

2024 npsoa Conference Schedule

DAY 1 - THURSDAY MARCH 14, 2024 WORKSHOPS

TIME	Room A	Room B	Room C	Room D	Room E
9:00am-9:50am	Recruiting/Hiring/ Firing – Annie Levine	Maximizing LinkedIn – Kate Dunn	Applications and Profitable Niches – Canon	Put Your Growth on Autopilot – PlanProphet	Burden Rates – Ron Teller
10:00am-10:50am	Onboarding/ Retention – Annie Levine	Prosper with Promo – Paul Strack	2024 and Beyond – Printer's Plan	How to Get Pre- Press Artwork Approved 50% Faster – Ashore	Build Recurring Revenue in your Print Business – Nettl
11:00am-11:50am	How Do I Buy Out My Owner? – Mitch Evans	Press Play: Elevate Your Print Business With Video Marketing – Rachel Nies, MI4P	Signs, Signs, Everywhere there are Signs – Konica Minolta	Integrated MIS with QB Sync, B2B Portals and much more! – InfoFloPrint	Customer Loyalty Pays Dividends - Automating Your Feedback and Review Process is Easy – Loyalty Loop
12:00pm-1:50pm	LUNCH BREAK Lunch On Your Own				
2:00pm- 2:50pm	Succession Planning – Mitch Evans	Attack Your Vertical Markets – Kate Dunn	How NOT to Woo Your Print Buyer – MI4P	Client Education & Sales Strategies for Wide Format Services – Ricoh	Put Your Growth on Autopilot – PlanProphet
3:00pm-3:50pm	Work/Life Integration* – Bill Farquharson	Social Media 101 For Your Printing Company – Morgan Doak	USER WORKSHOP* – OnPrintShop	Grow Your Profits Offering ADA Compliant Braille Signage & Other UV-LED Printed & Personalized Products – Fellers	2024 and Beyond – Printer's Plan
4:00pm-4:50pm	Full Customizable Price Estimating For Your Shop – InfoFloPrint	Land the Big Fish Accounts* – Bill Farquharson	Smart Print Room Production Printing – Canon	Build Recurring Revenue in your Print Business – Nettl	How to Get Pre-Press Artwork Approved 50% Faster – Ashore
5:00pm-7:00pm	KICK OFF PARTY Hotel				

*Subject to change without notice.

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DAY 2 - FRIDAY MARCH 15, 2024

7:30am-8:50am	Networking Breakfast
9:00am-9:15am	KickOff Day 1
9:15am-10:00am	AI 101: Understanding the Basics of Artificial Intelligence – Vernon Southward
10:00am-10:45am	Having an HR Mindset – Annie Levine
10:45am-11:00am	NETWORKING BREAK
11:00 am-11:15am	Intro to 1st Time Attendees – Paul Strack
11:15am-12:00pm	Driving Revenue in a Print Business – Kate Dunn
12:00pm-1:30pm	Lunch + Roundtable Discussions
1:30pm -2:10pm	Wide Format Walk Through Interior Graphics, Planning, Design, Production, Installation – Kevin Hebert & Jasmin Leflore
2:10 pm-3:00pm	Marketing Toolbox – Owners Panel Discussion
3:00pm-3:10pm	NETWORKING BREAK
3:10pm-3:40pm	Web2Print Using portals to drive business/Automation with less folks/equipment – Owners Panel Discussion
3:40pm-3:50pm	Day 1 Wrap Up
3:50 pm-6:30pm	VENDOR SHOWCASE – Raffle Drawing : Must Be Present to Win
6:30pm-?	Group Dinners - Pay On Your Own

DAY 3 - SATURDAY MARCH 16, 2024

7:30am-8:50am	Networking Breakfast
9:00am-9:15am	KickOff Day 2
9:15am-10:00am	The Power of Front of the House Automation – Lemay Sanchez
10:00am-10:45am	Printing the Future: Exploring AI's Role in the Print Industry – Vernon Southward
10:45am- 10:55am	NETWORKING BREAK
10:55am-11:35am	Here's Your Ink to Success: Marketing Ideas for Your Business – Sarah Barr
11:35am-12:15pm	Old Dog/New Tricks – Owners Panel Discussion
12:15pm-1:45pm	Lunch + thINK tank - Mastermind – Be Better Than Ben!
1:45pm-2:30pm	Wide Format Projects – Mark Asprodites
2:30 pm-2:40pm	NETWORKING BREAK
2:40pm-3:20pm	Navigating the Unknown: Surprising Lessons – NEW Owners Panel Discussion
3:20pm-3:50pm	Work ON, not IN your business – Bill Farquharson
4.00pm-4:30pm	Wrap Up – Moderated by Bill Farquharson
4:30pm-4:40 pm	Closing Remarks
6:30 pm-9:00pm	Rock 'N Bowl Closing Party!

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12TH ANNUAL

SPRING **npsoa**[™] CONFERENCE

March 14-16, 2024

Hyatt Centric French Quarter • New Orleans



MEMBERS

Bryan Baltz

The Copy Shoppe
bbaltz@thecopyshoppe.com
(417) 887-5999
1446 E Sunshine
Springfield, MO 65804

Michael Clarke

Georgia Printco
michael@georgiaprintco.com
(866) 572-0146
90 South Oak Street
Lakeland, GA 31635

Neil Fancher

307 Print
neil@307print.com
(307) 751-3132 611
Coffeen Ave
Sheridan, WY 82801

Tammy Klasinski

307 Print
tammy@307print.com
611 Coffeen Ave
Sheridan, WY 82801

David Scott

Kwik Kopy Spring
david@kkspring.com
(713) 705-5623
1010 Spring Cypress Rd
Spring, TX 77373

VENDORS

Chris Harrington

Graphic Whizard USA,
(902) 471-4495
chris@graphicwhizard.com
171 Cooper Ave., Unit 106
Tonawanda, New York 14150

Susan Shoffner

PressWise by Smart Soft
susans@smartsoftusa.com
(407) 902-3752
30700 Russell Ranch Rd, Ste 250
Westlake Village, CA 91362

NATIONAL PRINT & SIGN OWNERS ASSOCIATION

P.O. Box 36, Sterling, VA 20167
1.888.316.2040 www.npsoa.org