



10TH ANNUAL npsoaTM SPRING CONFERENCE

March 17-19, 2022

Westin on the Riverwalk
San Antonio, Texas

Enhance, Energize, Elevate.

Enhance your operations, Energize your staff, Elevate your business.

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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) MDSF – the Silent Salesperson for all your B2B and B2C needs

– Corrie Westhuizen, EFI

The benefits of having B2B and B2C StoreFronts under one roof. New SmartStore functions and SEO basics. How to upgrade your B2B offerings and increase your B2C footprint with new B2C friendly storefront sites incorporating SEO compatible elements.

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

A2) PrintSmith Vision: Tracking Time

– Ron Teller, EFI

Employee Accountability and how to Track Actual Time. Why it is important for your bottom line, profitability, and competitiveness to track time across all aspects of your operation and down to the job level; How to do so efficiently with PSV.

10:00am - 10:50am

B2) Printer's Plan 2022 & Print Reach Central

– Paul DiAngelo

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) Presentation

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

WORKSHOPS 3

11:00am - 11:50am

A3) PrintSmith Vision: Streamline Workflows

– Ron T / Corrie W, EFI

Workflow automation - Maximizing PSV and additional modules for end-to-end integration.

How to create a complete end-to-end workflow, capturing web to print orders, processing and scheduling those orders to the digital press and finally shipping the order and updating tracking information.

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) Printspiration

– Sarah Barr - Owner, Konhaus Print & Marketing

Bring a notebook to this session jam packed of print & marketing ideas that you can leave this conference and start implementing right away! If you've had the pleasure of listening to Sarah speak, you know she's filled with printspiration and we can't get enough of her ideas.

WORKSHOPS 4

1:00pm - 1:50pm

A4) OPEN

1:00pm - 1:50pm

B4) Presentation

– BCC Software

1:00pm - 1:50pm

C4) Presentation

– Konica Minolta

1:00pm - 1:50pm

D4) Presentation

WORKSHOPS 5

2:00pm - 2:50pm

A5) Presentation

– Ricoh

2:00pm - 2:50pm

B5) Presentation

– BCC Software

2:00pm - 2:50pm

C5) Presentation

– Konica Minolta

2:00pm – 2:50pm

D5) Omnichannel Marketing for ROI

- Morgan DiGiorgio, DirectMail 2.0
- How to use direct mail and digital marketing integration to increase direct mail response rates 23-46%

WORKSHOPS 6

3:00pm - 3:50pm

A6) Demystifying Mail, Automated Workflow, and Finishing

- Chris Odden – Ricoh

Work Faster, Work Smarter with Print Workflow Automation

In this workshop you will learn about:

- Benefits of USPS workshare discounts
- Data cleansing as a service for your customers
- Postprocess finishing controls
- Delivery validation and reporting

3:00pm - 3:50pm

B6) 3M Intro to Windows, Walls, Floors

- Lisa Smoke - Franchise Sales Manager, Fellers Application Techniques

3:00pm - 3:50pm

C6) Presentation

- Konica Minolta

3:00pm - 3:50pm

D6) Direct Mail Retargeting

- Morgan DiGiorgio, DirectMail 2.0
- Increase Marketing ROI with direct mail retargeting

WORKSHOP 7

4:00pm - 4:50pm

A7) Web-to-Print: Not Just a Solution but a Savior

- Denise Iannuzo and Chris Odden - Ricoh

An overview of Job Submission tools to start evaluating your e-commerce business model.

- Benefits of adding web-to-print
- Napco & Keypoint Intelligence research examining why printers are purchasing Web-to-Print & the time savings it represents
- Choosing between a hosted or licensed solution
- Evaluating platform options & exploring dynamic sites
- Pros & cons of build vs. buy
- Which solution is right for you? Perform a self-assessment and determine your roadmap to success!

4:00pm - 4:50pm

B7) 3M Intro to Windows, Walls, Floors

- Lisa Smoke - Franchise Sales Manager, Fellers Application Techniques

4:00pm - 4:50pm

C7) Pocket Folders: It's not what you say, but how you say it.

- Mardra Sikora, Pocket Folders Fast

4:00pm - 4:50pm

D7) Presentation

- DirectMail 2.0

OPENING SHINDIG 5:30pm - 7:00pm

Little Bites & Cold Drinks. Don't forget to Wear Your Green!

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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Continued >

2022 Conference Schedule

FRIDAY, MARCH 18 *Continued*

4. Manage cash flow
5. Manage growth
6. Borrow properly
7. Plan for transition

11:00am - 11:10am

Networking Break

11:10am - 11:30am

Vendor Benefits Panel

Jeff Bowers, Plan2Retire
Kevin Lee, Pineapple Payments
Bill Schmidt, SBIS

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

2:10pm - 2:30pm

Continued from Previous Session

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 5. Create an atmosphere of accountability
-

2:30pm - 3:00pm

Ask Away!

– Sarah Barr – Owner, Konhaus Print & Marketing
Email your biggest marketing challenges to sarah@konhaus.com by 3/7. We’ll answer as many of them during this session. Leave feeling inspired with your questions answered.

3:00pm - 3:10pm

Networking Break

3:10pm – 4:00pm

Optimizing LinkedIn

– Jay Busselle – Managing Partner & CTO (Chief-TACO-Officer) at FLEXpoint

In this session you will learn:

- Why LinkedIn is still worth the investment of your time.
 - What steps to take to increase your visibility.
 - How to be more engaging on LinkedIn.
 - Six types of content to consider sharing on LinkedIn.
-

4:00pm - 4:10pm

Networking Break

4:10pm - 4:30pm

Optimizing LinkedIn

Continued from Previous Session

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4:30pm

Closing Remarks

– Kevin Hebert - Conference Chair

4:45pm - 6:30pm

Vendor Showcase

7:00pm

Dinner On Your Own

Continued >

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 five-word 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 – 11:00am

Inline Bindery Finishing

Presentation with Q&A by Canon • Konica Minolta • Ricoh

11:00am - 11:10am

Networking Break

11:10am - 11:30am

I Bought A Printing Company, Moved Locations, and Rebranded.

– Sarah Barr – Owner, Konhaus Print & Marketing
Sarah will share her journey about purchasing Konhaus Print & Marketing along with moving it to an entire new location in the middle of a pandemic. If that wasn't enough she added rebranding to her list of things she accomplished in 2021 for the company.

11:30am - 12:45pm

One Minute Mastermind Luncheon

1:00pm - 2:00pm

Presentation

– Deborah Corn - Intergalactic Ambassador to The Printerverse

2:00pm - 2:10pm

Networking Break

2:10pm – 3:00pm

Selling More in Less Time

– Bill Farquharson - 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

Supercharge your Social Media

– Sarah Barr – Owner, Konhaus Print & Marketing
Sarah will share digestible ideas to enhance your Social Media efforts.

4:00pm - 4:10pm

Networking Break

4:10pm - 4:30pm

We Want to Hear from You - Member Input for Next Year's Conference

Tell us:

- What you liked
- What you would change
- Where you'd like to see next year's conference held
- What topics you would be interested in next year

4:30pm

Closing Remarks

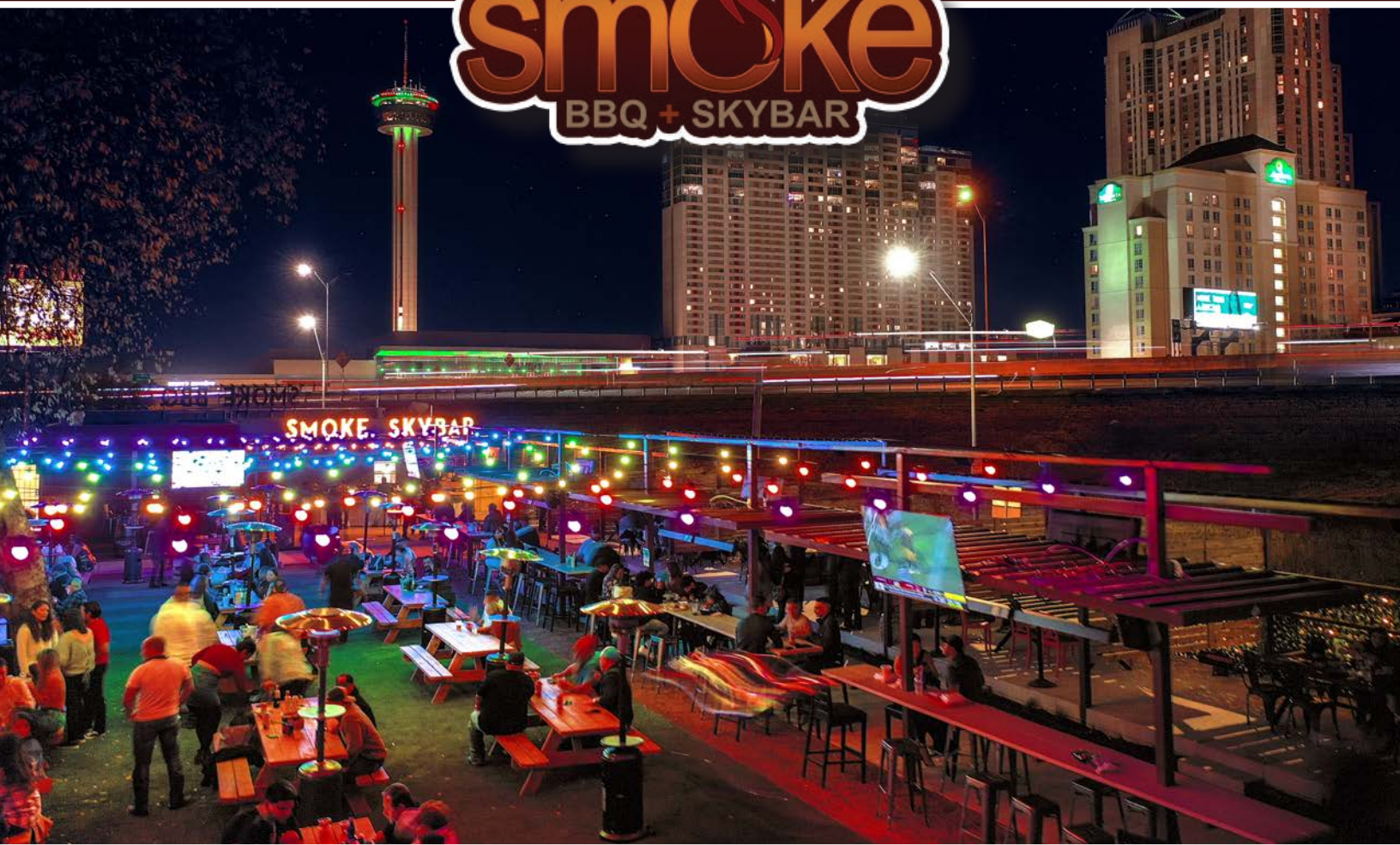
– Kevin Hebert - Conference Chair

5:30pm

Leave for Closing Party at Smoke BBQ + Sky Bar

Texas BBQ Classics, Cocktails, Cold Beer, music and more!

NPSOA is proud to announce its
Spring Conference closing event venue...



Ranked the #1 venue in San Antonio, Smoke is just minutes from the conference venue and is one of Downtown's Premier Bar/Restaurants!

At the NPSOA closing event, Smoke will deliver an enjoyable experience; Live entertainment, Texas BBQ Classics, Cocktails, Cold Draft Beer, and more, all served in a venue to remember!

SMOKE BBQ + SKYBAR is located in the Heart of Downtown San Antonio and is known for serving some of the best Texas BBQ in the City.

Make sure to join us for the party!

Transportation available if needed