

OCTOBER 2024

# npscoa<sup>TM</sup> Magazine

## Proud Past, Promising Future: *The Peacock Printing Story*

Page 11



THE PRINT & SIGN OWNER'S MAGAZINE OF  
**INDUSTRY NEWS & UPDATES**





# Seamless PrintSmith Vision® Integration.

SAVE UP TO  
**\$5,000**

a Year in Time Savings!  
No More Data Entry Errors.



See How It Works!

## Already Have a Merchant Account? Keep It!



Stored Profiles to Process  
Payments for Repeat Customers



This Action Posts the Payment  
and Closes the Order



Multiple Invoices/Orders  
Can Be Paid at the Same Time

Walk in traffic can be  
accommodated in 3 ways.

1. Enter a credit card number directly in PrintSmith Vision against the order
2. Utilize our Virtual Terminal. (web browser based)
3. Accept cashless payments with our EMV-Compliant smart terminal

Start integrating your payments on PrintSmith. You can embed a **PAY NOW** button on estimates, invoices, and statements directly from PrintSmith so your customers can make secure payments.

## Payment Confirmation Will Post Back to PrintSmith. No More Data Entry Errors.

When you use the Payably for PrintSmith integrations, you can keep your payment provider and start accepting payments right from PSV. We have the software so payments can integrate right to your PrintSmith.

- ◆ Keep your current processor.
- ◆ Use our Payably for PSV integrated software and solutions— Need the PSV Credit Card Module? Save ~ \$500 when activating with Payably.
- ◆ A flat monthly software fee.

**Requirements:** Merchants must be PCI Compliant.



877.673.4876 | sales@bristolpay.com  
Payably.BristolPay.com

# Inside

<b>Chairman's Annual Report to the Membership</b> .....	4
<b>Dynamic Growth Opportunities in Digital Print Are Yours for the Taking Part 3: Labels and Packaging</b> .....	6
<b>5 Reasons to Sell a Print or Sign Company Plus 6 Options</b> It's all about your options.....	9
<b>Proud Past, Promising Future: The Peacock Printing Story</b> .....	11
<b>3 Reasons Why Sending A Print Proof is Non-Negotiable</b> .....	15
<b>The Print Industry as a Key Partner in Event Success</b> .....	19
<b>DIRECT MAIL - A Cornerstone of Political Campaign Strategy</b> .....	24
<b>The 60 Second Voice Mail Sales Call</b> .....	26
<b>NPSOA Quick Web Links</b> .....	29
<b>Understanding the Difference Between an Asset versus Stock Sale</b> .....	30
<b>Understanding Minority Rights in Ownership</b> .....	32
<b>Converting with Reviews</b> .....	35
<b>7 Questions to Help Optimize Your 401(k) Plan</b> .....	36
<b>Sell More Printing: When Easy is Too Easy</b> .....	39
<b>2025 NPSOA Spring Conference Registration is Now Open</b> .....	45
<b>NPSOA Sponsored Webinar Schedule</b> .....	46



## Past Issues of the Magazine

If you would like to read past issues scan here. Login to read the full issues.



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

NPSOA Magazine is published monthly by the National Print & Sign Owners Association. The magazine is mailed free of charge to select Members, Vendors and select prospects. While reasonable care is taken with all material submitted to the NPSOA Magazine, the publisher cannot accept responsibility for loss or damage to any such material. Opinions expressed in articles are strictly those of the authors. Sponsor ads, articles and spotlights are provided as an educational benefit to NPSOA members. Sponsors donate funds to support the cause and purpose of NPSOA. NPSOA does not endorse, nor offer opinions of these Sponsors. While ensuring that all published information is accurate, the publisher cannot be held responsible for any mistakes or omissions. Reproduction in whole or in part of any text, illustrations or photographs is strictly forbidden. © 2024 National Print & Sign Owners Association.

## Board of Directors

**Nathaniel Grant**, *Chairman*

**GAM Graphics and Marketing**

P.O. Box 25, Sterling, VA 20167

571.375.7219

Chairman@npsoa.org

**Kevin Hebert**, *Vice Chairman*

*Education and Events Committee Chair*

**St. Charles Printing / FASTSIGNS**

Boutte, LA

985-785-0727

kevin@stcharlesprinting.com

**Daniel Flatt**, *Secretary/Treasurer*

*Listserve Committee Chair*

**Multi-Media Services**

Corning, NY

607-936-3186

danf@mmsny.com

**K. Scott Schoppert**, *Director*

*Membership Committee Chair*

**Printing Impressions**

Martinsburg, WV

304-267-7327

scott@printing-impressions.com

**David Dawson**, *Director*

**Instant Print & Promo**

Chatham ON Canada

519-352-6813

dave@instantprintandpromo.ca

**Randy Herron**

*Immediate Past Chairman*

**Herron Printing & Graphics**

Gaithersburg, MD

301-990-3100

randy@herronprinting.com

**Chris Calloway**, *Office Administration*

**GAM Graphics and Marketing**

Sterling, VA

571-758-8882

admin@npsoa.org

**Michael Makin**

**Director of Development**

Pittsburgh, PA

m. 412-298-3340

Michael.makin@npsoa.org

View the rest of this magazine by becoming  
an NPSOA member.

**JOIN HERE!**

