**Eugene Montanez bio**

Montanez is co-owner of Allegra Print and Mail and Image360 Signs and Displays. Allegra is a full-service marketing, direct mail and print communications company while Image360 creates signs and displays, electric and non-electric. Eugene, his wife Paula and their team help companies solve problems through their expertise, creative solutions and can-do attitude. Located at 127 Radio Road, in Corona, they can be reached at (951) 734-8181.

Eugene founded the printing business while in high school. Operating out of his mother’s garage, his entrepreneurial spirit was ignited and in 1976 he and Paula married, and opened their business then known as ZAP Printing and Graphics. Now as dual-brand power partners, Allegra Corona and Image360 offer a variety of products, from direct mail to promotional products and marketing materials, plus large-format graphics, signage and displays. When timing is critical, the team at Allegra works through impossible deadlines. Throughout nearly 50 years in business, Eugene has always been on the cutting edge of technology. Pioneering with desktop publishing, digital imaging and workflow automation, he has become an expert in numerous applications and processes. As the author of “Direct Mail is Not Dead: Grow your business with targeted direct mail,” Eugene is often called upon to speak or share his wisdom with others.

With a strong commitment to community, Eugene served on the City of Corona Planning Commission for eight years, followed by sixteen years on the Corona City Council, including three years as Mayor, 2007, 2012 and 2015. Numerous non-profit groups benefit from his generosity and membership: Corona Rotary, Corona Elks Lodge, Riverside Chamber, American Diabetes Assoc. and RCC Foundation Board.

His and Paula’s greatest joys are grandsons Royce and Archer.