



8<sup>TH</sup> ANNUAL  
**SPRING CONFERENCE**

**MARCH 12-14, 2020**

JW Marriott Houston by the Galleria | Houston, Texas

**HOUSTON**



Innovate. Integrate. Motivate.

**Conference Committee:**

Charlene Sims, The Master's Press, Conference Committee Chair  
John Henry, Mitchell's Speedway Press

# 2020 Conference Schedule

## THURSDAY, MARCH 12

8:00am - 3:00pm

**Board of Directors Meeting**

9:30am - 7:00pm

**Registration Open**

### WORKSHOPS *(Pick One to Attend Per Time Slot)*

10:00am - 10:50pm

#### **Costing Session**

– Ron Teller, PrintSmith Support Manager, EFI

10:00am - 12:00am

#### **The Two-Prong Approach for Selling More Printing**

– Kathy Hett, Marketing Ideas for Printers

10:00am - 10:50am

#### **Navigating Postal Software Options in 2020**

– BCC Software

11:00am - 12:00pm

#### **Professional Services available to make Members successful and efficient with Wide Format devices**

– Steven Webster, Director, Professional Services Sign & Graphics, Ricoh USA

11:00am - 12:00pm

#### **401K Fiduciary Duties'**

– Jeff Bowers CFP, Bowers Advisory Group

12:00pm - 12:50pm

#### **Lunch on Your Own**

1:00pm - 1:50pm

#### **The Packaging and Label Market:**

#### **Think Outside the Box and Un-stick your Revenue**

– Erik Holdo, VP, Industrial Printing & Production Print, Konica Minolta

2:00pm - 2:50pm

#### **Konica Minolta - LEAN Processing & Workflow Assessments**

– Mike Toth, National Solutions Integration Manager

1:00pm - 2:50pm

#### **PrintReach - Printer's Plan**

1:00pm - 2:50pm

#### **EOS Journey**

– Paula Fargo, Curry Printing & Copy Center

– Bob Molacek, Soulo Communications

3:00pm - 5:00pm

#### **PrintReach - My Order Desk**

3:00pm - 5:00pm

#### **Web-To-Print Portals**

– Dennis Cogan, Morpho Printing and Marketing

– Craig Dellinger, New Haven Print

3:00pm - 3:50pm

#### **Digital Printing 5.0 – Industry Research Study**

– Robert Barbera, Director Marketing, Canon U.S.A., Inc.

4:00pm - 5:00pm

#### **Securing Your Operation Through People, Process and Technology**

– Aaron Halegua-Hale, Senior Advisor, Canon Solutions America

5:30pm - 7:00pm

**Welcome Reception**

7:30pm

**Group Dinners** (optional) - Meet in the lobby at 7:15pm

(Transportation on your own)

## FRIDAY, MARCH 13

7:30am - 4:00pm

**Registration Open**

7:30am - 8:00am

**Hot Buffet Breakfast**

8:00am - 8:15am

**Opening Remarks**

8:15am - 10:00am

**Keynote Speaker - "Selling with Certainty"**

– Bryan Flanagan

Selling is a 'transference of certainty.' You and each person on your team are confident you can supply the client's needs. The challenge is how to communicate that certainty to your prospects and clients.

These objectives are accomplished in a fast-paced, highly participatory workshop. Each person is actively involved in the learning process with small-group discussion and "turn and learn" exercises with others.

Bryan Flanagan is a triple threat trainer: he educates, encourages, and always finishes on time!

#### **Takeaways:**

- Sell more!
- Communicate the value of service and not defend price
- **Integrate** what has worked in the past with the current demands of clients
- Take greater pride in the sales profession
- Sell with confidence
- Implement an **innovative** approach to delivering personalized customer service
- **Motivate** self and others for greater results
- Have fun as you learn!

10:00am - 10:15am

**Networking Break**

10:15am - 11:15am

**"Developing Social Media Strategies for Bottom Line Results"**

– Brittany Gray

Planning and strategy are an essential part of any business's social media efforts, and an important part of any modern marketing strategy. If you struggle with what to post (and when), what platforms make the most sense for you, and how to fit it all into your regular marketing efforts, this session will help to make you feel more confident - and optimistic that it really CAN be done.

## Takeaways:

- How to show up when and where it matters to the audience you want to reach
- Creating a content map that makes managing social media so much easier
- Using your social media to build trust and community with your audience
- The key role that Social Media plays in your overall Digital marketing and SEO (search engine optimization)
- Using trends and competitors to stay ahead of the game
- How to set realistic goals for your social media, and measure the outcome.

11:15am - 12:15pm

### "The Accomplished Life: How to Get More Done"

– Kirby Hasseman

In today's world, we are all busier, but it seems harder to get things done. We have more tools and less productivity. In the Accomplished Life we look at how to really be more productive based on science! In this session, Kirby Hasseman will give you seven things you can start doing right away that will help you get more done. In addition, he will share things you need to stop doing to be more productive. Kirby Hasseman will spend a little time digging into the weeds about tactics that can help you right away. It's not about being busier. It's about being more productive. It's about getting more done!

## Takeaways:

- Understand how improving your brain function can help your productivity.
- Get 7 things you can cut out of your life so you can get more done and be happier.
- Why being happier can help you be more successful (and how to get happier).
- 1 Simple rule to help you know what to say "No" to in your life.

12:15pm - 12:45pm

### Association Update/Install New Board

12:45pm - 1:30pm

### Hot Buffet Lunch

1:30pm - 1:45pm

### Networking Break

1:45pm - 3:15pm

### Roundtable Discussions (Facilitated Discussions on Hot Topics)

3:15pm - 3:30pm

### Networking Break

3:30pm - 4:30pm

### "Sell By Design, Not By Chance" – Bryan Flanagan

This session continues the theme of professional selling. Bryan will guide you through the Sales P.R.O.C.E.S.S. This sales

methodology is a client-centered approach to relationship selling. The following sales principles are addressed:

## Takeaways:

- Selling is a process not a personality!
- The sales process takes pressure off the sales person.
- You make more money solving problems than you do selling print services.
- The intent behind your technique determines your ethics.

4:30pm - 6:30pm

### Vendor Showcase

You won't want to miss this time to visit with vendors, network with peers, and have a chance at winning a great prize!

7:00pm

### Dinner on Your Own

## SATURDAY, MARCH 14

7:30am - 8:00am

### Hot Breakfast Buffet

8:00am - 9:45am

### Keynote Speaker - "Leading From The Front"

– Colonel Cedric Leighton

We'll look at how leadership in combat situations is different from leading your small printing business as to you try to **Innovate** your business, **Integrate** your efforts and **Motivate** your personnel. We'll also see how some leadership traits are similar in any situation in which you happen to be "the boss". Building upon audience leadership experiences, (Yes, he just might call on you!) plus his own rich history as both a follower and a leader, Colonel Cedric Leighton will tell you what he's learned about what it takes to be an effective moral leader in today's ever-changing business environment.

## Takeaways:

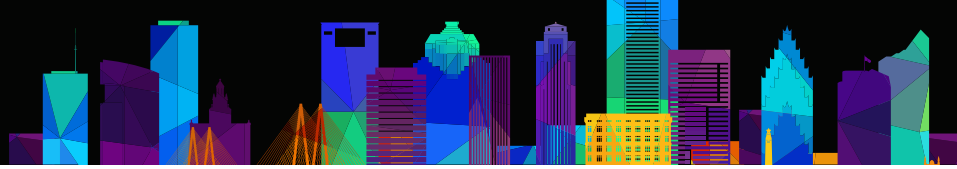
- You'll learn the differences between enduring leadership characteristics and those required in crisis situations.
- Understand why Innovation is your business as a leader and how to foster an innovative culture in your company.
- Learn how process integration is key to achieving company goals and leadership milestones.
- Learn why effective motivation of employees, business partners and customers is essential to your business' survival.

9:45am - 11:15am

### "Budgeted Hourly Rates: What are they and why are they critical to your Business?"

– Ron Teller

The printing industry is the most competitive it has ever been with a shrinking market and printers lowering prices to fill their excess capacity. With the changing times many are failing due to the



history of printers only concerning themselves with market pricing without taking into account the revenue needed to cover overhead costs. We will discuss the evolution of printing and the need to have accurate BHRs and how to use them to determine pricing and company direction. We will also discuss the need to track process time and materials in order to get an accurate production cost.

#### Takeaways:

- Why what I have always done is no longer relevant in today's printing industry.
- How accurate are my financials and do I know how to read them?
- What are my overhead items?
- How do I distribute them over my cost centers?
- What markups do I add to my labor and material costs?
- The need to track process time and materials to ensure profitability.

11:15am - 11:30am

#### Networking Break

11:30am - 12:30pm

#### "Hot Button HR Issues"

– Adriane Harrison

Times changes, and so does the world of human resources. Adriane Harrison will update you on the most important HR issues, trends, and labor & employment laws that affect your company. Adriane will address important issues such as managing marijuana in the workplace, harassment, flexible work schedules, how to recruit new employees, and more.

#### Takeaways:

- What to expect with mandatory paid leave statutes.
- How to recognize when employees are impaired and should be off the production floor.
- How to manage harassment claims and create a culture where that doesn't happen.
- Suggestions for flexible work schedules to attract and retain employees.

12:30pm - 2:00pm

#### One Minute Mastermind Luncheon

Bring your best marketing ideas to win bragging rights and cold hard cash!

2:00pm - 3:30pm

#### Panel Sessions: "Wide Format Discussion"

##### Panelist:

Dan Flatt, Multi-Media Services  
Kevin Hebert, St. Charles Printing  
Barry Martin, Copyquik Printing & Graphics  
Facilitator: Mitch Evans

3:30pm - 3:45pm

#### Networking Break

3:45pm - 4:45pm

#### Keynote Speaker: "Cyber Security for the Printing Industry"

– Colonel Cedric Leighton

The cyber realm presents some of the greatest risk to print professionals today. How did this happen? What's the impact to your business? And, what can we do to mitigate cyber risks? Colonel Cedric Leighton addresses these and other cybersecurity issues as we get ready to introduce even more cyber complexity into our businesses. The advent of Artificial Intelligence (AI), Machine Learning, Robotics and other developments make cybersecurity more important than ever. Even the smallest of businesses has a critical responsibility to protect customer and business partner data as well as the integrity of their operations. Colonel Cedric Leighton will draw upon his over 30 years' experience in the intelligence and cybersecurity fields to help you understand the risks, where they come from and how to mitigate them. Essential tools for any 21st century printing business.

#### Takeaways:

- Peer behind the headlines to understand where today's cyber threats are coming from and why they are so dangerous.
- Learn how **Innovation** is necessary for business survival, but also brings cyber risks with it and what you can do to mitigate those risks.
- Understand why **Integrating** cybersecurity policies and solutions into daily operations is your best path to cyber risk mitigation.
- Learn why properly **Motivated** employees minimize the risk of insider threats to your data and why good leadership practices help create a better cybersecurity environment for both businesses and employees.

4:45pm - 5:00pm

#### Closing Remarks/Wrap Up

6:30pm

#### Transportation to Dinner Experience - Meet In Lobby

6:45pm Board Bus

7:00pm Bus Departs Promptly

7:30pm - 10:30pm

#### Houston Stampede Dinner Event

Complimentary ticket with full registration

10:30pm Bus Departs for Hotel

As of February 11, 2020

# Conference Registration Form

March 12-14, 2020

Please feel free to use this form if you plan to pay by check or authorize us to charge your registration fees against the credit card information supplied below.  
**You may also register online at [printowners.org](http://printowners.org).** Thank you.

Your Name: \_\_\_\_\_  Additional Attendees - See Below

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

Expected date of arrival and time: \_\_\_\_\_ Expected date of departure and time: \_\_\_\_\_

**Have you made your reservations at the conference hotel?**  Yes  No

**NPOA Member?**  Yes  No **First-time attendee?**  Yes  No

## REGISTRATION FEES:

### NPOA Member Conference Registration:

- NPOA Primary Attendee:** @ \$649  
 **NPOA Additional Attendee(s):** @ \$599  
 **NPOA Reception Companion Ticket** (Thurs. & Fri.): @ \$150  
 **Social Event** (Saturday, March 14) (per person): @ \$75

**Total \$ Amount Authorized/Enclosed** \$ \_\_\_\_\_

### Conference Registration Fees - Non-Members\*:

- Non-Member NPOA Primary Attendee:** @ \$895  
 **Non-Member NPOA Additional Attendee(s):** @ \$845  
 **Non-Member NPOA Reception Companion Ticket** (Thurs. & Fri.): @ \$175  
 **Social Event** (Saturday, March 14) (per person): @ \$75

**Total \$ Amount Authorized/Enclosed** \$ \_\_\_\_\_

\*A \$100 credit will be applied towards NPOA dues if a non-member joins NPOA within 30 days following the conference.

**DIETARY RESTRICTIONS-** Please indicate below any special dietary concerns or requests you may have while attending the NPOA Owner's Conference. We will do our best to accommodate these requests.

Vegetarian  Vegan  Gluten Free  Lactose Free  Allergies (Please list: \_\_\_\_\_)

## PAYMENT INFORMATION:

Form of Payment:  **Check Enclosed\***  **Credit Card**

Credit Card Information: CC# \_\_\_\_\_ Exp. Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_ CVV: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_

## MAKE CHECKS PAYABLE TO NPOA

Mail Registration forms to NPOA Headquarters: 301 Brush Creek Road, Warrendale, PA 15086-7529

**Call NPOA at 888.316.2040** Email Conference Registration Forms to: [membership@printowners.org](mailto:membership@printowners.org)

- Cancellation Fees:**
- Cancellations received prior to **January 15, 2020** (*Full Refund*)
  - Cancellations received between **January 16 through February 16, 2020** (*Subject to a 35% processing fee*)
  - Cancellations received after **February 17, 2020** (*No Refund, substitutions are welcomed*)

## NATIONAL PRINT OWNERS ASSOCIATION

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**HOUSTON  
STAMPEDE  
EVENT CENTER**



## TOTAL TEXAS DINNER EXPERIENCE

Saturday, March 14th – 7:30 pm to 10:30 pm

Join Us for a fun evening and experience the best Texas has to offer at the Houston Stampede Event Center! Our unforgettable evening will include: "Mega Watt", the Mechanical Bull, Live Armadillo Racing, DJ/Karaoke Stage, Photo Booth, Live Texas Longhorns, Cash Bar, Smoking True Texas BBQ Buffet and more!

**You do NOT want to miss out on this "True Texas Experience"  
at the 2020 Spring Conference!**

