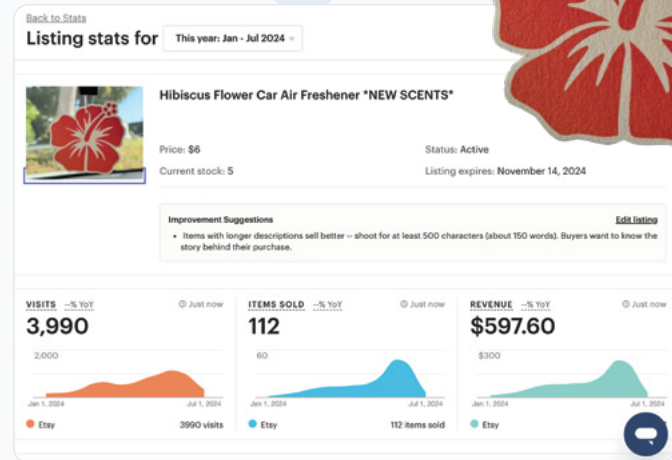
Turning an internship into a long-term relationship

Now, Topete is back at JP Graphics while he pursues his degree, shifting between part- and full-time as his schedule allows. He's got his hands in several pots, from running the Etsy store to plate making. Recently, he was tasked with making heat transfers for Independence Day and Olympics-themed promotions. He also fills in when his teammates are on vacation. For instance, when the prepress operator was out, Topete took over many of his responsibilities.

With the Etsy store, he's running ads and discovering what consumers want: "When I started, they weren't really doing much to it. They would just put it out there and see if it would sell. I updated a lot of the pictures. I started creating a lot of hype with ads." With his upgrades, the store has made more than 100 sales in six months.



“I think what helped me solve a lot of problems here is what I learned in school — things like analysis and how to make designs look better.”



Etsy store stats for listing of 'Hibiscus Flower Car Air Freshener'



Jacob Topete holding wine bottle with custom label design

Combining education with real-world experience

Even though he's only been in college for a year, Topete is already applying what he's learned in school at JP Graphics: "I think what helped me solve a lot of problems here is what I learned in school — things like analysis and how to make designs look better," he says. He's learning best practices, and he gets to

see that play out in his work. For example, when JP Graphics has wine pop-ups, he gives feedback on the placement of logos and QR codes.

Having hands-on print experience also gives him a leg up at school, like when he needs to print his work in booklets. "When prepping my file, I make sure text and images are clear of the trim box, page numbers are away from the stitching area, and I include bleeds and trim marks," he explains. "This ensures a perfect print-ready file every time."

Creating his own lane

Topete also works on his own design and print projects. He's designed logos, stickers, and business cards for friends and peers who are starting their own businesses. His clientele includes food trucks, barbers, car detailers, and a realtor.



Ramos Kutz business card design

One of his favorite projects is a business card he created for a barber. The card features the barber's logo, which Topete also

designed, in the center. He used lamination, dimensional UV coating, and coated one side (CIS) paper to make the cards stand out. "It gives you those two feelings of the soft touch lamination, the feeling of the other rough side on the other side of the card where all his information was, and then, the raised dimensional UV that I laid down on his logo."

With the exposure he's had to print, Topete already has a vision for his future: "I definitely see myself owning a business in the future, maybe not off right off the bat, but I can work my way up there. It will definitely be in the print industry — shirts, clothing, stuff like that, whether it's manufacturing them for other people or even my own brands."

Interested in connecting with this future graphic communications leader? Contact Jacob at jacobtopete2005@gmail.com or jacob@jp-graphics.com.



Print graphic for heat transfer



Print graphics



How Sam Moore Is Turning His Creative Dreams into Reality

BY REVA HARRIS

Sam Moore grew up creating things. Whether he's drawing superhero characters like Bombshark (a cross between a bomber and a shark), coming up with a video game concept, or doodling on his surfboard, he's always letting his creative juices flow. "I've always been interested in creativity and getting my imagination out there," he says.



Sam Moore

Turning creative ideas into practical outcomes

The graphic communication program attracted Moore to Cal Poly because it offered a practical application for his creativity: "It teaches you all the skills that you need to be a creative person while still being able to work with brands. It gives me all the tools that I need for the career that I want." As a VMA scholarship recipient, he's glad to have found a program, and financial assistance, that aligns so perfectly with his future aspirations.

Moore's dream role is to be a creative director for a surf and skate brand. He's been an avid surfer since he was a kid, and it's played an important role in his creative growth. "I started getting sponsors from different brands, like Buell and Aipa. That was also something that sparked my interest — seeing how those brands present themselves with their logos and their marketing."

When he learned about Cal Poly's graphic communication program, it opened his eyes to the possibility that he could turn his artistic gifts into a career. "It matched perfectly with everything that I wanted to do. I didn't realize before that there was a major or an industry specifically for being creative and putting things through a process and making something at the end of it."

Here's how Moore is setting the foundation for a career where he can let his ideas shine.

Bridging theory and practice with hands-on experience

To prepare for his dream career, Moore is pursuing a concentration in design reproduction technology. "It's focused on producing things faithfully to the design across platforms, whether it's print or web," he says. He's taking classes that teach him about the various technologies and roles of the people involved in reproducing designs. By understanding the principles of technology and design, he's gaining the skills to produce creative materials for advertising campaigns, packaging, and publications.

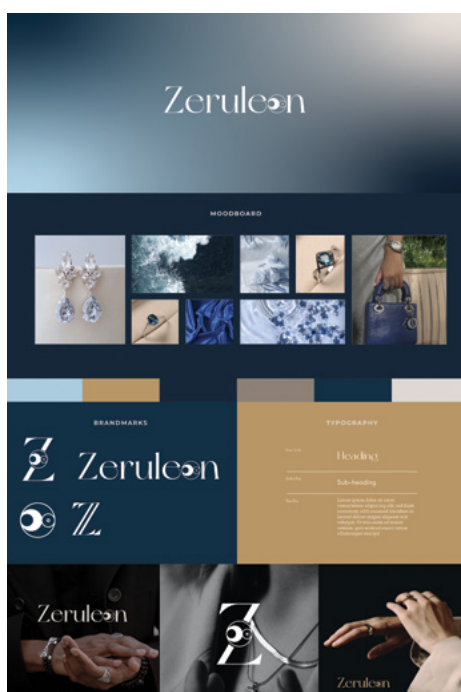
That means he's also learning about the print aspect of creative direction and branding. "My major has definitely taught me a lot about print. I can kind of do every step myself, and I don't have to be in the dark about the print side." As part of the graphic communication program, Moore interned at Cal Poly's print shop, University Graphics Systems (UGS). "I

went through all the processes of getting files, printing, and then cutting and doing specialty finishes." During his internship, he got to work with several different kinds of materials and pieces of equipment. Typical projects included business cards, jewelry bags, and booklets, which he also cut and bound.



Sam Moore's surfboard with doodles

“I think my generation is very invested in a company's ethics and values. I think we're going to look for companies that are using good work practices, like sourcing things from ethical places and paying a living wage.”



Branding for fictitious jewelry company

His favorite class so far has been digital typography. “It showed me how to approach typography when designing. It was basically an InDesign masterclass, showing me all the features and how to use them.”

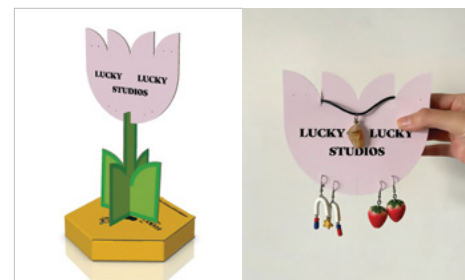
In terms of projects, many of his favorites revolve around jewelry. For one group project, he and his team created a flower-shaped display package made of paperboard and corrugate that you could hang jewelry off of. Another project required him to come up with branding for a fictional jewelry company. “We came up with everything from the colors to the logo. That was a really fun project because it's basically what I want to do in the future.”

Charting a career where his creativity can shine

As Moore heads into his final year of college, he's excited to apply what he's learned in the real world. He's already gotten a glimpse of what his future may look like as a marketing intern at an engineering firm. “It's been super cool to see how my school has prepared me for that,” he says.

Cal Poly is also preparing him for how new technologies such as AI are changing how we create. “My major has been really good about staying up to date and presenting the newest technology.” From Moore's perspective, AI is another tool to make ideas come to life: “I don't think that AI can come up with things like a person can. Using AI as a means to get to where you want based on your idea — I think that is its place.”

While he's not sure exactly where he will go after college, he knows he would like to work for a company with strong values. “I think my generation is very invested in a company's ethics and values. I think we're going to look for companies that are using good work practices, like sourcing things from ethical places and paying a living wage.”



Flower-shaped display stand for jewelry



Graphic products



Sam Moore

Wherever he lands, he looks forward to starting his career in an industry where he can use his creativity to provide real value. “What excites me is being able to be creative and use it for something tangible and something good.”

With his creative spark and practical skills, Sam is an emerging graphic arts leader. To see more of his work, visit his LinkedIn at [linkedin.com/in/samemoore](https://www.linkedin.com/in/samemoore) or contact him at smoore61@calpoly.edu.



BRINGING DESIGN TO LIFE: A GRADUATE'S JOURNEY IN PRINT

TRINITY BAUBLITS, PROJECT MANAGER, ALMADEN

My name is Trinity Baublits, and at 27 years old, I am fortunate to be building my career in Sonoma County with Almaden Global. I joined the company right after graduating from Cal Poly SLO with a degree in graphic communication, and it's been a rewarding nearly six years since.

Growing up in Morro Bay, California, I was surrounded by the stunning beauty of the ocean and the coastal landscape. This early exposure to nature's artistry sparked my passion for design. As a child, I was always sketching and doodling, using art as my primary form of expression. The graphic communication program at Cal Poly was the perfect fit for me, allowing me to delve into design, print processes, and business management in a thriving industry.

The printing industry is dynamic, engaging, and full of challenges. While many people might picture it through the lens of popular culture such as what is shown in the TV show "The Office," the reality is far richer and more complex. Each project is akin to peeling back the layers of an onion. From the selection of ink and paper substrates to the intricacies of letterpress work and bindery, it's fascinating to see how various departments collaborate seamlessly to create a finished product.

One of my standout experiences has been working on the printing for the U.S. Open at Pebble Beach Golf Course. We handled the pairing guides, working late into the night to ensure they were ready by 5:30 each morning. It was a demanding week of proofing, printing, and delivering, but seeing thousands of people interact with our work made it all worthwhile. It truly highlighted the incredible teamwork involved in our industry.

I find immense satisfaction in seeing printed materials in the "wild" — whether at restaurants, stores, or wineries. Each piece reflects the unique influence of its creator, from designers to printers. This industry constantly challenges me and encourages creative problem-solving. I firmly believe that print and marketing will remain essential across all sectors, continuing to thrive and evolve.

Trinity Baublits is a graduate of the Graphic Communication program at Cal Poly San Luis Obispo and a project manager at Almaden, working on marketing supply chain services in the Bay Area. See more about Trinity at [linkedin.com/in/trinitybaublits](https://www.linkedin.com/in/trinitybaublits) or contact him at trinity.baublits@almadenglobalnb.com.



HOW TO ATTRACT GEN Z TO THE WORKPLACE

KELLY MALLOZZI, OWNER & SALES COACH, SUCCESS IN PRINT

Like many manufacturing industries, the print industry faces a persistent challenge in attracting younger workers. This article focuses on Generation Z, those born between 1997 and 2012.

So, who are these emerging professionals?

They include recent high school graduates, community college and university students, and older members of Gen Z, who will be around 27-28 years old in 2024. They represent a valuable pool of potential hires, bringing fresh ideas, new perspectives, and vibrant energy to the workforce.

Are they different from Boomers, Gen X, or Millennials? Absolutely.

To attract and retain Gen Z talent, understanding their values and expectations is crucial. Here are strategies to make your organization appealing to this new generation:

Emphasize purpose and impact

Gen Z is driven by a strong desire to make a meaningful impact. They seek employers whose values align with their own and whose work contributes to societal and environmental

good. Highlight your company's mission, social responsibility initiatives, and opportunities for community service. Share stories about how your organization makes a difference and how employees contribute to larger goals.

Foster a diverse and inclusive culture

Diversity and inclusion are essential for Gen Z. They want to work in environments where all individuals are respected, and diverse perspectives are valued. Promote inclusive policies, provide unconscious bias training, and support employee resource groups. Authenticity in these efforts is crucial, as Gen Z can easily spot insincerity.

Offer career development and growth opportunities

Gen Z values continuous learning and career advancement. They are attracted to employers who offer clear career paths, mentorship programs, and professional development opportunities. Offer educational opportunities and regularly discuss career goals and create development plans to keep them engaged and motivated.

Prioritize work-life balance and flexibility

Flexibility is a top priority for Gen Z. They value work-life balance and are drawn to companies offering flexible work arrangements, such as

remote work options and adaptable hours. Highlight your company's policies on work-life balance, mental health support, and employee well-being programs. Show how your company supports personal well-being and accommodates individual needs.

By implementing these strategies, you can attract Gen Z talent and foster a thriving organizational culture. Successfully integrating this generation into your company requires intention and authenticity, which will build trust and showcase the value they bring to your team.

Kelly Mallozzi is a sales coach, marketing consultant, speaker, blogger, and podcaster with 30 years in the print industry. Her mission is to help print companies enhance sales and customer loyalty through strategic content and optimized sales processes. Her diverse background and energetic approach make her a dynamic voice in the industry. Contact Kelly at kelly@successinprint.net.

Protect Your Business From Cyberattack

Cyberattacks are growing in both frequency and severity, particularly against small businesses.



Industry experts estimate that cybersecurity incidents will cost businesses more than \$5 trillion within the next five years alone.¹

The average cost of a cyberattack has exploded from \$34,000 to just under \$200,000 per single incident.²

The average downtime a company experiences after a ransomware attack is 21 days.²

The good news is using artificial intelligence can help balance exposure with appropriate coverage.²

VMA Insurance Services has partnered with Cowbell, an insurer of cyber risk that uses just this type of AI to protect small businesses!

Get peace of mind from cyber risk for as low as \$400 per year for \$250,000 worth of coverage.³

Additionally, should a situation arise, cyber insurance can help your business recover quickly by bringing expert services to help you after a cyberattack.



Contact Shannon at 415-710-0568 or shannon@visualmediaalliance.org for more information to protect your business.

1: Hiscox's Cyber Readiness Report 2019 2: Cowbell 3: Amount varies based on specifics.



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