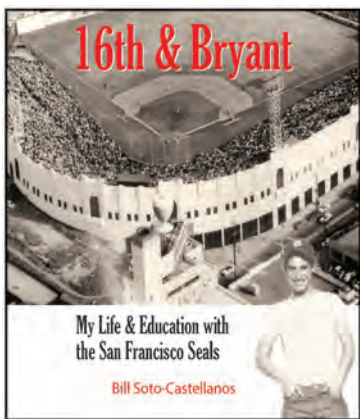


# 1972

# GENERAL PRINTING

# 2008

## General Printing Book of the Year: 16th & Bryant



Our publishing division released 16th & Bryant, under the Clubhouse Books label, in September of this year. The book has proven to be our greatest publishing success to date, and is already in its second printing. The book was designed by Margaret Copeland and edited by Jannie Dresser, our own very capable team. Bill Soto-Castellanos, the author, was raised in west Berkeley. In the days before the Giants moved to California, San Francisco had its Seals, a Pacific Coast League minor league team. Bill, who once was a batboy for the club, remembers the team fondly. He captures his memories in his book, "16th & Bryant", named for the location of old Seals Stadium. Soto-Castellanos knew and worked for Joe DiMaggio, Rogers Hornsby and Ted Williams, among other notables.



You may order a copy of the book for \$24.95 plus shipping by calling Clubhouse Books at 510-724-6403, or email Bill Castellanos at: Leenbill2k2@aol.com.

## General Printing Celebrates 25 Years of Working with Debbie Dovala

This year General Printing celebrates the 25th anniversary of the employment of our Production Manager, Debbie Dovala. Debbie started work at General Printing in 1982 as a second generation graphic arts professional. She began as a printing press operator. At that time the company was very busy and growing fast as a small sheet printer. Debbie proved to be an excellent technician. She was able to dismantle any of our machines, fix problems, and reassemble them with ease. Debbie fit in so well she soon moved up to become Press Room Manager. As time went on, she was also very helpful in the prepress and bindery departments. Before we knew it she had become Production Manager of the entire plant.

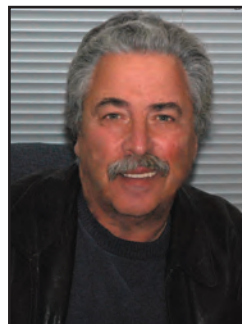


As the printing industry went through dramatic changes in the late 1980's and early 90's, moving from an analog to digital workflow, Debbie was able to adapt and learn computer prepress technologies. Soon she was able to manage our Apple Macintosh computers with which we create and facilitate the process of creating and moving work through our plants.

In recent years Debbie has further honed her abilities such that she is now able to handle layout and graphic design tasks, typesetting and complex image manipulation in Adobe Photoshop, Illustrator and now InDesign. As General Printing's business has become more focused in the area of books and publications Debbie has stepped up again to manage the creative prepress and the production of these sometimes very complex products. We applaud Debbie's tremendous dedication to her job and we greatly value her work as a key employee at General Printing.

## Introducing Our New Corporate Sales Manager Barry Strauss

Barry Strauss is a recent addition to the General Printing Sales Department Team. Barry is a product of New York University and the New York School of Visual Arts. He started his career working for a color processing laboratory in New York City. He became the marketing director of a major color lab servicing some of the top advertising agencies and photographers in the city. In that job Barry won many major awards from the New York Art Directors Club. With the advent of electronic publishing in the 1980's Barry went on to become marketing director for a major San Diego printing and graphics company. Recently he moved to northern California and took a position with General Printing where he is heading up the Corporate Sales Department. Barry lives in San Rafael with his wife. In his spare time Barry enjoys photography and spending time with his lovely granddaughter, a favorite photo subject.



Fred Fassett

## A message from the President

What's New at General Printing As we progress into our 36th year in business we are enjoying working from our centrally located, corporate office headquarters in west Berkeley. Our plans for 2008 call for expanding our book publishing. We have several new titles in development. We have found the climate for the printing of books and publications remains favorable in the certain niches where we are working. We also plan to expand our digital color printing as that business sector is growing rapidly for us. We find that as the costs of digital printing have declined, the quality and diversity of products we can offer continues to improve.



743A Addison Street

We have recently upgraded our computers to the latest, very beautiful Macintosh machines from Apple Computer. In partnership with Adobe Systems, we are a member of the Adobe Solutions Network Print Service Provider Program. As such we are able to offer expertise in the use the relatively new Creative Suite 3 system of advanced publishing software.



We are currently able to provide top quality products and services to our ever expanding customer base from our northern California production facilities.

- Richmond: Six color large format offset w/aqueous coating
- Oakland: One to five color small to medium format offset.
- San Leandro: Medium run digital book manufacturing.
- Hayward: Short run digital book manufacturing.
- Modesto: High volume color printing & direct mailing services.

