



Graphic Communication Advisory Group Launches Journal

(Pismo Beach, Calif.) *The Raymond J. Prince Graphic Communication Advisory Group (GCAG)* launched Vol. 1 of its new annual journal.

This 95-page free e-journal is a compilation of the 12 monthly articles by industry authorities published from January to December 2021, now all in one publication. The journal also explains the origins and purpose of the GCAG, the brainchild of printing industry advocate, the late Raymond J. Prince. It also covers the industry segments served, and provides a list of GCAG advisors. The monthly articles will continue, followed by annual journals.

Harvey Levenson, Cal Poly Professor Emeritus and the GCAG coordinator and editor, said, "Ray Prince's vision was to bring together a group of independent experts to take on the role of industry advisors previously handled by associations that no longer exist such as GATF, NAPL, PIA, and others. While the industry focuses on day-to-day operations to serve its clients, it needs a sounding board for independent advice on matters of technology, management, design, sales and marketing, finances and profitability, environment, and sustainability. The group was selected for this purpose."

Papers in Vol.1 provide free advice to graphic communication companies as examples of how the group's advisors can help. Topics cover: conducting surveys, environmental health and safety compliance, the future of printing companies, leadership, defeating the "vortex," capital investments, using the past to predict the future, best business practices, business ownership transition options, remote learning and training during the pandemic, becoming a "digital boss," and how the "reverse pyramid" leads to success.

Readers are invited to share the journal with employees, colleagues, clients, vendors, students, and anyone else interested in learning about the issues and structure of the graphic communication industry.

The full journal is accessed here.

<https://hrsite.files.wordpress.com/2022/01/1.-gcag-journal-final.pdf>

For more information, visit: <https://hrlevenson.wixsite.com/gcag>

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ABOUT THE GRAPHIC COMMUNICATION ADVISORS GROUP

The *Raymond J. Prince* Graphic Communication Advisors Group (GCAG) is a team of specialists and experts accessible to the printing, publishing, packaging, design, and related communities. The group provides fresh, outside perspectives representing a broad range of experiences and a long-term commitment to all facets of the graphic arts industries. Many of the GCAG consultants and practitioners are printing industry "household names" and best-known managers, technologists, scientists, researchers, authors, and Expert Witnesses. They bring the power of their deep expertise and problem-solving acumen to bear on training and solving difficult problems. See:

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