



GRAPHIC ARTS  
MANAGEMENT  
ASSOCIATION

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For further information, please call PIASC at (323) 728-9500.

**PIASC**

GRAPHIC ARTS

MANAGEMENT  
ASSOCIATION



*A Special Interest Group  
of PIASC  
for all levels  
Printing Management*



**Mission:** To assist any member that is actively an owner, manager, supervisor or foreman, to be a better leader and manager for their printing company.

## ABOUT THE GAMA GROUP

As a special interest group within PIASC, GAMA is dedicated to improving the people-managing and leadership skills of printing managers, owners and supervisors within the Printing Industry.

The GAMA group directs its efforts to printing management and supervisory people seeking professional growth and knowledge. Whether in a printing plant or in management as a supplier to the industry, the goal is simple:

*To help the member to achieve leadership effectiveness.*

## WHY SHOULD I JOIN GAMA?

Printing is a multi-faceted industry with rapidly advancing technology. Owners and management-level employees must be able to efficiently and carefully interact with these changes and the people. You must be able to deal with the needs of clients, balancing time, employee resources, labor law, economics and facility capabilities for such demands.

To help prepare you for these and other events, GAMA provides you with a wide variety of information and programs (see the "Advantages" insert below). We help you expand your awareness through exchange of

insights on industry issues with other managers and supervisors.

"Networking" is continually promoted, giving each participating member a unique value of learning from others, sharing many different alternatives to the same management problems. Shared ideas from peers can be of tremendous value.

## WHAT ARE THE REQUIREMENTS FOR MEMBERSHIP?

To be qualified for membership, the following criteria must be met:

- The candidate must be currently employed by firms who are regular or associate members of the Printing Industry Association of Southern California.
- The candidate must occupy a decision-making or supervisory position in production, estimating, administration or sales, or in positions that will ultimately lead to major responsibility in any of these areas.
- The candidate must be "open and progressive" in their management attitudes and approaches to problem-solving.

## MEMBERSHIP WITH AN INVITATION TO LEAD

Through a member-elected Board of Directors, opportunity to be involved actively in the group's direction is both welcomed and encouraged.

## WHAT DOES MEMBERSHIP COST?

Membership is available in two ways:

- 1) individual for \$50.00 or
- 2) corporate rate of \$200 for five designated individuals meeting the "manager/supervisor" qualifications

## HOW DO I APPLY FOR MEMBERSHIP?

Fill out the attached application and mail it with your payment to the address at the top or contact PIASC at (323) 728-9500.

## ADVANTAGES OF MEMBERSHIP

The following list highlights some of the special advantages that are benefits for your membership:

- *The Informer*— a group newsletter of quick information on marketing, sales, technology and leadership techniques for the printing manager.
- Management education meetings and other seminars with discounted fees
- Free rental from a library of management-oriented videos/audio tapes
- A copy of the annual GATF TECHNOLOGY FORECAST
- PIA National's Management Bulletin and GATF World
- PIASC Weekly Update and PIC Watchdog (Government Affairs) publications
- Special access to PIASC books and publications



This local industrywide program recognizes effective Customer Contact of current company employees. Focusing on Receptionists and CSR personnel, their "front-line" customer care are essential to the way a client perceives your company.

An Awards Banquet publically honors the winners with distinguished awards.

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# APPLICATION FOR GAMA MEMBERSHIP

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If you are interested in becoming a member of this Printing Management group, please fill out the application below and send or fax it attention to Diane Bejarano:

PIASC/GAMA Membership  
5800 So. Eastern Avenue, Suite 400  
Los Angeles, CA 90040

or fax this form to: (323) 724-2327

Company \_\_\_\_\_

Business Address \_\_\_\_\_

City, Zip \_\_\_\_\_

Bus. Phone \_\_\_\_\_

Bus. FAX No. \_\_\_\_\_

Type of Work or Service Provided \_\_\_\_\_

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 **Individual** (\$50 - SINGLE MEMBER)     **Corporate** (\$200 - FIVE DESIGNATED INDIVIDUALS)

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List contact names designated as company GAMA Members:

Member Name(s)	Ext.	e-Mail Address
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

For Additional Corporate Members: Please make a copy of this form to submit names.

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*I hereby make application for membership for GAMA and agree to abide by its Constitution and Bylaws, and promote and support the group's mission as a management resource for all of its membership.*

Signature \_\_\_\_\_

Date \_\_\_\_\_