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**FOR IMMEDIATE RELEASE**

**DOUG RAWSON PIASC'S EXECUTIVE OF THE YEAR**

Los Angeles, California—Janet Green, Public Relations Chair for the Printing Industries Association, Inc. of Southern California (PIASC) announced the selection of Douglas “Doug” Rawson, CEO of Superior Lithographics, Inc., as the recipient of the coveted Ben Franklin Award. The presentation of the award will take place at the association’s annual Graphics Night, on Saturday, March 26, 2011, at the Pacific Palms Resort in the City of Industry.

Rawson was unanimously selected as the Executive of the Year by PIASC’s Public Relations Committee for his strong leadership in his company, longtime PIASC board member and 2010 Chairman.

Rawson was born and raised in Roslyn, Long Island, a suburb of New York. In high school, he ran on the varsity cross-country team. He attended George Washington University in the nation’s capital where he met his future wife, Carole Jacobson.

Rawson’s father, Ken, was a successful representative for paper mills. After graduation and through his father’s network, he secured a sales job for the Viking Criterion Paper company in New York. After Carole finished college, they were married and headed west to start their new life.

Rawson's first job in California was with Stanley Paper, and then he turned to brokering printing. He eventually realized his expertise in packaging was something his customers were relying upon so he immersed himself in the packaging industry.

In 1988, Rawson bought his first press, a used Man Rolland 50" machine that cost more to move than it did to buy. He launched Superior Lithographics in a 10,000 square foot facility with that press and three employees.

Today, Superior Lithographics employs 75 people, operates three large format presses, and produces almost \$20 million of printed material annually. In spite of the demands of running his company, Rawson has spent countless hours over the years working on a variety of PIASC issues and committees. That investment of time and energy lead to Rawson's election as Chairman in 2010.

Green invites industry members to join us in honoring Doug Rawson at the Graphics Night. The event will begin at 5:00 p.m. with cocktails and the viewing of the winning Print Excellence Awards entries. Dinner is scheduled at 6:30 p.m., the presentation of awards at 7:30 p.m., and entertainment thereafter.

Sponsors of the event include: Sponsors of the event include: AT&T Business Solutions, Allstate Benefits, Atlas Broadband, Blue Shield of California, Blue Shield of California Life & Health Insurance Co., CIGNA Healthcare of California, Citizens Business Bank, Graphic Electric, Inc., Health Net, Heidelberg USA, Inc., Humana Specialty Benefits, Kaiser Permanente, Landmark Healthcare, MMi, PIASC Insurance Services, The Hanover Insurance Group, Preferred Employers Insurance Co., Ricoh Business Solutions, The Hartford, Unisource, Western Dental Services, Inc., Xerox.

Note to the Editor. PIASC is the printing industry in the greater Los Angeles. With over 1,600 company members, it is the largest affiliate of Printing Industries of America—the national trade association for the printing and graphic arts industry.