

NPOA

Magazine

DECEMBER 2019



THE PRINT OWNER'S MAGAZINE OF
INDUSTRY NEWS & UPDATES



imagePRESS
C910/C810/C710
COLOR DIGITAL PRESSES

imagePRESS C910 SERIES. MAKE NO SACRIFICES.

When you strive to deliver the best, you can't make sacrifices. And with the imagePRESS C910 Series color digital presses from Canon, you don't have to.

Precise images, bursting with vibrant colors ...

The ideal media, selected from an impressive array of options ...

Expanded applications to help grow your business.



With the imagePRESS C910 Series and your dedication, you can deliver superb quality—without any sacrifices.

That's Techmanity From Canon.

Learn more
print.usa.canon.com

Inside

• Chairman's Letter:

| | |
|---|----|
| My Last Chairman's Letter..... | 4 |
| • The Perfect Gift This Holiday Season: Success..... | 7 |
| • New NPOA Member Benefit on the Way..... | 7 |
| • Promotional Products May Offer More Luxury Than You Think..... | 8 |
| • Emotional Investing is Costly..... | 9 |
| • When Printing Becomes Something Else..... | 11 |
| • Speaking of Time: Respect Time..... | 12 |
| • How to Choose the Right Software to Ensure Success..... | 14 |
| • Our Online Discussion Group..... | 15 |
| • Preparing to Sell Your Business..... | 16 |
| • Digital Printing: Where We Are Now..... | 18 |
| • Member Profile: | |
| Making First Impressions for Three Generations . . . the Henle Printing Company Story..... | 20 |
| • 2020 Spring Conference Agenda | 22 |
| • I'm Right!!..... | 27 |
| • PDF Workflows Allow CSRs to Help Customers Keep Their Prepress Costs Down..... | 28 |
| • Tech Trends to Keep an Eye on Heading Into 2020..... | 29 |
| • Easily Manage Color From Screen to Press..... | 30 |
| • Who Said You Can't Teach an Old Dog New Tricks!..... | 31 |
| • You Can Use the Price Objection App..... | 32 |
| • How Data Analytics Can Help You Make Retirement Plan Decisions..... | 35 |
| • Five Wisdom-Filled Ideas for 2020 from Industry Legend Mike Stevens..... | 36 |
| • Work is Actually Good for You..... | 37 |
| • Why Facebook Ads are Often Not Profitable for Some Small Businesses..... | 38 |



National Print Owners Association

301 Brush Creek Road, Warrendale, PA 15086-7529
1.888.316.2040 • www.printowners.org



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. Dennis Trump, *Vice Chairman*

Trump Direct

1591 North Water Street, Decatur, IL 62526
Phone: (217) 429-9001
Email: trump@trumpdirect.com

Ms. Michelle Maynor, *Secretary*

Interior Graphics & Printing

405 Noble Street, Fairbanks, AK 99701
Phone: (907) 456-4982
Email: michelle@interiorgraphics.com

Mr. Daniel Flatt, *Treasurer*

Multi-Media Services

11136 River Road, Corning, NY 14830
Phone: (607) 936-3186
Email: danf@mmsny.com

Mr. Nathaniel Grant

Communications Director

GAM Graphics and Marketing

45969 Nokes Boulevard, Sterling, VA 20166
Phone: (703) 450-4121
Email: Nathaniel@gamweregood.com

Mr. Kevin Hebert

Programs and Events Director

St. Charles Printing / FASTSIGNS

13413 Highway 90, Boutte, LA 70039
Phone: (985) 785-0727
Email: kevin@stcharlesprinting.com

Ms. Charlene Sims, *Conference Director*

The Master's Press

14550 Midway Road, Dallas, TX 75244
Phone: (972) 387-0046
Email: Char@themasterspress.com

Mr. K. Scott Schoppert, *Director*

Printing Impressions

68 Reliance Road, Martinsburg, WV 25403
Phone: (304) 267-7327
Email: scott@printing-impressions.com

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

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

JOIN HERE!

