



Introducing the PA35

What is the PA35?

The PrintAction35 (PA35) program is designed to recognize 35 printing-industry leaders under the age of 35. Each member of the PA35 is directly involved in various categories within Canada's printing industry.

What are the PA35 categories?

The PA35 categories (found on the online nomination form) are based on general areas of activity within the printing industry, but the nomination process allows for further descriptions in the "Other" category.

Is PA35 a separate program from the PA50?

Yes. The PA50, Canada's 50 Most Influential People in Graphic Communications, is a distinct program, now in its 10th year. The PA50, of course, partly inspired the creation of the PA35 and both will appear in *PrintAction's* July 2010 issue.

How are the PA50 and PA35 different, beyond age restriction?

The PA50 is a subjective analysis, produced by PrintAction's editorial team, to highlight individuals and trends from the broad spectrum of communications (both print- and electronic-based) affecting the direction of print. PA50 ranks individuals from #1 to #50.

The PA35, on the other hand, is an unranked, nomination-based program of candidates directly related to activities within Canada's printing industry. The PA35 is to include 35 people under the age of 35.

Does PA35 rank its members?

No. Because of the purpose of the program, PA35 does not rank individuals.

What is the PA35 age qualification?

The PA35 nominee must be under age 35 as of June 1 in the year they are honoured. For this year's PA35 program, for example, nominees may not turn 35 before June 1, 2010.

Must the nominee be Canadian?

No. But the individual must be employed in Canada. Alternatively, the PA35 also considers Canadians working outside of the country.

What business sectors are applicable to PA35?

Basically, all printing sectors are applicable to the PA35, including commercial printing, packaging (flexible, label, containerboard or rigid), packaging conversion, print-related publishing, technology providers, educational and research institutions, associations, as well as standards-based and non-governmental entities.

Does the PA35 consider design/marketing sectors?

Individuals from design or marketing sectors will be considered for PA35 inclusion if their work is shown to have a direct and lasting impact on the production or innovation of printing in Canada.

How are members of the PA35 chosen?

To be considered for inclusion on PA35, a candidate must first be nominated as outlined by the Call For Nominations form. The editors of PrintAction magazine then solicit more specific information about each nominee from the references provided, industry leaders within the candidate's category, and ultimately the candidate themselves. The editors make final selections based on the information supplied/sourced.

What should be in the nominee description?

The description should be a brief summary of the work for which you believe the nominee deserves recognition. This should also explain the impact of that work, either within the company, the nominee's category and/or the printing industry at large (possibly society, if applicable).

Who should be listed as references?

A reference for the nominee can include advisors, supervisors, coworkers, or colleagues familiar with the nominee's work and who are able to describe the work and its importance.

Can a nominator be listed as a reference?

Yes. However, if a nominator is listed as a reference, it is suggested that a secondary reference is provided. A secondary reference is also recommended if the nominator feels the candidate's work needs further explanation beyond the form-based description – beyond company, for example, to also consider their impact on the category, industry, or society.

Where can I direct more questions?

Please call (416) 665-7333 ext. 30 or email pa35@printaction.com



PA35 Nomination Form

The PrintAction35 (PA35) program is designed to recognize 35 printing-industry leaders under the age of 35. Each member of the PA35 is directly involved in various facets within Canada's printing industry. The PA35 aims to recognize those who are shaping the printing industry of tomorrow.

Fax Completed Entries to:
(416) 665-7226

Or Email to:
pa35@printaction.com

Nominee's Name

Company of Employment and Location

Age (As of June 1, 2010)

Phone # of Nominee

Email of Nominee

Primary Area of Nominee's Expertise (Select one)

- Equipment Operator (press/bindery/other)
- Information Technology (premedia/prepress/other)
- Print Education
- Print & Packaging Design
- Print Promotion & Association
- Printing Company Management
- Print Sales & Marketing
- Research & Development
- Technology Supply & Distribution
- Other (define in description)

Nominator's Name

Phone # of Nominator

Email of Nominator

Relationship with Nominee

Name of Reference 1

Phone # of Reference 1

Email of Reference 1

Relationship with Nominee

Name of Reference 2 (Optional)

Phone # of Reference 2

Email of Reference 2

Relationship with Nominee

Description

Describe why you think this person deserves recognition as an outstanding member of the printing community.
(Suggested length 200-400 words)

[Empty text box for description]