

2025 GRAPHICS NIGHT



May 29th was a magical evening, as almost 400 industry professionals came together at Disney's Grand Californian Hotel & Spa for Graphics Night. The evening of celebration included honoring Paul Hudson, CEO of Hudson Printing of Salt Lake City, Utah, PIA's 2025 Executive of the Year, as well as the winners of the 2025 Print Excellence Awards printing competition.

The event started with a cocktail social and exhibit of the award-winning "Best of" Print Excellence entries. Live harp music set the mood while guests mixed, mingled and had fun having their photos taken with Mickey and Minnie Mouse. Guests were also given a very challenging task: Pick their favorite from amongst all the outstanding work on display and cast their vote for the coveted "People's Choice" Award.

The cocktail social was followed by dinner and the awards presentations. Amy Miller, Public Relations Chair of PIA's Board of Directors introduced this year's honoree, Paul Hudson, who addressed the gathering. Cathy Skoglund, PIA's Southwest States Director of Member Services, then emceed the Print Excellence Awards. Images of each winning entry were shown on screen while Cathy provided details. Seventy-five awards were presented to the "Best of" winners in each category, ranging from Brochures to Specialty Printing to Finishing Techniques. The event then concluded with an after-party soiree featuring dancing and the opportunity to stroll Downtown Disney.

**TO SEE MORE PHOTOS FROM
GRAPHICS NIGHT 2025 VISIT
BIT.LY/PIA2025GRAPHICSNIGHTPHOTOS**



Best of Arizona: Bindtech- Roswell,
for "The Big Bitcoin Book with Cigar Style Box."



Best of Oregon: Premier Press,
for "Amazon Advent Calendar."
Sponsored by 4G Recycling.



Best of Show: Creative Press,
for "Dilip Raval Tasveer Photography Book."
Sponsored by Kelly Spicers.



Best Execution of Ink - Offset: AV Graphics,
for "In this Moment Poster."
Sponsored by Mona Solutions.



Best of Design: Premier Press,
for "Grinch Football Cleat Kit."
Sponsored by Credit Union of Southern California.



Best of California: Clear Image Printing Co.,
for "Ocean Blue Brochure Series."
Sponsored by Shield IT Networks.



Best of Utah: Hudson Printing,
for "Topo Journey."
Sponsored by Landa.



People's Choice Award: PJ Printers,
for "I Will Make You Fishers of Men (A Christmas Bible Series from PJ Printers)."
Sponsored by Fujifilm.



Best Use of Paper: Premier Press,
for "Alloro Cellar Club Folder."
Sponsored by Kelly Spicers.



Best Turnaround Time: Lithographix,
for "Brooklyn Building Wrap."
Sponsored by Ricoh.



Best of Colorado: Publication Printers Corporation,
for "A Book of Batik."
Sponsored by Clampitt Paper.



Best of Washington: DCG One,
for "Magic the Gathering | Modern Horizons III
Retail Display."

STATE HAPPENINGS

UPDATE FROM OUR LOBBYIST: WHAT'S HAPPENING WITH SB 54?

Back in 2022, California's comprehensive packaging legislation, SB 54 (known as the Plastic Pollution Prevention and Packaging Producer Responsibility Act), was passed. The main goal of this legislation is to reduce plastic packaging and food serviceware pollution through an Extended Producer Responsibility program.

Earlier this year Governor Newsom made the executive decision to claw back the SB 54 draft regulations that were due to be released by CalRecycle. The governor publicly stated he was very concerned about the costs that these regulations would put on everyday Californians.

This claw back is welcome news

As our Association has discussed in the past, SB 54 has wide-ranging effects on our membership due to the ambiguity of whether or not printers are considered "producers" in the Extended Producer Responsibility program that this law creates. With the governor pulling back the draft regulations, we have been in conversations with CalRecycle to ensure complete clarity on printing's role in this program. We are fighting for clarification that would see printers exempt from the "producer" definition, so that our members will not have to pay extensive fees or face additional regulatory burdens.

CalRecycle is now working on revised draft regulations

CalRecycle is now working on the second iteration of the draft regulations, which are widely expected to be completed by September. PIA has submitted a formal request for our industry to be exempt from these rules. We will keep you updated regarding the results of our efforts!

Source: RJ Cervantes, Resilient Advocacy, LLC, PIA's lobbyist in Sacramento

MEMBER NEWS

DON'T FORGET TO HANG ONTO YOUR SURPLUS PAPER

Got surplus paper and/or excess office supplies? Please don't throw them away! Instead, save them for the fall, when we'll be holding the 2025 R.A.I.S.E. Surplus Drive. The donation drop-off days will be October 30 and 31, at Advantage ColorGraphics in Anaheim. Distribution to the recipients will then take place on November 1.

This annual event benefits local graphic art and printing-related schools and programs, who are absolutely thrilled to be able to put these materials to good use. As an added bonus, you get a tax write-off for the value of the materials you donate. It's a true win/win.

For more information, contact Kristy Villanueva at kristy@piasc.org or 323.728.9500 ext. 215.



BILL’S SHORT ATTENTION SPAN SALES TIPS: SPECIAL SALES TIP FOR [INSERT NAME HERE]

Roughly once a week, I receive an unsolicited pitch via LinkedIn that starts with, “Bill, I found your profile and was impressed” or “Your accomplishments caught my eye” or some other generic come-on statement. If I have time, my response is always, “Really? What is it that impressed you or caught your eye?”

Crickets.

There are myriad options for automating the process of obtaining new business. And while I believe there is a place for automation, I think it’s important to strike a balance and not replace creativity or the personal touch. If you’re like me, you have a negative

reaction when you find out you’ve been fooled and you’re interacting with a machine. I mean, how would you feel if you knew this sales tip was AI generated?

And if it’s true that we have a negative reaction, the opposite is equally true.

Consider the power of a handwritten note. Think of the impact an obviously-personal “Happy birthday” message on LinkedIn will have (as opposed to just hitting the “Congrats” option at the bottom of the page). And what kind of an impression do you think will be made when you pick up the phone for the sole purpose of checking in on someone?

When I was a kid, one birthday card always meant the most to me. It was from Joan Wright, an honorary Aunt and the wife of our church’s pastor. It’s not the note or the card itself that made the impression. It’s the fact that she included one stick of Juicy Fruit® gum and a deflated balloon.

Year after year. 60 years later and that’s what I remember: the one who did things differently.

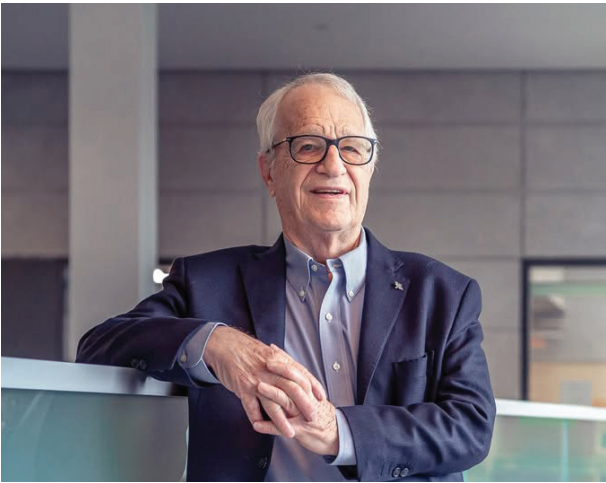
Automate. Engage AI. But don’t forget to be personal every chance you get.

Source: Bill Farquharson, The Sales Vault, <https://SalesVault.Pro>.

REMEMBERING DR. HARVEY LEVENSON 1942-2025

It is with deep sadness that we share the passing of Dr. Harvey Levenson, an influential educator whose mark on the printing industry will be felt for generations to come.

For 30 years Harvey headed the Graphic Communication Department at Cal Poly San Luis Obispo – the longest ongoing tenure of a department head in the University’s history. He was truly instrumental in shaping this



department into the top-ranking college program that it is today. Simultaneously, Harvey also headed Cal Poly’s Graphic Communication Institute (GrCI), which focuses on industry research, training, publishing and more.

Harvey’s commitment to student success was unwavering. He worked tirelessly to establish scholarships, build industry relationships and secure the resources and equipment that students needed to thrive. The quintessential teacher, Harvey was always learning. Those who knew him admired the way that he supported and inspired those around him so that they could, in turn, inspire others.

In addition to educating, mentoring and inspiring countless students, Harvey was also an author, consultant, speaker and industry expert witness who volunteered for numerous trade associations and groups. Even after his retirement from Cal Poly, Harvey continued to stay active in the graphic communications industry, authoring books and articles and contributing in many ways.

Born and raised in Brooklyn, Harvey earned four degrees in printing and communication. This included a Ph.D. in

rhetoric and communication, an M.S. in printing management, a B.S. in printing and an A.A.S. in graphic arts and advertising technology.

It’s no surprise that Harvey was recognized with numerous awards for his work. The long list included the Graphic Arts Technical Foundation Education Council’s Award of Excellence, our Association’s 2004 Educator of the Year award and the International Graphic Arts Education Association’s 2013 Frederick D. Kagy Life Achievement Award.

Those who wish to honor Harvey’s memory with a donation to the Cal Poly endowment fund that was established in his name can do so at bit.ly/Dr-LevensonCalPolyEndowment.

AVOIDING “DEATH BY POWERPOINT”

Sooner or later, most business people are called upon to give a presentation. Sometimes this is an informal affair for a few people in a conference room, and other times it’s a full-blown talk to a room full of people. Either way, PowerPoint (and similar software) can be useful.

A great presentation is a masterful combination of three important elements: content, design and delivery. For the design and delivery, PowerPoint can be a fabulous tool that helps you get your ideas across in an interesting and appealing manner. Unfortunately, it can also result in mind-numbingly boring presentations that are agonizing to sit through – also known as “death by PowerPoint.”

Here are some proven tips for ensuring your next PowerPoint presentation is a success:

- **Take a minimalist approach to bullet points.** Try to keep it to just three or four bullets per slide, with a few words or a short sentence for each point. The goal is to just list key points – not to put your entire speech up on the screen.
- **Think about pacing and rhythm.** Vary the slide type and length. For example, don’t show six bullet point slides or six bar graph slides in a row. Keep things interesting by mixing it up.
- **Give some thought to your graphics.** Choose one color scheme and one or two fonts to use throughout your presentation. Avoid switching around

between color photos, black and white photos, and illustrations – the “mish mash” effect can be distracting.

- **Make sure it’s easy to read.** Choose your font, font size and color scheme with the audience and the venue’s lighting in mind. Things that can make it difficult (if not impossible) for people to read your slides include “fancy” or small fonts, and color schemes that don’t have enough contrast.
- **Use informative headings.** Each slide’s heading should instantly identify its main point, making it easier to follow along with your talk.
- **Proofread everything.** And then proofread it again!
- **Don’t just read the slides.** Know your topic well enough to talk about it without reading. Your audience can read the slides themselves. They’re looking to you to add something to the subject.
- **Show your passion.** Remember, a presentation is a marketing piece – whether you are marketing information (such as a keynote speech) or trying to make a sale. Showing your enthusiasm for the subject will help keep your audience focused on what you have to say.



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PAPERSPECS LIVE
Thursday, September 18, 2025
San Francisco, CA
bit.ly/PaperSpecsLive-SF

PACK EXPO LAS VEGAS
September 29 – 30, 2025
Las Vegas, NV
<https://packexpolasvegas.com>

SAVE THE DATE
CAL POLY CAREER DAY
OCTOBER 9 – 10, 2025
San Luis Obispo, CA

PRINTING UNITED EXPO
October 22 – 24, 2025
Orlando, FL
<https://printingunited.com>

EVENTS CALENDAR

For full list of events, please visit www.piasc.org/events



NATIVE NEWS

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SPOTLIGHT EVENT
PAR-TEE ON THE GREEN
COLORADO
Wednesday, July 30, 2025
Arrowhead Golf Course
Littleton, CO
bit.ly/CO-ParTeontheGreen

Mark your calendar now to ensure you don't miss this opportunity to enjoy a day of great golf on a beautiful course with your industry peers! For information contact Cathy Skoglund at cathy@piasc.org.

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FEATURE:
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