gazine

**National Print & Sign Owners Association** An Association for Owners By Owners 2000 Corporate Drive, Suite 205, Wexford, PA 15090

### Family Based Business 101 PAGE 12

ΤМ

NOVEMBER 2020 Formerly NPOA Magazine



## RETHINK LABEL& PACKAGING

### BOOST CUSTOMER ENGAGEMENT AND GROW YOUR BUSINESS

As brands look for new ways to engage with customers, Konica Minolta's innovative digital printing solutions for labels and packaging deliver high-impact branding that stands out — and allows for shorter, faster, customized runs. The result? The quality labels and packaging the market demands, at a price and speed your business requires.

**PLS-475i** 

#### FOR SALES, CONTACT PATRICK HOEY, NATIONAL ACCOUNT MANAGER

hoeyp@kmbs.konicaminolta.us | 978-760-2472



Learn more at **ReThinkPrint.com** 







© 2020 KONICA MINOLTA BUSINESS SOLUTIONS U.S.A., INC.

# Inside

Chairman's Letter	4
Engage Customers With Multi-Channel Marketing	6
Radical Times Call for Visionary Leadership	7
Live Well, Work Well	8
Now More Than Ever!	9
Family Based Business 101	12
Customers Want to Buy from Businesses that Want Their Business. Ask for it!	13
3 Lessons I Learned from Brain Surgery that Could Benefit Your Print Business	14
Ten Mistakes that Print and Sign Owners Make	19
How a New Generation of Print Buyers Impacts You	20
The Time is Now to Re-Evaluate Your Software Operations	21
Should You Partner with a Mail House?	22
Maximize the Brand Message in Print	24
How Do You Get A Prospect to Move Their Business to Your Company?	27
Convincing Your Customer to Use a Web-to-Print Storefront	28
Web-to-Print Marketing: Strategies for Enhancing Value and Driving Revenue Growth	29
5 Ways Total Rewards Can Help Recruit Top Talent	30
Actually	34



45969 Nokes Boulevard, Suite 120, Sterling VA 20166

1.888.316.2040 • www.printowners.org

Formerly National Print Owners Association



NPSOA Magazine is published monthly by the National Print Owners Association. The magazine is mailed free of charge to select Members, Vendors and select prospects. While reasonable care is taken with all material submitted to the NPSOA Magazine, the publisher cannot accept responsibility for loss or damage to any such material. Opinions expressed in articles are strictly those of the authors. While ensuring that all published information is accurate, the publisher cannot be held responsible for any mistakes or omissions. Reproduction in whole or in part of any text, illustrations or photographs is strictly forbidden. © 2020 National Print & Sign Owners Association.

### **Board of Directors**

Mr. Randy Herron, Chairman
Herron Printing & Graphics
7621 Rickenbacker Drive, #300
Gaithersburg, MD 20879
Phone: (301) 990-3100
Email: randy@herronprinting.com
Mr. Nathaniel Grant, Vice Chairman
Marketing Committee Chair
GAM Graphics and Marketing
45969 Nokes Boulevard, Sterling, VA 20166
Phone: (703) 450-4121
Email: Nathaniel@gamweregood.com
Mr. Daniel Flatt, Secretary/Treasurer
Listserve Committee Chair
Multi-Media Services
11136 River Road, Corning, NY 14830
Phone: (607) 936-3186
Email: danf@mmsny.com
Mr. Kevin Hebert, Director
Education and Events Committee Chair
St. Charles Printing / FASTSIGNS
13413 Highway 90, Boutte, LA 70039
Phone: (985) 785-0727
Email: kevin@stcharlesprinting.com
Ms. Charlene Sims, Director
The Master's Press
14550 Midway Road, Dallas, TX 75244
Phone: (972) 387-0046
Email: Char@themasterspress.com
Mr. Dennis Trump, Director
Vendor Relations Committee Chair
Trump Direct
1591 North Water Street, Decatur, IL 62526
Phone: (217) 429-9001
Email: trump@trumpdirect.com
Mr. K. Scott Schoppert, Director
Membership Committee Chair
Printing Impressions
68 Reliance Road, Martinsburg, WV 25403
Phone: (304) 267-7327

### **Mr. Barry Martin**

*Immediate Past Chairman* **Copyquik Printing & Graphics LLC** 710 Oak Hill Avenue, Hagerstown, MD 21740 Phone: (301) 791-7400 Email: barry@copyquik.com

Email: scott@printing-impressions.com

# View the rest of this magazine by becoming an NPSOA member.

### **JOIN HERE!**

