



# *Mechanics, Message and Mardi Gras*

NPOA OWNERS CONFERENCE

# *New Orleans*

THE HOTEL INTERCONTINENTAL  
FEBRUARY 2-4, 2017



# 2017 Spring Conference

## RICOH back again as the Host Sponsor for the High-Energy Annual Conference in New Orleans

The **National Print Owners Association (NPOA)** will hold its **Fifth Annual Owners Conference** in **New Orleans** at the **Hotel Intercontinental** from **February 2-4**.

Industry experts **Dave Fellman** and **Philip Beyer** will anchor dynamic educational sessions. Other notable presenters will include **Dan Antonelli** from **SignShopMarketing**, **Sarah Barr** from **Konhaus Marketing** and **Thaddeus Rex**.

The conference will begin on Thursday evening, February 2 with the popular and entertaining **Welcome Reception** sponsored by the conference host, **Ricoh**. This reception offers a close setting to reconnect with print shop owners, previous attendees and make new friends before heading out to on-your-own group dinners at various Nawlins' hot spots.

### About the National Print Owners Association

From its grass roots inception in 2013, **NPOA** has grown from 19 founding members to more than 400 print shop owners, making it the fastest growing association in the printing industry. Along with an annual conference, it provides its members with proprietary studies and surveys on technology, pricing, business operations and many other topics. It also offers an on-line discussion forum for print shop owners to share ideas and solutions to common problems. The association's motto is "**By Printers, For Printers**" and its members represent the most progressive printing operations in the industry. For more information, visit: [www.printowners.org](http://www.printowners.org).



# Conference Schedule

NPOA OWNERS CONFERENCE • FEBRUARY 2-4, 2017

## THURSDAY

- 7:30 am – 3:00 pm..... Board of Directors Meeting
- 3:00 - 4:45 pm..... Brainstorming Session
- 2:00 – 7:00 pm..... Registration Open
- 5:00 – 7:00 pm..... Welcome Reception *Sponsored by Ricoh*  
*Group Dinners (optional) – Meet in Lobby at 7:15 pm*

## FRIDAY

- 7:30 am – 3:00 pm..... Registration Open
- 7:45 – 8:30 am..... Hot Breakfast Buffet
- 8:15 – 8:30 am..... Opening remarks by Conference Committee & Ricoh
- 8:30 – 9:30 am..... Opening Keynote Speaker – Thaddeus Rex, **The Science of Charisma**

*Hear the laughter. Feel the power. And discover new tools as we explore the latest research in motivation and opinion formation. What rock stars manage by instinct, we can master through science. Imagine customers enjoying how easily they smile when talking about you and your company. Discover how strategic charisma, based on your company's unique strengths, can be infused throughout every customer interaction, building contagious enthusiasm for all you and your company have to offer.*

### TAKEAWAYS INCLUDE:

- *The anatomy of Charisma (in brand and persona building)*
- *3 stages of customer engagement and how you pass them all*
- *Rapport's biggest barrier, and ways to sail past it*
- *The key to taking your brand one step further, from consistent to charismatic*

- 9:30 - 9:45 am ..... Coffee Break *Sponsored by Larry Hunt Newsletters*

- 9:45 - 10:45 am..... **Mechanics: Making Time for Process, by Dave Fellman, *Sponsored by Allegra Marketing & Print***  
*When was the last time you worked something all the way to completion? How many sales opportunities have you lost because something fell through the cracks? How many other initiatives have you started – sales, marketing, finance, training, social media — but never brought to fruition? It's the curse of small business, there never seems to be enough time to do the things that could make things better. This is a program about time management, contact management and project management. It's about making the time to follow-up on sales opportunities and everything else. It's about managing the relationships between time, tasks, people and the multiple hats you wear in running your business. It's about starting every day with a plan, and dealing effectively and efficiently with the inevitable interruptions that are the enemy of your plan.*
- 10:45 - 11:00 am..... **Coffee Break**
- 11:00 am – 12:00 pm..... **Mechanics: Getting the Process Right by Philip Beyer *Sponsored by Folder Express***  
*Ever wonder how in the world you'll make those new can't-wait-to-get-started ideas a reality in your business? In this session you'll learn how to ensure quality, service, and a consistently good customer experience. Beyer will discuss customer experience mapping via quality & service controls and show you how to achieve lean and error-free systemization.*
- 12:15 – 1:45pm..... **Industry Luncheon *Sponsored by Bristol Pay***
- Welcome remarks & association update, NPOA president Barry Martin
  - Member benefit update, Bristol Pay
  - Industry update, Michael Makin, PIA
- 2:00 – 3:00 pm..... **Message: What's Your Story? by Thaddeus Rex, *Sponsored by AccuZIP***  
*In this highly interactive session, we'll take the tools learned in the keynote, and apply them to your own business, helping you hone your attention grabbing tools as you become the company they can't stop celebrating! This practical workshop, focused on helping you apply The Science of Charisma to your own business, is completely hands on. Prepare to rock the room and spill laughter on the floor. Bring your current marketing materials and get ready to put your ideas to work. TAKEAWAYS INCLUDE:*
- Walk through a process for helping your company stand out above all competition
  - A secret trick for infecting customers' with contagious enthusiasm
  - Don't simply learn the steps, but put them to use right here, right now
- 3:00 – 3:15 pm..... **Coffee Break *Sponsored by PrinterPresence***
- 3:15 – 4:00 pm..... **Message: Taking Your Story LIVE! *Sponsored by Pocket Folders FAST***  
*Two print gals that LOVE marketing will walk you through 7 low cost marketing strategies that you can implement immediately to generate leads to convert to sales and to customers. Presented by Sarah Barr, Konhaus Marketing, Camp Hill, PA and Becky Whatley, Quality Printing, Riverside CA.*
- 4:00 - 4:30 pm..... **Happy Half Hour Reception**
- 4:30 – 5:20 pm..... **Design for Sign Shops, Presented by Dan Antonelli *Sponsored by FASTSIGNS***
- 5:20-5:30..... **Wrap Up**
- 7:00 – 9:30 pm..... **Optional Event – Rock & Bowl (*dinner, drinks, live music & bowling*)**

## SATURDAY

8:30 – 9:45 am ..... **Special Breakfast Presentation *Sponsored by Marketing Ideas for Printers***

8:45 – 9:45 am ..... **Dave Fellman, “The Top 10 Mistakes Printers Make and How Avoid Them!”**

*It's been said that if you don't have customers, you don't really have a company. For a printing company, customers – especially good ones – are usually hard to get and often hard to keep. It's bad enough that “outside” forces (read that: competitors) attack your customer relationships every day. Too many printers make their problems even worse by making “internal” mistakes – avoidable mistakes – which cost them customers and money. Dave Fellman will identify the 10 most common mistakes that printers make with their customers, and tell you something about how to keep from making them yourself.*

9:45 – 10:00 am..... **Coffee Break**

10:00 – 11:00 am..... **Avoiding Mistakes – Panel of Profit Leaders**

11:00 - 11:15 am..... **Coffee Break**

11:15 am - 12:00 pm ..... **General Session – Moderated Round Table Discussions**

12:00 - 1:00 pm ..... **One Minute Mastermind Luncheon *Sponsored by Printer's Plan***

*This popular Ideas Exchange format returns as print peers share practical, real world strategies on everything from marketing and sales to production and operations.*

1:15 - 2:45 pm..... **Brokering in the Bank *Sponsored by ASI* 30 minute presentation, followed by a panel with profit leaders**

3:00 - 6:30 pm..... **Partners in Profit Supplier Showcase**

*Workshops throughout the Showcase, 45 minute classes by vendors*

6:15-6:30 pm ..... **Conference Wrap Up & Closing Remarks**

## SUNDAY

**Optional – Super Bowl Sunday Activities (tentative)**

- Trip to Houma, BBQ at Dooley's Bar
- Football Game Viewing with Snacks & Cash Bar (possible) or Go to Outside Bar



**National Print Owners Association**

301 Brush Creek Road, Warrendale, PA 15086-7529

1.888.316.2040 • [www.printowners.org](http://www.printowners.org)



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