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**FOR IMMEDIATE RELEASE**

**PIASC PRESENTS “THE FUTURE OF PRINT” WITH DR. JOSEPH WEBB FOR THE GRAPHICS NIGHT AT THE CALIFORNIA CLUB**

Los Angeles, CA—Janet Green, Public Relations Chair of The Printing Industries Association, Inc. of Southern California (PIASC), invites the printing industry community to make plans to join us for this fabulous social event at the exclusive California Club on Thursday, February 12, 2009. Our featured speaker, Dr. Joseph Webb who is better known as Dr. Joe., is the Director of *WhatTheyThink.com*'s Economic and Research Center, and one of the printing industry's best regarded consultants, forecasters, and commentators.

The evening will begin at 5:00 p.m., with a wine and hors d'oeuvres reception, followed by what distinguishes this exclusive Club with a gourmet dining experience. After dinner, PIASC's Executive of the Year will be introduced and presented with the bestowed Ben Franklin Award. Then guests will hear from Dr. Joe Webb. Dr. Joe will discuss future economic, technological and customer relations issues, and how these will affect graphic communications businesses in the coming years. Along the way, he'll debunk some industry myths and common wisdom while he offers his latest views about the industry's future.

The California Club is a private Club which embraces over 100 years of rich tradition and enjoys the reputation of being one of the finest Clubs in the World. It is located in a landmark structure in the heart of downtown Los Angeles and is the setting for many California's most important social occasions. We are guests of The California Club through the courtesy of its member Mr. Chris Madison.

Bring your clients and key employees to PIASC's traditional "Celebration of Print", co-sponsored by: **Atlas Broadband** (Industry Platinum), **Heidelberg USA, Inc.** (Industry Silver), **Komori West** (Industry Bronze), and Insurance Sponsors: **Blue Shield of California, Blue Shield of California Life & Health Insurance Co., The Hartford, Health Net, Kaiser Permanente, Landmark Healthplan, OneBeacon Insurance, PIASC Insurance Services, Inc., Preferred Employers Insurance Co., Travelers Insurance, and Western Dental Services, Inc.** Thanks to our sponsors' support, we are able to offer this outstanding program at an outstanding facility.

Seating is limited so please contact Ara Izquierdo at (323) 738-9500, Ext. 216 or email Ara at [ara@piasc.org](mailto:ara@piasc.org). Tickets are only \$100 per person (a \$250 value). Tables of 10 are available at \$1,000 and Tables of 12 at \$1,200.



Dr. Joseph Webb, Director of Economic and Research Center  
*WhatTheyThink.com*