

Behind every brilliant idea is the **process.**

# process.



Custom Cover Art:  
**Michael Osborne**

SPRING 2012



**Straight Shooters**  
With a fresh approach  
to business, young execs  
aim to shape the future of  
communications. **Page 12**

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Visual Media Alliance  
brings out the big guns  
for its annual conference  
and expo. **Page 26**

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CONFERENCE AND EXPO FOR INTERACTIVE DESIGNERS MARKETERS CREATIVES BUYERS

**APRIL.26.2012**

**VISUALMEDIA 012**



## 9:30–10:30 AM

### Is Social Media Killing Email?

David Beasley  
David will discuss 3 key studies on social media and email habits as he shares best.

### Taking Photoshop to the Next Level

Mark Lindsay  
Not an ordinary discussion of tips or tricks, we'll address techniques to use Photoshop in ways that will make your life easier and more productive.

### Making Designs Responsive—Responsibly

Eddie Monge, Jr.  
Learn how Responsive web design can help you create for devices of varied screen sizes and resolutions.

### A Powerful Design Strategy—Visual Storytelling

Justin Barker  
With case studies and samples, Justin will show how you can deliver sought after ROI with award-winning creativity.

### Measuring Your Demand Generation Efforts

Jim Bennette  
This session will present best practices, solutions and tools for capturing the right customer intelligence from your entire demand generation efforts.

### Mobile Video University

Lisa Abramson  
Mobile is hot. Video is hotter. Learn how to maximize this new opportunity with best practices every marketer should know and take a look at what the future may hold.

## 10:45–11:45 AM

### The Packaging Puzzle

Michelle Trumpler  
Michelle will break down the pieces and explore design, specifications, production and the always present budget issues of packaging.

### Designing eBooks with InDesign

Steve Werner  
InDesign CS5.5 has expanded capabilities to help you rework your book for digital publishing. Steve will show you how EPUB files are different from other digital documents.

### Adobe Muse

Kelly McCathran  
Get the news about Muse. Create professional websites as easily as print brochures.

### Decline of Creative Civilization as We Know It

Paul Bradshaw  
With all of the creative tools available today, we wonder how as professionals we can continue to provide value. This session will help you continue to provide value with your highly creative work.

### Smart Pricing for Creative Services

Shel Perkins  
From freelance rates to fixed-fee proposals, this discussion of the pricing process will help you sharpen the way you think about compensation and become more profitable.

### Building the On-Demand Brand: 5 Top Trends

Rick Mathieson  
This is the age of mobile apps, augmented reality, gaming, and emerging forms of social media. Rick will talk about the seismic impact this revolution will have on marketing.

## 1:45–3 PM

### Printed Special Effects: Sappi's Standard #5

Daniel Dejan  
Back by popular demand, Daniel will show designers how printing on fine coated paper can be dimensional, tactile and sometimes interactive.

### PDFs Interactivity in InDesign

Steve Werner  
Learn to use InDesign's interactivity features to create presentations, catalogs and other PDF documents.

### Social Signals in Search

John Thyfault  
This presentation will discuss concrete tactics to bring your search and social teams together for a stronger, more coherent marketing strategy.

### How Does Print Fit Into Your Marketing Touch Points?

Ryan Campbell  
This session will help you better understand the data and decisioning layer to better integrate print programs in all types of touch points.

### The Changing World of Hiring & Getting Hired

Panel Discussion  
Focused on the challenges companies and agencies face securing talent resources for their businesses, this session will discuss the merits of building contingent workforces using staffing firms.

### Changing Landscape of Mobile Marketing

Brian Roth  
This session will discuss the ever-changing mechanics of advertising within free-to-use applications and provide best practices that have enabled marketers to deliver superior mobile advertising experiences.

## 3:30–5 PM

### QR & Augmented Reality Codes

Daniel Dejan  
This session focuses on Quick Response (QR) and AR codes, how they work, different applications and their growing importance to integrated marketing through print.

### Interactive InDesign

Kelly McCathran  
Learn how to take your print skills to the web and other devices through this info-packed session.

### How to Become an Online Influencer

David Spark  
Join this session to learn how to become an online influencer so you can raise your fees and increase your business.

### Bridging Print Publishing With an Online Presence

Daniel Garcia  
Having recently launched *Content Magazine* in Silicon Valley, Daniel will share his experiences about how to deliver content to diverse audiences through both the printed and online mediums.

### Marketing Case Study (Web + Print + Social)

Steve Decker  
Steve Decker explores in detail, a case study of integrated marketing that includes the right mix of digital, print, web, mobile, direct mail and social media marketing efforts to create maximum impact.

### Finding Customers Using Online Data

Jim Merino, Ph.D. & Paul Moore, Ph.D.  
This session addresses topics related to audience targeting: social creatives (viral or shareable ads), contextual targeting, addressing privacy concerns and how to predict and measure performance.

# SPEAKERS



## KEYNOTE: Gil Penchina

Gil Penchina will share his experiences sitting on both sides of the table, as a serial entrepreneur and prolific angel. He has worked for and invested in companies that are household names as well as Internet stars, such as CEO of Wikia and Vice President/General Manager, International at eBay.



## KEYNOTE: Morning Breath, Inc.

Doug Cunningham and Jason Noto are Morning Breath. This New York based designer duo will breathe new magic into your creative spirit as they reveal the story of their humble beginnings and how their design aesthetic has led them to create album covers for AFI and the FooFighters, boards for the skateboard industry, and more.



Allen Larson



Brian Roth



Daniel Dejean



Daniel Garcia



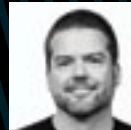
David Beasley



David Spark



Eddie Monge, Jr.



Eric Meline



Jim Bennette



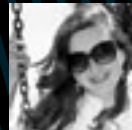
Jim Merino



John Thyfault



Justin Barker



Kelly McCathran



L. Shellenbach



Lisa Abramson



Mark Lindsay



Michelle Trumpler



Paul Bradshaw



Paul Moore



Rick Mathieson



Ryan Campbell



Shel Perkins



Steve Decker



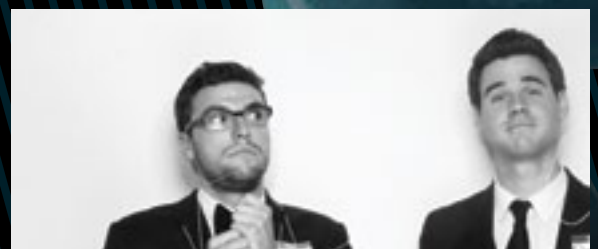
Steve Werner



Todd J. Donahue



Trilby Parker



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## the cover:

The work of brand developer and designer Michael Osborne graces the cover of this issue of *Process*. Inspired by his work for the MOO Luxe product line, Osborne created this custom cover, which also touches on his design of the USPS Love stamp.



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## Printing Process...

Each cover of *Process* is printed by a different partner. The spring 2012 issue's partner is:

### Dome Printing

Based in Sacramento, Dome is one of California's largest privately-held print providers that provides print, direct mail and digital marketing services to businesses throughout the San Francisco Bay Area. The firm is dedicated to delivering professionally printed materials on time and within budget through optimizing workflow practices, leveraging purchasing power, and investing in their people and equipment.

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PRINTING

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info@domeprinting.com  
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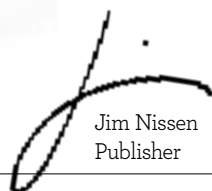
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**Take Note**  
*Industry heavy hitters on tap for Visual Media Alliance conference*



## 2 + 2 = 22, right?

To most,  $2 + 2 = 4$ . But to me,  $2 + 2 = 22$ . All you have to do is “look” at it that way to get that answer. Right? Of course! Luckily, this simple mindset has afforded me the opportunity to live fully aware of the rules, but free to break them. Let me explain. I get it, I can add, but I also can see that there is opportunity in every equation that others would argue against tooth and nail. In this case, *Process Magazine*! You might ask yourself, who, in their right mind would create a magazine in this day and age? Especially a printed one! Haven't you heard about the environment, the new economy, the iPad and that print is dead? Well, actually, yes, I have. But, I believe paper isn't poisonous, trees are some of the most renewable resources around (check out [chooseprint.org](http://chooseprint.org)), consumers are still inspired to purchase things they want, and the iPad is, well, just pretty fantastic (enter to win one on by returning our reader card on page 49). In addition, I hope that the artifact of quality printing, paper, design, marketing concepts, community connection and inspiration in your hands is living proof that print is far from dead. If you agree—or disagree—I'd love to hear about it! Drop me a note at [publisher@processnorcal.com](mailto:publisher@processnorcal.com) and let's talk 4/4!

  
Jim Nissen  
Publisher

## the contributors



02



04



### 01 David Spark

... is a veteran tech journalist and founder of Spark Media Solutions, a media consulting and production company. His articles have appeared in more than 30 media outlets including eWEEK, Wired News and PCWorld. Spark blogs on the Spark Minute and is a regular contributor for Mashable, Socialmedia.biz and KQED's "This Week in Northern California."

### 02 Margie Dana

... is the founder of Print Buyers International (PBI) and Boston Print Buyers. Best known for her weekly e-newsletter, "Margie's Print Tips," Dana is a popular speaker at industry events, where she shares her knowledge and experience in helping print company executives steer their marketing campaigns and make their online efforts more customer friendly.

### 03 Gerry Bonetto

... is the vice president of government affairs of the Printing Industries of California and the government affairs director for Visual Media Alliance. He has also served as a founding member and first president for the California Small Business Alliance and was recognized with the Graphic Arts Technical Foundation's William Schaeffer Award.

### 04 Katiushka Acosta-Smith

... is the human resources specialist for Visual Media Alliance, where she is responsible for growing the organization's portfolio of publications and classes. She is also responsible for providing assistance to VMA members in all areas of human resources, including hiring, leave, termination, wage and salary administration, and sexual harassment.

## the partners



the professional association for design



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# what's so special about **digital papers?**

STORY | MARGIE DANA

**S**ince digital printing is on the rise, more and more print buyers and designers are spec'ing paper for digital jobs. I wondered: How different is paper for digital printing from offset printing? What should customers know when spec'ing this paper?

Last fall, Samantha Jones, director of business development for Lindenmeyr Munroe, presented at our 6th Annual Print & Media Conference in Chicago. Here's what she had to say about digital papers.

## Why digital paper?

Many question whether or not they really need to purchase different papers for their digital press. It's true that you look for the same qualities in digital paper that you do in offset papers: formation, smoothness, brightness and opacity.

However, you do need to take care of the specific requirements to keep your machine operating effectively and delivering consistent, quality images. Paper designed specifically for digital presses demonstrates the following qualities:

## One

### **Superior smoothness and formation to ensure quality toner transfer and adhesion.**

Better toner transfer and adhesion translates into better quality images, as well as faster time to finishing. If you use an Indigo Press, test this adhesion with a basic "tape pull" test immediately after printing. Place scotch tape over the image and examine the amount of toner transferred to the tape when you remove it. The less toner left on the tape, the better adhesion to the sheet.

Many sheets designed for the Indigo press are specifically treated to optimize adhesion and drying time. It's important to look for either the HP or RIT certification for these products.

Third-party certification is especially important when evaluating non-paper substrates such as polyester synthetics, fabric, magnets or cling media. For example, toner-based digital presses such as the iGen and the NexPress utilize a high heat transfer process, which means that some products will not run effectively through the press. Be certain to understand the certification or guarantees for the product before testing in your machine.

## Two

### **Optimized moisture levels to minimize static or curl, which keeps paper feeding consistent and jam free.**

Low levels of moisture or a low-humidity environment tend to create static that causes sheets to stick together. High moisture or a high-humidity environment creates paper curl, which can cause jams feeding in and out of the machine.

## Three

### **Precision mill cut to minimize debris and dust, which can damage the machine and your image.**

Mill precision cuts eliminate edge welding that causes jams. They also prevent debris and related contaminants from getting caught in fuser, transfer belts or on paper, which can and will compromise image quality over time. In addition, mill precision cuts ensure squareness, which is critical to machine feeding appropriately and delivering consistent registration from page to page.

Many often discount the value of precision mill cuts, especially since service and maintenance are included in the click charge for the machine. Yet down time means less time generating revenue and meeting deadlines on time. That's something no printer can afford.

## Bottom line?

When specifying paper for your digital press, don't try to find short cuts for paper that's good enough. A digital printer needs to deliver consistent quality in a reliable, fast turnaround. That means selecting a paper that not only optimizes image quality, but also keeps your machine up and running. When quality paper means a few pennies more per sheet, don't risk what disasters around the corner could cost you instead.

### **BIO: MARGIE DANA**

...is the founder of Print Buyers International and Boston Print Buyers. For information, visit [printbuyersinternational.com](http://printbuyersinternational.com). Samantha Jones is the director of business development for Lindenmeyr Munroe. For information, visit <http://online.lindenmeyr.com> or e-mail [sjones@lindenmeyr.com](mailto:sjones@lindenmeyr.com).



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# How to Fail at Content Marketing

STORY | DAVID SPARK

**S**crewing up at content marketing is one of the easiest things you'll ever do. If you're just starting out with content marketing, you are almost definitely going to make some of these mistakes.

## Hire an ad agency or PR firm

As the communications landscape changes, traditional ad agencies and PR firms have been offering more services to satisfy their clients' needs, such as content marketing. Unless an ad agency or PR firm already has a staff of former journalists and TV producers, it's not a natural shift—just like it wouldn't be a natural shift for a journalist to start writing marketing copy.

I'm sure I'll get a lot of heat for this comment as many ad agencies and PR firms are basing a lot of their new business on content marketing. I'm all for that, just as long as they have an experienced staff to do it.

## Treat content marketing like marketing

People are forced to watch ads, but they self-select content. If it appears that your content is really marketing in disguise, consumers will sniff it out and avoid it.

## Try content on a limited basis

You have to calculate time into your strategy. Rarely do companies have that kind of patience with any communications. It's understandable that if you spend money, you'll want to see some results for your efforts. Measuring a content marketing campaign is unlike measuring a marketing campaign. Content's value is cumulative.

No magazine built a brand with its first issue. It takes many issues, trial and error, to build an editorial voice, a brand and a following.

## Don't get involved in social media

Traditional marketing doesn't require involvement with your audience. It's something that can be outsourced. This isn't the case with a social engagement, however, which is intrinsically intertwined with customer service. Unlike most services, this isn't one that someone can "just do for you."

## Have a narrow view of production

A good number of my initial engagements begin with, "We want to make a video" and immediately the first question is, "How much does that cost?" Which is the equivalent of asking, "How long is a piece of string?"

I'm a big fan of one effort, multiple units of content. For example, instead of going to a conference and producing one video of the event, why not produce multiple videos, articles, photos, a podcast and maybe also a summary of the event? All of that is going to yield much greater output, make you more visible, and reduce your per unit (video, article, photos, podcasts) costs to a fraction of that original video you wanted to create.

## Have high expectations about traffic

This coincides with giving up quickly. I've had huge clients for whom their employees eat, sleep and drink the company Kool-Aid, and they believe the rest of the world has been itching to read their brand new blog.

It's not going to happen out of the gate. Unless you already have a brand with an extreme loyal following, no one cares about you. Everyone cares about themselves.

## Believe in a direct correlation between site traffic and inbound sales calls

It rarely works that way. Have you ever purchased something solely after reading an article or seeing a video a single time? Probably not, so don't believe there are some other people out there that do. Direct sales shouldn't be content marketing's purpose. That's the purpose of marketing. Content marketing helps you build greater brand affinity.

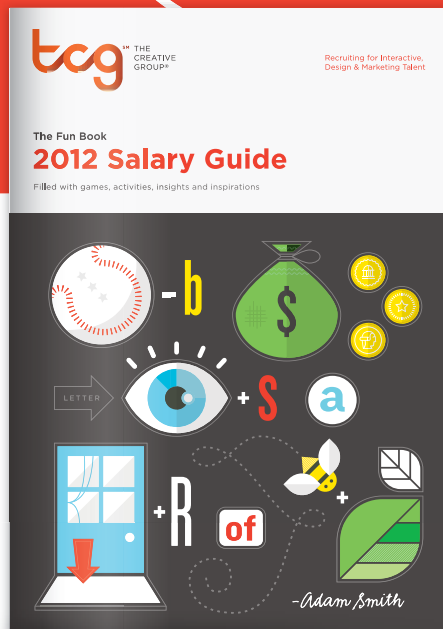
## Pay attention to your audience first

Self-centeredness with content production only works for a select few that have already established a powerful brand. Before you create any piece of content ask yourself, "Why would anyone care about this?" If there isn't a compelling reason, then move on to another content effort. Remember, unlike traditional marketing, content marketing is user selected. Make something the user wants to select.

**BIO:** DAVID SPARK

...is a journalist, producer, speaker and owner of the brand journalism firm Spark Media Solutions in San Francisco. Read his blog, Spark Minute, at [sparkminute.com](http://sparkminute.com).

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Jasper Casey



Darren David



NEW METHODS, NEW MEDIA:

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*young guns*  
*for success*

STORY | NOEL JEFFREY

+

PHOTOGRAPHY | GREG HABIBY

---

*with their fresh approach to business, younger execs  
aim to shape the future of communications*

---

**d**arren David and Jasper Casey have several things in common: they are both executives in their respective companies, they are California Polytechnic San Luis Obispo Graphic Communications graduates, and they live their business lives doing something they love. Oh, and one last thing: What they're doing may surprise you.



Social Stream for Microsoft Surface 2.0, a real-time social media visualizer.

*"Our secret was to exceed expectations, have a great process and integrity in what you do and be the client or vendor you wish you were working with."*



**Darren David**

CEO, STIMULANT

As CEO of San Francisco's Stimulant, Darren David runs a digital interactive agency that currently employs 12 people. Interactive, you ask? It's all about visual communications.

From desktop to device, multi-touch to gestures, and portable to permanent, Stimulant creates "magical" multi-user experiences that bring people together. Their work ranges from massive interactive wall-sized installations to small handheld devices.

"We develop interfaces for computers that don't look like computers," says David, whose company typically partners with advertising, creative or exhibit design agencies serving the Fortune 100. "We figure out how to tell stories. We work on concept development and then build and deploy the software needed."

Only an example can illustrate his point. A recent project, the Intel Connect

to Life Experience, was a 168-foot-wide interactive 3-D virtual life simulation that spanned the entirety of Intel's booth at CES 2012 (Consumer Electronics Show) in Las Vegas. Conference attendees used stations around the booth's perimeter to create a shape using their hands, phone, keys—pretty much anything—and the silhouette of that object was used to generate what Stimulant calls a unique "bioluminescent life form" on the massive projection surface overhead (think fireflies.) The animated life forms interacted with one another in playful ways, dancing or chasing the other life forms around the ecosystem.

## Edgy Touch Technology

Much of the work Stimulant does and the products it develops are based on the Microsoft Surface Platform. David says this expertise came about in an interesting way. When he entered the business world in 1995, his early career focused on web development and Flash work. After he joined San Francisco's Fluid, "the oldest digital consultancy," he used Windows



Presentation Foundation (WPF) to build an interactive retail touch screen kiosk for retailer North Face.

"That was two years of my life," he recalls. "After that, Fluid decided to concentrate strictly on online work. At the time, maybe 10 people knew WPF, so I saw this as a chance to do what I wanted to do and set up Stimulant."

According to David, the company had already built up a great reputation with Microsoft, but the software giant had no idea how to work with a small agency.

"It took us a year to get Surface. We've worked hard with them and we're now are a top-tier partner, one of some 20 agencies named Strategic Partners," he says. "Surface became the cornerstone of the business. Our secret was to exceed expectations, have a great process and integrity in what you do, and be the client or vendor you wish you were working with."

Ironically, now they have the only Surface Version 2 in the Bay Area.

## Say it With Music

In addition to agency projects, Stimulant has developed products. Its first, TouchTones, is a free download for both Windows Phone 7 and for Microsoft Surface Version I. The Surface version uses multi-touch and multi-user functionality to let up to four people create music together.

"Music is a common thread for everyone at Stimulant," David says. "We have a composer, three DJs, a sound designer and everyone with a love of music. That's why TouchTones was a natural development for

us. It also incorporates what we see as the best practices for Surface.

"It has a NUI, or natural user interface, so that no written instructions are necessary. We never punish people for doing something wrong. Adults don't like to be seen not knowing how to operate something. Our application gives them the ability to make a musical composition that sounds good. It is the first freeware for Surface. We might be selling it for Version 2."

Stimulant's newest product, LoopLoop for Sifteo Cubes, is an interactive music toy for Sifteo's Intelligent Play Platform. Developed in partnership with Sifteo, LoopLoop won "Best in Category, Expressing" and "Best in Show" at the inaugural Interaction Design Awards in February in Dublin, Ireland.

Sifteo Cubes are mere 1.5-inch-square devices with 1-inch screens, not unlike a child's building block. Controlled wirelessly by a computer, they are aware of their own orientation, tilt, direction and proximity to other Sifteo cubes. LoopLoop encourages kids and adults to create improvised musical compositions with their cubes.

"Those awards are humbling and a great honor," David says. "Sifteo Cubes and the application LoopLoop are fun to play with."

He concludes that the people who work with him have all done web work and mobile design and have moved on. They are interested in the "holy grail" of building an interface that ensures users' success, has the ability to handle "fudge" and still lets users have an enjoyable experience, whether it's musical or not.

*"I'm the fifth generation to become part of the business. It's a business I've known all my life and I love it."*



Jasper Casey

MARKETING SERVICES MANAGER,  
CASEY PRINTING

Some industry pundits insist that printers must turn themselves into marketing service providers (MSPs) and ban the word printing from their company names. Others, like Casey Printing in King City, have added marketing services as appropriate to their print offerings and introduced new media offerings as well.

That's where Jasper Casey comes in. A 2010 graduate, he serves as marketing services manager (in the old days, he would've started as a sales rep). The new department he founded provides a full range of digital marketing services to meet customers' needs.

"Why did I join the company?" Casey muses. "It's in our family. I'm the fifth generation to become part of the business. It's a business I've known all my life and I love it."

In addition to custom consultation services, Casey's department offers one-to-one marketing, digital publishing, email and digital campaign management, social media activation, web optimization, and creative services from creative director Brian Coale.



LoopLoop, an  
interactive music toy for  
Sifteo cubes



Casey Printing's quarterly magazine covers all aspects of graphic communications.

"We use social media for our clients when the situation fits," Casey says. "It's about consultation and learning about an organization's needs so we can build a whole marketing solution. If during a discussion it comes out that the client would benefit from introducing social media or improve on their current social outreach, we do it."

## Why Change?

In 1901, Casey Printing founder Fred Vivian, with nothing but an old Washington Hand Press and the proverbial "shirt tail full of type," started a weekly newspaper called *The Rustler*. From a single newspaper publisher, the company became a publication printer working with other publishers. Then came commercial printing. And now, full-blown marketing.

"Looking back 15 to 20 years, Casey Printing's mix of commercial print and publication work was different. The nature of the clients began to change and our customers on the print side needed marketing materials. The company became more direct marketing oriented, producing both direct mail and collateral, and today, more variable data print," Casey says.

## Walking the Talk

When a printing company claims the expertise to offering marketing services, especially across multiple media platforms, they have to convince clients they know what they're doing. To that end, Casey walks his talk by making good use of available social media. His blog offers educational videos; they have a regularly updated presence on Facebook; and he tweets, posts on LinkedIn, sends out an electronic newsletter and populates a YouTube Channel.


For example—following the dictate that social content has to be relevant to followers—Casey covers QR codes in videos aptly named QR Studs & Duds. He writes serious explanations of Google Analytics, and uses Rodney Dangerfield to illustrate "No Respect? Why Print Remains a Force to be Reckoned With." Yes, young execs think it's OK to be funny.

"We promote ourselves where we project our customers are," Casey says. "People are active and seeking information and advice. Young people pay attention to social, and we do what we can to get customers to have a deeper understanding and meet their preferences."



He also notes that they use direct mail and more. "It's a very powerful tool. Email marketing can also be very effective, as can traditional display mass media. It depends what fits a customer's needs. We encourage them to get their message out in an integrated program that works in a cohesive way."

Casey concludes that it would be a mistake to say that every printer has to provide marketing services.

"I do think, though, that every printer has a distinct niche they are marketing to whether they realize it or not," he says. "What they have to strive to do is to be less of a vendor and more of a partner." 

**Stimulant**  
info@stimulant.io + stimulant.io &

**Casey Printing**  
cserv@caseyprinting.com + caseyprinting.com



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# ka

INTERVIEW | MICHELLE JACOBY

PHOTOGRAPHY | GREG HABIBY

when life  
gives this  
Sunnyvale  
ad agency  
lemons,  
they go  
bananas



*"Synergy is when you add 1+1 and get something much more than 2."*

### Tell us about Zooka Creative.

Zooka is a hybrid firm that combines a wide variety of talents, technology and equipment to create a truly unique business. We often joke we're the only advertising agency with a forklift.

What makes us unique is the diversity of talent working under one roof. We have a team of gifted graphic designers, along with mobile and web developers. We also have an industrial design team that focuses on structure, material and how things are made. Then there's our full-time social media team that manages multiple Facebook profiles totaling more than 500,000 fans, and an SEO expert/math geek to focus on the

"information exhaust" created by the web and digital projects. We also have strategists who are challenged with seeing the whole picture and making plans.

After that, it starts to get weird.

We have equipment and personnel you'd expect to find in a traditional print/POP shop, including screen printing, large format digital printing, thermoforming, CNC routing and a host of other equipment.

### What's your secret?

When describing Zooka Creative, we often use the word "synergy." It's a powerful concept that's often trivialized. True synergy is when the combination of strength, talent and technology is more than the simple addition





of their results. Synergy is when you add 1+1 and get something much more than 2.

Years ago, farmers learned that if you have an ox who can pull about 8,000 pounds and you combine it with another ox who can also pull 8,000 pounds, the two working together can pull double the combined weight—or more than 30,000 pounds! Synergy produces truly unreal results.

Zooka is a similar story. Individually, we are designers, pressmen, social media experts, mobile and web developers, analysts, and strategic thinkers. Each member contributes something unique and valuable. But combined, the traditional laws of math go out the window. Together we are capable of outlandish projects and epic results. Synergy makes us ferocious.

## How does this shape how you serve your clients?

Most brands or businesses compartmentalize. They see print, web or in-store as separate tasks. They often create different budgets and use multiple vendors to tackle their marketing challenges. This approach creates competition between tactics and budgets.

We approach the problem or opportunity holistically. For example, when we develop an illustration, photography, copy, video, idea or headline that works well, we seek to drive that across all marketing channels to ensure the brand is represented consistently across all consumer touch points. Recycling assets across multiple marketing channels not only saves the

**Previous spread** (left to right): Crystal Villegas, TC Huy, Andy Tran, Karina Wijaya, Matthew Hall, Dinh Doan, Adrienne Lilley, Bonnie Johnston, Diane Barrera, Sean Lopez  
**This spread** (left to right): Jack Pedersen, Chase Campbell, Jeff Mansur, Dan Tacci, Aurelio Rodriguez, Steve Decker, Stephan Ilberg (VP of Marketing, Tely Labs)

client money, but also creates a more consistent and effective messaging platform for persuasion.

Bottom line, the goal of our team is to understand how the different marketing channels can work together to create synergy. When done correctly, the results are astounding. Creating linkages and connections between print, POP, web, mobile and social media produce results that are far greater than what the projects would have produced individually.



Purex Crystals: Multi-channel advertising campaign using web, social, and in-store components.

## Tell us about your projects. What are some of your favorites and why?

Some of our favorite projects include:

### TELY LABS

We met with Tely Labs in the middle of 2010. A “stealth mode” startup, the team was creating an Android-based device that would turn any HD TV into an HD video calling TV. Tely had partnered with Skype to bring HD video calling to the comfort of the living room.

What followed was a series of projects that built on top of each other. We started with market research and customer segmentation analysis, and then moved on to brand/identity development and web design. Closer to launch, we shot inexpensive videos to help tell the product story and communicate benefits. Now that they’ve launched, we’re working on a variety of marketing projects to help drive awareness and sales across multiple touch points including web, social and retail.

### PUREX CRYSTALS

In 2010, we launched the new Purex Crystals fabric softener. Our client had far less advertising dollars than their competitors and needed a creative way to break through and persuade consumers to try their new product. Code named “shock and awe,” the marketing strategy was based on the near simultaneous launch of multiple marketing elements designed to bring massive awareness along the entire path to purchase.

Components included educational web videos featuring a real-life Purex research scientist and mom; an online blitz by more than 2,000 mommy bloggers who talked about the product; features on Purex.com, Walmart.com and the Purex Facebook page; and announcements in both the Purex and Walmart newsletters.

In-store elements included an LCD display at Walmart featuring an edited version of the web videos; a commercial on Walmart TV and direct mail piece sent to Walmart consumers; and printed in-store promotional elements mounted to store shelves or other Purex products.








The Jamba Juice  
“Big Blender”: Concept  
development, industrial  
design, fabrication, printing,  
ship to stores nationwide.

Tely Labs: Branding,  
web design/development,  
package design, digital  
advertising and social media.



 What most recent  
technological  
advancement has drastically  
changed the way you do  
business? What do you still  
do old school?

The proliferation of mobile technology has had a major impact on how we design. Hover-states, mouse-overs and other conventions that are common on the web don't translate to mobile where the consumer doesn't have a cursor or finger constantly on the screen. As a result, we're having to rethink the user experience.

There are also a lot of web technologies that have helped us create more compelling projects. Location based targeting, behavioral targeting, tracking and analytic technology all continue to improve in quality and decrease in cost.

We do indeed do a few things “old school.” Our screen-printing department still mixes their own ink. Our Lawson cutter is definitely an old school piece of equipment! No LCD on this beast: measurements are viewed through a 9-foot periscope that runs horizontally across the top. The thing is also a monster. Its footprint is bigger than a lot of cars (about 144 square feet) and its 60-inch cutting blade is one of the largest (if not the largest) in the entire Bay Area.

#### JAMBA JUICE

Jamba Juice was planning their entry into the breakfast market. The challenge was to capture the attention of people and re-train them to think about a Jamba as a breakfast option. The folks at Jamba Juice wanted an outdoor display with “stopping power,” something that would scream “Jamba” from across a parking lot to let people know the store was open.

Zooka designed, built and shipped a giant 56-inch tall blender to more than 600 stores nationwide. To ensure the blender would last, our industrial designers selected long-lasting and water-resistant materials, and included wheels so it could be easily moved. Given the investment, Zooka also designed the display in such a way that the marketing graphics could be easily updated to support future campaigns.

In the months that followed, the “big blender” played a key role in supporting many different marketing campaigns that were instrumental in getting new customers to think about eating a speedy portable healthy meal.

To see more of Zooka Creative's projects,  
visit [zookacreative.com/portfolio](http://zookacreative.com/portfolio)

**CONTACT:** ZOOKA CREATIVE  
[zookacreative.com](http://zookacreative.com) + [info@zookacreative.com](mailto:info@zookacreative.com)



## the “who does what” search engine...

**A**fter 10 years, PrintAccess ([printaccess.org](http://printaccess.org)), the printing industry’s “who does what” search engine has been completely rebuilt and is now open for business. PrintAccess is the most comprehensive listing of creative, print, web and media resources on the web. Visitors can search by company name, services and products and location.

In Northern California, PrintAccess carries the VM Access brand ([vmaccess.org](http://vmaccess.org)) to reflect the broader range of companies listed on the local version of the site. The 860 firms now listed represent the full range of the communications industry, including design/creative, marketing, web/media and printing companies, and are all members of Visual Media Alliance, the Northern California regional affiliate of Printing Industries of America.

Thousands of visitors to VM Access and PrintAccess have successfully found companies that meet their project requirements. The extreme makeover of both sites will make finding the right project resources faster and more accurate. Take a look at the clouds for what’s new.



### fast & easy search

Get better results, faster with the new Google-style predictive search box. Looking for a package designer? Type the first few letters into the search field and see a drop-down list of categories and companies providing package design that are closest to your ZIP code first, expanding from there up to a national search.

## visual



### search by products, as well as services

As an increasing number of people prefer to search for suppliers by an end product (e.g. sports programs or T-shirts), that functionality has been added to each site. Now, visitors can easily search by the more typical communications products like brochures and stationery, but can also search for more obscure products like fuel meter tickets or glow in the dark printing.

The range of services is just as extensive, ranging from creative and digital technology, to bindery through the complete range of print services. If you have a communications project, turn to VM Access to help assemble your team of specialists whether you need to stay local or go national.

## be a smarter buyer

Learn more about communications products and how to buy them with the VM Access online product guide, which contains 80 informative pages providing the information required for buyers to make more informed buying decisions. Learn about the different options for catalog printing, the pros and cons of digital versus printed coupons, or the multiple ways that you can include variable data in your communications projects.



# media access

## your company can benefit by being listed on VM Access

The new site's powerful search and product orientation is designed to attract new customers using search engines to find suppliers and consultants. According to the site's Los Angeles-based SEO strategist Rich Ford, "VM Access holds great promise for exponentially more eyeballs."

The addition of up-to-date, relevant editorial content and a modern interface will raise search engine rankings, and the expanded key word purchasing program will increase visibility on the major search engines like Google, Bing and Yahoo, driving additional traffic to the firms with company pages on VM Access.



## use VM Access for your smart phone or tablet

Point your mobile device at [vmaccess.org](http://vmaccess.org) and find a mobile optimized search page. VM Access mobile provides the same targeted search results as the desktop site wherever you may be.

## vmaccess.org

If your company is already included in Visual Media Access, just take a look at the new site and see all the new features designed for your benefit. If you aren't a member and would like to learn more about getting listed on VM Access, see the "List Your Company" button on the home page of the site. To learn more about membership in Visual Media Alliance go to [vma.bz](http://vma.bz).

VMA also produced the new site that will be released across the country in other Printing Industries of America affiliate territories under the PrintAccess brand, the VM Access sister site. The same 6,800 of PIA's 8,000 member firms are contained on either version of the site.



# takenote:

## Industry heavy hitters on tap for Visual Media Alliance conference

STORY | NOEL JEFFREY + MICHELLE JACOBY



**W**hen “VM012: UNVEILED” rolls into the Mission Bay Conference Center in San Francisco on April 26, attendees won’t only be treated to a host of exhibits, product samples and need-to-know technologies—they’ll also be able to tap into some of the most creative and innovative minds in the industry. Here’s a look.

### Morning Breath Inc.

When Doug Cunningham and Jason Noto first met 16 years ago, little did they know they’d soon take the design world by storm.

With Noto’s background in graphic design and Cunningham’s experience as an illustrator, the two were a good fit for the innovative work being done at San Francisco’s Think Skateboards, where they met in 1996. With a small art department in place (three people, to be exact), Cunningham and Noto worked on boards that incorporated typography design and illustration, essentially paving the way for their signature look and style.

After a number of successful years at Think, the pair eventually left to go their own ways. Noto returned to the East Coast and began working in-house on music packaging projects. Cunningham stayed in San Francisco and did freelance design work. The two kept in touch and even shared projects. Because of the high volume of work coming from Noto, Cunningham decided to move to Brooklyn and, in 2002, the pair started Morning Breath Inc. The rest, as they say, is history.

With their work running the gamut from skate and snowboard graphics to music packaging, apparel, posters and advertising, Cunningham and

Noto have carved a definitive niche in the industry with their cutting-edge, thought-provoking and sometimes controversial designs.

Their no-holds-barred approach, however, has been recognized and lauded with such accolades as a Grammy Award nomination for “best special music packaging” in 2004, and a number of mentions and features in international design books, including “Dirty Fingernails: A One-of-a-Kind Collection of Graphics Uniquely Designed by Hand.”

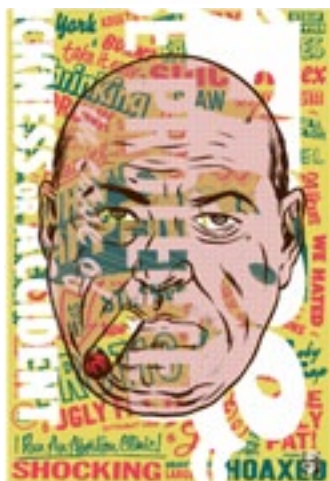
Speaking of books, Morning Breath has one of their own. “The Early Bird: The Art and Design of Morning Breath” was published in 2006.

As keynote speakers at “VM012: UNVEILED,” Cunningham and Noto will share the story of their beginnings and discuss how their design aesthetic has led them to create album covers for AFI and FooFighters, boards for the skateboard industry, and many more “dream” projects any creative would covet. They’ll also share an interesting perspective on the foundation of design as the primary creative driver and print design as the launching point.

To see more of Morning Breath’s projects, visit [morningbreathinc.com](http://morningbreathinc.com)



Selected Work:  
**Morning Breath Inc.**



Key Note:  
**Gil Penchina**

Serial entrepreneur and angel investor Gil Penchina knows a thing or two about investing. As the former CEO of Wikia, now a top 50 website, he was part of the early team at eBay, where he served as vice president for business development and then global expansion. Before eBay, he worked at General Electric, Bain & Co. and started two small technology companies.

Penchina has been an active angel investor in 45 companies over the last 12 years, including firms such as LinkedIn, PayPal, Evite, ZipRealty, Plusmo, Flowdock, Betable, SiteJabber and many other consumer and SMB Internet services.

In his keynote address, "Start-Ups and their Investors: A Look Behind the Curtain at the Magic of Silicon Valley," Penchina will share stories from both sides of the table as a serial entrepreneur and prolific angel, and discuss what makes him, and our local economy, tick.

**UNVEILED**  
CONFERENCE AND EXPO FOR INTERACTIVE DESIGNERS MARKETERS CREATIVES BUYERS

In addition to Morning Breath and Gil Penchina, "VM012: UNVEILED" will feature some of the best and brightest minds in the visual media industry. The presenters are:

**Lisa Abramson**  
Director of Marketing  
Rhythm NewMedia  
rhythmnewmedia.com

**Jim Bennette**  
CEO  
VisiStat  
visistat.com

**Steve Decker**  
President  
Zooka Creative  
zookacreative.com

**Justin Barker**  
Regional VP of Creative  
Services, Curran & Connors  
curran-connors.com

**Paul Bradshaw**  
Full Orange  
fullorange.com

**Daniel Dejan**  
North American ETC  
Print & Creative Manager  
Sappi Fine Paper  
sappi.com

**David Beasley**  
Co-Founder & President,  
Beasley Direct  
Marketing Inc.  
beasleydirect.com

**Ryan Campbell**  
Senior Account Planner  
PureMatter Brand  
Marketing +  
Interactive  
purematter.com

**Todd Jones Donahue**  
Artist/Designer  
See Hear Share Creative  
seehearshare.com

**Daniel Garcia**  
Photographer  
Content Magazine  
content-magazine.com

**Allen Larson**  
Account Manager  
The Creative Group  
creativegroup.com

**Mark Lindsay**  
President  
Lindsay &  
Associates  
marklindsayart.com

**Rick Mathieson**  
Brand  
Marketer/Creative  
Director/Author  
OnDemandBrand  
rickmathieson.com

**Kelly McCathran**  
Certified Technical Trainer  
& Adobe Certified Instructor  
onlineinstruct.com

**Eddie Monge Jr.**  
User Interface Designer  
& Developer  
eddiemonge.com

**Eric Meline**  
Regional Director  
Vitamin T  
vitaminintalent.com

**Jim Merino, Ph.D.**  
Chief Scientist  
Clearspring  
clearspring.com

**Paul Moore, Ph.D.**  
SVP Audience Products  
Clearspring  
clearspring.com

**Trilby Parker**  
VP Operations  
PureMatter Brand  
Marketing + Interactive  
purematter.com

**Shel Perkins**  
Graphic Designer,  
Management Consultant  
& Educator  
Shel Perkins and  
Associates  
shelperkins.com

**Brian Roth**  
Ad Sales Director  
Tapjoy  
tapjoy.com

**Lauren Schellenbach**  
Training & Development  
Creative Circle  
creativecircle.com

**David Spark**  
Founder & President  
Spark Media Solutions  
sparkmediasolutions.com

**John Thyfault**  
Beasley Direct  
beasleydirect.com

**Michelle Trumpler**  
RG Creations  
rgcreations.com

**Steve Werner**  
Adobe Certified  
Instructor & Adobe  
Certified Expert  
CS Magic  
cs-magic.com



# SF POP Show

On Oct. 27, 2011, the 64th San Francisco POP Show recognized key innovators in brand marketing and retail displays. Designed to showcase the West Coast's best point-of-purchase (POP) displays, the competition presented awards in 23 categories. Andrew Rice, a 20-year veteran of the creative community and current creative director for Trinchero Family Estates, was presented with the 2011 Dick Scott Award, the SF POP Show's highest honor.



## Best of Show

HOP Theatrical Standee (produced for Universal Pictures), Midnight Oil Creative/LAgraphico



## Best Original Artwork

HOP Theatrical Standee (produced for Universal Pictures), Midnight Oil Creative/LAgraphico



## Best Original Photography

Fall Graphics 2011 (produced for The North Face), The Graphic Source



## Dick Scott Award

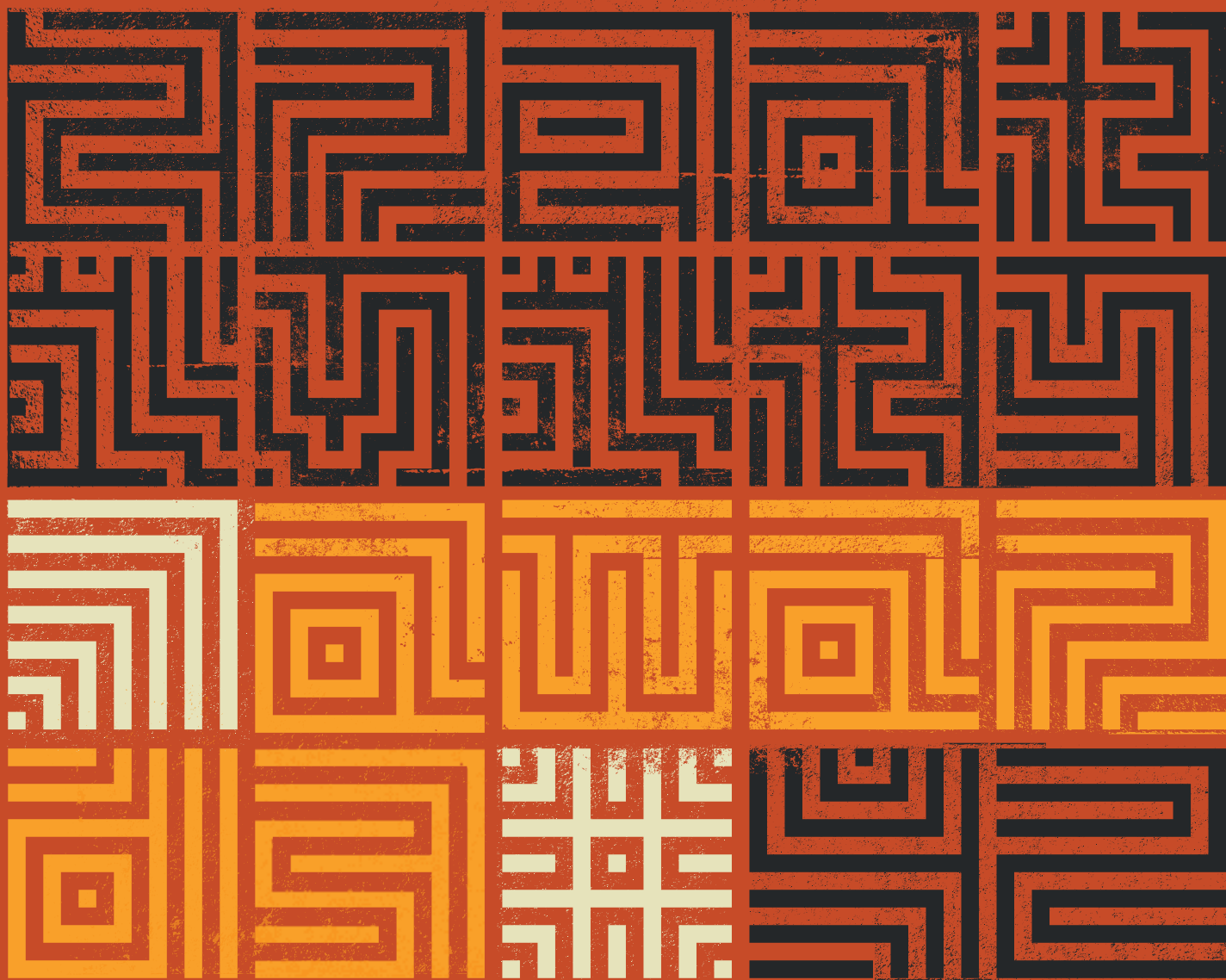
Andrew Rice, Creative Director  
Trinchero Family Estates



## Best Structural Design

Tron: Legacy Theatrical Standee  
(produced for The Walt Disney Company),  
Midnight Oil Creative/LAgraphico





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## Events: *the local update*

### 18th Annual Crab Feed

On Jan. 14, VMA + EBCC presented the 18th Annual Crab Feed at Colombo Club in Oakland, where more than 230 folks dined on over 800 pounds of Dungeness crab. It was a fun night of socializing with old friends and meeting new ones. Guests also enjoyed entertainment, dancing and a raffle, in which proceeds benefited the graphic arts scholarship program.



PHOTOS BY MAY SIEN

## industry organizations *"It's not what you know, it's who you know."*

### Association of Northern California (BMA)

Since 1938, the Northern California chapter of the Business Marketing Association (NorCal BMA) has been the leading B2B marketing organization in the San Francisco Bay Area and Silicon Valley. For more than 70 years, the organization has been dedicated to connecting B2B marketers with the most relevant and impactful knowledge, people and programs to ensure us marketers meet their objectives more efficiently and effectively. NorCal BMA offers a programs to members

and the marketing community at large, including regular roundtables on various marketing topics, monthly educational and social events, networking, resources and B2B job listings.

467 Saratoga Ave. #1205,  
San Jose  
650-631-4BMA (4262)  
info@norcalbma.org  
norcalbma.org

### AIGA San Francisco

The San Francisco chapter of AIGA, the professional association for design, is one of the largest and most active in the country, representing more than 1,600 designers in graph-

ics, interaction, experience, motion and affiliated fields in the Greater Bay Area. The board of directors continues to advance the chapter's vision, mission, values and goals.

Dawn Zidonis,  
Executive Director  
130 Sutter St. #600,  
San Francisco  
415-626-6008  
getinvolved@aigasf.org  
aigasf.org

### Western Publishing Association (WPA)

The Western Publishing Association is a non-profit business trade association dedicated to the advancement of

the media publishing industry in the western United States. With nearly 60 years experience, WPA offers a variety of services and benefits to its members. The organization's primary mission of providing continuing education to the media publishing industry is accomplished through individual seminars, an annual publishing conference, publishers and executive management roundtables, and partnering with other groups and associations to offer online audio and video conferences.

Jane Silbering,  
Executive Director  
823 Rim Crest Drive,

Westlake Village  
805-495-1863  
wpa@wpa-online.org  
wpa-online.org

### The Direct Marketing Association of Northern California (DMANC)

The DMA of Northern California was formed to educate, inform and provide networking opportunities for direct marketing professionals in the San Francisco Bay Area. The organization holds monthly luncheon meetings, periodic half-day seminars and webinars, and provides opportunity for the best in learning and job hunting in



## Events: *the local update*



### Creative Cocktails: Visual Storytelling

On Jan. 19, VMA hosted hors d'oeuvres and cocktails as Justin Barker of national design studio Curran & Connors discussed ways to use visual storytelling for design effectiveness.



PHOTOS BY MAY SIEN

## industry organizations *"It's not what you know, it's who you know."*

the Northern California direct marketing community.  
Laurie Beasley, President  
1177 Airport Blvd., Burlingame  
408-782-0046, Ext. 21  
lbeasley@beasleydirect.com  
dmanc.org

### San Francisco American Marketing Association (SFAMA)

The San Francisco chapter of the American Marketing Association is the leading organization for professional and student marketers in the Bay Area. Founded in 1937, our chapter reflects the innovation, standards of excellence, and industry and population

diversity for which the Bay Area is known and celebrated. Our goal is to advance our members' professional capabilities and career development opportunities, while connecting with the leading edge Bay Area marketing professionals.  
Teresa LoBue, President  
408-266-9658  
info@sfama.org  
sfama.org

### San Francisco POP Show (POPAI)

POPAI is an international trade association for the marketing at retail industry. Founded in 1936, POPAI

prepares to celebrate its 75th anniversary with more than 1,700 member companies representing Fortune 500 brand manufacturers and retailers, as well as marketing at retail producer companies and advertising agencies from six continents and more than 45 countries from around the world. POPAI is the premier source of learning, knowledge and future-oriented research for the marketing at retail industry, and provides resources, education, ideas and advocacy to enhance the power and performance of the marketing at retail professional and community.

Our membership draws on leaders from some of the industry's premier companies, like: Anheuser-Busch, Coca-Cola, Energizer, Johnson & Johnson, McDonalds, Pepsi-Cola, Target, Walmart, and Wendy's to name a few.  
Joann Brandis, Event Organizer  
936-B 7th St. #176, Novato  
415-516-6247  
joann.brandis@yahoo.com  
sfpopshow.com

### Silicon Valley American Marketing Association (SVAMA)

SVAMA is the Silicon Valley chapter of the American Marketing Association, the

premier organization for marketers. The chapter reflects the comprehensive scope of marketing, creativity and innovation that are synonymous with Silicon Valley. As the local voice of the American Marketing Association, the largest professional marketing organization in North America with more than 40,000 members, SVAMA connects you to the No. 1 source for professional marketing education, networking and resources.  
Shannon Ryan, President  
P.O. Box 6101, San Jose  
408-266-9658  
svama@onebox.com  
svama.org





Events: *the local update*

## AIGA SF Fall Gala: Mask Appeal

AIGA San Francisco celebrated design, mystery and fun at the Fall Gala: Mask Appeal, held Nov. 10, 2011 at The Forum at the Yerba Buena Center for the Arts. The gala featured custom designed masks for auction, and guests were requested to wear a mask or create one during the event.



PHOTOS BY ROB VILLANUEVA & MAY SIEN



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Lesson #1

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Events: *the local update*

## HOW Design Live

The HOW Design Live Conference, held June 22-27, 2011 held in Chicago, converged four conferences this year: HOW Design Conference, InHOWse Managers Conference, Creative Freelancer Conference, and The Dieline Package Design Conference.



PHOTOS BY MAY SUEN & JIM NISSEN





## Events: *the local update*

### The Sappi Standard 5: Special Effects

At the Feb. 23 launch event, attendees received copies of *The Standard* #5, *Special Effects*. Featured speakers were Kit Hinrichs of Hinrichs Studio and Gerald Richards, CEO of 826 National. Daniel Dejan will be presenting on Printed Special Effects: Sappi's Standard #5 at the Visual Media 012 Conference + Expo on April 26.



PHOTOS BY MAY SUEN

## upcoming events

*Places to be. Things to do. People to see.*

### APRIL 18-20

#### FUSE

Explore the intersection of design and brand strategy to celebrate the role of graphic, industrial and interactive design in building better brands, more profitable relationships with consumers and more magical brand experiences. JW Marriott Chicago, 151 W. Adams St. [irusa.com/fuse](http://irusa.com/fuse)

### APRIL 19

#### San Francisco Center for the Book (SFCB) Open House

Drop in at this community event to participate in a book arts project with an SFCB instructor, have a glass of wine and get to know other community members. SFCB, 300 De Haro, San Francisco. 6 p.m. Free. [sfcb.org](http://sfcb.org)

### APRIL 26

#### Visual Media 012 Conference + Expo

VM012: UNVEILED is a conference and expo featuring keynote speakers, seminars, networking, round-table discussions, luncheon and social event for creative, web media, marketing, print and business professionals. [visualmedia012.org](http://visualmedia012.org)

### APRIL 28

#### The New Age of Marketing: Social Media Meets the Collaborative Ecosystem

Learn how the convergence of social media with delivery to market—and how we communicate this to our prospective “joint” customers—is having a dramatic impact on marketing today. Cisco, Bldg C, 150 W. Tasman Dr., San Jose. 6 p.m. \$20 members, \$30 nonmembers. [svama.org](http://svama.org)

### APRIL 30 TO MAY 4

#### Future Insights Live

This five-day, multi-track web conference brings together industry visionaries from across the globe. Keep employees up to date with the latest information on web development, design, mobile and enterprise development. MGM Grand Conference Center, 3799 Las Vegas Blvd. South, Las Vegas. [futureinsightslive.com](http://futureinsightslive.com)



## Events: *the local update*



### Creative Suite Lovers Group: Mobile Design Workshop

The Creative Suite Lovers Users Group and AngelHack held a sold-out, day-long educational event at the Adobe Offices in San Francisco on Jan. 7 focusing on HTML5, UI/UX, Creative Suite integrations, and Lean Design. More than 300 attendees walked away with insightful information from industry-leading speakers.



Janice Fraser, founder/CEO, Luxr and co-founder/First CEO, Adaptive Path



Mark Lieberwitz, Mobile Product Manager, Tagged



PHOTOS BY MAY SIEN

## upcoming events

*Places to be. Things to do. People to see.*

### MAY 1-2

#### Gravity Free – Design That Opens Minds

Participate in the only multidisciplinary design conference in the world. This year's theme is "Outlaws and Icons." Venue SIX10, Spertus Institute, 610 S. Michigan Ave., Chicago. [gravityfreeconference.com](http://gravityfreeconference.com)

### MAY 3-16

#### One World – One drupa

International print media trade fair for prepress, pre-media, printing, bookbinding, print finishing and paper converting held every four years at Messe Düsseldorf GmbH, City of Düsseldorf, Germany. [drupa.com](http://drupa.com)

### MAY 8

#### AIGA Studio Tours: Moving Brands

Behind-the-scenes look at the inner workings of Moving

Brands. 1515 Folsom St., San Francisco. 6 p.m. \$15 members and student members. 415-626-6008, [aigasf.org](http://aigasf.org)

### MAY 8

#### SVAMA Networking Event

Meet new members, old colleagues, fresh faces and savvy marketing pros. Sino, 377 Santana Row #1000, San Jose. 6 p.m. \$5 members, \$10 non-members, \$5 students. 408-266-9658, [svama.org](http://svama.org)

### MAY 14-16

#### PePcon: The Print + Publishing Conference

Be inspired by fresh ideas and new products at this conference featuring the world's top InDesign experts and the Adobe InDesign team. Includes a two-day multi-track conference followed by three full-day post-conference tutorials. Parc 55 Hotel, 55 Cyril Magnin St., San Francisco. 801-459-4477, [pepconference.com](http://pepconference.com)

### MAY 17

#### D.Talks: Hearts and Minds: Social Change Through Design

Panel discussion on how we can work together to make our design community more socially responsible. AIGA San Francisco, 130 Sutter St. #600, San Francisco. 6:30 p.m. \$10 members, \$20 non-members, \$7 student members, \$10 student non-members. 415-626-6008, [aigasf.org](http://aigasf.org)





## Events: *the local update*



### AIGA Studio Tours: Stimulant

On Feb. 14, Studio Tours went behind-the-scenes to look at the inner workings of Stimulant, an interactive design and development studio in the Bay Area that crafts magical experiences for computers that don't look like computers. Attendees had a chance to rub elbows with design luminaries in their own inspiring environment.



### DMANC Luncheon: Inside Apple + Technorati

On Feb. 15, DMANC hosted a luncheon featuring Adam Lashinsky, author of "Inside Apple: How America's Most Admired and Secretive Company Really Works" and senior editor at large for *Fortune* magazine. Shani Higgins, CEO of Technorati Media, was also on hand to share key findings from the 2011 State of the Blogosphere Report.



PHOTOS BY MAY SIEN

## upcoming events

*Places to be. Things to do. People to see.*

### MAY 29

#### D10 Conference

Learn about the impact digital technology will have on our lives now and in the future. Terranea Resort, 100 Terranea Way, Rancho Palos Verdes. [allthingsd.com/conferences/d10/register](http://allthingsd.com/conferences/d10/register)

### MAY 29-31

#### O'Reilly Fluent Conference: JavaScript & Beyond

Learn from expert developers

who are using JavaScript in all kinds of contexts to do things no one expected JavaScript could do. San Francisco. 800-998-9938, [fluentconf.com/fluent2012](http://fluentconf.com/fluent2012)

### JUNE 4-6

#### Binding Industries Association (BIA) Annual Conference

Designed to bring together management from trade binderies, graphic finishing, information packaging, custom

loose-leaf manufacturing, and the suppliers to those industries, the 2012 conference offers more than a dozen sessions, informative roundtables, and plant tours of Eric Scott, Silvanus Products, and Wrap Ups Inc. Hyatt Regency St. Louis at the Arch, 315 Chestnut St., St. Louis. [biaconf.printing.org](http://biaconf.printing.org)

### JUNE 11

#### D.Talks: The Power of Your In-House Agency

Panel discussion on the challenges and power that in-house creatives face and how your team can best create value for your organization and get the juicy work you want. Includes lunch. AIGA San Francisco, 130 Sutter St. #600, San Francisco. Noon. \$10 members, \$20 non-members, \$7 student members, \$10 student non-members. 415-626-6008, [aigasf.org](http://aigasf.org)

### JUNE 11-17

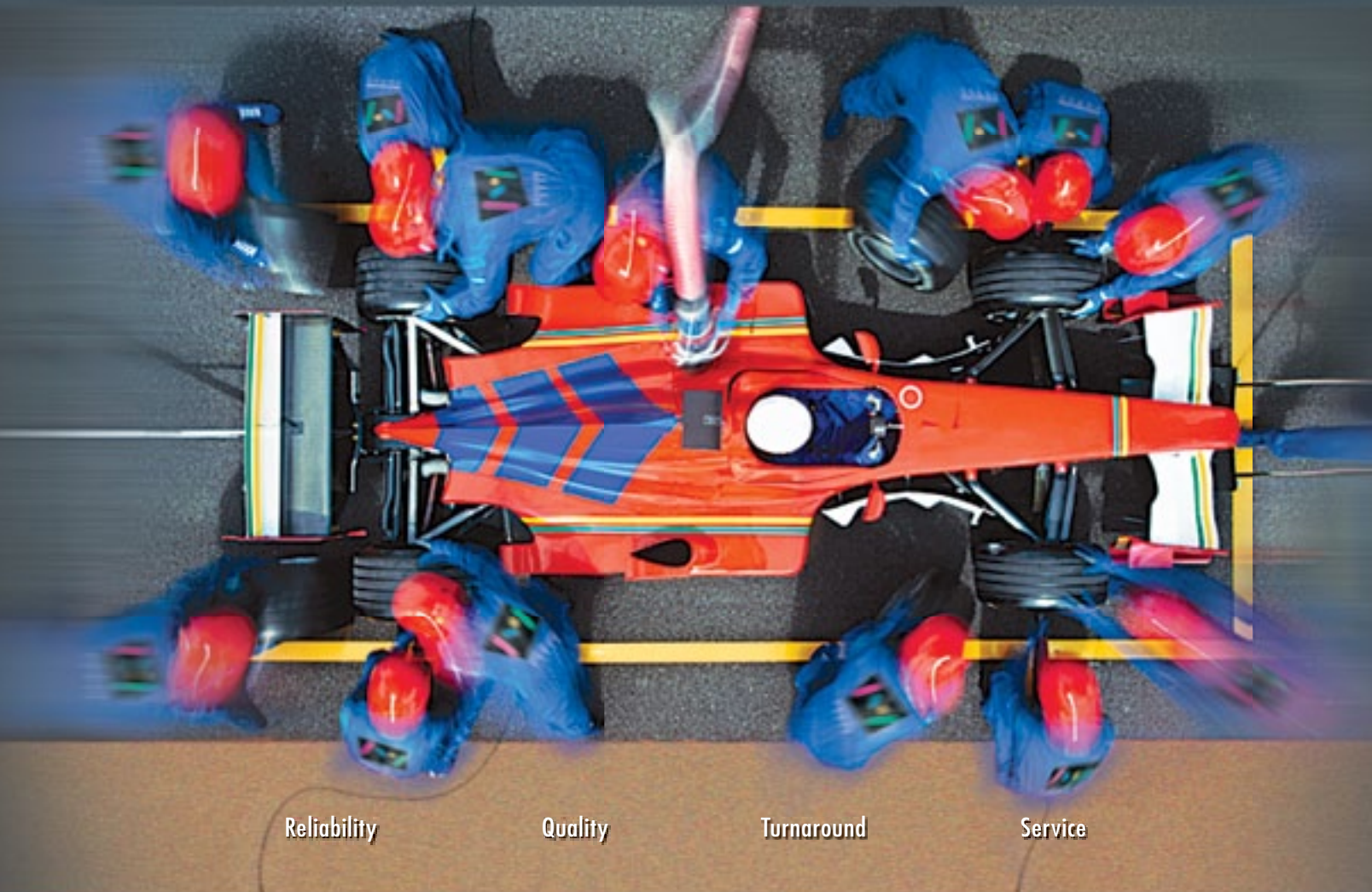
#### San Francisco Design Week

AIGA San Francisco has organized SF Design Week as a way to reach out to a diverse community of more than 20,000 Bay Area design professionals, as well as local businesses, non-profits, entrepreneurs, students, the design-savvy public, tourists and more. [sfdesignweek.org](http://sfdesignweek.org)



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## Events: *the local update*

### Photoshop 'Til You Drop Meetup Users Group

Photographer Mark Lindsay wowed the Photoshop Users Group last November when he presented "Inspired Compositing and Masking" to 233 Photoshopaholics.



Jack Reis, winner of a Full Day Pass for the Visual Media 012 Conference + Expo



### SVAMA Networking Event

On Feb. 21, the Silicon Valley American Marketing Association (SVAMA) held their first networking event in 2012 at Sino, an upscale Chinese restaurant at Santana Row. JJ Johnson, former NBA star made a cameo appearance at the event.



PHOTOS BY MAY SIEN

## upcoming events

*Places to be. Things to do. People to see.*

### JUNE 18

#### 56th Annual VMA + EBCC Golf Tournament

Enjoy an afternoon of golf and networking with your colleagues and clients. Poppy Ridge Golf Course, 4280 Greenville Road, Livermore. 11 a.m. registration, 1 p.m. shotgun start. \$500 four-some, \$315 golf and dinner, \$40 dinner only. 800-659-3363, vma.bz

### JUNE 1-25

#### HOW Design Live – Boston

Combining four conferences into 1 event, this is the meeting point for the biggest gathering of designers, freelancers, creative team managers and other creative professionals in the country. Hynes Convention Center, Boston. 800-436-8700, howdesignlive.com

### JUNE 25-27

#### O'Reilly Velocity: Web Performance and Operations Conference

Velocity is the best place on the planet for web ops and performance professionals like you to learn from your peers, exchange ideas with experts, and share best practices and lessons learned. Grand Hyatt Santa Clara, 5101 Great America Pkwy., Santa Clara. 800-889-8969, velocityconf.com/velocity2012

### JUNE 28-29

#### AllFacebook Marketing Conference

This conference invites social media, digital media and marketing professionals, as well as anyone looking to stay up to date on Facebook tools and monetization strategies. Westin San Francisco Market St., 50 Third St., San Francisco. mediabistro.com/allfacebook-marketingconference

### JULY 10

#### AIGA Studio Tours: Sephora

Behind-the-scenes look at the inner workings of Sephora. Sephora, San Francisco. 6 p.m. \$15 members and student members. 415-626-6008, aigasf.org

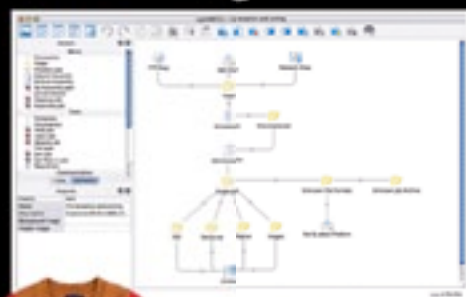


*match colors*



Area coverage: Cyan: 46.77% Magenta: 63.67% Yellow: 64.72% Black: 16.28% CMY average: 55.72% CMYK sum: 185.44% Max coverage: 382.35%	Area coverage: Cyan: 30.95% Magenta: 45.61% Yellow: 33.66% Black: 37.46% CMY average: 37.48% CMYK sum: 145.90% Max coverage: 290.59%

*automate all you can*



*control the process*



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**InHOWse Managers Conference** • June 21 – 23

**Creative Freelancer Conference** • June 21 – 22

**The Dieline Package Design Conference** • June 22 – 25

In 2012, Boston is the meeting point for the biggest gathering of designers, freelancers, creative team managers, and other creative professionals in the country. That much creative energy under one roof? It's a recipe for revolutionary ideas and life-changing inspiration. You'll rethink your approach to work and life, connect with like-minded allies, hear from creative visionaries, and discover new tools to make your job more satisfying and productive than ever before. Don't miss this creative uprising—act now!

**REGISTER NOW. Space is limited and filling up fast.**

# Northern California Design Firms

See full company descriptions at [www.vmaccess.org](http://www.vmaccess.org).

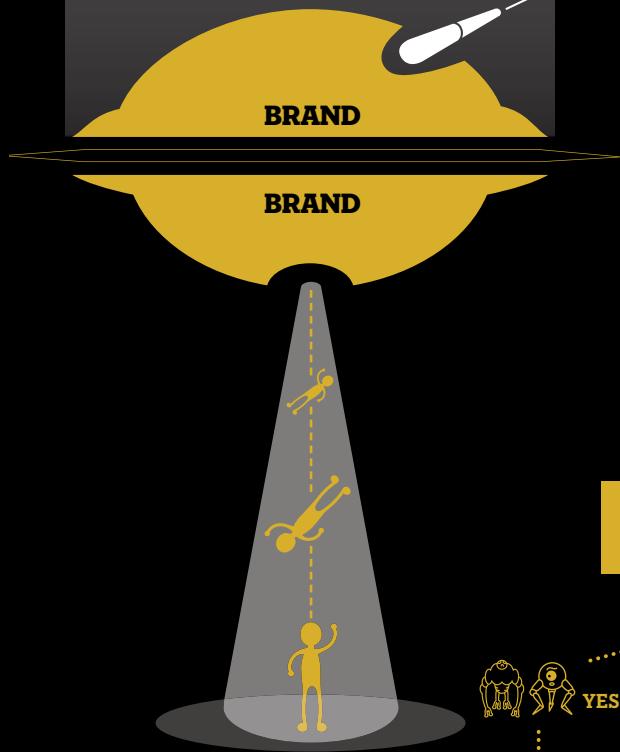
Use the URL shown or use Search by Name on VM Access.

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ARTICO	San Francisco	(415) 920-0505	<a href="http://www.ARTICO-USA.com">www.ARTICO-USA.com</a>	✖	✖	✖	✖	✖								
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Blattel Communications	San Francisco	(415) 397-4811	<a href="http://www.blattel.com">www.blattel.com</a>				✖									
Brick Design	San Francisco	(415) 209-5050	<a href="http://www.bricksf.com">www.bricksf.com</a>					✖								
Chen Design Associates	San Francisco	(415) 312-1288	<a href="http://www.chendesign.com">www.chendesign.com</a>	✖	✖			✖	✖							
Definition, LLC	San Francisco	(415) 977-0900	<a href="http://www.definitionstudio.com">www.definitionstudio.com</a>	✖	✖	✖	✖	✖								
Design : Speak	San Francisco	(415) 690-3920	<a href="http://www.designspeak.com">www.designspeak.com</a>	✖												✖
Deutsch Design Works	San Francisco	(415) 487-8520	<a href="http://www.ddw.com">www.ddw.com</a>	✖	✖	✖	✖	✖	✖				✖			
Expert Communications, Inc.	San Francisco	(415) 981-9900	<a href="http://www.eciww.com">www.eciww.com</a>				✖	✖								
Howry Design Associates	San Francisco	(415) 433-2035		✖												
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Lux Design	San Francisco	(415) 864-2222		✖												
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Michael Osborne Design, Inc.	San Francisco	(415) 255-0125	<a href="http://www.modsf.com">www.modsf.com</a>	✖												
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ZebraGraphics, Inc.	San Francisco	(415) 920-2823	<a href="http://www.zebra-graphics.com">www.zebra-graphics.com</a>	✖												
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After Midnight	Redwood City	(415) 265-7493	<a href="http://www.aftermidnightinc.com">www.aftermidnightinc.com</a>	✖				✖								
Aplin Uno Creative	Mountain View	(650) 966-8000	<a href="http://www.auc.com">www.auc.com</a>	✖	✖	✖			✖	✖						
Communications On The Mark	San Mateo	(415) 519-7237	<a href="http://www.CommOnTheMark.com">www.CommOnTheMark.com</a>	✖	✖					✖	✖					
GK Marketing	San Mateo	(650) 703-9511			✖											
JP Digital Imaging	Mountain View	(650) 965-0803	<a href="http://www.jpdigital.com">www.jpdigital.com</a>	✖								✖	✖			
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Pulp Ink Design	Belmont	(650) 486-1061	<a href="http://www.pulpid.com">www.pulpid.com</a>	✖	✖				✖		✖				✖	
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Studio QED, Inc.	San Mateo	(650) 804-6564	<a href="http://www.studioqed.com">www.studioqed.com</a>		✖	✖	✖	✖	✖			✖	✖	✖	✖	
Zooka Creative	Sunnyvale	(408) 400-9665	<a href="http://www.zookacreative.com">www.zookacreative.com</a>	✖	✖	✖	✖	✖	✖		✖		✖			
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FIESEL advertising&design	Mill Valley	(415) 381-5720	<a href="http://www.fiesel.com">www.fiesel.com</a>	✖	✖	✖	✖	✖	✖	✖	✖	✖				✖
Haggin Marketing, Inc.	Mill Valley	(415) 289-1110	<a href="http://www.hagginmarketing.com">www.hagginmarketing.com</a>	✖	✖	✖			✖							
Juice Beauty, Inc.	San Rafael	(415) 457-4600	<a href="http://www.juicebeauty.com">www.juicebeauty.com</a>		✖											
Marcus & Associates	San Anselmo	(415) 531-5371	<a href="http://www.marcusassociates.com">www.marcusassociates.com</a>	✖	✖				✖		✖	✖				
The Marx Group	San Rafael	(415) 453-0844	<a href="http://www.themarxgrp.com">www.themarxgrp.com</a>				✖	✖		✖	✖			✖	✖	
Upjohn and Associates	Tiburon	(415) 383-6578		✖												

Go to [www.vmaccess.org](http://www.vmaccess.org) and search for additional design services for these firms, including Illustration and Photography.



# ALIENS' GUIDE TO SUCCESSFUL BRANDING, MARKETING, AND WORLD DOMINATION.



**START  
HERE**

**ATTENTION ALIENS WITH  
PLANS FOR EARTH!**

**Are you friendly?**



**YES  
WE ARE GOOD**

*menacing laugh*



**NO  
WE ARE EVIL...**

**What do you offer humanity?**

- Advanced Technology
- Elvis (the real one)
- Spiritual Enlightenment

**What do you plan to do?**

- Harvest/eat us
- Devour our planet's resources
- Become our overlords

**Using:**

- Robotic zombies + shoulder massage of death
- Death ray bombardment from space
- Pod clones or replicants

**Do you have a brand and  
messaging platform?**



**YES**



**NO**

Really? You'll find a lot of benefits in developing a brand—we can help ensure your message of [good/evil] is delivered consistently. Would you like our help?



**YES**



**NO**

**Brand & Identity**

We'll help you answer:  
Who you are?  
What you do?  
Why does it matter?

I hadn't thought of that, human. You Zooka-ites are a persuasive bunch. Let's do it. You will be rewarded with...

**EVIL**

**GOOD**



Our sincere appreciation and a quick death, human. Now, hold still while I (melt/eat/absorb) your brain.



Our thanks and stimulation of your (stomach/mind/sensory organs). Let's start with a tour of our cool spaceship.

**EXCELLENT!**

**At Zooka, our strength is in creating and driving  
multi-channel marketing campaigns: online and in-store.**

**We'll work with you to create a strategy that integrates:**

## Design

Graphic Design  
Industrial Design  
Web, Interactive,  
and App Design

## Web/Social/Mobile

Web Development  
SEO  
Social Media Marketing  
Digital Campaigns

## Shopper Marketing\*

POP Display Fabrication  
Retail Packaging  
In-store Promotions

\*Important for your evil/good licensing and product merchandising (e.g. robot zombie action figures).



**We are small, nimble, and ferocious!**



**Humans:** [www.zookacreative.com/processmag](http://www.zookacreative.com/processmag) | (408) 400-9665



**Alien:** [www.zookacreative.com/aliens](http://www.zookacreative.com/aliens) | (408) 400-9665  
*You are also welcome to use mind control or telepathy*

**READ MORE ABOUT  
ZOOKA IN THE CREATIVE  
Q&A SECTION ON PAGE 18**

# Northern California Design Firms

See full company descriptions at [www.vmaccess.org](http://www.vmaccess.org).

Use the URL shown or use Search by Name on VM Access.

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<b>EAST BAY</b>																
alexanderCreative design associates	Oakland	(510) 530-2881	<a href="http://www.alexandercreative.com">www.alexandercreative.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
AvantGraphics	Napa	(707) 224-4825		✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Brand Design	Richmond	(510) 237-6689	<a href="http://www.brand-design.com">www.brand-design.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Creativemark Design & Communications	Oakland	(510) 532-0692	<a href="http://www.creativemark.net">www.creativemark.net</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Curran & Connors, Inc.	Brentwood	(925) 301-4544	<a href="http://www.curran-connors.com">www.curran-connors.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Daylight Imaging	Oakland	(510) 410-5614		✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Double Six Design	Oakland	(510) 261-4200	<a href="http://www.double6design.com">www.double6design.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
GrafixHaus	Emeryville	(510) 654-7536		✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Hale Communications Group	Danville	(925) 964-9100		✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
i4 Color, Inc.	Oakland	(510) 828-5059	<a href="http://www.i4colorinc.com">www.i4colorinc.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
JPD Communications	Berkeley	(510) 843-8048	<a href="http://www.jpdc.com">www.jpdc.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Kathryn Havens Design	Napa	(707) 255-7337		✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Lucke Communications Group	Hercules	(510) 799-1764		✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Nagy Design	San Ramon	(925) 275-8189	<a href="http://www.nagy-design.com">www.nagy-design.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
packagingarts, inc.	Mare Island	(707) 562-2787	<a href="http://www.packagingarts.com">www.packagingarts.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Parallel Marketing Group	Walnut Creek	(925) 289-7570	<a href="http://www.parallelmg.com">www.parallelmg.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Process Intelligence, LLC	Orinda	(415) 383-7834		✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Square Peg Design	Oakland	(510) 596-8810	<a href="http://www.sqpeg.com">www.sqpeg.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Team Graphics LLC	San Leandro	(510) 346-8326	<a href="http://www.teamgraphicsllc.com">www.teamgraphicsllc.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Wilmer Fong Design	Castro Valley	(510) 366-7426	<a href="http://www.wilmerfongdesign.com">www.wilmerfongdesign.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Windward Graphics, Inc.	Fremont	(510) 661-0175	<a href="http://www.windwardgraphics.com">www.windwardgraphics.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
ZAG Graphics	San Leandro	(510) 332-2784		✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
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Barclay Design	Capitola	(415) 215-8844	<a href="http://www.barclaydesign.net">www.barclaydesign.net</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Black & White Design	Campbell	(408) 341-1260	<a href="http://www.bwd.com">www.bwd.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Design Factory Graphics	San Martin	(408) 686-0780	<a href="http://www.designfactorygraphics.com">www.designfactorygraphics.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Elliott Larlee Advertising	San Jose	(408) 251-1868	<a href="http://www.elliottlarlee.com">www.elliottlarlee.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
FineLine Graphics & Design, Inc.	Santa Clara	(408) 261-7676	<a href="http://www.finelinedg.com">www.finelinedg.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Liquid Agency	San Jose	(408) 781-2729	<a href="http://www.liquidagency.com">www.liquidagency.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
McDill Associates	Soquel	(831) 462-3198	<a href="http://www.mcdill.com">www.mcdill.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Motion Squared Design (M2D)	Cupertino	(408) 253-7975	<a href="http://www.motionsquared.com">www.motionsquared.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Seebox Studio	Pacific Grove	(831) 642-0571	<a href="http://www.seeboxstudio.com">www.seeboxstudio.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<b>SACRAMENTO / STOCKTON</b>																
BrightDart	Merced	(209) 385-3800	<a href="http://www.brightdart.com">www.brightdart.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Monogram Communication Services	Sacramento	(916) 922-0930		✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
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SASS! Public Relations Inc.	Stockton	(209) 957-7277		✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
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<b>FRESNO / SALINAS / SOUTH</b>																
Hundred10 Design, LLC	Fresno	(559) 230-0110	<a href="http://www.hundred10.com">www.hundred10.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<b>RENO / NORTHERN NEVADA</b>																
The Glenn Group	Reno	(775) 686-7777	<a href="http://www.theglenngroup.com">www.theglenngroup.com</a>	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

This table is supplied by **Visual Media Alliance**, an association serving 850 members firms in Northern California and Northern Nevada. Additional resources on these firms and its other member firms are available at [www.vmaccess.org](http://www.vmaccess.org) or in our 300-plus page 2012 Visual Media Guide. (To order, see tear card after page 48.) More Creative, Marketing, Web Media and Printing firms will be featured in future issues.





# New Tools for New Times

Visual Media Alliance is here to help you acquire the tools you need to succeed in our ever changing and growing industry. Our partnerships with some of the best technical educators in the country make it possible for VMA to provide a broad spectrum of learning opportunities in most of today's visual media applications.

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**For the complete list of classes, schedules and details, please check out our website, [vma.bz](http://vma.bz). For custom classes, call us at (800) 659-3363.**



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# 10 Questions

*Michael Osborne, Brand Developer*

## What's your philosophy when it comes to design?

I strive for excellence through typography, unique structures and beautiful, award-winning package design. The bottom line is, if it doesn't sell products, we lose. When strategy + design = sales, we all win—and we will get that client's next project.

## If you weren't designing, you'd be...

Large scale sculpture, having a huge farm and gardening, painting and printmaking, sitting on a porch swing in the Blue Mountains overlooking a lake where I'm about to go fishing, improving my guitar skills until I'm good enough to join a band (bands of aging boomers playing Beatles and Rolling Stones songs are prevalent these days—for better or worse!), a chef, an astronomer or archeologist, teaching.

## What has been your favorite project and why?

Far and away, designing stamps. It's a design challenge like no other. Working within a very small space on what are sometimes

very complex subject matters isn't as easy as it looks. But any project that prints in the millions, and is seen daily by the national public, is pretty cool—not to mention getting mail with my stamp on it!

## Who or what influences your work?

Really? How can anyone even answer this question? For me, taking a long hot bath, or staring at the stars on a clear night, or preparing an excellent meal served with a beautiful bottle of wine is about as inspiring as it gets. I am greatly influenced when I'm at least 20 miles from my office having a life.

## Whose design or branding work do you most admire?

I've always admired Apple's innovative product design; I admire Yves Behar's amazing current work; and I especially admire the work of the often over looked, and one of the forefathers of graphic design, Bradbury Thompson.

## In your professional life, what is the one thing you cannot live without? Integrity.



## What's your idea of a perfect day?

It begins with breakfast in bed and the news. At work, we'd have lots of juicy projects and I'd get to work with the designers all day. The phone would be ringing, and the design presentations and client meetings would be fantastic. I'd get home before dark in time for a long walk, then back just in time for first pitch. Cocktail. Dinner. Repeat.

## What's your guilty pleasure?

Abba, Adele, "American Idol" and theater musicals. My men friends better not be reading this.

## What's on your iPod?

Lots of music of all sorts, and about 200 downloads of "This American Life" and Radio Lab that I haven't gotten to yet.

## The content of a person's refrigerator says a lot about them. What's in yours?

Besides the obvious milk, vegetables and leftovers, there is always cold beer (never run out of cold beer). I usually have a cold bottle of Champaign on hand just in case and condiments (where did all those condiments come from?). There's always a bottle of real Vermont maple syrup for weekend pancakes and, of course, there's the ubiquitous yellow box of Arm & Hammer baking soda. I'm not sure why, but it just seems like it's supposed to be there.



**CONTACT:** MICHAEL OSBORNE DESIGN  
modsf.com + info@modsf.com



# CONNECTED

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Dear Visual Media Alliance Members,

# WELCOME TO *PROCESS!*

Your Association, in partnership with *Process* magazine publisher Jim Nissen, has teamed up to provide you with a new publication directed to the Northern California and Northern Nevada broader communications industry community.

This last section of *Process* contains information exclusively for you, our members.

Over the past two years, your board of directors has been seeking the right vehicle to get the industry's message across. The message is one of vitality, strength and new approaches to effective communication marketing. The breathtaking diversity of the industry is as exciting as any that could be imagined—from marketing firms, to publishers, to web media companies, to printers.

Few firms have escaped the dramatic structural changes that have consumed many in this industry. This “creative destruction” is a reality in many industries today, especially those in the communications segments. Yet, for every firm that fails, another starts up, generating a new story and new excitement.

The purpose of this magazine is to create awareness of that excitement. We tell the story of those companies that have undertaken new challenges in the feature portion of the magazine. We also strive to create community by including Association Pages that feature events from all of our industry partners.

We hope you enjoy this first edition effort. As always we seek your feedback. And, we hope to see you at our show and seminars, VM012: Unveiled, on Thursday, April 26.

All the best for your continued success,

**Dan Nelson**  
President  
Visual Media Alliance





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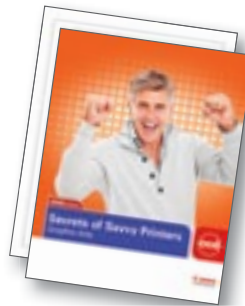
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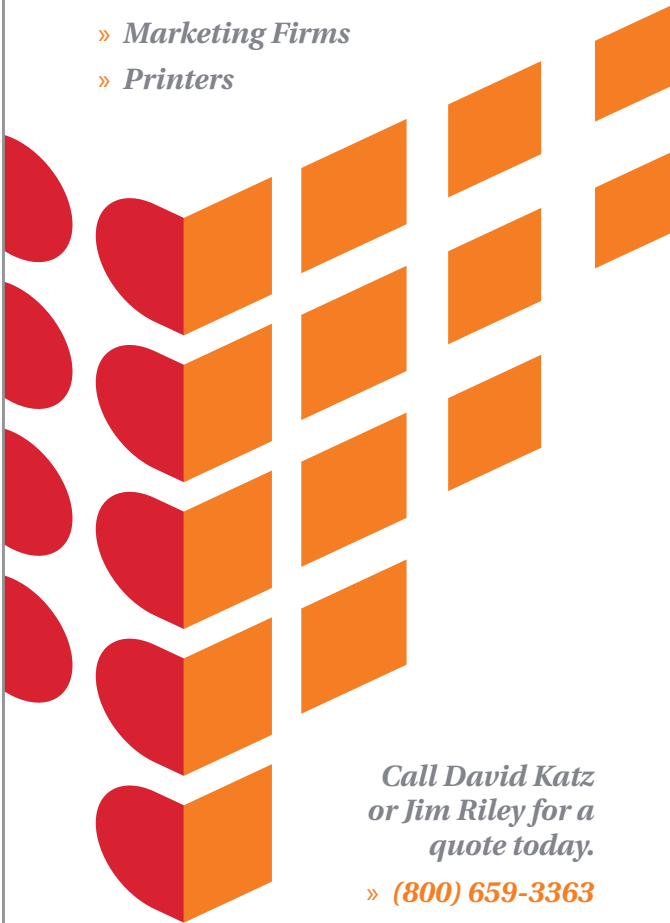
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# THE ESSENTIAL LEADER

STORY | KATIA ACOSTA-SMITH

## What business leaders should focus on every day

### KATIUSHKA ACOSTA-SMITH

Katiushka "Katia" Acosta-Smith is VMA's human resources specialist. With a wealth of solid HR experience, a BA in psychology and an MA in human resource management, she looks forward to continuing and growing our portfolio of publications and classes. She is also available to provide assistance, including sexual harassment training, to members. Reach her at [katia@vma.bz](mailto:katia@vma.bz) or 800-659-3363.



**A**s a leader, you're responsible for many tasks. But to be a truly effective leader, you've got to stay on top of the right priorities. As you go through your day, be sure to keep your focus on these imperatives:

**Set the direction.** Take a long-term view of your organization and your department. Determine where you need to go, not just tomorrow, but over the next decade. The clearer your vision is, the better you'll be able to explain it to your employees and motivate them to follow you.

**Gather support.** You can bark orders to your employees, but blind obedience isn't as powerful as active buy-in. Don't just tell people what you want them to do; explain why it's important and what the benefits will be.

**Communicate your message.** Your employees aren't mind readers. Neither are your customers, partners or the community at large. To be successful, you've got to communicate consistently and relentlessly. Embrace every opportunity to explain your objectives and your strategy.

**Achieving results.** Day-to-day tasks should lead to sustainable results, not just another item on your to-do list. Look at everything your employees do in light of your overall objectives and minimize or eliminate anything that doesn't contribute to your goals.

### Penny Wise / Pound Foolish

Don't be fooled and complacent, making a costly mistake by classifying an "employee" as an independent contractor or exempt. According to the Industrial Welfare Commission, it's not enough to just call an employee a manager or independent contractor. The classifications must meet certain criteria.

Although misclassifying a sales, customer service representative or manager to save on overtime and additional payroll tax requirements may be tempting, to do so and be sanctioned may not be worth the risk. SB 459 will address the misclassification of independent contractors. Employers found guilty will face civil penalties not less than \$5,000 up to \$15,000.

In hindsight, all business owners have had the concern of a disgruntled employee seeking lost wages and benefits, being under the scrutiny of the Department of Industrial Relations and possibly the IRS. It's important to consider all the information available to employees. Nowadays, it is not uncommon for employees to cite labor codes picked off the Internet. Actions like these give business owners more to think about.

### Are Your Managers Up to Date?

California law AB 1825 has made anti-harassment training for managers mandatory in the state. Mandated training is required for any manager or supervisor within the first six months of employment and every two years thereafter. Employers are required to train all of their California managers. However, only 50 percent of employers are taking the opportunity to train throughout their organizations (Littler Mendelson 2012).

### Not Just for Supervisors

Although AB 1825 requires training only for supervisors, under California law, all employees need to prevent harassment.

For an employer to establish an effective defense to a harassment lawsuit, the employer should be able to show that all employees were made aware of its anti-harassment policy. The defense that your managers are trained is not enough. Employees need to understand what harassment is under the organization's policy. Many attorneys recommended that all employees be trained on what to do when they see harassment, whether they are victims or bystanders.

It is also noteworthy that training for employees is usually shorter, with less content than that for supervisors.

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# GOVERNMENT AFFAIRS ROUNDUP

STORY | GERRY BONETTO

A look at the latest happenings in government affairs

## GERRY BONETTO

Gerry Bonetto is the government affairs director for Visual Media Alliance. If you have questions about any of these items, call 800-659-3363 or 415-243-8126. You may also email him at [gerry@vma.bz](mailto:gerry@vma.bz).



### Illness & Injury Prevention Plan

A recent study just released by Rand Corporation's Center for Health and Safety in the Workplace concluded that California's Illness & Injury Prevention Program (I2P2) can help prevent worker injuries, but only if it is adequately enforced.

The authors also say compliance "improves substantially after the first inspection by Cal/OSHA, but compliance after the first inspection hasn't improved over the years." Under the program, businesses are required to have a written I2P2 program, to document hazard surveys, and to provide employee training.

Therefore, either educational programs haven't worked "or the deterrent posed by current inspections is not very strong, or both," according to the authors. The median penalty for violating the requirement for a written program is just \$140, and the annual probability of inspection has declined by almost half since the California rule took effect in 1991, they further report.

We can hear the message loud and clear: More inspections and stiffer fines—and the state legislature may just accommodate this idea.

### Single-Payer Healthcare Bill Stalled

On January 27, SB 810 (Leno, D-San Francisco), the single-payer healthcare bill, failed passage on the Senate floor. The bill, however, was granted "reconsideration" and could be brought back again if the author can line up two additional votes needed for passage.

This bill would create a new government agency charged with providing health coverage to all Californians. The revenue necessary to implement the bill (\$200 billion) would be generated solely through premiums paid by California employers.

To balance the budget for the program, premiums can be increased, benefit and provider payments can be reduced, or co-payments and deductions can be imposed.

Many in the business community argue this bill is not necessary because of the enacted Patient Protection and Affordable Care Act in 2009. The bill would duplicate the federal reform. It's highly questionable whether a state government healthcare program, funded by business, is going to deliver a more efficient and equitable system.

### Spending on Lobbying Soars

Special interests in California set a new record for lobbying in 2011, with a total of \$285 million to influence state government, according to a just released study by Common Cause. The amount exceeds the 2010 high by 6 percent, well beyond inflationary increases.

Two labor unions lead the way in spending: the California Teachers Association (\$6.57 million) and the Service Employees International Union (\$5 million). Other top five contributors were: Western States Petroleum Association (\$4.27 million), City of Vernon (\$3.52 million), and Kaiser Foundation Health Plan Inc. (\$3.01 million).

In these cases the spike in spending may be attributed to interests fighting to avert budget cuts, pension reform, or tax increases. Although not in the top ten contributors, the Anschutz Entertainment Group spent \$608,000 to pass a law expediting any environmental court challenge filed against the stadium planned in downtown Los Angeles.



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# MEMBER NEWS



## CDA Among Best Branding Agencies

Chen Design Associates, San Francisco, is one of 23 firms nationwide included in Graphis' newest volume, *Branding USA 4*. CDA joins the ranks of stellar branding firms Chermayeff & Geismar, Hornall Anderson, Wallace Church and Design Army in this latest edition. The eight-page editorial showcases CDA's work with Verve Coffee Roasters, Tell Tale Preserve Company and The North Face, along with their branding work for a smattering of other clients including Fort Mason Center, Stanford University, The Bold Italic and the ACLU.

## Iron Creative Takes Top Honors

San Francisco's Iron Creative's latest nonprofit web design project has picked up top honors at the Interactive Media Awards (IMA). The NewSchools Venture Fund website won the coveted IMA Best in Class Award with an overall score of 484 (out of a possible 500) in the Nonprofit category. The Best in Class award is the highest honor bestowed by the Interactive Media Awards. It represents the very best in planning, execution and overall professionalism. Congratulations to Iron Creative Design Director Alice Bybee and additional kudos to Sam Evans for his Standards Compliant coding prowess.



## Stimulant Secures Top Prizes

Stimulant, San Francisco, alongside collaborator Sifteo, was honored with a pair of awards at the Interaction Design Association's (IXDA) inaugural Interaction Design Awards, held at the Interaction 12 conference in Dublin, Ireland, in February. Their creation LoopLoop, a groundbreaking music sequencer for tiny devices called Sifteo cubes, took top prize in "Best in Category, Expressing" as well as "Best in Show" among all category winners.



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# MEMBER NEWS

## CELEBRATIONS



### Happy Anniversary

Dakota Press, San Leandro, celebrates its second anniversary this year. Mari and Gary Reid, owners of the more than 30-year-old business, took a chance by buying in the depths of the recession and are successfully building their business. In addition, they and their employees deserve congratulations for achieving a Bay Area Green Business designation in January. Dakota is certified as a Woman/Minority Owned, Small Business and Union Shop.



### Ring the Bell

EFI (Nasdaq: EFII), San Jose, a world leader in customer-focused digital printing innovation and a VMA sponsor, marked its 20-year anniversary as a NASDAQ-listed company by ringing the opening bell at the NASDAQ MarketSite in Times Square in late January. EFI CEO Guy Gecht and the participating EFI executives wore suits with sneakers to bring awareness to Coaches vs. Cancer, an American Cancer Society event that took place at the end of January, as well. To see a video replay of the Opening Bell ceremony and photos, visit [www.facebook.com/EFI.Digital.Print.Technology](http://www.facebook.com/EFI.Digital.Print.Technology).



### New Name Launch

The Goode Company (formerly GPM print-mail-solutions), Rohnert Park, held an open house on March 1 to celebrate their name change in early February. More than 100 clients, friends and family attended this catered event, which included a "live" plant tour showcasing their heatset web and foil stamping equipment at work. Representatives from partner paper companies and the US Postal Service were among the guests.

## OTHER NEWS

### Hillis Printing Merges with Almaden Press

Hillis Printing, San Jose, merged with Almaden Press, Santa Clara, effective Jan. 18. According to Hillis CEO Chris Cullen, the merger represents an ongoing effort to continue to provide customers a complete media solution and will expand the Hillis Printing line of services to include 40-inch litho capability, mailing, promotion, fulfillment, inventory control and digital.

"The foundation of print established in 1901 and built upon at Hillis integrates particularly well with the dynamic Almaden Press, and offers customers a single source solution provider," Cullen says.



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# NEW MEMBERS

## 123-Awards.com

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Web-based retailer of trophy, award and gift products featuring customized engraving options. The extensive product line consists of specialized plaques and sports trophies for golf and bowling, as well as products ranging from glass trophies to promotional items like T-shirts, bags, pens, water bottles, lapel pins and more. Partners Carmen Ratti and Rod Gilchrist started their business in 1999 as the Internet boom began. Ratti sold sports equipment and Gilchrist was a webmaster. Today, clients include corporate America, government recognition programs, youth sports programs and more. South San Francisco.

**Carmen Ratti:** 888-805-7253  
carmen@123-awards.com • 123-awards.com

### Andover Printing Services

Provides high-quality printed products and committed customer service to Fortune 1000 corporations. Specializing in 4- to 6-color printing, print on demand and fulfillment services, Andover has the ability to offer custom solutions and flexible schedules to support their clients' corporate strategy. South San Francisco.

**Allen Hom:** 650-583-6250  
ahom@andoverprint.com • andoverprint.com

### Bay Stamp & Engraving

Since 1898, Bay Stamp & Engraving has been providing the finest marking and identification products to their customers at competitive prices. In 1999, they acquired San Francisco Stamp & Seal. In 2001, they acquired Berkeley Marking Products and Oakland Rubber Stamp was acquired in 2005. Product offerings include rubber, self-ink, pre-inked stamps and full line of marking devices, awards, plaques, trophies, nameplates, and name badges, corporate gifts and engraving. Alameda.

**Paul Avakian:** 510-523-7292  
paul@bayislandpress.com • baystamp.com

### Chelsea Court Designs

Architectural and interior design firm. Los Gatos.

**Marie Peterson:** 408-399-7720  
mariep@chelseacourtdesigns.com  
chelseacourtdesigns.com

### Hundred10 Design



Award-winning interactive and graphic design firm devoted to exceeding client expectations and bringing out the best in their brands. The company prides itself on innovative designs that are as beautiful as they are functional. In addition to serving

corporate clients, they also have deep expertise in helping non-profits, educational institutions and individuals. Fresno.

**Layne Lev:** 559-230-0110  
layne@hundred10.com • hundred10.com



### International Group Printing & Graphics

Commercial printer providing 1- to 5-color printing

services and the convenience of an in-house bindery. San Francisco.

**Thomas Mai:** 415-826-2318 • print@bsnc.com

### Konica Minolta Business Solutions U.S.A.

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**Tom Tripp:** 916-350-1984 • tripp@kmbs.  
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### Marc Nicely (Artist Services)

For more than 20 years, Marc Nicely has been creating high-end artwork for homes, businesses, schools and museums. His repertoire includes illustration, graphic illustration, painting, murals, sculptures and more. His work can be seen at the California Academy of Sciences African Hall, the North Carolina Museum of Natural History, the Henry Ford Museum, the Canadian Museum, the Hong Kong Wetland Park and Mexico City Betlemitas. Petaluma.

**Chardonne and Marc Nicely:** 707-765-2977  
• charnicely@att.net • marcnicely.com



### Perfecto Label Co.

This family owned and operated label manufacturer has been in business since 1973. It began as a home business that started in a garage and has grown to fill a 2,500-square-foot warehouse. Founders Pete and Marianne Chavez instilled in their children a high standard of hard work and business ethics that they are proud to continue today. Perfecto's main goal is quality and service. Pressure sensitive labels are available on a multitude of substrates and coatings. Additional features and capabilities include bar-coding, consecutive numbering, doming, foiling, embossing, die cutting. Diamond Springs.

**Karen Quade:** 530-626-3731, 888-626-3731  
• karen@perfectolabel.com • perfectolabel.com



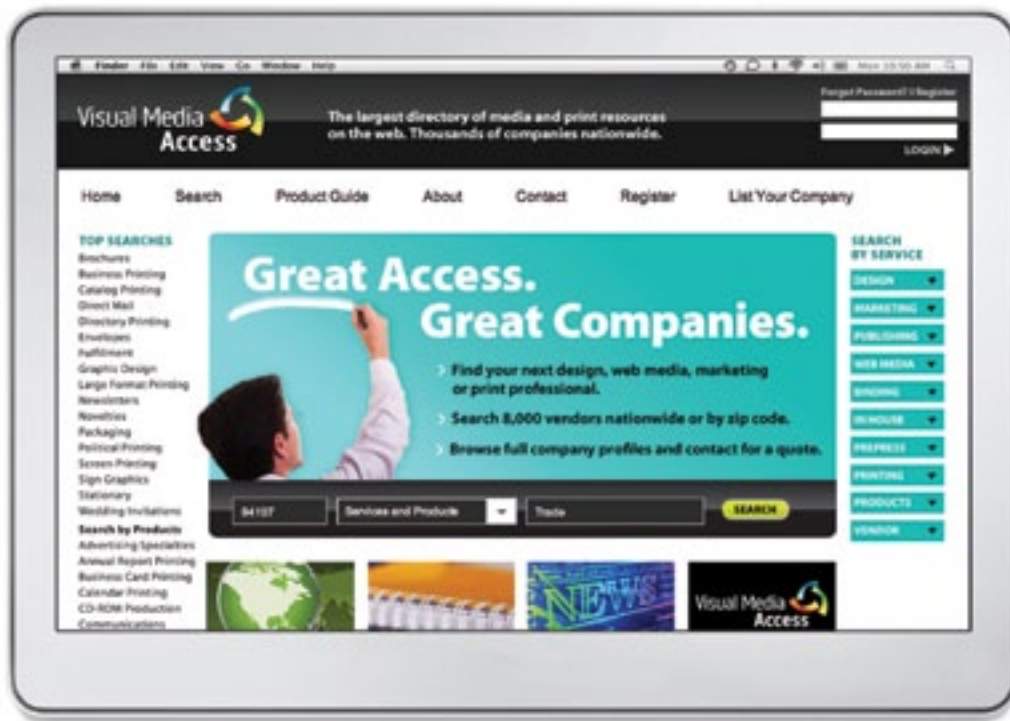
### Runyon Saltzman & Einhorn

Public relations is the backbone for this firm, but they're also able to motivate consumers with creative advertising and change behaviors via compelling social marketing. With the guidance of company president Estelle Saltzman, RS&E has become one of the largest and most successful communications firms in Sacramento. At the Sacramento Ad Club's 2011 ADDY Awards Show on March 8, RS&E received the best-of-show Delta Award as well as a Gold ADDY for a television spot. Two more ADDYs recognized the agency's online, interactive and multimedia work.

**Tina Tafoya:** 916-446-9900  
contact@rs-e.com • rs-e.com

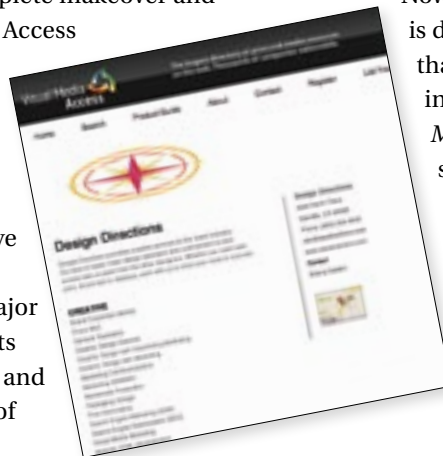


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## **Creative Management – Marketing Specialist**

Skilled market builder and sales generation for label, packaging, barcode integration and adhesives markets. Competent tactician in client needs assessment; consultative and solution sales centered. Practiced sales management, operational and project management skills. Bay Area, 3855, Soares.

## **Creative Production / Graphic Designer**

PC and Mac Systems, Adobe CS4, Quark, HTML, Dreamweaver, After Effects. Publication design and typesetting, package design, corporate ID packages, marketing materials and photography. Very good general office skills and capabilities. San Francisco, 3858, Hodges.

## **Creative Production / Graphic Designer**

Copywriting, graphic design, creative direction, production, presentation design and writing. Print, broadcast, web, mobile. Quark, Adobe CS, iWork. San Francisco, 3860, Capobianco.

## **Creative Production / Graphic Designer**

Print and web marketing design campaigns, business collateral, video edit, front-end development. Photoshop, Fireworks, Illustrator, InDesign, HTML, CSS, Dreamweaver, Flash, FinalCut Pro, DVD Studio Pro, Microsoft Powerpoint. San Francisco, 3861, Romero.

## **Creative Production / Graphic Designer**

Creativity and proficiency on Mac and PC in CS applications Illustrator, Photoshop, Flash and Dreamweaver. Video and sound editing tools. MS Word, Office and Powerpoint. Bay Area, 3864, Cummins.

## **Creative Production / Graphic Designer**

Skilled print, package, logo and web designer. Adobe Creative Suite, Microsoft Office Suite, Mac and PC programs, FileMaker Pro. Fine art skills; drafting, figure drawing, fabric design, photography and printmaking. All Northern California, 3867, White.

## **Creative Production / Graphic Designer**

Advertising Associates Degree - Academy of Art University in San Francisco. Skilled working with Adobe CS5 - Photoshop, Illustrator and InDesign. Experience in graphic design, product and portrait photography for web and print. Bay Area, 3868, Hammer.

## **Creative Production – Art / Creative Director**

AA of Graphic Design, BA Fine Art and Photography. Seven years graphic, media and web design experience, layout, typography, designing ads, flyers, brochures, editing applications. Adobe, Macromedia programs on Mac and PC workstations. San Francisco, 3857, Decker.

## **Creative Production / Graphic Designer**

Design, motion graphics, animation, audio engineering, photography, directing. South Bay, 3859, Nami.

## **Creative Production – Production Layout /Image Manipulation**

10-plus years photo retouching experience and product photography. 7-plus years production experience in print page layout, detailed knowledge of Mac Photoshop, InDesign, Illustrator, Bridge, Quark, Excel, Word and pre-flighting. San Francisco, 3862, Roberts.

## **Print Management – Customer Service**

20 years professional experience in printing industry, will meet production cost, schedule, quality, handle internal requirements of sales department and customers from beginning to end. Bay Area, 3834, Shurman.

## **Print Management – Production Management**

Print Production/Prepress Manager strong prepress background with well-rounded skill set. 20 plus years printing, graphics and advertising experience from analog to digital prepress/computer-to-plate technology. Bay Area, 3811, Voelker.

## **Print Management – Production Management**

Sr. print production manager, agency and manufacturing experience in catalog,

direct mail, retail point of sale, collateral, large-format and special projects. More than 15 years production management and estimating experience. San Francisco, 3869, Schnake.

## **Print Management – Sales / Account Representative**

20-plus years experience media advertising industry. Great skills new business development, account management, sales, pricing strategies, client relations, needs assessment, financial management, staff training, supervision. San Francisco, 3836, Hanson.

## **Print Management – Sales / Account Representative**

Professional in sales, territory management and customer service with outstanding organizational skills, aptitude for finding problem areas and increasing operational efficiency. Excellent verbal and writing abilities. San Francisco, 3844, McGraw.

## **Print Management – Sales / Account Representative**

Skills in market building, sales generation in the label, packaging, barcode integration and adhesives markets. Sales management, operational, and project management skills and proficient with initiating and managing the entire sales process. All Northern California, 3854, Arbuckle.

## **Print Production – Conventional**

Responsible for the preparation process of screens prior to the transfer to the printing press section. Cross-trained in assembly, die-cutting and shipping and receiving. San Francisco, 3863, Carmichael.

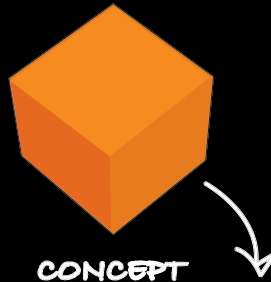
## **Print Production – Flexo Platemaker / Moulder**

30-plus years experience customer service and prepress operations, layouts, design, mock-ups, assembly, plate and die making, signage and mounting. Warehouse, inventory and shipping have been additional functions. San Francisco, 3865, Rampley.

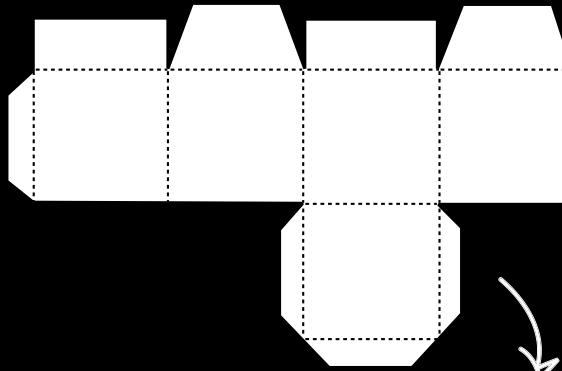
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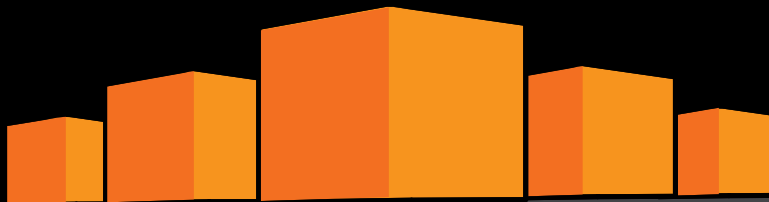
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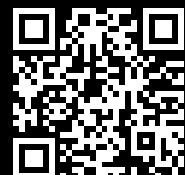
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