## **WEDNESDAY, MARCH 15**



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 an 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 revew 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 withing 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.

## To sign up for a workshop, email admin@npsoa.org

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

### 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

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 be 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* >

## 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 web2pint
- 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

- 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 >

## 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



## 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-ofmind 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 prepare 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

- 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 tradeshows, 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"

Group Participation lead by Kevin Hebert

## 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, Sales Vault.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 Manger, HR Services, Paychex How to recruit, onboard, and retain talent in an ever-changing workforce environment.

## Key Take-Aways:

## 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 Farguharson - President, Sales Vault.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

