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FOR IMMEDIATE RELEASE

## MARINA POROPAT JOYCE SELECTED EXECUTIVE OF THE YEAR

Los Angeles, California—Printing Industries Association, Inc. of Southern California (PIASC) announces the selection of Marina Poropat Joyce, President of INEZ D Inc. in Anaheim, CA, as its Executive of the Year and the recipient of the highly coveted Ben Franklin Award. PIASC is the largest affiliate of Printing Industries of America—the national trade association for the printing and graphic arts industry.

Marina Poropat Joyce has been marketing, graphic designing, publishing and printing her whole life. Today Poropat is President of consulting firm INEZ D, where she uses her 20+ years of experience as a branding/rebranding expert to help businesses grow and leverage their brand potential.

Poropat is as an expert in the complex language of print. She is a sought-after speaker on the subject of graphic design for print, and the author of “The Art & Science of Designing for Print,” which she wrote to translate and simplify the finer details of printing into graphic designer-speak. The book is a compilation of 20 years of advice to recent design graduates working on their first print job, self-taught pros, hobbyists, and the web designers who get roped into working on print projects. Poropat also maintains a blog at [designingforprint.com](http://designingforprint.com).

Prior to launching INEZ D, Poropat took on the printing world with gusto, founding and running INTAGLIO, one of the first design-to-print companies in Los Angeles. Under her leadership INTAGLIO was ranked as one of the 50 fastest growing print companies in the country, was the winner of Inc. Magazine’s Inner City 100 and one of Los Angeles’ top 100

women-owned companies. INTAGLIO also earned numerous accolades in the graphic arts field, including nine international Premier Print Awards and one Benny from Printing Industries of America, the Print Excellence Award from PIASC, and the Design Award from the Los Angeles Women in Graphic Design.

Poropat has been heavily involved in the printing industry and community. Her leadership positions at PIASC include Director, 2005 – 2006, Vice Chair, 2006 – 2007, Executive Vice Chair, 2007 – 2008, Education Committee Member, 2008 – 2010, Chairwoman of the Board, 2008 – 2009, and Immediate Past Chair, 2009 - 2010

A self-described “paper geek,” Poropat finds the joy of opening a new swatch book almost as exciting as her experience driving with her husband from London to Mongolia in a 42-day, 16-country, and 9,600-mile car rally.

The presentation of the Ben Franklin Executive of the Year Award will take place at PIASC’s annual Graphics Night/Print Excellence Awards Banquet on Friday, April 7, 2017, at the Pacific Palms Resort in Industry Hills.

Event sponsors include AG Adjustments, Blue Shield of California, CardConnect, Community Bank, Health Net, Humana, Kaiser Permanente, Kelly Paper, PIASC Insurance Services, Preferred Employers Insurance, Spicers Paper, Superior Lithographics, Inc., and UPS.

Contact Ara Izquierdo at 323-728-9500, ext. 216, for questions.

Note to the Editor. PIASC is the printing industry trade association in the greater Los Angeles area. With over 1,000 company members, it is the largest affiliate of Printing Industries of America—the national trade association for the printing and graphic arts industry.