

01.18 PROGRESS

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A HELPING HAND

Hospice of the Valley celebrates 40 years of providing patients and their families with the care and support they need *page 2*

A GUIDING LIGHT

Gold Canyon's candles enhance the lives of its customers and consultants alike *page 4*

TAKING CENTER STAGE

ON Media is bringing Arizona's arts and culture scenes together one program at a time *page 5*



a new year filled with possibilities

agency feature

FIND OUT WHAT SOME OF OUR MOST-VALUED AGENCY PARTNERS ARE ANTICIPATING FOR 2018

by Jill Schildhouse

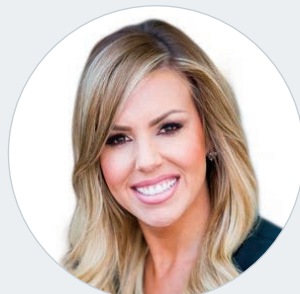
PRISMA HAS PROUDLY PARTNERED WITH MANY TOP-NOTCH AGENCIES ON A VARIETY OF PROJECTS OVER THE YEARS. WE WANTED TO FIND OUT WHAT THE LEADERS OF THESE AGENCIES ARE LOOKING MOST FORWARD TO AS THEY EMBARK ON THE NEW YEAR. HERE'S WHAT THEY HAD TO SAY:



Tim Riester

Principal and CEO, Riester

I look forward to continued growth and success with our clients, as well as building new client relationships in 2018. And as I do every year, I look forward to seeing the brilliant work and campaigns our team will ideate, develop and implement.



Veronique James

Founder and CEO, The James Agency

In 2018, we are anticipating major growth. In November, we moved into a brand new office in The Quad in south Scottsdale, doubling our square footage and adding many new top-of-the-line technology features. We're looking forward to having the additional space and resources to spread our creative wings and continue to produce innovative, impactful work for our clients.



Scott Harkey

President, OH Partners

We're excited about the future of marketing because we're in a content revolution. Everyone knows good content sells more products. Everyone knows social media content is going through the roof. But the key is finding ways to create amazing breakthrough content and then micro-targeting that content. In 2018 and beyond, there is no greater time than now for brands and consumers to be truly relevant. It's all about truly relevant content distributed in the perfect way.



Roger Hurni

Managing Partner, Off Madison Ave

2018 is going to be the Year of the Customer. In other words, everything we do will be about enhancing the customer experience both on and off-line — especially within apps. That said, it's easy to understand why I'm looking forward to seeing continued growth of our LighthousePE product, which turns ordinary apps into smart apps.



Beau Lane

CEO, LaneTerraever

We are very positive about 2018 and anticipate a strong growth year. We are in a disruptive business environment that provides significant opportunity for the smart and nimble organizations who embrace change.



Bill Lavidge

CEO, Lavidge

The speed of change in the world — and especially in our industry — will accelerate at a rate we have never seen before. It is critical that we not only embrace these changes, but be prepared to adopt them to benefit our business and personal lives.

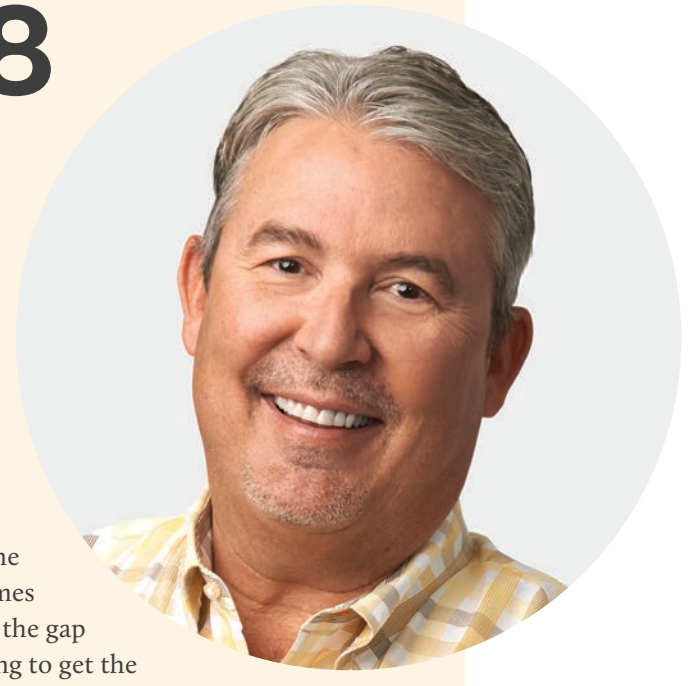


Lisa Urias

Managing Partner, CoNecs North America

We're looking forward to helping existing and new clients grow their businesses by reaching new and diverse markets through smart, strategic and cutting-edge campaigns. We also hope to land more regional/national accounts and love the idea of our diverse team being one of the leading agencies in Arizona and in the Southwest.

Happy 2018



One of the things I love most about January 1st is that it's akin to the first blank page of a 365-page book. So many possibilities and opportunities await each and every one of us in 2018. Let's work together to make it a best-seller!

Our industry is evolving rapidly and we remain committed to creating forward-thinking solutions — like the client portal — to enhance your speed to market. As such, we've recently added the HP Indigo 12000 press to our digital fleet, which offers unrivaled capabilities in the state of Arizona. This press produces prints at up to 2.5 times the size of a traditional digital press, successfully bridging the gap between offset and digital printing. We know you're looking to get the most out of every project and campaign, so we're proud to offer the latest in digital printing technology.

I wanted to know what else is on the horizon in the new year, so I reached out to some of our most-valued advertising and marketing agencies in the Valley to inquire about their predictions for 2018. Find out what had to say on **page 2**.

Hospice of the Valley just celebrated 40 years of delivering specialized services, a superior level of care and unique programs that help support 3,000 patients and their caregivers every day. Turn to **page 4** to learn more about the important work they are doing in our community — from grief support and pediatric care to music and pet therapy.

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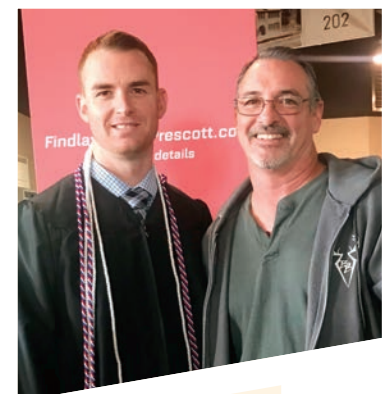
EQUIPMENT SPOTLIGHT

Gold Canyon's new CEO has a strong vision for enhancing this direct sales brand of candles and home décor. You can read more about how they are overcoming the challenge of selling fragrance (spoiler: it's a fresh catalog strategy) on **page 6**.

ON Media brought the major performing arts groups in Phoenix and Tucson together to collaborate on the project ON Stage — the only annual publication which narratively describes all arts groups' seasons, coupled with a complete 10 month calendar. Go behind-the-scenes on **page 7** to learn more about this company's mission of preserving the arts.

Finally, I'd like to recognize *Scott Johnson*, who joined Prisma in 2003 as a press helper and worked his way up to digital press operator. In 2006 he joined the Air Force as a non-commissioned officer and recently graduated from Embry-Riddle. Scott will soon be taking the test for Officer Candidate School. Scott also happens to be the son of Dave Johnson, the Lead pressman on the Akiyama 6 color, and has been with Prisma for the last 38 years. Congratulations on your success, Scott. The entire Prisma team is thankful for your loyal service to our company and our country.

Thank you all for helping make 2017 a fantastic year — and let's keep the momentum alive in 2018!




Bob Anderson
CEO, Prisma

Joining an already impressive fleet of digital presses, the HP Indigo 12000 will provide near limitless opportunities for Prisma's clients, while continuing to surpass production goals.

a helping hand

HOSPICE OF THE VALLEY CELEBRATES 40 YEARS OF PROVIDING PATIENTS AND THEIR FAMILIES WITH THE CARE AND SUPPORT THEY NEED

by Jill Schildhouse

non-profit highlight

SOME MAY THINK end-of-life hospice care is centered around dying — but at Hospice of the Valley, it's actually all about living every last moment in comfort and dignity.

What started with just a handful of patients and two volunteer nurses in 1977 has since grown into a staff of 1,400 doctors, nurses, nursing assistants, social workers, chaplains and bereavement counselors who care for 3,000 patients Valley-wide every day. While this not-for-profit organization has grown in many ways, its mission of supporting patients and caregivers has never wavered.

"We are still celebrating our 40-year legacy of caring," says Lin Sue Cooney, Director of Community Engagement at Hospice of the Valley. "We are committed to caring for every hospice patient who comes to us, so we have never turned anyone away regardless of insurance status or financial means."

A CHANGE IN LEADERSHIP

In 2016, Debbie Shumway took the helm as executive director, after working alongside the previous director for 23 years. Needless to say, she knows the business inside and out, having overseen clinical care, finance, fund development, volunteers, bereavement, information services and the thrift stores for more than two decades. In fact, Shumway used to tag along as a teenager when her mother volunteered for Hospice of the Valley, so it's no surprise this became her calling.

"Under Debbie's leadership, we continue to grow not only the number of families we care for, but the ways in which we care for them — with many new and innovative programs and collaborations in the community," says Cooney. "We partner with countless care providers, community groups and other non-profits to find ways to best meet the needs of families."

Hospice of the Valley is known for its specialized services, superior level of care and unique programs, including:

Palliative Care for Dementia. Dementia educators work with caregivers to help them understand certain behaviors and how the disease progresses over time. They teach caregivers ways to improve the quality of life for their loved ones and techniques to soothe and help them connect when speech is no longer possible. Caregivers receive much-needed occasional breaks, thanks to volunteers who come into the home to stay with the patient.

Palliative Care. This service is for those with chronic illnesses (such as pulmonary illnesses) who are not quite ready for hospice, but need care in their home to manage pain or symptoms.

Grief Support. For those needing support after the death of a loved one, Hospice of the Valley's grief support groups can help with coping and transition. There's also a New Song Center for Grieving Children that helps youngsters cope with death.

Pediatric Care. Hospice of the Valley has the only perinatal, pediatric hospice and palliative care program in Arizona, which also provides no-cost respite to support families with medically fragile children at Ryan House.

Integrative Therapies. Integrative therapies — like music, massage, aromatherapy and pet therapy — all help to reduce pain and stress.

Mindfulness Meditation. Mindfulness practice helps people relax, focus and breathe, which calms the mind and body. Half-hour mindfulness sessions open to the whole community are held free-of-charge weekly at the Phoenix Art Museum.

VOLUNTEERING AND CHARITABLE OPPORTUNITIES

"We have over 2,000 dedicated volunteers who lovingly provide companionship, music and pet therapy," says Cooney. "And thanks to immense community generosity, we are able to provide no-cost programs to everyone, regardless of whether they were ever cared for by us."

One way to help Hospice of the Valley is by purchasing its annual pet calendar, which the agency created in 2011 to support its Pet Connections program. It makes a charming gift for anyone who loves animals and believes in their healing powers.

For those who love bargains, the organization's four White Dove thrift stores have great deals — and proceeds benefit its many charity care programs. Donations from





Donations and Volunteers Appreciated

Thanks to generous community support, Hospice of the Valley has been privileged to serve all, regardless of insurance or financial means. If you'd like to donate or volunteer, please visit www.hov.org/donate or www.hov.org/volunteer.



furniture to designer clothing often come from family members who have received help through Hospice of the Valley and want to assist in furthering its mission.

2018 AND BEYOND

Hospice of the Valley's familiar logo will never change — it is both a hand and a dove, signifying caring and peace. But this year, the agency contacted the artist it used 10 years ago to update its illustrative art for brochures and publications. These changes can be seen in the materials printed at Prisma, Hospice of the Valley's printing partner for more than 20 years.

"We use Prisma for our high-end printing and mailings, such as brochures, newsletters, the pet calendar, and event invitations," says Cooney. "Everything they do for us is extremely high-quality — and Bob Anderson is always mindful of our non-profit status, finding ways to save us money. But best of all, he and his staff truly care about our mission and their heartfelt support shines through in every interaction we have."

As for additional plans this year, Hospice of the Valley has stepped up outreach in the community. It also plans to expand its dementia care program — dementia is now the fourth leading cause of death in Arizona and there is a critical shortage of knowledgeable caregivers.

"Throughout our 40-year history, we have listened and responded to the needs and wants of our community," says Cooney. "For instance, that's how our 11th Hour program came about — someone wished for more support at the bedside of their loved one, and now we have specially trained volunteers who help family members keep vigil and provide education and comfort in the final hours. Another time, a mother came to us asking for help after being told her unborn child was not expected to survive birth — and we created a no-cost perinatal support program. Our 'Think Yes' philosophy is one of our core cultural beliefs and we feel privileged to serve our community in so many ways."

FOR MORE INFORMATION on non-profit partnerships, contact Bob Anderson at randerson@prismagraphic.com

catalogs

a guiding light

GOLD CANYON'S CANDLES ENHANCE THE LIVES OF ITS CUSTOMERS AND CONSULTANTS ALIKE

by Jill Schildhouse



THEY SAY NECESSITY is the mother of invention, and that was certainly the case when, in 1997, Karen Waisath discovered she was not happy with the available candle fragrances in the market. So, she decided to formulate one that met her high standard of quality, and quickly realized it would be a great business opportunity — one that would allow her to stay home with her young children and sell a product she was passionate about. Waisath launched Gold Canyon, and the rest, as they say, is history.

TWO DECADES OF DECOR

Fast forward to today: Gold Canyon just celebrated its 20-year anniversary, and while its business model has evolved over the years, it's still a direct sales company that provides families and communities with life-changing products and opportunities.

"We want to provide the very best products and give people a business opportunity that will allow them to do whatever they need to enhance their life — whether that's free time, extra income or flexibility," says Elissa Shuck, director of product and merchandising. "Ninety percent of our consultants are women and we've found women are in need of recognition. Our company provides women with a sense of purpose and an opportunity to get recognized for their hard work."

FURTHER ENHANCING THE EXPERIENCE

In September, A.K. Khalil joined Gold Canyon as CEO. With 18 years of impressive direct sales experience under his belt, he has a strong vision for the company's future and will be leading efforts to make enhancements across the brand — from

improved rewards for field consultants to a better customer experience on the website.

Because technology is advancing so quickly, customers want to interact with their favorite brands on multiple fronts. So Gold Canyon is working hard to make sure the customer experience is consistent at every touch point, from the catalog to the website to mobile devices.

There will be a shift in catalog strategy as well, which includes upgrading it to a very slick and enticing marketing tool that really captures the story of the season. "People want to experience fragrance," says Shuck. "The challenge of a catalog is communicating that experience. Everyone experiences fragrance a little differently, because it plugs into people's memories and emotions — from nostalgia to joy. But the experience of how it can change your mood and your environment is an awesome universal principle of fragrance."

The catalog, which is printed by Prisma, will take each prospective customer on a journey through a home, room by room, so they can see how fragrances and home decor can uplift and elevate every room in their house.

"We subscribe to a trend service, which helps us stay relevant with our designs and scents," says Shuck. "We want to make sure we're one step ahead of our competitors each year, participating in trends in a way consumers can relate to while helping our consultants sell products that their clients crave."

FOR MORE INFORMATION on special projects, contact Jennifer Decker at jdecker@prismagraphic.com



taking center stage

ON MEDIA IS BRINGING ARIZONA'S ARTS AND CULTURE SCENES TOGETHER ONE PROGRAM AT A TIME

by Jill Schildhouse

IT'S NO SURPRISE that preserving the arts is a mission many people find near and dear to their hearts — whether they grew up attending symphonies, theatrical productions, and visiting art galleries or simply stumbled upon these cultural experiences later in life. Mac Perlich is an example of the former, having cherished the arts since her childhood school field trips at Tavan and Arcadia. But she yearned to do more to support this vital industry.

In 2005, the Perlich's bought ON Media, then known as Programs for the Arts, from founder Diana Madaras. ON Media is the publishing company that creates programs for all major professional performing and visual arts productions in Phoenix and Tucson.

"ON Media has grown in both scope and depth," says Perlich. "Our mission is to serve as a tool bringing the best businesses and organizations together with the best performing and visual arts in Phoenix and Tucson."

If you've attended a theatre performance, you've probably seen ON Media's program, which is printed by Prisma. The program is handed to every patron as they enter the theatre or museum. Perlich describes her product as "mood marketing to a captive audience" because the program is read before the performance, during intermission and after the show. Of course, she strives to make sure that each program is of the same stellar caliber as what is being performed on stage.

ALL FOR ONE AND ONE FOR ALL

For the past four years, ON Media has brought the major performing arts groups together in both cities to collaborate on the project ON Stage — the only annual publication which narratively describes all arts groups' seasons, coupled with a complete 10 month calendar.

"Historically arts groups have not been focused on cross marketing, but they now see great value in this publication," says Perlich, of the piece that's mailed to more than 170,000 homes in the Valley and 60,000 in Tucson. "We get many calls throughout the year requesting more copies. The mailing list is a compilation of all arts groups' mailing lists. While ON Media creates the product, the monies raised by ad sales goes to the nonprofit organization, Act One."

Additionally, in the spring of 2016, ON Media acquired The Red Book, a well-known social resource for arts and culture. The Red Book has a robust website, weekly email updates, and a newly launched publication called *Red Book Magazine*.

ACT ONE AND CULTURE PASS

Perlich and her husband, Russ, realized that many schools, particularly Title I schools, receive no funding for arts education. Knowing that the students of today are the patrons of tomorrow, they wanted to find a way to introduce children to the arts. Together they launched Act One in 2011, a 501C3 that has brought nearly 200,000 children on field trips to experience the arts.

"This field trip experience includes the bus transportation, the tickets to the performances and the study materials," says Perlich. "Act One also oversees the Culture Pass program, a collaborative effort between the arts and the public libraries of the Valley and Tucson. With a library card, individuals can check out a pass for two free admissions to arts experiences throughout the area. These two programs are making a difference for over 500,000 children and families each year. Of this we are especially proud."

FOR MORE INFORMATION on special projects, contact Brian LaGreca at blagreca@prismagraphic.com



ON Media's Mac and Russ Perlich with a display of their arts programs.





A legacy of *caring*

More than end-of-life care

Dementia care
Supportive care for chronic illness
Recognition for veterans and first responders
Pet and music therapy
Grief support

As a not-for-profit, we never turn anyone away.



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