

STRAIGHT TO THE BOTTOM LINE

If you take advantage of the numerous discount programs available to you as a member, you could save literally thousands of dollars a year, from reduced credit

card merchant fees to substantial savings on shipping costs. Details on these programs can be found under the Member Discounts tab at www.wsprint.org.



It is hard to believe we are nearing the end of 2016. It just seemed like yesterday I was writing to you about your association's accomplishments in 2015, and here we are just weeks away from a brand new year.

On behalf of your hard-working volunteer board of directors, I wanted to reiterate our appreciation for your continued membership in the Western States Printing Alliance (WSPA).

Your association continued to grow in 2016 and remained focused on providing value for your dues dollars. Our mission is simple—we want to help members maintain and grow healthy companies by providing them with business tools to succeed, from market intelligence and information on industry trends to best practices and hands-on learning opportunities.

Most importantly, your membership in WSPA provides you with significant savings through a multitude of group buying programs—directly adding to your bottom line. Taking advantage of these should more than pay for

your membership in the association, and we highlight many of these programs in this year-end review.

Of course as a member of WSPA you have automatic membership in Printing Industries of America, the largest graphic arts trade association in the world, which also offers countless resources to companies just like yours, from a toll-free technical hotline (1-800-910-4283) to benchmarking studies which can help you improve your profitability.

Please let us know how we can serve you better. Do not hesitate to call me personally any time at 480-968-6258 or our CEO **Michael Makin** at 1-844-237-1550 (ext. 3).

Wishing you all of the best this holiday season and for business prosperity in 2017!

Sincerely,

Marcus Newton, Chairman of WSPA.

NEW MEMBERS IN 2016

AlphaGraphics #37	Scottsdale, AZ	AlphaGraphics #714	Chandler, AZ
AlphaGraphics #39	Scottsdale, AZ	Black Dog Press	Tucson, AZ
AlphaGraphics #87	Mesa, AZ	Central Bindery	Phoenix, AZ
AlphaGraphics #106	Phoenix, AZ	Desert Paper & Envelope Company	Albuquerque, NM
AlphaGraphics #113	Tucson, AZ	GPA	Aurora, CO
AlphaGraphics #291	Mesa, AZ	Impact Printing Inc.	Thornton, CO
AlphaGraphics #436	Tempe, AZ	Industry Print Solutions	Scottsdale, AZ
AlphaGraphics #613	Gilbert, AZ	KDC Bindery & Mailing	Tempe, AZ
AlphaGraphics #619	Phoenix, AZ	Modern Age Business Forms	Phoenix, AZ

REFER A MEMBER BONUS

If you refer a company to WSPA that ultimately joins, we will send you a \$50 gift card!

Contact Michael Makin at mmakin@wsprint.org for details.

WSPA
WESTERN STATES
PRINTING ALLIANCE



WSPA BOARD OF DIRECTORS

Chairman:	Marcus Newton, <i>Printing Specialists, LLC (Tempe, AZ)</i>
Vice-Chair:	Gary Matchinsky, <i>BCT Arizona (Tempe, AZ)</i>
Treasurer:	Dean Hruby, <i>Henry Wurst, Inc. (Denver, CO)</i>
Secretary:	Cathy Skoglund, <i>ASU Print and Imaging Lab (Mesa, AZ)</i>
Director:	Tom Ginter, <i>Cereus Graphics (Phoenix, AZ)</i>
Director:	Jeff Hoffman, <i>KDC Bindery Services, LLC (Tempe, AZ)</i>
Director:	Steve Larson, <i>C & D Printing Inc. (Denver, CO)</i>
Director:	Tony Mancuso, <i>TUI (Phoenix, AZ)</i>
Director:	Kathy Markley, <i>Spicers (Phoenix, AZ)</i>
Director:	Kristy Scharf, <i>West Press, Inc. (Tucson, AZ)</i>
Director:	Brad Smith, <i>D & L Press (Phoenix, AZ)</i>
Director:	Mike Sporaco, <i>AlphaGraphics (Tempe, AZ)</i>
Director:	Luann Wood, <i>Your Bindery Finishing Services (Denver, CO)</i>

ASSOCIATION PROGRAMMING

Throughout 2016, WSPA provided in-person and online training for members covering a myriad of topics from growing sales to succession planning to managing information security.

Highlights included:

- Denver Printing Sales Clinic
- Mergers & Acquisitions Seminar (*Phoenix*)
- The Latest Technologies from Drupa (*Phoenix*)
- Print Forecast (*Denver, Albuquerque and Tucson*)
- Managing Information Security Webinar
- Succession Planning Webinar
- Improving Business with LinkedIn Webinar
- Growing Your Business with Specialty Products (*Webinar*)
- New Overtime Exemption Rules (*Webinar*)
- New FDA Nutrition Guidelines – Implications for Converters (*Webinar*)



MARQUEE EVENTS

The Association's most popular events—the **Print Excellence Awards** and **Golf Tournaments** were also held this year—with more than 250 participants attending the Awards Galas in Phoenix and Denver and the golf outings growing in popularity.

The Phoenix tournament in particular had a record attendance of 140.

Throughout the year a number of member **Happy Hours** were also held in Denver and Phoenix.

Please make sure to attend our holiday events scheduled for Denver (**December 7th at the Embassy Suites Downtown**) and **Phoenix (December 13th at BIG YAM)**. Visit the Events section on the WSPA website (www.wsprint.org) for details.



NEW JOB BANK

In 2016 WSPA launched its **Job Bank**, where job seekers can post their resumes for free and members can post available positions—also complimentary! The bank lists not only positions in WSPA territory but in other states as well. Job seekers must first register

to be able to post their resumes. For WSPA member companies, you should already have received an email with your LOGIN ID and temporary password. If you would like this sent again, simply call our office toll free at **844-237-1550**.



MEMBER RESOURCES

As a WSPA member you have countless resources at your fingertips, including 365 days a year, 24/7 access to industry information through the WSPA website (www.wsprint.org) and PIA website (www.printing.org). Additional resources include:

- Weekly **E-Connects newsletter** featuring the latest industry news along with sales tips, technology advice and more
- Toll-free Technical Hotline (**1-800-910-4283**)
- Benchmarking tools such as **compensation and benefits reports, financial ratios, financial assessment tools** and much more

- Free online training videos designed to train you and your staff on business and technical topics
- Regional and national print award competitions
- Access to the largest English-language graphic arts bookstore in the world
- Research and laboratory services for print quality analysis, paper and ink testing
- Member discount on iLearning Center featuring 40 plus training modules
- HR resources including dozens of job descriptions
- Environmental, health and safety services.

