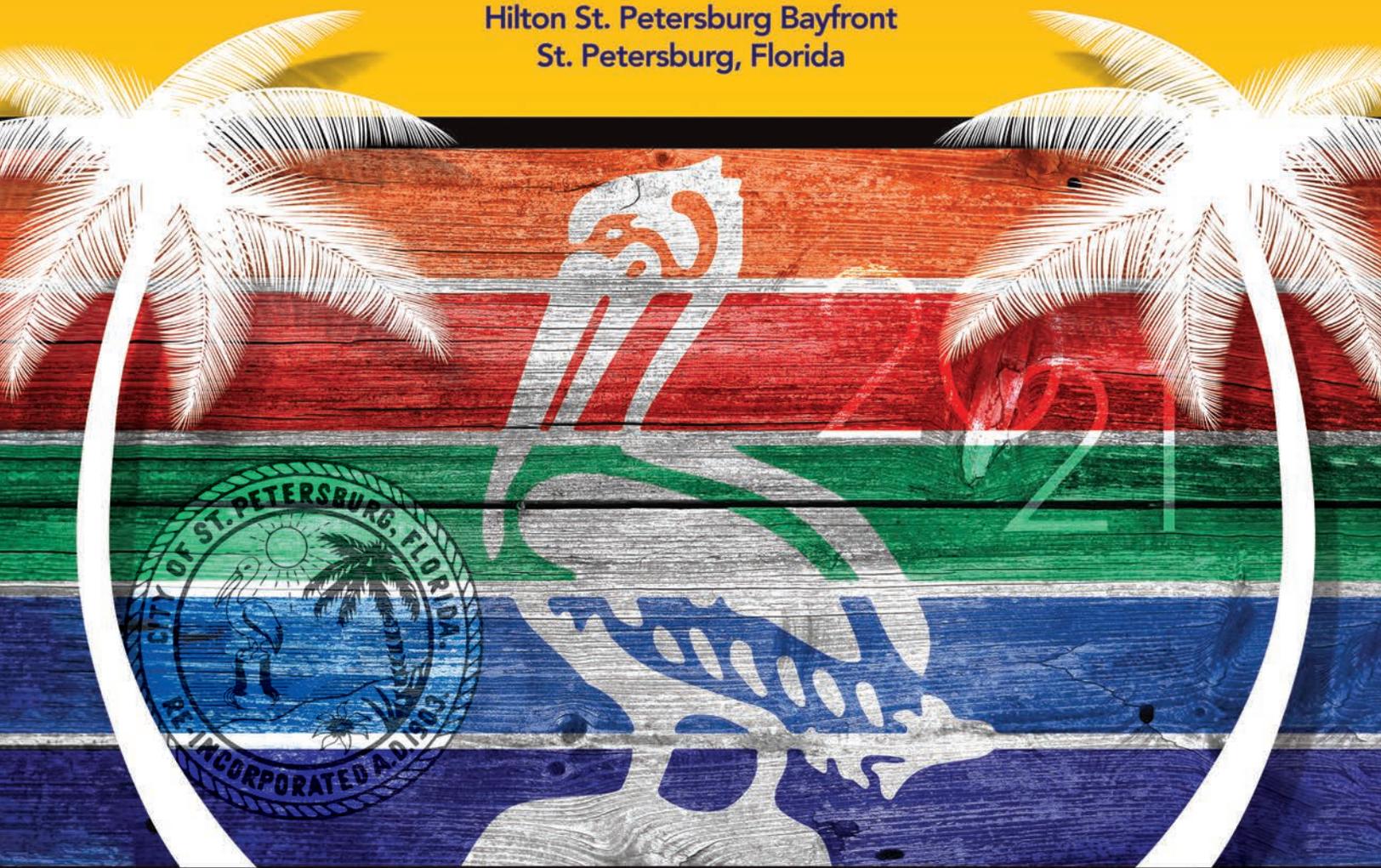




9TH ANNUAL
SPRING CONFERENCE

APRIL 8-10, 2021

Hilton St. Petersburg Bayfront
St. Petersburg, Florida



Renew. Rebuild. Restore.

CONFERENCE COMMITTEE:

Kevin Hebert, St. Charles Printing/ FastSigns - Conference Chair
Danny Paline, Five Star Printing & Signs • Mike Wallace, Print It! • Jackie Wurm, IntegriPrint

2021 Conference Schedule

THURSDAY, APRIL 8

9:00am - 12:00pm

Board of Directors Meeting

9:00am - 7:00pm

Registration Open

WORKSHOPS (Pick One to Attend Per Time Slot)

WORKSHOPS 1

10:00am - 10:50am

C1) The Future of Direct Mail is Here: Direct Mail Retargeting for ROI

– Erica Switzer, Chief Revenue Officer, DirectMail2.0

We have all experienced researching something online and being followed around by ads, be it a product, service or even a trip that we didn't book. Digital retargeting has been a successful marketing strategy for nearly a decade; but what if we could integrate the power of a tactile direct mail piece into the mix? Now you can! Introducing direct mail retargeting, a way to mail to anonymous website visitors for re-engagement and increased ROI! Join us for a presentation and discussion on how this works and how to easily implement it into your process and product offerings today!

10:00am - 10:50am

D1) Printer's Plan Seminar

– Paul DiAngelo, Product Manager

- Take an in-depth look at the key features and improvements included in the 2021 version of Printer's Plan.
- Explore the Cloud Hosted version of Printer's Plan and see how this solution will benefit your company.
- Discover the benefits of the integrated credit card processing feature introduced in the 2020.5 version of Printer's Plan.
- Review the Printer's Plan development road map.
- Open forum to share ideas with other Printer's Plan customers.

WORKSHOPS 2

11:00am - 11:50am

B2) The Best Way to Save Money on Health Insurance

– Bill Schmidt, Broker & Self-funded Specialist

How Self-funded plans can help employers save money on their Employee Health insurance.

11:00am - 11:50am

C2) MyOrderDesk Seminar

– Brian Moore, Territory Representative

Web-to-Print is a hot topic! Come learn about the newest additions to MyOrderDesk, how customers are taking advantage of Web-to-Print, and ideas on how to grab larger national brands using Web-to-Print. We'll be giving everyone a sneak peek at what's coming later in 2021 and opening the floor for customers to share feedback and ideas with others as well as our team.

There are no workshops between 11:50am to 1:00pm.

WORKSHOPS 3

1:00pm - 1:50pm

A3) Why You Need Pricing on Your Website (and How to Make it Easy)

– Dave Hultin, President, Marketing Ideas For Printers & Mitch Evans, Graphic Arts Advisors

Let's face it: you know you need to put pricing on your website, but it's just so much work! Learn how connecting the NPSOA pricing study (facilitated by Graphic Arts Advisors) to your website can help you take the chore and uncertainty out of publishing your prices online.

1:00pm - 1:50pm

B3) High Profit Wide Format Applications and Services

– Steven Webster, Director of Ricoh Wide Format Professional Services Practices

This presentation and demonstration will share ideas and best practices for products and services that expand your product offerings and lead to incremental revenues and higher profits.

1:00pm - 1:50pm

C3) Fast Track to Profitability

– Ron Teller, PrintSmith Customer Care Manager

Learn how to use the new PrintSmith Fast Track user interface to speed up the estimating process and expedite your workflow. Attendees will learn how to create quick estimates using templates, history, and pending documents. You will also see how to easily convert estimates to invoices, produce job tickets, and track jobs.

WORKSHOPS 4

2:00pm - 2:50pm

A4) Exploring Opportunities in the Subscription Economy

– Dave Hultin, President, Marketing Ideas For Printers

Without a subscription model, the sales forecast starts a \$0 each month. With a subscription model each month starts with a predictable revenue stream. Which option is more appealing to you? Every business has an opportunity to develop a subscription service as part of their business model, and printers are no exception. This workshop facilitates the brainstorming and exploration of subscription service ideas for printers desiring to offer a subscription component as part of their business model.

2:00pm - 2:50pm

B4) A Holistic Approach to Color Management

– Michele Hadjopoulos, Color Management Consultant with Ricoh Consulting Services

This live demonstration and interactive discussion will focus on making sound Color Management decisions during the design stage, providing insights that will help you help your customers if you frequently receive files that are notoriously difficult to print. In addition, preflight, soft-proofing, the use of light booths, printer validation, and more will be demonstrated.

2:00pm - 2:50pm

C4) What Does it Really Cost?

– Ron Teller, PrintSmith Customer Care Manager

Learn how to calculate true overhead costs and use PrintSmith to determine real profitability producing jobs. Attendees will learn how to read a profit and loss statement, pull out

To sign up for a workshop, email JuneCrespo@Printowners.org Please email workshop code you want to attend (i.e. D1, A2 etc.)

overhead costs and apply them to their different cost centers. You will also see how to input this data into PrintSmith and recognize true profitability when producing jobs.

WORKSHOPS 5

3:00pm - 3:50pm

A5) Top 10 Mistakes Printers Make When Marketing Themselves

– Dave Hultin, President, Marketing Ideas For Printers
If you've given up on marketing because you're just not seeing results, one of these common mistakes might be the culprit. See for yourself how some simple, consistent practices can make all the difference for generating the leads you need.

3:00pm - 3:50pm

B5) Window, Wall, Floor Application Techniques

– Lisa Smoke, Franchise Sales Manager, Fellers
Hands on demo to learn fundamental application skills including resources to continue learning process for your installation team.

WORKSHOPS 6

4:00pm - 4:50pm

A6) Making Sure Your Customer's Message Sticks!

– AmeriCal
Attendees will learn about the unique needs of the three main types of adhesives, permanent, removable, repositionable. Attendees will be able to distinguish between when each type of adhesive is appropriate for the application, as well as additional details on specialty applications. Samples will be distributed to be used as sales aids and case studies provided to further educate after the seminar.

4:00pm - 4:50pm

B6) Omni-Channel Marketing for ROI: A 23-46% Increase on Direct Mail Results

– Erica Switzer, Chief Revenue Officer, DirectMail2.0
Join us for a presentation and dynamic discussion on how Omni-Channel Marketing is taking the print and mail industry by storm! Learn how printers are increasing their client's direct mail results by 23-46% by adding a direct mail marketing technology bundle to the mailing.

WORKSHOP 7 by appointment only

10:00am - 4:00pm

E1) 1 on 1 with Mitch Evans

Appointments are 50 minutes and are on a first-come, first-serve basis.

– Mitch Evans, Managing Director of Graphic Arts Advisors
You are invited to sit down one on one with one of the industry M&A expert, Mitch Evans, Managing Director of Graphic Arts Advisors to discuss your thoughts on your own options if you are looking to sell/transition your business or looking to grow by acquisition. Mitch will share his thoughts on your company value and what he sees in the current M&A marketplace. Mitch since he sold his printing company, has guided owners in over 150 transactions.

WORKSHOP 8 by appointment only

10:00am - 4:00pm

F1) 1 on 1 with Kate Dunn

Appointments are 50 minutes and are on a first-come, first-serve basis.

– Kate Dunn, owner of the Evolve Sales Group
You are invited to sit down one on one with print industry sales expert, Kate Dunn, owner of the Evolve Sales Group. You can use this time to discuss business development and profitable revenue growth. Discuss real world options for improving the productivity of your sales team, new compensation models, new structures, CRM implementation and improving the skills of your existing talent. Kate has helped more than 400 companies and reps improve their selling processes and generate more revenue. Use this time to jump start your sales for 2021.

5:30pm - 7:00pm

Opening Reception

7:00pm

Dinner on Your Own

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DAVID W. ASHKENAZ

NEI The Envelope Specialist
Making great first impressions since 1985.



2021 Conference Schedule

FRIDAY, APRIL 9

7:00am - 4:00pm
Registration Open

7:45am - 8:45am
Full Breakfast

9:00am
Opening Remarks

9:15am - 10:15am
"What's Next?"
– Deborah Corn

COVID has taken its toll on the industry and marketing budgets are now driving what print is essential. Get some topical ideas and intel for planning your next round of pandemic print prospecting and new business development from Deborah Corn.



10:15am - 10:30am
Networking Break

10:30am - 11:30am
5 Steps to Prospering
– Tom Crouser, CPrint® International

We aren't like corporate businesses whose goal is to maximize profits for stockholders. Usually, we know how to make something or do something and figure the business part out later. And we often bringing the family along with us.

In this session you will learn the five steps needed to reach and maintain prosperity and how they fit in our kinds of businesses. The first is that our purpose isn't just about making more money. Our goal is to serve customers in a way that allows us to make more than if we did anything else and that allows us to fulfill our purpose. However, our purpose isn't just our business. It's more.

Our second is the financial road map, so we can see where we are and where we are going. We'll cover 9 numbers you need to know.

The third is to organize around functions, not people. You'll learn the four prime functions needed in every shop. The fourth function is competing. And it's not all about selling something. Competing includes pricing as well as a large dose of negotiation.



And the fifth function is prospering where all the other functions are operating as they build on each other. Can't do just some of them some of the time. This allows you to get to the kids' ballgames, take a real vacation, and plan your future while earning more as well as having more time with your family than if you did anything else.

Takeaways:

- Five steps you need to take to prosper.
 - Nine numbers you need to know to run the business better.
 - Four prime functions needed by every business.
-

11:30am - 12:45pm
Networking Lunch

1:00pm
Association Update

1:15pm - 2:15pm
Smart Growth in a Disrupted Environment
– Kate Dunn

Growth in a disrupted environment is difficult but not impossible. For some, growth comes from a renewed focus on what made them successful in the first place, others will capitalize on their existing strengths to find new markets and new applications and others will foresee permanent changes and like Wayne Gretsky skate to where the puck will be. Learn how you can plot a course to not only survive but thrive in today's economy.



2:15pm - 2:30pm
Networking Break

2:30pm - 3:30pm
Creating Content for Customer Conversions
– Deborah Corn

COVID has created a longer road for new customer acquisition that most likely starts with finding your business online and ends with human contact. In this session, Deborah Corn from Print Media Centr will share how to keep your audience captivated and educated along the way and offer advice on how to maximize your social media marketing results.

3:30pm - 3:45pm
Networking Break

3:45pm - 4:30pm

Automate Your HR and Improve Your Business

– Scott Goldberg, Chief Sales Officer, Dominion Payroll

COVID has done more than reduce your revenues. The Pandemic's impact on your employees maybe an unseen challenge that can put your company's recovering in jeopardy. Join, Dominion Payroll's Chief Sales Officer, Scott Goldberg for a view into how automating your HR functions can:



- Improve employee engagement
- Increase employee productivity
- Reduce repetitive manual administrative tasks
- Reduce employee attrition
- Mitigate compliance risks

Find out how your business can save money now and improve your ability to recruit top talent after the pandemic.

4:30pm

Closing Remarks/Wrap Up

4:45pm - 6:30pm

Vendor Showcase

7:00pm

Dinner on Your Own

SATURDAY, APRIL 10

7:45am - 8:45am

Hot Breakfast Buffet

9:00am - 10:15am

Keynote Session – “Possibilities: Making the things that make the most”

– Dan Johansen

Let's not sugarcoat it. 2020 was a challenging year for the printing business. Whether you're focused on Sheet-Fed, Wide Format, Packaging, or perhaps a little bit of everything, we all had our share of challenges adapting to the moving targets of our buyers. Whether you persevered, pivoted or punted, the good news is that you're here, and you survived the great dumpster fire of 2020.



Takeaways:

- Market trends in Wide Format Printing
- Products that are driving innovation – Making the things that make the most
- How economics take the emotion out of evolving your portfolio

10:15am - 10:30am

Networking Break

10:30am - 11:30am

General Session — “Seven Technologies to Increase Your Revenue, Profitability and Client Success”

– Erica Switzer

Do you want to increase your revenue by 10, 20 or even 30%? Print is a commodity and for years we have been hearing that we need to “offer more” to our clients. But what do we offer? What is the implementation process? How do we get sales reps to sell it? Join Erica Switzer for a discussion on the top 7 technologies that seamlessly integrate with print and direct mail in order to seamlessly track effectiveness, enhance response rates and increase overall client retention, revenue and profitability.



Takeaways:

- How to differentiate yourself from the competition by offering more than just ink to paper
- Learn about appropriate tracking and true ROI attribution of print and mail
- Become a digital marketer with an emphasis on print and mail centric strategies that enhance organizational growth.
- Utilizing hyper-personalization to produce above average response and conversion rates
- Why the current pivot towards direct mail retargeting is essential for your product offerings

11:30am - 12:45pm

One Minute Mastermind Luncheon

12:45pm - 2:00pm

Wide Format: “Ask the Experts”

– Dan Johansen & David Thibodeaux

2:00pm - 3:00pm

General Session: “LinkedIn, the New Prospecting Frontier”

– Kate Dunn

LinkedIn was always a powerful tool and it helped many companies continue to add new customers during the Pandemic. These savvy companies used LinkedIn to position their companies as trusted experts, to find new prospects and to reinforce their relationships with existing clients. This session will help you understand why social selling is so critical to success today and how you can build a LinkedIn presence that allows you to extend your reach and find more customers.

Takeaways:

- Understand how LinkedIn can help you find new customers and grow your company.
- Learn the importance of both your company and personal profiles and how to turn them into powerful tools

Continued >

2021 Conference Schedule

SATURDAY, APRIL 10 continued

- Define Social Selling Best Practices that will make the most of the time you put in
- A crawl, walk, run approach to implementation to help you implement fast

3:00pm - 3:15pm

Networking Break

3:15pm - 4:15pm

Closing Session "Digital Marketing & eCommerce:
The Next Revolution in Print"

– Will Crabtree

Competing online and winning jobs is attainable for any print shop with the right tools and the right attitude. Will Crabtree, Owner of TampaPrinter.com and marketing agency Gorilla Gurus shares his expertise on how you can become the 'Vista Print' of your service area and future proof your business through digital marketing.



4:15pm

Closing Remarks/Wrap Up

5:00pm - 6:30pm

Closing Reception at the Hilton

Dinner on Your Own

As of February 25, 2021

