

# 2022 Conference Schedule

# **THURSDAY, MARCH 17**

9:00am - 12:00pm

**Board of Directors Meeting** 

9:00am - 7:00pm

**Registration Open** 

**WORKSHOPS** (Pick One to Attend Per Time Slot) All speaker information, times, etc. subject to change.

# **WORKSHOPS 1**

9:00am - 9:50am

A1) Title to Follow

- EFI

9:00am - 9:50am

#### **D1) Enhancing Your Customer Connection**

- Robert Barbara - Director, Canon Production Solutions Valuable takeaways from the NAPCO research of 200 Communication Buyers and printers on what buyers' value, the latest trends in job submission and the importance that increased levels of automation can have in serving your customers.

# **WORKSHOPS 2**

10:00am - 10:50am

B2) Printer's Plan 2022 & Print Reach Central

– Paul DiAngelo TBD

10:00am - 10:50am

# D2) Growing Your Large Format and Signage Services and Offerings

 Michael James - Senior Technical Marketing Analyst Large Format Division, Canon

Business opportunities enabled by the new imagePROGRAF GP Series with expanded color gamut, Fluorescent pink ink, and wide range of medias.

10:00am - 10:50am

E2) Title to Follow

Bill Schmidt - Broker & Self-funded Specialist
Health Insurance Savings

# **WORKSHOPS 3**

11:00am - 11:50am

B3) MyOrderDesk Web-to-Print - What's New

- PrintReach - Printer's Plan

11:00am - 11:50am

# D3) A New Approach to Job Submission

Robert Barbara, Director, Production Solutions
PRISMAprepare Go – A new approach to streamline customer job submissions and processing.

11:00am - 11:50am

E3) Title to Follow

- Sarah Barr - Owner, Konhaus

# **WORKSHOPS 4**

1:00pm - 1:50pm

A4) Title to Follow

-TBD

1:00pm - 1:50pm

**B4) Title to Follow** 

- BCC Software - Not confirmed

1:00pm - 1:50pm

C4) Title to Follow

- Konica Minolta - Not confirmed

1:00pm - 1:50pm

D4) Title to Follow

- DirectMail 2.0

# **WORKSHOPS 5**

2:00pm – 2:50pm

A5) Title to Follow

-TBD

2:00pm - 2:50pm

**B5) Title to Follow** 

- BCC Software - Not confirmed

2:00pm - 2:50pm

C5) Title to Follow

- Konica Minolta - Not confirmed

2:00pm - 2:50pm

D5) Title to Follow

- DirectMail 2.0

# **WORKSHOPS 6**

3:00pm - 3:50pm

A6) Title to Follow

- Ricoh

3:00pm - 3:50pm

**B6) 3M Intro to Windows, Walls, Floors** 

 Lisa Smoke - Franchise Sales Manager, Fellers Application Techniques

3:00pm - 3:50pm

C6) Title to Follow

- Konica Minolta - Not confirmed

3:00pm - 3:50pm

D6) Title to Follow

- DirectMail 2.0

# To sign up for a workshop, email Conference@NPSOA.org

Please email workshop code you want to attend (i.e. D1, A2 etc.)

# **WORKSHOP 7**

4:00pm - 4:50pm

A7) Title to Follow

- Ricoh

4:00pm - 4:50pm

B7) 3M Intro to Windows, Walls, Floors

Lisa Smoke - Franchise Sales Manager, Fellers
Application Techniques

4:00pm - 4:50pm

C7) Title to Follow

- Pocket Folders Fast - Not Confirmed

4:00pm - 4:50pm

D7) Title to Follow

- DirectMail 2.0

5:30pm - 7:00pm

**Opening Reception** 

7:00pm

Dinner on Your Own

# **FRIDAY, MARCH 18**

7:00am - 4:00pm

**Registration Open** 

7:45am - 8:45am

Full Breakfast

9:00am

**Opening Remarks** 

- Kevin Hebert - Conference Chair

#### 9:10am - 10:00am

Profit Mastery: Seven Steps to Fiscal Fitness – The Absolute Best Tools to Measure and Manage the Key Profit and Cash Drivers

KEYNOTE: Steve LeFever - Chairman, Profit Mastery
In this presentation Steve will outline the Seven-Step Road
Map - a proactive "big picture" process to provide a stable planning framework.

#### Topics Include an overview of the following: Seven Steps

- 1. Plan properly before start up
- 2. Monitor Financial Position
- 3. The price, volume, cost relationship
- 4. Manage cash flow
- 5. Manage growth
- 6. Borrow properly
- 7. Plan for transition

10:00am - 10:10am Networking Break

#### 10:10am - 11:00am

Continued from Previous Session

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#### 11:00am - 11:10am

**Networking Break** 

#### 11:10am - 11:30am

#### Title to Follow

– Sarah Barr – Owner, Konhaus

#### 11:30am - 12:45pm

**Networking Lunch** 

#### 1:00pm - 1:10pm

#### **Association Update**

- Nathaniel Grant - Chairman

### 1:10pm - 2:00pm

Profit Mastery: Your Magic Number – What Is It, How Do You Calculate it, How Can You Use It to Make Every Operating Decision?

– KEYNOTE: Steve LeFever - Chairman, Profit Mastery The Profit Mastery "Magic Number" session is a 360° approach to profit management that will enable you to see performance measurement in a whole new light – and enable you to implement a process to squeeze additional profits out of your business forever – in tough times or good.

# Participants will be able to:

- 1. Understand how cost patterns affect profits
- 2. Using Break-Even Analysis to control costs
- 3. Develop relevant pricing strategies
- 4. Implement a profit planning approach and integrate it with scheduling
- 5. Create an atmosphere of accountability

#### 2:00pm - 2:10pm

**Networking Break** 

# 2022 Conference Schedule

# FRIDAY, MARCH 18 Continued

# 2:10pm - 2:30pm

Continued from Previous Session

Profit Mastery: Your Magic Number – What Is It, How Do You Calculate it, How Can You Use It to Make Every Operating Decision?

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5. Create an atmosphere of accountability

# 2:30pm - 3:00pm

# Title to Follow

- Sarah Barr - Owner, Konhaus

#### 3:00pm - 3:10pm

**Networking Break** 

#### 3:10pm – 4:00pm

#### Title to Follow

– Jay Busselle – Managing Partner, FLEXpoint Social Selling

#### 4:00pm - 4:10pm

**Networking Break** 

#### 4:10pm - 4:30pm

# Title to Follow

- Kate Dunn - President, Evolve Sales Group

# 4:30pm

#### **Closing Remarks**

- Kevin Hebert - Conference Chair

# 4:45pm - 6:30pm

**Vendor Showcase** 

#### 7:00pm

**Dinner On Your Own** 

# **SATURDAY, MARCH 19**

#### 7:45am - 8:45am

**Full Breakfast** 

#### 9:00am

#### Welcome Back

- Kevin Hebert - Conference Chair

#### 9:10am - 10:00am

#### A Pen, a Pad, and a 5-Word Question

- Bill Farquharson - President, Aspire for

Why aren't you selling more? That's the question Bill will ask when this program starts at 9:10am. He will write down your answers and provide instantly applicable ideas for all your sales challenges. By 11:00am, your wrist will hurt from taking page after page of notes. This presentation is 100% improv. No PowerPoint. No speaker notes, just a pen, iPad, and a fiveword question. Join Bill to learn how to:

- Grow your sales
- Overcome objections
- Beat voicemail, stay organized, never cold call again, differentiate

And you'll get answers to any other sales challenges you are facing.

#### 10:00am - 10:10am

# **Networking Break**

#### 10:10am – 10:30am

# Title to Follow

- Bill Schmidt - Founder, BrokrQuotes

#### 10:30am - 11:00am

#### Title to Follow

-TBD

#### 11:00am - 11:10am

**Networking Break** 

#### 11:10am - 11:30am

#### Title to Follow

- Kate Dunn - President, Evolve Sales Group

#### 11:30am - 12:45pm

One Minute Mastermind Luncheon

#### 1:00pm - 1:30pm

#### Title to Follow

– Deborah Corn - Intergalactic Ambassador to The Printerverse

# 1:30pm - 2:00pm

#### Title to Follow

-Scott Downs

2:00pm - 2:10pm

**Networking Break** 

2:10pm - 2:30pm

Wide Format "Ask the Experts"

-TBD

2:30pm - 3:00pm

**Selling More in Less Time** 

- Bill Farguharson - President, Aspire for

How often does it happen that you finish a workday and think, "I worked hard but feel as though I got nothing done"? Many of us are busy but few of us are productive. Strangely, top salespeople and selling owners aren't working 65 hours a week, they're working 35 hours a week, have 2 handicaps, and have achieved work/life balance. This presentation will show you how to emulate their success. Join Bill to learn:

- The three most important time management rules
- How to leave work at work
- A five-step process for selling more in less time

3:00pm - 3:10pm

**Networking Break** 

3:10pm - 4:00pm

Title to Follow

- Sarah Barr - Owner, Konhaus

4:00pm - 4:10pm

**Networking Break** 

4:10pm - 4:30pm

Title to Follow

-TBD

4:30pm

Closing Remarks

- Kevin Hebert - Conference Chair

5:30pm

**Leave for Closing Event** 

# NPSOA Thanks Our 2022 SPONSORS









































