

Steven Bankler, CPA, Ltd.

Client Spotlight: Lopez Printing

It was Leonard Lopez, Jr.'s dream to one day own his own business. Growing up in San Antonio's Westside, he felt a strong connection to his community but also a pull toward achieving the American Dream for himself and his future family.

As a teenager, he started working for a large printing company. He determinedly worked his way up to plant manager and discovered that the printing industry lacked a commitment to the community and spirit of innovation.

So, in 1992, Leonard and his wife Connie started what is now Lopez Printing. Their American Dream was finally born through sweat and sacrifice.

What started primarily as a bindery, the business blazed one trail after another, becoming among the first printing companies in San Antonio to offer direct-to-plate printing technology and then, more recently, the first to offer web-to-print.

Along the way, Leonard and Connie were raising a family. Now, sons Roger and Leonard III (Len) Lopez serve as company vice presidents. What was it like to grow up in the family business?

"For many years, I lost sight of what made our business truly special," admits Roger. "But then I was asked to speak about my career at my son's school and, in the car on the way there, it dawned on me how important our role in business can be. The signs we print help people get hired and the



lopez print & marketing, llc.

"Serving our Customers Since 1992"

medical books we print help educate and inform doctors. That's pretty remarkable."

With Lopez

Printing already a success after more than two decades in business, it was obvious the family was doing many things right. But a chance meeting at a fellow San Antonio business's holiday party one year ago transformed the family's business even more.

It was there that the Lopez family met Steven Bankler, who, after just a few minutes of chatting, discovered some ways in which the family could save thousands on taxes.

"Not only did he save us more than \$10,000 on taxes annually, but he was able to identify and

correct an IRS error that resulted in a refund," says Roger.

Since then, the family has turned to Steven to help with advanced business structuring and exit planning to prepare for the day when Roger and Len take over. The new strategies have helped

Leonard and his family realize an unexpected and remarkable milestone in their business: They were able to purchase the building that has housed Lopez Printing for more than 20 years.

"Our company has gone through many CPAs over the years," Leonard says. "Never before had we found anyone who helped us the way Steve has. What he has done for us is simply amazing."

Learn more about Lopez Printing by calling 210-888-9380 or visit www.lopezprint.com.



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