

BIG PICTURE

THE BUSINESS OF WIDE FORMAT

SGIA Expo Highlights

The 2017 Industry Expert
Roundtable

Special Edition:
Interior Décor + Textiles

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WOMEN IN PRINT AWARD WINNERS RECOGNIZED



The six 2017 *Big Picture* Women in Print Award winners were honored throughout the three-day SGIA Expo in New Orleans:

- **Michelle Gobert**, president and owner of Image360 Central New Orleans
 - **Sheryl McHugh**, founder and president of Design Type
 - **Sarah Naccarato**, president, CEO, and co-founder of Iconography Studios
 - **Pam Richards**, president and owner of Color Gamut Digital Imaging
 - **Mary Smith**, CEO and operations manager of ImageSmith Communications
 - **Kelly Taylor**, CEO and founder of Metropolitan West
- At the SGIA Chairman's Reception at Pat O's on the River on Tuesday evening, *Big Picture* Editor-in-Chief Adrienne

Palmer announced the winners in front of industry press, tradeshow attendees, and vendors. Gobert, Richards, Smith, and Taylor were present to accept their awards.

The winners were also recognized during the inaugural Women in Print Alliance's networking breakfast Wednesday morning led by Fawn Germer, global leadership and premier work-life balance speaker and author of "Work-Life Reset."

Later that day, Germer moderated a panel with three of the 2017 winners (Gobert, Smith, and Taylor) and two of the 2016 winners (Lynn Krinsky and Elaine Scrima). The female leaders discussed the role of women in today's print industry, and shared their experiences, struggles, and accomplishments.

Top takeaways included:

- "Don't be afraid to ask for your money upfront." –Gobert
- "Print was an industry that could create the opportunity for my children to go to college debt-free." –Smith
- "It's our responsibility to make sure that the customer doesn't make a mistake." –Krinsky
- "You can't put a price tag on employee-employer loyalty." –Scrima
- "Anticipate your customer's needs. We've been around long enough that we don't need to make them ask." –Taylor

CORRECTION

Women in Print Award winner Sarah Naccarato's company website was misquoted on page 20 of our October issue. The correct URL is iconographystudios.net. *Big Picture* regrets the error.

Introducing WFX, Hosted by ST Media Group and SGIA



ST Media Group and SGIA announced on the first day of the show a new jointly produced educational and networking conference for wide-format executives to be held in May of 2018. WFX: The Wide-Format Exchange will provide a forum where the leaders of top printing businesses can explore emerging market opportunities, best business

practices, and critical strategic challenges. The conference will be held May 21-23, 2018, at the Renaissance Minneapolis Hotel, The Depot.

Designed for executives of high-volume printing businesses that are involved in wide-format printing today or poised to adopt the technology, WFX will feature more than 30 educational sessions, interactive peer-to-peer discussions, and extensive networking opportunities. The conference program will be developed by the editorial staffs of *Big Picture*, *Screen Printing*, and *Signs of the Times* working in collaboration with SGIA and a special advisory council.

A limited number of industry vendors will participate in WFX as sponsors. Twelve companies have confirmed their sponsorships at the time of the announcement, including 3M, Canon, Lexjet, Mimaki, and Ricoh at the diamond level; EFI, Durst, Marabu, and Vanguard Digital Printing Systems at the platinum level; and Roland DGA, swissQprint, and Zünd at the gold level.

More information is available at wfxconference.com.

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