

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.



NEW MEMBERS 2017



REFER A MEMBER BONUS

If you refer a company to WSPA that ultimately joins, we will send you a \$50 gift card! Contact Jim Frey at jfrey@wsprint.org for details.

WESTERN STATES PRINTING ALLIANCE

2017

YEAR IN REVIEW



On behalf of your hard-working and dedicated volunteer Board of Directors, I would like to once again thank you for your continued membership support of the Western States Printing Alliance (WSPA) in 2017.

Your association continued to grow during the year and remained focused on providing value for your hard-earned dues dollars. The mission of the organization is simple—we want to help members maintain and grow healthy companies by providing them the tools they need to succeed, from market intelligence and information on industry trends to best practices and hands-on learning opportunities.

WSPA also helps your bottom line through significant group buying discount programs, which are referenced in this year-in-review publication.

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

Please let us know how we can serve you better. Do not hesitate to contact me personally at 480-968-6258 or our new Executive Director Jim Frey at 844-237-1550 (ext. 3).

Wishing you all of the best this holiday season and for business prosperity in 2018!

Sincerely,

Marcus Newton, Chairman of WSPA.

WSPA BOARD OF DIRECTORS

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

ASSOCIATION PROGRAMMING

Throughout 2017, WSPA provided in-person and online training for members covering a myriad of topics, from business valuations to sales.

- Business Valuation Sessions (Denver and Phoenix)
- Sales Seminars (Denver and Phoenix)
- Winning Strategies for Web-to-Print (Webinar)
- The Value of Omni Channel Print Communications (Webinar)
- Creating Workflow Efficiencies (Webinar)
- Pantone LIVE—The Criticality of Using Physical and Digital Color Standards (Webinar)
- Hot Market Opportunities and Cool Substrates (Webinar)
- Turning Data Into Dollars (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 200 attending the golf events.

Throughout the year a number of happy hours were also held for the members.

Please make sure to attend our holiday events scheduled for **Denver (December 5 at Tony P's—777 East 17th Avenue)** and **Phoenix (December 6 at The Social—715 S. McClintock Drive—Tempe, formerly Minder Benders).**



EXECUTIVE DIRECTOR



WSPA is pleased to introduce, and for many of you re-introduce, its new **Executive Director—Jim Frey.**

Jim has been involved with the printing and graphic arts industries for over 35 years in Iowa, Denver, Seattle, Portland, Los Angeles, Phoenix, and San

Francisco. He has managed or worked for five PIA affiliates, most recently for the Visual Media Alliance in San Francisco, where he served as Director of Management Services.

Jim has extensive expertise in meeting and conference planning, developing partnership opportunities, and being a connector. Most importantly, with all the contacts he's developed over the years, he knows how to help companies solve problems. Jim replaces **Michael Makin**, the CEO of Printing Industries of America, who graciously served double duty to help WSPA over the past three and a half years as it re-organized. Michael will continue to be a resource for WSPA and will be the association's resident MC for its awards and golf outings. **Thank you, Michael, for all you have done!**

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 and paper and ink testing
- iLearning Center featuring 40-plus training modules
- HR resources including dozens of job descriptions
- Environmental, health and safety services

