

## Columnists & Contributors

Along with our specific monthly editorial features, our regular columnists and contributors address those areas identified by printing company owners as having the most impact on their future success.



**LORI ANDERSON**, one of the co-authors of the “Industry Insights” column, is President & CEO for the International Sign Association (ISA), which serves the international on-premise signage and visual communications industry.



**MARCO BOER**, is Vice President at I.T. Strategies and a trusted consultant to the digital printing industry. He focuses on product planning for graphics, transaction, and publishing printers and emerging industrial digital printing.



**DR. DAVID CLAERBAUT**, author of the “Executive Suite” column, is consultant to the graphic arts industry and is one of the country’s foremost business experts.



**TOM CROUSER**, a former successful print owner and noted industry consultant, shares business management information and case studies of successful companies in his Case Study column.



**NANCY DEDIEMAR** is a former successful print owner and NAQP Printer of the Year, writes the Priority Mail column. She provides solid information about mail regulations, USPS compliance, and direct mail marketing.



**MITCH EVANS** a respected industry consultant and former print owner, writes Winning Strategies. His column focuses on strategic planning, company valuations, and financial planning.



**DAVID FELLMAN** is a widely respected sales trainer and consultant. He shares the writing of the Sales Clinic column, which provides practical advice for salespeople and sales managers alike.



**NEIL FELTON**, one of the co-authors of the “Industry Insights” column, is Managing Director in charge of FESPA’s exhibitions and events. Established in 1962, with European heritage, FESPA is now a global community with 36 national associations in Europe, Asia, and the Americas.



**SUE FREIHOFFER** is Product Development Manager at Signs Now and one of the co-authors of “The Sign Connection” column has more than 15 years of experience in the sign and graphics market.



**JOHN GILES** is an industry veteran and hands-on digital capabilities trainer who consults with dozens of printers every year. He shares his expertise in the Digital Original column.



**JEFFREY STEELE** is a Chicago-based business writer who writes feature articles for *Quick Printing* and *Wide-Format Imaging*.



**TIM GREENE**, author of the “Market Intelligence” column, is Director of Wide Format for InfoTrends, and provides business intelligence and industry metrics for the various wide- and grand-format market segments.



**STEVE HOYLE** Director of Training at Signs By Tomorrow, has more than 20 years experience in training and is one of the co-authors of “The Sign Connection”.



**STEVE JOHNSON**, is a successful print owner and digital pioneer. Each month in Johnson’s World, he offers up his take on the day-to-day world of graphic communications.



**SARAH MALPELI** joined the Signs Now team in September 2008. She is responsible for public relations planning and execution for franchise members and division headquarters. In addition, she plays a major role in Signs Now corporate communications and marketing.



**LEE MANEVITCH** joined Signs Now as a trainer in 2002, but quickly moved into a support position at Corporate Headquarters. In early 2005, Manevitch was named Technical Support Director. He is responsible for the technical support and research and development for over 200 centers in the Signs Now network.



**STUART W. MARGOLIS**, CPA and print industry researcher, provides valuable financial insights and strategic planning models in Money Talk.



**MATT MILES** Director of Technologies at FASTSIGNS International, Inc. and co-author of “The Sign Connection”, uses his more than 25 years of experience

in business operations and management overseeing the FASTSIGNS technical services support team.



**CATHERINE MONSON**, CEO of FASTSIGNS and one of the co-authors of the “The Sign Connection” column, has a strong background in franchising and digital printing which she uses to provide insights for business savvy sign and digital PSPs.



**PAM MORTIMER** is an experienced business-to-business writer with experience in the commercial print and wide-format markets.



**SUDHIR RAVI** is an “in the trenches” expert in variable data and cross-media marketing. He pens the Keeping Print Relevant column to track practical use of emerging technologies.



**JOE RICKARD**, is a respected sales trainer and consultant who shares the Sales Clinic column duties. He helps companies in graphic communications improve sales performance.



**TAWNYA STARR** is an expert in interactive marketing. She provides practical, usable tips and advice in her Web Marketing column.



**DEBRA THOMPSON** is an HR expert, consultant, and best-selling author. In her Human Resources column she gives advice for hiring, training, and keeping star employees.



**RAY PALMER** is president of national signage and graphics company Signs By Tomorrow.



**JOANN WHITCHER** is a multi-platform communications professional with more than two decades of experience in creating audience-engaging content for the graphic communications market. She contributes regularly to [MyPRINTResource.com](http://MyPRINTResource.com), *Wide-Format Imaging*, and the *GRAPH EXPO Show Daily*.