



Contact: Ara Izquierdo
(323) 728-9500, Ext. 216
Email: ara@piasc.org
www.piasc.org

FOR IMMEDIATE RELEASE

THE 9TH WOMEN IN PRINT COMMUNICATIONS LUNCHEON WITH CARMEN RAD

Los Angeles, California – The Printing Industries Association, Inc. of Southern California (PIASC) will host the 9th annual Women In Print Communications Luncheon featuring special guest speaker, Carmen Rad, Founder and President of CR&A Custom, Inc. in Los Angeles.

The luncheon will take place on Wednesday, September 14, 2016, at the beautiful Pacific Palms Resort in Industry Hills at 11 a.m.

Carmen Rad has found success in an industry highly dominated by men: industrial-scale printing.

When Carmen was 4 months pregnant, she became extremely frustrated by the difficulty of getting paid by her employer at the time. Rad immediately felt that something needed to be changed. And so she self-funded herself to launch CR&A Custom, Inc. a company that offers a range of services with the capability to design, manufacture, print, and install commercial signage.

Most of her notable works include some of the oversized banners and posters at Staples Center arena and L.A. Live entertainment campus.

CR&A Custom, Inc.'s state-of-the-art printing equipment has led to the company's success for over 20 years now. But it was not always easy. For Carmen, living in a state that supports women owned business was fortuitous. However, her courage and "can do" attitude was the key to success.

Come hear how Carmen Rad made her way into this elite group despite the difficult challenges she had to face as a woman in the printing industry.

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Note to the Editor: PIASC is the trade association for the graphic communication industry in the greater Los Angeles area. With over 1,000 company members, it is the largest affiliate of the Printing Industries of America--the national trade association for graphic communication.

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