



Business & Beach
'Sea' you in Myrtle Beach!

11TH ANNUAL

SPRING **npsoa**TM CONFERENCE

March 16-18, 2023

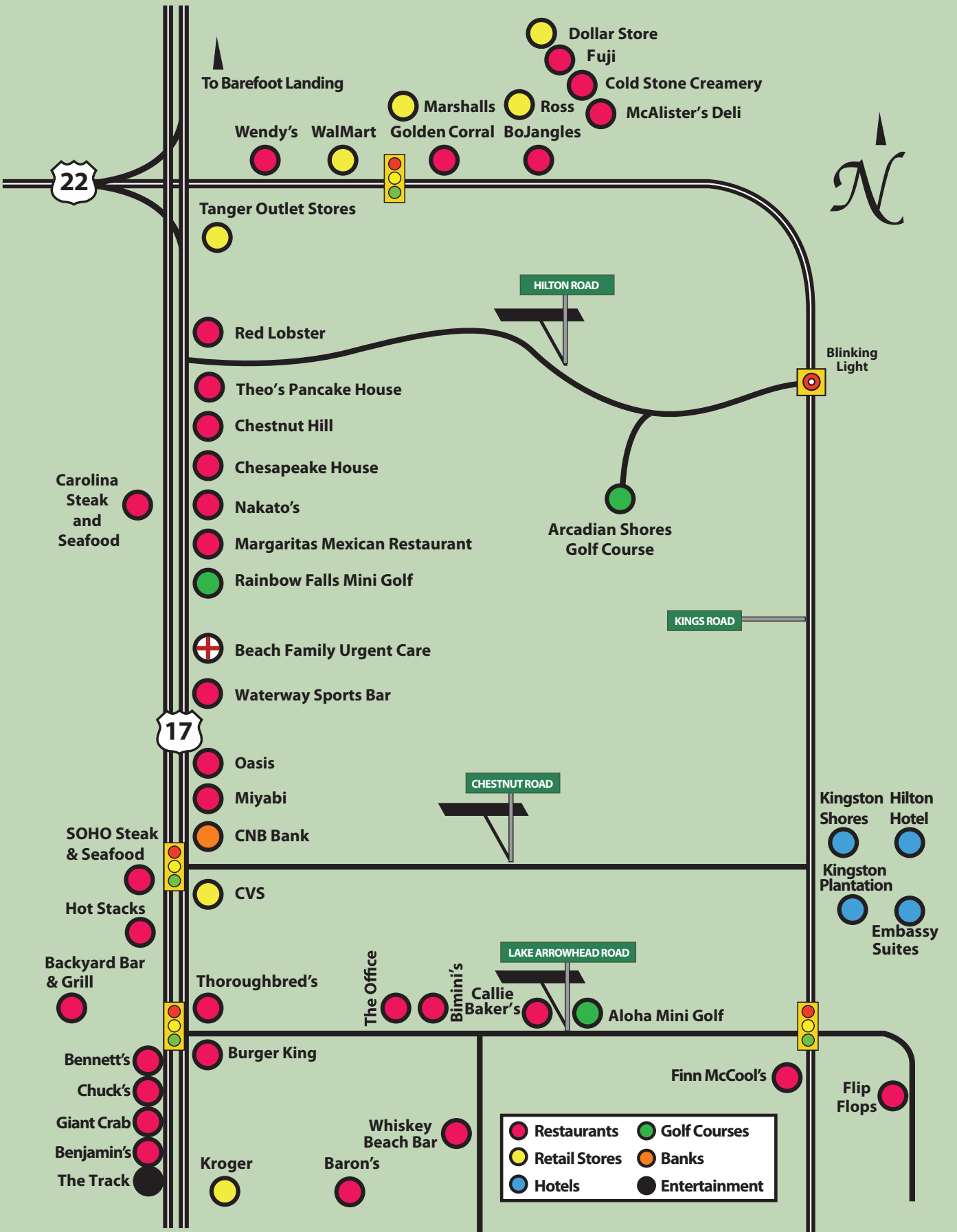
Hilton • Myrtle Beach, South Carolina



Register & Book Your Stay at npsoa.org/event-calendar/2023-annual-conference



Shuttle Map



Local Restaurants

Bimini's

Brings the taste of the islands to Myrtle Beach with their fresh shellfish and seafood. They offer a laid back atmosphere with the sounds of Island Reggae and live beach music. Hours: Sun-Mon-Tues 4:00pm - until; Wed-Thur 3:00pm- until; Fri-Sat 12:30pm- until. Located 1 mile from the hotel on Lake Arrowhead Road, about 5 minutes. www.biminisoysterbar.com ; 843-449-5549

Barons Steaks, Spirits and Piano Bar

Traditional steaks, chops & seafood dishes served in a relaxed space with dark wood & soft lighting. Open Tuesday-Saturday 4:00pm – 12:00 am. Located 1.9 miles from the hotel on Lake Arrowhead Road, about 7 minutes. www.baronsmyrtlebeach.com ; 843-449-5200

Calli Baker's Firehouse Bar & Grill

Low-key spot with a patio offering a pub menu with local flair, plus craft beer & unique cocktails. Open daily 11:30am-11:00pm. Located 1 mile from the hotel on Lake Arrowhead Road, about 5 minutes. www.callibakersfirehouse.com ; 843-692-0788

Carolina Seafood & Steak

Known as the #1 Family Restaurant in Myrtle Beach, Carolina Seafood and Steak is serving fresh local seafood and Certified Angus Beef. The menu features all-time favorite Surf & Turf Combos, delicious flatbreads and pizzas from the brick oven, and classic pasta dishes. Open daily 11:30am-9:30pm. Located 1.9 miles NW of hotel on Hwy 17, about 6 minutes. www.carolinasteakhouse.com/ ; 843-945-9288

Chesapeake House

Family owned since 1971. Casual dining serving fresh seafood and steaks with waterfront views. Open daily 4:30pm- until. Located 1.5 miles NW of hotel on Hwy 17, about 5 minutes. www.thechesapeakehouse.com ; 843-449-3231

Chestnut Hill

Casual waterfront dining serving a variety of seafood, beef, chicken, pork, and veal. Hours: Mon-Sat 4-10pm; Sunday Brunch 10am-1:30pm; Sunday Dinner 4-9pm. Located 1.5 miles NW from the hotel on Hwy 17, about 5 minutes. www.chestnuthilldining.com ; 843-449-3984

Chucks Steak House

Laid-back steakhouse also offering burgers, a salad bar & cocktails in lodge-like surrounds. Open Daily from 4:00pm - 9:30pm. Located 1.8 miles SW from the hotel on Hwy 17, about 7 minutes. www.chuckssteakhousemb.com ; 843-449-7611

Finn McCool's

Convivial watering hole offering classic Irish & American pub grub, plus a full bar & outdoor patio. Open Daily from 11:00am

- 11:00pm. Located less than a mile from the hotel on Lake Arrowhead Road, about 3 minutes. www.finnmccoolsmb.com ; 843-449-7616

Flip Flops Bar and Grill

Brews & American pub grub in an easygoing, beach-themed locale with an outdoor deck & sports on TV. Open Daily from 11:30am - 2:00am. Located 1.8 miles from the hotel on Shore Drive, about 7 minutes. www.fipflopsbarandgrillsc.com ; 843-712-2834

Margaritas Mexican Restaurant

A lengthy menu of Mexican & Tex-Mex family recipes served in casual, brightly colored quarters. Open Daily from 11:00am - 10:00pm. Located 1 mile NW from the hotel on Hwy 17, about 5 minutes. www.margaritasmexrestaurant.com ; 843-497-5960

Miyabi's & Nakato

Both are Japanese Steakhouses that offer steak, chicken, and seafood combinations. Casual dining with a trained chef that cooks and entertains at your table. Hours daily 4pm-10pm. Located 1 NW of the hotel on Hwy 17, about 5 minutes. Miyabi's- 843-449-9294; Nakato- 843-449-3344

SOHO Steak & Seafood Sushi Bar North

SOHO embraces cultures, offering an extensive menu that includes sushi, steak, pasta, and many different types of seafood. Known for its cosmopolitan atmosphere and universal cuisine, it has been a top choice for locals and tourists in Myrtle Beach for many years. Hours: 8am-12am Daily. Located 1.5 mi W of the hotel on Hwy 17, about 6 minutes. www.sohomb.com ; 843-945-9696

The Office an Italian Pub

Snug neighborhood joint featuring pizzas, pasta dishes & sandwiches, along with a full bar. Open Daily 12:00pm-2:00am. Located 1 mile from the hotel on Lake Arrowhead Road, about 5 minutes. 843-839-9190

Thoroughbreds

A Myrtle Beach favorite serving select cuts of beef and veal, delectable fowl, and only the freshest seafood - all prepared and served with classic style. Hours: Mon-Thurs & Sun 5pm-10pm; Fri-Sat 5pm-11pm. Located 1.5 mi NW of the hotel on Hwy 17, about 5 minutes. www.thoroughbredsrestaurant.com ; 843-497-2636

Clearwater Oyster Bar & Grill

Located on the inter-coastal Waterway, we offer the freshest assortment of oysters, fish, lobster, crab, beef & so much more. Happy Hour 4:00pm - 6:00pm Daily. Hours: Mon - Sun 11am - 10pm. www.Clearwateroysterbar.com - 843-945-1300

Registration Open - 9:00 am - 7:00 pm

	9:00 am - 9:50 am	10:00 am - 10:50 am	11:00 am - 11:50 am	1:10 pm - 1:50 am	2:10 pm - 2:50 pm	3:10 pm - 3:50 pm	4:10 pm - 4:50 pm
Workshop A	AccuZIP Basics Get Started with Direct Mail Today! – Donna Tackett, AccuZIP	Customer Loyalty Pays Dividends Automating Your Feedback and Review Process is Easy! – John DiPippo, LoyaltyLoop	Automate Sales, Collections, and Customer Service with Planprophet – Lemay Sanchez, PlanProphet	Order Management & Web2Print Solution to Drive Growth – Trent Foreman, OnPrintShop	Automate Sales, Collections, and Customer Service with Planprophet – Lemay Sanchez, PlanProphet	Chasing Rest: Efficiencies that Lead to Peace in Your Print Business – Rachel Nies & Kathy Hett, Marketing Ideas for Printers	Is it Still a Seller's Market? The Current State of the M&A Marketplace – Mitch Evans and Rod Bristol
Workshop B	Shipping Automation Saves You Time and Money Supercharge Your Shipping Workflow – Michael Tan, ShipLeap	Marketing That Works Part 1 Actionable Steps to Marketing Efficiency – Derek Champagne	The State of the Envelope Industry Dealing with Product Availability One Year Later! – Mark Sell, NEI, Inc	Marketing That Works Part 2 Create More Engaging Interactions with Your Target Markets – Derek Champagne	Customer Loyalty Pays Dividends Automating Your Feedback and Review Process is Easy! – John DiPippo, LoyaltyLoop	Going Beyond CMYK Learn how print embellishment can be breathe new life into your business – Michelle Hajdopolous, Ricoh	The Future of Workflow Automation Learn about API integrations and “no code” automation – Michael Reiher, Good2Go Software
Workshop C	Printer's Plan 2023 In-depth Look at the Key Features and Improvements included in the 2023 Version – Paul DiAngelo, PrintersPlan/Print Reach	MyOrderDesk 2023 Take a Look at the Features and Improvements Planned in 2023 – Dean Craft, Print Reach	Considering EOS? Here's What You Should Know: the Good, the Bad, & the Ugly – Kristi Dannelley	Reflective Solutions Work Zone Signage and Private Property Signage – Brian McVeigh, Orafol & Pat Daley, FELLERS	Printer's Plan 2023 In-depth Look at the Key Features and Improvements included in the 2023 Version – Paul DiAngelo, PrintersPlan/Print Reach	MyOrderDesk 2023 Take a Look at the Features and Improvements Planned in 2023 – Dean Craft, Print Reach	Shipping Automation Saves You Time and Money Supercharge Your Shipping Workflow – Michael Tan, ShipLeap
Workshop D	Increase Sales in 2023 Revenue Generation and Giving Your Customers Personalized Storefronts!! – Pam Cotrupe, eProductivity Software	PrintSmith Vision and MarketDirect Storefront LIVE Integrated Workflow – Pam Cotrupe & John Fleming, eProductivity Software	The Future of Workflow Automation Learn about API integrations and “no code” automation – Michael Reiher, Good2Go Software	Propelling Your Business Forward Trends and Best Practices to Help Guide Your Business Forward – Robert Barbera, Canon USA	Color Standards as a Competitor Differentiator Increase Productivity & Customer Satisfaction – Robert Barbera, Canon USA	AccuZIP Basics Get Started with Direct Mail Today! – Donna Tackett, AccuZIP	Trainual Get Your Business Out of Your Brain, So It Can Grow Beyond You! – Mark Sell, Trainual Partner
Workshop E	Mergers & Acquisitions Book Your 15 Minute Session by Appointment Only – Mitch Evans	Retirement Planning Book Your 15 Minute Session by Appointment Only – Jeff Bowers	Credit Card Processing Book Your 15 Minute Session by Appointment Only – Kevin Lee	Burden Rates Learn How to Create and Use Accurate Burden Rates in Your Business – Ron Teller		Leveraging automation for color management and how to troubleshoot effectively – Mark Bohan Konica Minolta	Using workflow to drive your operations – Mark Bohan Konica Minolta

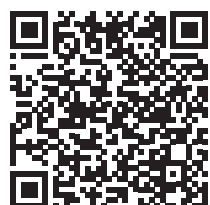
Registration Open - 7:00 am - 5:00 pm



Conference
Website



Conference
Registration



Hotel
Registration



Conference
Agenda

7:30 am - 8:50 am

Networking Breakfast

Meet with Other
Owners and Discuss
Business Issues and
Opportunities

9:00 am - 9:10 am

Opening Remarks

*Kevin Hebert,
Conference Chair*

9:10 am - 10:00 am

Niche, Clarity & Focus

Identify Customers Who
Need, Want, and Will
Pay for Your Services
Derek Champagne

10:10 am - 11:00 am

10 Big Ideas for Self-Promotion

Print Promos, Sales Kits,
Resources, and More
*Trish Witkowski,
Foldfactory.com*

11:00 am - 11:30 am

Exit Strategies

Planning & Preparation
for a Smooth Sale with a
Higher Value Deal
Kristi Dannelley

11:30 am - 1:00 pm

Mastermind Luncheon

Bring Your Ideas to
Share with Other
Printers and Presenters

1:10 pm - 2:00 pm

Secrets of Engaging Mail

Tips and Tricks to Get
Your Mail Opened and
Stand Out in the Crowd
*Trish Witkowski,
Foldfactory.com*

2:10 pm - 3:00 pm

Increases Profitability Through Promo

Expand Your Line of
Branded Merchandise
*Nicole Stella,
AIM Smarter*

3:10 pm - 4:00 pm

Wide Format Ask the Experts

Ask Your Questions
and Get Answers from
Owners and Sponsors

4:10 pm - 5:00 pm

Digital Publishers Need Print Partners

Build Revenue with
Digital Publishing
*Deborah Corn,
PrintMediaCentr*

5:00 pm - 5:10 pm

Closing Remarks

*Kevin Hebert,
Conference Chair*

5:30 pm - 6:50 pm

Vendor Showcase Reception

Meet 1 on 1 with
Vendors to Find
Solutions
Prizes - Must be Present to Win

7:00 pm

Dinner on Your Own

Saturday, March 18

7:30 am - 8:50 am

Networking Breakfast

Meet with Other
Owners and Discuss
Business Issues and
Opportunities

9:00 am - 9:10 am

Welcom Back

*Kevin Hebert,
Conference Chair*

9:10 am - 10:00 am

Selling the Young Buyer

Tips to Successful
Selling to Those Outside
Your Comfort Zone
*Bill Farquharson,
SalesVault.pro*

10:10 am - 11:00 am

Your Growth Partner in Promo

Learn How AIM Smarter
Can Help You Succeed
*Mary Skeen,
AIM Smarter*

11:00 am - 11:30 am

Building a Team

How to Recruit,
Onboard, and Retain
Talent in Your Business
*Colin Wright,
Paychex*

11:30 am - 1:00 pm

Networking Lunch

Bring Your Ideas to
Share with Other
Printers and Presenters

1:10 pm - 2:00 pm

Finding Elusive Customers Post-COVID

Winning Formulas to Nail
Down Decision Makers
*Bill Farquharson,
SalesVault.pro*

2:10 pm - 3:00 pm

Top 10 HR Issues

Navigate HR Issues
Facing Print Owners
Today
*Cathy Pearl,
Business Partner with
Paychex*

3:10 pm - 4:00 pm

Simplifying Large Format Production

Explore Production
Options for Beginners
*Mark C. Little,
Ricoh Graphic
Communications*

4:10 pm - 5:00 pm

2024 Conference

Help Determine the
Details for Next Year's
NPSOA's Conference
Where, When, and
Session Topics

5:00 pm - 5:10 pm

Closing Remarks

*Kevin Hebert,
Conference Chair*

NPSOA Thanks Our 2023 Sponsors

2023 Conference Schedule

WEDNESDAY, MARCH 15



12:00pm
Arcadian Shores Golf Club
Myrtle Beach

WEDNESDAY
**GOLF
OUTING**

THURSDAY, MARCH 16

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.

A WORKSHOPS

9:00am – 9:50am

A1) AccuZIP Basics – Get Started with Direct Mail Today!

– Donna Tackett, AccuZIP

Learn how AccuZIP's extensive data hygiene features can solve your customer list issues. Get the Lowest Postage Rates by presorting with DDU and SCF entries and learn about Walk Sequence mailings. We will show you how AccuZIP takes the work out of EDDM mailings including automatic generation of Facing Slips! This is a can't miss workshop for current, new and prospective AccuZIP users looking to get the most of their direct mail!

In this workshop you will learn about:

- Presorting in AccuZIP.
- Advanced features for Data Hygiene.
- Tips for finding lower Postage Rates.
- EDDM options within AccuZIP

10:00am – 10:50am

A2) Customer Loyalty Pays Dividends - Automating Your Feedback and Review Process is Easy!

– John DiPippo, Owner/President, LoyaltyLoop

In this session, you will learn the value of customer loyalty, the methods of quantifying it, how to build a print organization focused on it, and how customer loyalty translates to revenue and profitability. This is not a session about some gimmicky points/rewards programs, but rather a discussion about real business processes that matter to every printer, from small print shops to large print operators, that share the goal of building a stronger business, bottomline and brand. You will also learn about LoyaltyLoop - a customer feedback and review service that has been helping printers for over a decade leverage their customer feedback to grow stronger.

Member take-away:

Building real customer loyalty isn't about the gimmicky rewards programs. Learn how to instrument your business

with processes that help you consistently deliver amazing customer experiences that in turn drives loyalty. Employing an automated customer feedback and review process is easy, affordable, and strengthens your bottom line and brand.

11:00am – 11:50am

A3) Automate Sales, Collections, and Customer Service with PlanProphet

– Lemay Sanchez, Managing Director at PlanProphet
PlanProphet is a cloud-based platform that connects live with your estimating platform to bring automation to the difficult but essential world of sales, collections, and customers. Learn how to supercharge your business with minimal effort.

Member take-away:

Learn and understand the benefits and main features of PlanProphet.

1:10pm - 2:00pm

A4) Order Management & Web2Print – 1 Solution to Drive Growth

– Trent Foreman – Regional Sales Manager, OnPrintShop North America

Management platform to support today's print marketplace. In this session we'll discuss how to manage your orders from an Online, Offline, 3rd Party, and Quote all within the same admin area. OnPrintShop can provide all the tools and reporting you need to reduce costs and increase efficiency so that you can focus on your growth areas.

Member take-away:

- Members will view and see the OnPrintShop order management platform and functionality.
- Discussion related to ease of use with no coding or technical expertise needed to manage the platform.
- How to expand your sales footprint allowing you to super serve your customer base and drive growth by maximizing efficient workflow automation functions.

2:10pm - 3:00pm

A5) Automate Sales, Collections, and Customer Service with PlanProphet **Repeat Workshop**

– Lemay Sanchez, Managing Director at PlanProphet

3:10pm - 4:00pm

A6) Chasing Rest: Efficiencies that Lead to Peace in Your Print Business

– Rachel Nies & Kathy Hett, Marketing Ideas for Printers
Does it feel like you're spinning your wheels trying to streamline the chaos at your print business? It doesn't have to be that way. Discover how and where you can find the extra margin needed to breathe easy again at your print shop.

Member take-away:

While it's true we all get the same 24 hours in a day, in this workshop, you'll learn how to maximize the time invested in your print business to create more time for all the other things that matter in life.

4:10pm - 5:00pm

A7) Is it Still a Seller's Market? The Current State of the M&A Marketplace

– Mitch Evans and Rod Bristol

Mitch and Rod will present the current state of the M&A marketplace including who is buying.

Also talk about any shift from a Seller's to a Buyer's market including where they see the valuations today as interest rates have risen and many are predicting a recession or slower times ahead.

Member take-away:

Attendees will learn about the type of graphic businesses who are being sold and which are the most in demand. They will get a glimpse of who is buying graphic companies and have values gone up or down. They will also hear about the presenter's forecasts for 2023 and beyond plus how to make their business more attractive to a buyer. For attendees who are looking to buy, they will learn about current deals and where to find possible acquisition targets.

B WORKSHOPS

9:00am – 9:50am

B1) Shipping automation saves you time and money - Supercharge your shipping workflow

– Michael Tan, ShipLeap

ShipLeap improves your shipping process by streamlining your shipping, elevating your brand, and increasing employee and customer satisfaction. Learn how the ShipLeap platform will save you time and money every time you ship packages.

In this workshop you will learn about:

How to shop carrier rates to get the best deal
What are the hidden costs if you ship the "old-fashioned" way?
Why shipping automation is the most efficient way to ship packages
What are all the pitfalls of shipping without automation software?

10:00am – 10:50am

B2) Marketing That Works : Part 1

– Derek Champagne

Based on content from his best-selling book Don't Buy a Duck.

In this session, Derek teaches actionable steps for how to get the most efficiency out of your marketing team and budget and to only focus on marketing that works. Derek provides worksheets and real-world examples for intentionally building your brand and campaign for measurable results.

In this workshop you will learn about:

- Build a memorable that stands out from (and beats) the competition.
- Create more engaging interactions with your target customers.
- Build effective marketing campaigns that are measurable and hold your marketing team accountable for results.

11:00am – 11:50am

B3) The State of the Envelope Industry... One Year Later!

– Mark Sell, Director of Business Development, NEI, Inc., The Envelope Specialist and home to ZoomEnvelopes.com

One year ago the printing industry was learning to adjust to the major impacts supply chains and manufacturing pipeline restrictions were having on our industry, and specifically the envelope industry. Now that we've learned to adjust, what's next and what can we expect moving forward.

Member take-away:

Receive un-biased, up-to-date information on where the Envelope Manufacturing sector of our industry stands. Including data on lead times and envelope product inventory levels, as well as how the manufacturing industry projects things continuing into 2023 and beyond. We'll also be providing updates to our ZoomEnvelopes.com and NEIAdvantage.com tools & services.

1:10pm - 2:00pm

B4) Marketing That Works : Part 2

– Derek Champagne

Based on content from his best-selling book Don't Buy a Duck.

In this session, Derek teaches actionable steps for how to get the most efficiency out of your marketing team and budget and to only focus on marketing that works. Derek provides worksheets and real-world examples for intentionally building your brand and campaign for measurable results.

In this workshop you will learn about:

- Build a memorable that stands out from (and beats) the competition.
- Create more engaging interactions with your target customers.
- Build effective marketing campaigns that are measurable and hold your marketing team accountable for results.

2:10pm - 3:00pm

B5) Customer Loyalty Pays Dividends - Automating Your Feedback and Review Process is Easy! Repeat Workshop

– John DiPippo, Owner/President, LoyaltyLoop

3:10pm - 4:00pm

B6) Going Beyond CMYK

– Michelle Hajdopolous, Ricoh

Learn how print embellishment and gamut expansion can breathe new life into your business and increase profit margins.

Member take-away:

- Explore the potential for opportunity Guidelines for growing new business

4:10pm - 5:00pm

B7) The Future of (Print) Workflow Automation

– Michael Reiher, President of Good2Go Software

Workflow automation for print comes in many forms, from open API's to dedicated workflow automation solutions. We're at a place in time where just about anything is possible, AND it's ALL about to change. Join this session to learn more

Continued >

2023 Conference Schedule

THURSDAY, MARCH 16 *Continued*

about what the future brings for automation, how using API's will soon be outdated and how the future will open the door for print service providers of ANY SIZE to take advantage of automation advancements.

Who should attend? Anyone from any size printer who is interested in utilizing technology to connect best of breed applications together to build a custom solution. Technical and non-technical personnel can attend.

In this workshop you will learn about:

- Get updated on the state of workflow automation.
- Learn about the limitations of API integration.
- Learn about "no code" automation.
- Preview the future of "no code" automation.
- Learn what this all means to the future of print production.

C WORKSHOPS

9:00am – 9:50am

C1) Printer's Plan 2023

– Paul DiAngelo, Printer's Plan Product Manager at Print Reach

In this workshop you will learn about:

- Introduction to Job Link - Learn how your customers can now view, approve and pay estimates online.
- Take an in-depth look at the key features and improvements included in the 2023 version of Printer's Plan.
- Discover the benefits of Print Reach Pay, our integrated credit card processing solution.
- Explore the Cloud Hosted version of Printer's Plan and see how this solution will benefit your company.
- Review the Printer's Plan development roadmap.
- Open forum to share ideas with other Printer's Plan customers.

10:00am – 10:50am

C2) MyOrderDesk 2023

– Dean Craft - Sales Manager at Print Reach.

In this workshop you will learn about the following:

- What was added to MyOrderDesk in 2022
- Take a look at the features and improvements planned in 2023 for MyOrderDesk.
- Discover the benefits of an integrated online ordering tool.
- How to get the most out of web2print
- Common mistakes when it comes to web2print.
- Review the MyOrderDesk development roadmap.
- Open discussion forum .

11:00am – 11:50am

C3) Considering EOS? Here's what you should know: the good, the bad, & the ugly.

– Kristi Dannelley

Entrepreneurial Operating System (EOS) is a business management system that has become a new "shiny object" for employers. When implemented correctly, the processes and tools used by EOS can help businesses become more strategic about growth and profit. However, EOS may not be the right fit for everyone. This presentation will help you

decide if EOS is a good fit for your company.

In this workshop you will learn about:

- What is EOS? A brief overview.
- Major items to consider before deciding to adopt EOS.
- Common roadblocks to implementation and ongoing administration of EOS.
- Self-implementation versus hiring an implementer.
- Quick list of resources and tools for administering EOS.

1:10pm - 2:00pm

C4) ORAFOL Reflective Solutions for Work Zone Signage and Private Property Signage

– Brian McVeigh, Orafol & Pat Daley, FELLERS

Looking to expand your signage offerings? Don't know what markets to target? Learn about the different reflective sheeting offerings and how you can expand your business and increase your profit by offering the correct reflective sheeting for the job.

Member take-away:

Not all reflective sheeting's are the same, this presentation will help you learn which sheeting to use to ensure your signs hold up to the elements.

2:10pm - 3:00pm

C5) Printer's Plan 2023 Repeat Workshop

– Paul DiAngelo, Printer's Plan Product Manager at Print Reach

3:10pm - 4:00pm

C6) MyOrderDesk 2023 Repeat Workshop

– Dean Craft - Sales Manager at Print Reach.

4:10pm - 5:00pm

C7) Shipping automation saves you time and money - Supercharge your shipping workflow Repeat Workshop

– Michael Tan, ShipLeap

D WORKSHOPS

9:00am - 9:50am

D1) 2023 Increase Sales!!! Let's talk Revenue Generation! Let's talk Giving Your Customers Personalized Storefronts!!

– Pam Cotrupe, eProductivity Software

Member take-away:

Increase Sales, Social Media Presence, Storefronts, and it all starts with Integrated Workflow. Web to Print Integration is not a website with an upload file button.

10:00am – 10:50am

D2) PrintSmith Vision and MarketDirect Storefront. LIVE Integrated Workflow

– Pam Cotrupe & John Fleming, eProductivity Software

Member take-away:

Integrated Workflow. We don't just talk about it – we show it to you! From MarketDirect Storefront cart, to shopping labels – no touch! Auto confirmations and Shipping Tracking Numbers sent directly to your customers

11:00am – 11:50am

D3) The Future of (Print) Workflow Automation

Repeat Workshop

– Michael Reiher, President of Good2Go Software

1:10pm - 2:00pm

D4) Propelling Your Business Forward

– Robert Barbera, Marketing Director Canon USA

Canon has sponsored NAPCO Research on “Propelling Your Business Forward” and the Printing United “State of the Industry” and will share some of the trends and best practices to help guide your business forward.

Member take-away:

- What are the projected growth applications
- Strategies to help address current business challenges
- 10 opportunities to improve customer service and productivity via automation

2:10pm - 3:00pm

D5) Color Standards as A Competitor Differentiator

– Robert Barbera, Marketing Director Canon USA

Advancements in digital printing and color management tools are helping to increase productivity reduce waste and increase customer satisfaction. Learn about how these new advancements can be applied to your operations and help grow your business.

Member take-away:

- Importance of Color Standards and G7
- Benefits of predictable and repeatable color
- Latest color control advancements in digital presses, print servers and color management software
- You no longer need color guru to implement and manage

3:10pm - 4:00pm

D6) AccuZIP Basics – Get Started with Direct Mail Today!

Repeat Workshop

– Donna Tackett, AccuZIP

4:10pm - 5:00pm

D7) Trainual - Get your business out of your brain, so it can grow beyond you!

– Mark Sell, Trainual Partner

Have you ever asked yourself... Could your business survive without you? Could someone step in and do your job? Or maybe you're struggling with onboarding new employees to get them productive and making money for you as quickly and efficiently as possible. What if growing your team and organization didn't depend on your time and it was quick and easy to get everyone up to speed playing from the same playbook. If you realize you can't grow if you don't let go, and know the struggle of repeating yourself to get everybody on the same page, Trainual could be a game changer for your business.

Member take-away:

If you're a print shop owner who... **1)** wants to grow your business to extend beyond you, **2)** can't continue to do what you've done the past 5 years for 5 more, **3)** needs to create

a solid foundation for your business, **4)** would like a process manual for how your business works so that you could hand it to someone else to step in and run it, or buy your business. Then Trainual may be for you. This introductory presentation of Trainual will present three critical entrepreneurial mistakes you must avoid and will walk away with an actionable plan to build a business playbook that will help your business scale beyond you.

E WORKSHOPS

Benefits of a NPSOA Membership

9:00am - 10:00am

15 minute meeting **by appointment only.**

Contact admin@npsoa.org to book your appointment.

E1) Mergers and Acquisitions

– Mitch Evans

10:00am - 11:00am

15 minute meeting **by appointment only.**

Contact admin@npsoa.org to book your appointment.

E2) Retirement Planning

– Jeff Bowers

11:00am - 12:00pm

15 minute meeting **by appointment only.**

Contact admin@npsoa.org to book your appointment.

E3) Credit Card Processing

– Kevin Lee

1:10pm – 3:00pm

E4 & E5) Burden Rates

– Ron Teller, Printing Consultant, Specializing in PrintSmith
Burden rates are critical to understanding costs, and creating accurate estimates that ensure profitability, but so few business owners understand and use them. In this session Ron Teller will explore Burden Rates and demonstrate how to effectively use them.

3:10pm – 3:50pm

E6) Leveraging Automation for Color Management and How to Troubleshoot Effectively

– Mark Bohan, Konica Minolta

Join Mark as he discusses the use of automation, instrumentation and software for linearizing and profiling digital presses. From there he will address typical issues that arise at different facilities and then explain how to quickly and effectively resolve them.

Member take-away:

- How automation makes color management easy
- When is it color management or the press?
- Typical issues people run into and how to avoid them

4:10pm – 4:50pm

E7) Using Workflow to Drive Your Operations

– Mark Bohan, Konica Minolta

Join Mark as he discusses the use of workflow to automate different parts of your operation from the initial

Continued >

2023 Conference Schedule

THURSDAY, MARCH 16 Continued

job submission through to production. Where are the opportunities, what can be done and what are the things you need to be aware of

Member take-away:

- What parts of the process can you automate
- Examples of automated workflows
- Issues people run into and how to avoid them

5:00pm - 7:00pm

Kickoff Party - Dunes Ballroom

Party!

7:00pm

Dinner on Your Own

FRIDAY, MARCH 17

7:00am - 5:00pm

Registration Open

7:30am - 8:50am

Networking Breakfast

Meet with other owners and discuss business and the business life in 2023

9:00am - 9:10

Opening Remarks

– Kevin Hebert – Conference Chair

9:10am - 10:00am

Niche Down, Clarity, & Focus

– Derek Champagne

How to get traction with extreme clarity & Focus
In this session, Derek shares actionable steps for identifying customers who need, want, and are willing to pay for your services. He shares the neuroscience behind why we embrace distractions and shares practical application for how to gain clarity, avoid distractions, and find extreme focus in growing your business.

In this workshop you will learn about:

- Niche down to the right services to the right customers
- Finding clarity and purpose in what you do
- Avoiding distractions & extreme focus

10:00am - 10:10am

Networking Break

Meet with other owners to discuss business

10:10am - 11:00am

10 BIG Ideas: Self-Promotion for Printers

– Trish Witkowski, Foldfactory.com

Are you looking for creative (and easy!) ways to stand out among your competition? This bold and visual presentation offers up the best of self-promotion for printers in 10 fun categories, like dimensional print promos, sales kits, useful customer resources and keepsakes, branded merchandise, and more. You'll get lots of ideas for how to use what you have while leveraging the power of print to make a great impression on your customers and prospects.

Key Take-Aways:

- Use self-promotion to foster relationships and top-of-mind recognition
- Show off your skills, knowledge, and capabilities
- Get inspired by creative ideas, and then "make them your own"
- Leverage personalization to make customers and prospects feel special
- Use what you have in your shop to show, rather than tell

11:00am - 11:30am

Preparing for an exit in 1, 3, or 5+ years? Here's what you need to do right now.

– Kristi Dannelley

Selling your business is a monumental task involving an extraordinary commitment of time and emotion. Very careful planning and preparation will make for a smoother sale and ensure a higher value deal. Our presenter has been on both sides of the deal and will share her experiences. Most importantly, she'll cover the things she wishes she had known before deciding to sell her business.

Key Take-Aways:

- The mental game: Are you truly ready to exit?
- Tips to increase your company's value that you can do right now.
- A brief outline of the sales process from LOI to deal close.
- Due diligence – All the things you should have handy for serious buyers.
- Tips for preparing a financial package that will help close deals faster and increase your sales price.
- Negotiating the purchase agreement along with key warranties & representations you need to be prepared for.

11:30am - 1:00pm

One Minute Mastermind Luncheon - Bring Your Ideas!

1:00pm - 1:10pm

Networking Break

Meet with other owners to discuss business

1:10pm - 2:00pm

The Secrets of Engaging Mail

– Trish Witkowski, Foldfactory.com

Feeling stale with your direct mail? Trish Witkowski will be here to share inspired, relevant mail strategies that address today's challenges while leveraging the best of what print marketing has to offer. You'll go on a fascinating journey through a wide array of engagement strategies and trends including image tricks, mobile integration, interaction devices, scale and color, sensory techniques, the human touch, and more. See how to "get it opened," prevent marketing fatigue and make your mail stand out in the crowd.

Key Take-Aways:

- You don't have to bust the budget to stand out in the mailbox.
- No envelope? No problem! Getting around supply chain issues.

- Print engagement techniques can be used on their own, or in layers
- Use technology to create personalized experiences
- Choose formats and strategies that prevent marketing fatigue

2:00pm - 2:10pm

Networking Break

Meet with other owners to discuss business

2:10pm - 3:00pm

Increasing Profitability Through Promo

– Nicole Stella, CEO of AIM Smarter

Promotional products are an adjacent product offering that many sign and print businesses offer to their existing customers to become a one-stop shop for tradeshow, events, and more. Learn how to increase your profitability by expanding your product offering to include branded merch.

Key Take Aways:

- Overview of the promotional products industry
- Power of promotional products as marketing tool
- How cross-selling promotional products to your sign and print customers can increase your revenue
- Common pitfalls sign and print businesses make when adding branded merch to their product line

3:00pm - 3:10pm

Networking Break

Meet with other owners to discuss business

3:10pm – 4:00pm

Wide Format “Ask the Experts”

A panel of owners & sponsors will answer your questions

4:00pm - 4:10pm

Networking Break

Meet with other owners to discuss business

4:10pm - 5:00pm

Digital Publishers Need Print Partners!

– Deborah Corn

The world of digital publishing is extensive covering e-books, audio books, podcasts and electronic communications of all kinds. In this session, Deborah Corn from Print Media Centr shares what she learned over 3 days from the highly influential speakers and attendees at the Digital Book World event in NYC, and the tremendous opportunity for print to support their mission.

5:00pm - 5:10pm

Closing Remarks

– Kevin Hebert - Conference Chair

5:30pm - 6:50pm

Vendor Showcase Reception

Meet 1 on 1 with Vendors to discuss your needs and see what they have to offer.

Multiple Prize Giveaways. ** Must be present to win.

7:00pm

Dinner On Your Own

SATURDAY, MARCH 18

7:30am - 8:50am

Networking Breakfast

Meet with other owners and discuss business and the business life in 2023

9:00am - 9:10am

Welcome Back

– Kevin Hebert - Conference Chair

9:10am - 10:00am

Selling to That Young Buyer

– Bill Farquharson - President, SalesVault.pro

First, you have to find the right person to speak with. Next, you must get in contact with him/her. And if those two challenges weren't hard enough, you face the additional task of communicating with a young, inexperienced buyer whose purchasing history can be summed up in one word: Amazon. This session covers the best way to sell to someone who is outside of your comfort zone, not exactly your ideal customer, and can be decades younger than you.

Key Take-Aways:

- How best to connect with a young buyer;
- How to listen so the young buyer talks;
- How to speak so the young buyer listens;
- How to find common ground and build a long-term relationship.

10:00am - 10:10am

Networking Break

Meet with other owners to discuss business

10:10am – 11:00am

AIM Smarter: Your Growth Partner in Promo

– Mary Skeen, National Accounts & Business Development Manager at AIM Smarter

Looking to grow your business by becoming the go to for all your client's needs for signs, print materials **and** branded merchandise? AIM Smarter is the premier partner of choice offering technology tools, marketing services, and the largest promotional products distributor network in the industry. Join us for this session to learn about the benefits of having AIM as your growth partner and the community that will help you succeed.

Key Take-Aways:

- Overview of who is AIM Smarter & how AIM can help you navigate the promo industry
- Marketing & technology services
- Networking and events with industry peers

11:00am - 11:30am

If you want the best, it starts with a solid HR Foundation.

– Colin Wright, District Manager, HR Services, Paychex

How to recruit, onboard, and retain talent in an ever-changing workforce environment.

Key Take-Aways:

Continued >

2023 Conference Schedule

SATURDAY, MARCH 18 Continued

- Recruiting, retention, HR infrastructure, engagement, inclusion, expectations.

11:30am - 12:15pm

Networking Lunch

12:20pm - 1:00pm

Round Table Discussions

1:00pm - 1:10pm

Networking Break

Meet with other owners to discuss business

1:10pm - 2:00pm

Finding the Elusive Customer in Post-COVID Times

-Bill Farquharson - President, SalesVault.pro

Between voice mail and Caller ID, key contacts are able to build a wall of technology between themselves and those pesky vendors via for their attention and favor. They'd sit in the office and screen their calls. Then, just when you thought it couldn't get any more difficult, along comes a worldwide pandemic, sending everyone into hiding. Ask a sales rep to describe their greatest sales challenge, and "I can't find anyone" is a contender for the top spot. Let's change that. This session details winning formulas for nailing down decision-makers long enough to deliver your message.

Key Take-Aways:

- The best days of the week to find a customer in the office;
- Alternate strategies to connect with top decision-makers;
- How to change the dynamic and get customers to be more findable.

2:00pm - 2:10pm

Networking Break

Meet with other owners to discuss business

2:10pm - 3:00pm

Top 10 HR Issues

-Cathy Pearl, HR Business Partner with Paychex

High level overview of top HR issues facing business owners today

Key Take Aways:

- Navigate HR issues business owners face today.

3:00pm - 3:10pm

Networking Break

Meet with other owners to discuss business

3:10pm - 4:00pm

Simplifying Large Format Production

Exploring production options for beginners to advanced large format departments

-Mark C. Little, Sr Manager, Marketing and Business Development, Commercial Printing, RICOH Graphic Communications

In this session, Mark will share a targeted overview of large format production environments. For beginners he will share options for equipment investment in a tiered approach as you grow. For current large format producers, Mark will discuss more

advanced production options in both printing, finishing and training. It's time you make you large format department help grow your business and increase your bottom line!

Key Take Aways:

- Gain solid understanding of current production large format technologies
- Understand production differences for roll to roll, flat-bed, and hybrid printers
- Optimize inkjet ink options: Aqueous, UV, Eco-Solvent, Dye-Sub & Latex
- Know how to begin: Beginners approach to production equipment and training
- Know how to optimize: Advanced production capabilities equipment and training

4:00pm - 4:10pm

Networking Break

Meet with other owners to discuss business

4:10pm - 4:50pm

2024 - Future Conference

We want to hear from our members! We'll discuss our 2024 Conference including location.

4:50pm - 5:00pm

Closing Remarks

-Kevin Hebert - Conference Chair

5:10pm - 5:30pm

Leave for Closing Party at Crooked Hammock

Kick back with friends while enjoying easy drinking craft beer and hand-crafted backyard brew pub inspired food





WEDNESDAY
**GOLF
OUTING***

Wednesday 15

12:00pm

**Arcadian Shores Golf Club
In The Heart Of Myrtle Beach**
<https://arcadianshoresgolf.com>

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