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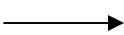
### **KEN BITTNER INSTALLED AS PIASC'S CHAIRMAN**

Los Angeles, CA – Robert Lindgren, president of Printing Industries Association, Inc. of Southern California (PIASC), announced the installation of Ken Bittner, President and CEO of Diversified Printers, Inc. in La Mirada, as Chairman of the 2011-2012 Board of Directors.

As Chairman, Bittner will head the largest graphic arts trade association in the nation. On accepting his position at the March 22<sup>nd</sup> Board meeting, Bittner said “my goals are to promote print as an effective marketing medium and recyclable and renewable resource while, at the same time, provide more targeted services to meet the needs of our members.” He indicated that this involves “expanding the reach of the Association’s Choose Print campaign and carefully reviewing the programs we offer today.”

Bittner also took the opportunity to review highlights from the recent VISION 3 Summit held in Palm Desert, CA. The message, he emphasized, was about positioning one’s company for the anticipated economic recovery. If the past is any indication, companies that adjust now will see greater growth than those that don’t. He said that Andrew Paporozzi, chief economist, NAPL, said that to participate fully in the recovery printers should “Get capital investment right. Be prepared for cost inflation. Hire for the future, not the past. Pick your Value Proposition carefully. Create a recovery ‘manifesto.’”

With this, Mr. Bittner concluded by welcoming the members of his Board and encouraging them to work with him to make PIASC an even more valuable organization by promoting the industry and serving its members’ needs.

More 

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Note to the Editor: PIASC is the trade association for the printing industry in the greater Los Angeles area. With over 1,300 company members, it is the largest affiliate of Printing Industries of America—the national trade association for the printing and graphic arts industry.