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EDUCATION

Barry Brooks is offering his Advertising Print Production Workshop again. The workshop provides a working knowledge of the graphic arts production process. Emphasis will be placed on understanding conventional graphic arts to demonstrate how they fit with today's digital production environment. Topics include the art of communication between buyer, seller, and co-workers; reproduction processes; art preparation; paper and coping with the business on a day-to-day basis. Two off-site tours are included to further enhance the experience. Contract Barry Brooks for information by calling 818-731-9179, or by email at barrydbrooks@earthlink.net. Enrollment is limited.



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THE PRESS SHEET



STARS SHINE BRIGHT ON AWARDS NIGHT

The 2010 APALA Achievement Awards Banquet was held on May 21st at the Downtown Bonaventure Hotel, and attendees celebrated a new slate of winners while honoring last year's achievers, lifelong veterans and a new award for a new generation of production managers.

Lynne Gullo, Director of Print Production for 20th Century Fox, took the top honor with the 2010 Production Achievement Award. In an unprecedented change, all awards were presented by past winners, and this award was presented by last year's Production Achievement Award winner, Arline Vezina.

Another change to the evening program was to have all the nominees appear onstage with the person nominating them. The other nominees for the Production Achievement Award are Paula Eisel, Director of Print Production at IW Group, who was presented by her

nominator, John Scott from D2V; and Rachel Dallas-Noble, Senior Print Producer, who was presented by Lorraine Alper Kramer, both from Saatchi & Saatchi Los Angeles.

Sylvia Gutierrez, Project Manager from Deutsch LA, Inc., took the top award for Traffic and Project Management for 2010. Sylvia was nominated by Karen Kohn, also from Deutsch LA, Inc. Presenting the award was Suzanne Polverino, the 2008 recipient of the Traffic Achievement Award. The other two nominees were Raul Padilla, Associate Director of Project Management at Saatchi & Saatchi Los Angeles, who was presented by John Rice of the same company; and John Lance, Project Manager from Impress Communications.

A new award was presented this year to honor a new generation of up-and-coming production and project managers, the Rising Star

award. This award was given to Janet Chu, Project Manager at Deutsch LA, Inc. Janet currently works on the accounts of Dr. Pepper, Diet Dr. Pepper and Snapple. This new award was presented by Karen Kohn, Vice President of Project Management from Deutsch LA.

The other annual awards were presented by their 2009 recipient counterparts. Paurvi Trivedi of Curved Space Creative, presented the Industry Spirit Award to Ira Fast of Penn Litho. Lorraine Alper Kramer, Director of Print Services at Saatchi & Saatchi Los Angeles, presented the Lifetime Achievement Award to Jim Hahn from ColorGraphics. And Jeff Thompson presented the President's Award for 2010 to Leslie Groene of Groene Consulting. All three of these award winners have made great contributions over the years in the APALA.

Beyond the awards, the food was reported as great, the wine outstanding, and the staff of TAC, Inc., as professional as ever. Many Thanks to Paurvi Trivedi for chairing the Awards Committee this year, to Daryl Latter for the flower arrangements, and to Jim Acresti for producing this year's show. Thanks to everyone who participated in this great event!

MEMBERSHIP INFORMATION

The mission of the APALA is to educate, promote and support the Print Production Manager. Therefore, membership is open to those working in print production, specifically those employed by advertising agencies, corporations, publishers, creative studios and their suppliers. Professionals involved in Print Production Management, Project Management, Traffic Management and Creative Studio Management are all encouraged to join the APALA. Company Membership: \$300.00 entitles 4 people from that company to receive benefits. Individual Membership: \$75.00. Memberships are for one calendar year, January through December.

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photography	Josh Krause



Jeff Thompson
APALA President

SOMETIMES, THEY COME BACK

That was a pretty scary Stephen King story. It was the one about a guy who moved back to his hometown, and some young "greasers" (hoodlums with lots of oil in their hair), who died 30 years earlier, came back to haunt him. Anything is possible, but that's a stretch.

Sometimes I wonder who is going to come back in my life. People do pop up from all over, and sometimes I'm really happy to see them. Sometimes it's like a Stephen King story.

Which brings me to the APALA. The Awards Banquet was awesome this year. It was a smaller crowd than in past years, but what a great group. And applying the Rule of 150 (see the Press Sheet President's messages from 2009) I knew just about everybody there. Everyone paid attention to the award ceremony. And for me, it was an extremely meaningful time, seeing people whom it seems I only see once or twice a year now.

They came to congratulate, facilitate and to celebrate great work. Having past winners involved in the program was a new thing, and a good way to celebrate the connections we have. Having some of our more senior agency management members involved in presenting was another nice touch.

PrintSC was like that as well. I saw a lot of people that I don't generally see. And it was great catching up with them.

These were the ones who come back.

Sometimes I wonder about people I see once or twice at meetings. Where did they go? Maybe a body snatcher got them on the way out of a meeting. More likely, they had something else to do the next meeting night. Maybe their kid had a play at school. That's important.

I think the point I am trying to make is that being connected is really important for me. I see people at APALA who are really important to me in my career, and in my personal life. I also have those commitments that prevent me from being everywhere all the time. My family is really important to me, and like you, I have to make choices on whether I can fit in the "Rumpus in the Rainforest" between chunks of work. But I always enjoy catching up.

Back to the Stephen King story, people coming back from the dead is a pretty scary thought. Especially greasers. I mean, miracles can happen, but this stuff is crazy. For me, it's bad enough when the guy in the gardening truck comes by my house and sees me doing the job he wanted to do. Sorry buddy, I'm laid off, I have more time than money on my hands. Are those tears coming out of his eyes? Or something else...



, *here we come!*

Summer break for APALA is upon us. Whether your plans include vacations, staycations, or just continuing your normal routine, it never hurts to save money doing whatever you're doing.

Before you reach for your wallet, spend a few minutes surfing the web or taking advantage of memberships to which you may belong and you'd be surprised how many discounts are at your fingertips.

If you don't know where to begin, you can always start with a search engine such as Google or Bing. Include keywords like "discount" or "coupon" to narrow your search, such as "Disneyland discount tickets."

Many large companies offer discount admission to popular theme parks, so check with your HR department or activities representative, if you have one. Members of APALA are eligible for group discount rates through www.tix2fun.com. Simply enter **APA611** as the APALA partner

code. This site includes the most popular activities, from theme parks and attractions, down to movie tickets.

If you're a member of AAA Auto Club or Costco, check out their members-only offers.

Some other sites worth checking are:

• **Greatworkperks.com** -

Besides the typical discount offers, you'll also find 20% off at Burke Williams spa, five months free for new DirecTV customers, and reduced LAX parking. Many offers require their card, which costs \$3.95 for individual members.

• **Goldstar.com** -

A great site for live theatre and sporting events. It's free to join but a small fee is added to each ticket. Their offers extend to most major cities in the U.S.

• **Groupon.com** -

Every day there's a special offer, from restaurants to unusual activities, based on the buying volume of Groupon members. Discounts are

available for cities countrywide, as well as abroad.

• **Restaurant.com** -

No matter where you go, you've gotta eat. Purchase restaurant gift certificates at a fraction of their face value. Typical offer is a \$25 certificate for \$10, but if you wait for their special sales, it drops even lower. Certificates are specific to each restaurant so you need to decide in advance. Tip: Some restaurants limit the number of certificates they offer each month, so redeem your certificates in the beginning of the month and save it for later.

• **Smartdestinations.com** -

Visiting another city or want to be a tourist in your own backyard? Prepurchase a Go city card or Explorer card, which bundles admission to that city's top destinations, including a special entrance to avoid long lines in many popular attractions.

Enjoy your summer, and hopefully with these tips, you'll enjoy it even more knowing you saved money. See you in September!



ACHIEVEMENT AWARD PHOTOS



ACHIEVEMENT AWARD PHOTOS



An affectionate thank you to our wonderful vendor partners for supporting this year's event.

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SPECIAL EVENTS



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INDUSTRY NEWS

MMI UPGRADES FACILITY - OPEN HOUSE JULY 29, 2010

Want to see some of the latest direct mail solutions and services in the marketing industry? MMi, Southern California's Premier Direct Mail House, is hosting their open house exclusively for their clients, industry association members and friends Thursday, July 29, 2010. They will have mini-breakout sessions where they will demo their in-house FindMyMail tracking service as well as various other digital solutions (i.e. QR / Tag codes, dynamic images, enhanced personalization, etc.).

Complimentary food and beverages will be provided and you don't want to miss out on the Mariachis. For more information, please contact Cynthia Garcia of MMi at (323) 724-6464 or cgarcia@mmidirectmail.com.

Production Managers, heard of any seminars? Have you changed jobs? Phone numbers? Gotten married? Had a baby? These and other important changes in life need to be in The Press Sheet! Vendors, do you have new equipment, services, people, events or parties? Or, if you have any news from your friends in the industry, inquiring minds want to know! This is a great place to share industry news with the production community.

For any digital contributions, please forward to vero@apala.org. Or, send materials to the APALA office:

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ARE YOU LOOKING FOR A JOB? DO YOU NEED TO FILL A POSITION? OR MAYBE YOU WANT SOME FREELANCE HELP.

If the answer is yes, then the APALA Employment Network is here to help you. This free & confidential service is available to both applicants & employers. Applicants must currently be APALA Members. For more information on Print Production, Traffic and Production Art positions, please contact:

Barry Brooks
818.731.9179
barrydbrooks@earthlink.net
website: www.apala.org

Listings are available without charge to members in good standing. Due to space restrictions, we cannot list more than three lines per listing and no more than 35 characters, including spaces, per line. To make a change in your information or if you would like to add your name please fax: Veronica Thompson at 818.558.7906.

PLEASE NOTE:

The APALA Employment Network keeps your information in the active file for a period of six months. See employment information above to stay current. Also, all freelance names will be posted to the APALA website unless otherwise requested.

As new or existing members, if you have a talent, would like to be an APALA sponsor or would like to serve on a committee, let us know! Contact the APALA office 818.558.7148.

FREELANCE LISTING

NEED HELP WITH YOUR NEXT PROJECT? CHECK OUT OUR LIST OF FREELANCERS & GIVE THEM A CALL.

VIOLET AGUILAR 310.733.8821
Print/Collateral & Art Production Management

MARYAM AMIRI 310.293.6836
Professional Proofreader

ANDI AYEROFF 310.968.1981
Print Production/Project Manager

BECKY COCHRAN 310.379.6221
Print Production/Direct Mail Services

SUSAN CUCURA 310.508.7634
Project/Print Traffic Manager

DIANA JOHNSTON CREWS 310.729.3047
Print Production Management

TINA DAHL 323.295.5810
Print Producer

TRACY DEBRINCAT 323.223.7907
Print Production Manager

GAIL DERMER 310.216.9549
Print Production Management

ALICIA ESKEN 310.475.8266
HE Packaging/Print Production/Magazines

VALERIE V. ESTES 310.826.0288
Direct Marketing Production

SHERYL EVANS 310.357.8766
Traffic/Project Manager

NANCY FLETCHER 209.200-1243
Print Production/Direct Mail Management

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Print Production Manager

JUDY FRANKLIN 818.788.4920
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Print Production Manager

BARBARA HOFFMAN 310.477.9310
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Print Production Management

CHARLES JEFFERY 818.845.0075
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DIANA KEENAN 818.766.4505
Print Production/Traffic Manager

KATHRYN KENNEDY 310.413.4247
Print/Project Manager

JOHANNA LEOVEY 213.280.9353
Print Production Manager/Press Checks

KAREN LINDERMAN 310.849.2699
Project and Print Management

ALBERTA LUM-GERHART 323.225.0282
Print Production/Traffic Manager

BRUCE MALLIN 310.999.8599
Print Production/Traffic Manager

SALLY MICHAUD 720.427.4235
Production/Traffic Manager

JULIE MORRIS 310.749.8304
Print Production Management

LISA MOTEL 310.625.5266
Print Traffic/Project Manager

STEPHEN OZAWA 310.908.2303
Print /Project Director

JILL PRESTUP 310.305.8335
Computer Graphics/Production Artist

MELISSA ROSS 661.755.8779
Proofreader and Mechanical Q.C.

HALEH SHOA 310.922.2447
Print Producer

PAT SPENCER 310.326.1077
Print Prod. Manager/Direct Mail Prod.

SUSAN SULLIVAN 323.936.4055
Print Production Manager/Graphic Artist

JEFF THOMPSON 818.425.5112
Print Consultant

JORGE VELASQUEZ 323.240.5353
Print/Packaging/DM Design

JAN WEINBERG 310.600.1126
Senior Print Producer/Project Manager

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