

# *The Power of Communications Awards 2010*

This award is in recognition of their positive influence, creative excellence, and outstanding achievements within the world of graphic communications, Printing Industries Alliance is delighted to recognize and present the 2010 “Power of Communications” Awards to the following extraordinary individuals:

*Award for Printing*

**HALLIE SATZ**, HighRoad Press LLC/Phoenix Lithographing

*Award for Catalog Publishing*

**VALERIE MERONE**, Victoria’s Secret Direct

*Award for Magazine Publishing*

**SCOTT MASTERSON**, Forbes Media

## *Power of Communications Award for Printing*

# Hallie Satz

Chief Executive Officer, HighRoad Press LLC/  
Vice Chair, Phoenix Lithographing

Hallie Satz is CEO and founder of HighRoad Press, a full-service commercial printing company based in New York City, and Vice Chairperson of Phoenix Lithographing in Philadelphia. She began her career in 1981 working with her family's printing company, Barton Press — a firm already spanning three generations. After a buyout by private investors, Hallie became President and served for seven years. In 2004, she left this position to establish HighRoad Press, a proud WBENC-certified printing company with an inspiring company culture for employees and clients alike.



HighRoad Press prides itself on its quality manufacturing processes, premium customer service and prime location in SoHo. While many printing companies have left Manhattan, Hallie established HighRoad in the center of New York City to provide close and immediate service to the numerous businesses, designers and advertising agencies as well as Fortune 500 companies located nationally. Highroad also gives back to the New York City community: Hallie initiated HighRoad H.E.R.Os (HighRoad Employees Reach Out), a monthly community service program with the Lafayette Street Rescue Mission and employees participate in other NYC programs including the Aids Walk and the Young Women's Leadership Network. The HighRoad staff is dedicated to environmentally-sustainable practices in all areas of the operation and follow an aggressive accountability program.

With Hallie's vision, HighRoad has been recognized as one of the 50 Fastest Growing Women-Led Companies in North America by the WPO and American Express OPEN, one of the Top 400 Printers in the USA by Printing Impressions Magazine, a Top 100 Woman Owned Company in NY and a Top 500 Diversity-Owned Business in America by Diversity.com, and was recently interviewed by Fortune Women's magazine. Hallie is currently a member of the Women Presidents' Organization and on the Leadership Forum Governing Group for Women's Business Enterprises representing WBE certified companies nationally. Hallie's husband, David, and their two children Meridith and Spencer have been a great and inspiring source of encouragement in Hallie's vision and ongoing endeavors.