

Visual Media Digest

» Label & Packaging Edition

Communicating the most important industry information, programs, and events for our members.



Program Manager: Jim Frey + Editor: Noel Jeffrey

DECEMBER 2017

Canon Offers Vets Opportunities »

In November, Canon Solutions America, Inc., a wholly owned subsidiary of Canon U.S.A., Inc., announced its extended commitment to working with veterans through its first annual Veteran Outreach Open House. The event, which took place at Canon Solutions America's Park Avenue, New York office, offered veterans the opportunity to learn from executives and speak directly to Human Resources representatives about potential rewarding careers with the company. Canon Solutions America's event was held in conjunction with Wounded Warrior Project. Canon Solutions America plans to expand its inaugural open house event to other locations across the country in the coming months. **MORE** ☞



CANON SOLUTIONS AMERICA

Entrepreneurship With Both Sides Of The Brain »



Dava Guthmiller

VMA Board Member Dava Guthmiller was recently featured in Forbes magazine in an article titled "Entrepreneurship With Both Sides Of The Brain" by Whitney Johnson, WOMEN@FORBES. Co-founder of Forty Women Over 40 to Watch. She writes, "Dava Guthmiller loves working at the intersection of art and entrepreneurship, or as she puts it, "blending creative brain with business brain." The Founder and Chief Creative Officer of Noise 13, a branding and strategy studio located in the Bay Area, Guthmiller got turned on to art in high school—"too much of a perfectionist for fine art; I was always throwing my stuff away." Her formal education is in design, but she was also honing her business savvy from early childhood. **MORE** ☞

Bryan Hall Elected As PIA Chairman Of The Board »

Bryan T. Hall, President and CEO of Graphic Visual Solutions, Inc. of Greensboro, North Carolina, has been elected Chairman of the Board of Printing Industries of America (PIA) and its Foundation. The installation ceremony took place on November 12, 2017 at PIA's Fall Administrative meetings held in Charlotte, North Carolina. Hall has supported industry associations for years, including Printing Industry of the Carolinas, Inc. (where he served as Chairman of the Board), NAPL and PIA, where he has served on many committees, including chairing the Education and Marketing Committee. **MORE** ☞



Bryan T. Hall

Fujifilm Uvijet Inks Obtain UL Greenguard Certification »



Fujifilm's commitment to environmental responsibility has been recognized as fourteen inks in its Uvijet UV range have achieved UL Greenguard certification. The criteria to obtain this widely-recognized accreditation are among the most stringent product emissions standards in the world. Fujifilm Uvijet UV inks for wide-format inkjet printers are low odor, low emission inks that produce vibrant, high quality imagery. **MORE** ☞

Introducing Scodix Ultra2 Pro Digital Enhancement Press with Foil Station »

Scodix, a leading provider of digital enhancement solutions for the graphic arts industry, has announced the launch of the Scodix Ultra2 Pro Digital Enhancement Press with Foil Station, the ultimate multi material platform. The Scodix Ultra2's state-of-the-art design allows for broader flexibility, enhanced quality and increased productivity.

The entire print engine has been changed to provide extensive flexibility, high accuracy of print and cost effectiveness, supported by fast switching between polymers, with improved print quality and superior material flow. The Scodix Ultra2 includes 5 ink tanks, allowing a comprehensive choice of enhancements, in one platform. **MORE** ☞



MEMBER BENEFITS

WHY LIVE ON THE EDGE

No matter what your company size or business insurance needs, at VMA, we've got you covered. Comprehensive packages include property, liability, auto, worker's comp, errors-and-omissions, 401(k) plans, life-and-disability, supplemental benefits, and much more. We specialize in providing insurance to the creative, web, marketing, and print industries and will make sure your biggest assets are fully covered. Our in-depth understanding of the risks and liabilities you face means you can be sure we will allocate your insurance dollars wisely. To learn more visit insurance.vma.bz.

FSC CERTIFICATION



VMA is now able to make affordable FSC (Forest Stewardship Council) certification available to its members under a group certification program. Certification which normally can run members upwards of \$5,000 per year is available for \$1,695 per year under a group contract. The maximum shop size to qualify is \$5m in annual sales. The group certificate carries the same weight as an individually obtained one and the FSC logo may be used by companies with either type of certification. Information: contact Jim Frey, jfrey@vma.bz.



MORE

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Women in Business Communications Luncheon »



THU., DEC 07 • 11:30AM-1:30PM • SAN FRANCISCO

Do you feel steady and secure when it comes to your financial future? Although 78% of women say they have developed a retirement plan, for instance, only 29% say they are confident that they are doing a good job of planning for it. In a time when the future of retirement is uncertain, it's crucial to take a hold of your plan now. [MORE](#) ⇨

Upcoming Events & Activities »

- 12/06 Management Webinar: Mastering the Consultative Sale | Online • 11am-12pm
- 12/07 Women in Business Communications | SF • 11:30am-1:30pm
- 12/07 Management Webinar: USPS Things You Didn't Know | Online • 12-1pm
- 12/08 Management Webinar: Employee Handbook 101 | Online • 10:30am-12pm
- 01/11 Management Webinar: Hiring, On-boarding, Managing Salespeople | Online • 11am-12pm
- 01/11 In/Visible Talks 2018 | SF • 8:30am-5pm
- 01/13 Color Conference 2018 | San Diego • 3 Days (**SPECIAL DISCOUNT**)
- 01/27 CrabFest 2018 | Oakland • 5:30-11pm
- 02/01 Management Webinar: Is Inkjet for Me? | Online • 11am-12pm

Upcoming VMA Education & Training »

- 12/08 Responsive Web Design | San Jose • 9am-4pm • 1 Day
- 12/11 Camtasia Studio: Capture and Edit Screencast Movies | Online • 9am-4pm • 1 Day
- 12/13 Access Intermediate | SF • 9am-4pm • 2 Days
- 12/14 Illustrator Advanced | San Jose • 9am-4pm • 2 Days
- 12/15 Excel Expert Techniques | SF • 9am-4pm • 1 Day
- 12/20 After Effects Fundamentals | San Jose • 9am-4pm • 2 Days

[For more information or to register, please visit vma.bz](#)

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A Start-Up Slump Is a Drag on the Economy. Big Business May Be to Blame

The implications aren't good

Ben Casselman, *The New York Times*



Why Your HR Department Can't Stop Sexual Harassment

Most HR departments work as a tool of management

Rebecca Greenfield, *Bloomberg*



A New Phone Comes Out. Yours Slows Down. A Conspiracy? No.

It's more about hungrier apps

Brian X. Chen, *The New York Times*



Academic view: Small business should not mean small-minded

Lack of transparency creates lack of financing options
The Economist

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New AWA Global In-mold Label Market Study 2017 Available »

This new AWA study is designed to bring you up to date on the opportunities this labeling technology offers. It presents an overview of both the global and regional in-mold labels markets, segmenting each region by application, end use, technology choices and materials. The study represents a source of essential facts and figures and forecast growth rates for all interested or active in the in-mold label market which is an expanding business platform. [MORE](#) ⇨



Epson Sponsors Nature's Best Photography Awards »



Epson has announced it is a global sponsor of the 2017 Nature's Best Photography Windland Smith Rice International Awards Exhibition for the sixth consecutive year. As the exclusive Printer and Paper Partner for the ongoing exhibition, Epson's professional printing technology showcases the "Best of the Best" in outdoor photography. The award-winning photographs are on display until September 2018 in the Smithsonian National Museum of Natural History in Washington, D.C., allowing visitors to celebrate the beauty and diversity of nature through the art of photography. [MORE](#) ⇨

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