

BIG PICTURE

THE BUSINESS OF WIDE FORMAT

SPECIAL FEATURE

IT TAKES TWO

How to better communicate with your vehicle wraps installer.

ACHIEVING EQUALITY

Practical and effective ways to improve gender dynamics.

ON A MISSION

Unlock the power behind your company values.

PERSONAL TOUCH

Build deeper connections with customers for long term business.

THE BIG STORY

THE 2021 WOMEN IN WIDE FORMAT AWARDS

CONGRATULATIONS TO THE WINNERS OF THE SIXTH ANNUAL COMPETITION.



Courtney Barvels



Carol Covington



Kristi Duvall



Gina Kazmerski



Kristin Lanzarone



Candice Mauro

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ON THE COVER: The Women in Wide Format Award winners are honored for their inspiring and dynamic work.

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BluePrint

Wide-format pros share their work-life balance secrets.

CARMEN RAD

FOUNDER/PRESIDENT, CR&A CUSTOM, LOS ANGELES

"I've never felt that my work unbalanced my life," Rad says. "I love what I do and have always found ways to enjoy the things I love using my work," like traveling. She acquires clients in Puerto Rico, where she's from, so she can visit often, and she attends large-format tradeshows in the US and Europe.

Rad found ways to acquire balance when she first launched CR&A Custom. "As a working mom and business owner, I didn't have someone to take care of the day-to-day home operational needs, so I ran my home like a business." She hired stay-at-home moms to help with things like catering, dog grooming, and housekeeping, so she could work *and* be with her family.

Speaking of balance, you'll find sweet treats and exercise equipment at Rad's home. She calls herself an ice cream connoisseur: "I strongly believe that a great quality scoop can help solve any problem." And if that doesn't fix it, there's her new home gym. "I rank 50,246 out of 75,000 Peloton riders," she says. "So, I'm out of shape, but I love dancing and look forward to developing my ranking score."

