

Changing Lives One Breakfast at a Time

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Attract, retain and advance women in the imaging profession — that is our mantra and our mission as the SGIA Women in Print Alliance. And hosting the **Women in Print Alliance Breakfast at PRINTING United** each year is just one venue for us to provide education, mentoring opportunities and professional growth.



I am honored to chair the brilliant group of women working hard to enrich the lives of all women in the printing industry. The SGIA alliance was established in 2016, and in 2018, we expanded our numbers and our reach to capture leaders from all segments of the industry. Each member of the alliance brings a unique background, diverse experience, and personal passion for their commitment to promoting and instilling women in this hands-on profession. Here is a snippet of a few stories:

"I'm a strong proponent of the educational and mentorship role which SGIA plays within the print community. I'm honored to be able to add my voice to the advocacy of women in the industry through the Women in Print Alliance; because if I don't actively promote and plant the seeds of the value a diverse community brings, the forest will remain unchanged."

– Heather Roden, Strategic Account Manager, Zund America Inc.



"Far too many women feel intimidated to take on leading roles in a male dominant industry — the lack of confidence and self-esteem withhold them from moving up."

– Kristin Lanzarone-Scribner, Owner, Wrap Star Pro

"I joined the Women in Print Alliance to empower more women to the forefront of the printing industry as well as create and share awareness of available opportunities and growth for everyone."

– Tiffany Rader Spitzer, Operations and Technical Product Manager, Roeder Industries Inc.



These women are not only propelling the next generation of women leaders in the printing industry, but they're also empowering the legion of people that stand behind them. During our breakfast event, they will share their stories.



Roden will explore how recognizing your value in this industry presents you a better perspective but equally develops your personal and professional self. Lanzarone-Scribner will share a motivational lesson on how staying calm, focused and strong will provide you with the boost to drive your own personal success. Spitzer's discussion will center on corporate culture — and how the era of the millennials will have you contemplating how to design a successful multi-generational company that thrives. And, Michelle White, Technical Applications Manager, Vycom Plastics, provides insight on speaking up and conducting a conversation with confidence — a vital lesson for any professional!

Our program will be kicked off with **an inspiring presentation by Ariel Swedroe** — the 15-year old entrepreneur who is making her mark in the industry. Alliance member Adrienne Palmer, of ST Media, will lead an insightful interview of Swedroe, and help to share her story.



Last year, we had nearly 200 attendees registered for this event! Don't miss the chance to hear inspiring stories from the industry, connect with your peers and support the alliance. We look forward to sharing a meal and seeing you all at breakfast on October 24 in Dallas!