2025 npsoa
Conference Schedule

TUESDAY, MARCH 18

Pre-Conference Gathering
at the Sky Deck at 6:30 pm

Free Streetcar Rides Around the City (subject to availability)

WEDNESDAY, MARCH 19

Pre-Conference Activities
Interactive Experience @ Innovation Hub 10:00 am - 11:30 am
Join us for a hands-on tour of the Arkansas Regional Innovation Hub, a makerspace where creativity and technology come together. With tools like 3D printers and laser cutters, the Hub empowers entrepreneurs, students, and makers to turn ideas into reality. See innovation in action and discover how this space is shaping the future of business, tech, and the arts in Arkansas! No Charge but must register in advance to attend. (transportation provided)

Print It Forward- Community Service Project @ Innovation Hub 11:30 am - 1:00 pm
Box Lunch Provided. No charge but must register in advance to attend.

Top Golf 2:00 pm - 5:00 pm
(Pay On Your Own Activity)- Whether you're a pro or have never held a club, join us for a fun-filled time! $100 per person. **Alcohol NOT included (transportation provided)

Young Professionals Happy Hour TBD

First Timers Dinner TBD

THURSDAY, MARCH 20

Workshops 9:00 am - 4:00 pm

Kickoff Party at Hotel 5:30 pm - 8:30 pm

FRIDAY, MARCH 21

General Sessions

Dinner On Your Own

FREE Concert/Party on the Plaza with THE BIG DAM HORNS
7:30 pm – 9:00 pm

SATURDAY, MARCH 22

General Sessions

Closing Party
Faulkner Lake Peach Orchard 6:00 pm - 9:00 pm
*Bus departs hotel at 5:30 pm * Bus departs Orchard at 9:00 pm

2025 npsoa
Conference Schedule

DAY 1 - THURSDAY MARCH 20, 2025 WORKSHOPS

TIME	Room 1 Silver City Ballroom East	Room 2 Silver City Ballroom West Section V	Room 3 Silver City Ballroom West Section VI	Room 4 Silver City Ballroom West Section VII	Room 5 Razorback
9:00am-10:00am	New Growth Opportunities: Acquire Print Shops with PlanProphet's Help – Lemay Sanchez	Unlock Your Market Potential with AI: Live Demo of Our Marketing Researcher – Mark My Words	InfoFlo Print MIS Demo & Automation	Generating greater profit from shipping fulfillment with TEC Mailing	PrintSmith Updates – Ron Teller
10:00am-11:00am	FELLERS Black Label Affordable, High quality Print Media Options	What's New with Printer's Plan PrintReach	InfoFlo Print Web-to-Print, Customer Portal & B2B Portal Features	Panel discussion with NPSOA Members using LoyaltyLoop	Printing Without the Burnout: How Odyssey Takes You From Stress to Success – Marketing Ideas For Printers
11:00am-12:00pm	Promo Product Playbook: Perfect Practices for Product Procurement – The Stracks, CustomXM	Applications and revenue makers in large format – Canon U.S.A. Inc.	How to Maximize Your Color Gamut to Make Signage Pop! – Ricoh-USA	Generating greater profit from shipping fulfillment with TEC Mailing	Time to Breathe: Use AI to Reclaim Your Day and Your Business – Marketing Ideas For Printers
12:00pm-1:00pm	**LUNCH BREAK** Lunch will be provided				
1:00pm-2:00pm	Maximize Your ROI: See PlanProphet Live – Lemay Sanchez	When does production inkjet make sense for your business? – Canon U.S.A. Inc.	InfoFlo Print MIS Nested Products	Automation and Efficiency in Production Printing – Konica Minolta	Unlock Your Market Potential with AI: Live Demo of Our Marketing Researcher – Mark My Words
2:00pm-3:00pm	ChatGPT for Print Shops: Saving Time, Driving Sales – Ignacio Duran	AI and Sales: Augmenting the Fundamentals – Bill Farquharson	Performance Management In-Depth: Strengthen Your Team in the next 90 days – Annie Levine	The Secret Sauce: How to more effectively use your financial statements to run your company – Paula Fargo & David Dawson	Promo Product Playbook: Perfect Practices for Product Procurement – The Stracks, CustomXM
3:00pm-4:00pm	ChatGPT for Print Shops: Saving Time, Driving Sales – Ignacio Duran	AI and Sales: Augmenting the Fundamentals – Bill Farquharson	Performance Management In-Depth: Strengthen Your Team in the next 90 days – Annie Levine	The Secret Sauce: How to more effectively use your financial statements to run your company – Paula Fargo & David Dawson	Unlock AI for Printers by Asking the Right Questions – Marketing Ideas For Printers
5:30pm-8:30pm	**KICK OFF PARTY** Cocktail Reception - Mix & Mingle • Greatest Show in Print • Live Band and Food				

Subject to change without notice.

2025 npsoa
Conference Workshops

ROOM 1 WORKSHOPS

9:00am – 10:00am
New Growth Opportunities: Acquire Print Shops with PlanProphet's Help
– Lemay Sanchez

Are you ready to expand your print business and unlock new growth opportunities?

In this workshop, we'll explore how PlanProphet, CRM, and automation engine can help you successfully acquire and integrate print shops with confidence and ease.

Led by Lemay Sanchez, Co-Founder and CEO of PlanProphet, this interactive session is designed for users looking to scale their operations through strategic acquisitions.

Discover how PlanProphet can empower you to:
- Find and Negotiate the Right Deal: Learn key strategies for identifying and acquiring print shops that align with your business goals.
- Seamlessly Integrate New Businesses: Ensure smooth transitions for customers, employees, and operations.
- Drive Growth and Profitability: Utilize automation and smart tools to manage your expanding business efficiently.

10:00am – 11:00am
FELLERS Black Label - Affordable, High quality Print Media Options
– Lisa Smoke

FELLERS BLACK LABEL is a proprietary line of sign and graphics products for all your large format digital media needs, offered exclusively at Fellers. All Fellers Black label products include a risk-free buy and try guarantee. The line was meticulously reviewed to offer better features and benefits at a price that can't be ignored!

11:00am – 12:00pm
Promo Product Playbook: Perfect Practices for Product Procurement
– The Stracks, CustomXM

1:00pm – 2:00pm
Maximize Your ROI: See PlanProphet Live
– Lemay Sanchez

Curious about how PlanProphet can transform your print business and maximize your return on investment? In this workshop, PlanProphet will showcase the platform's most powerful features and demonstrate how it can drive real business growth.

This session is designed for non-PlanProphet users, giving you an inside look at how the solution helps print shops streamline operations, enhance customer relationships, and boost ROI.

Here's what you can expect:
- Live Demo – See PlanProphet in action and explore its key features.
- Business Performance Insights – Learn how the platform optimizes efficiency and increases profitability.
- Most-Used Modules – Discover the tools that are making the biggest impact on customers.
- Q&A Session – Get your questions answered and find out if PlanProphet is the right fit for you.

2:00pm – 3:00pm
ChatGPT for Print Shops: Saving Time, Driving Sales
– Ignacio "Primo" Duran

Discover how ChatGPT can transform your print shop by streamlining operations, boosting customer engagement, and saving valuable time. I'll share real-world examples from my own print shop, showing how I use ChatGPT to automate repetitive tasks, craft creative marketing ideas, and deliver fast, personalized customer communication. Together, we'll explore practical use cases and provide actionable strategies to enhance efficiency and drive business growth with AI.

3:00pm – 4:00pm
ChatGPT for Print Shops: Saving Time, Driving Sales
`Repeat Workshop`
– Ignacio "Primo" Duran

ROOM 2 WORKSHOPS

9:00am – 10:00am
Unlock Your Market Potential with AI: Live Demo of Our Marketing Researcher
– Bob Allan & Donald Santiago

Ready to double your ROI in just weeks? This game-changing workshop is designed for small and mediumsized business owners eager to dominate their markets quickly and efficiently. In this session, we'll reveal insights about your business that even you may not know—using the power of AI.

What You'll Get:
- Live AI Demo: Talk to our cutting-edge AI marketing researcher in action, uncovering invaluable insights about your market and competitors.
- Boost Your Online Visibility: Learn practical tactics to make your business stand out on Google and local searches.
- Proven Conversion Strategies: Discover how to improve close rates and maximize sales outcomes with actionable, data-driven strategies.

Join us to see the future of marketing and learn how to leverage AI to take your business to the next level!

2025 npsoa
Conference Workshops

DAY 1 - THURSDAY MARCH 20, 2025

ROOM 2 WORKSHOPS

10:00am – 11:00am
What's New with Printer's Plan PrintReach
– Jake McVay & Paul DiAngelo

In this workshop you will learn about:

- Printer's Plan recent updates
- Payments
- Product Roadmap
- Tips and Tricks
- JobLink
- SQL
- Workflow
- Q&A

11:00am – 12:00pm
Applications and revenue makers in large format
– Patrick Donigain, Canon USA

Large format applications continue to be an area of profitable growth for print service providers. This workshop reviews the key growth large format applications and key considerations for PSP when expanding services into large format.

1:00pm – 2:00pm
When does production inkjet make sense for your business?
– Patrick Donigain, Canon USA

Production inkjet has captivated the print market with its high reliability and continuous improvements in print quality, media versatility, and productivity. Inkjet is seen as possible replacement for offset presses and can compliment production toner systems for many print applications. This workshop reviews the advantages of production inkjet and the considerations in investing in a production inkjet system.

2:00pm – 3:00pm
AI and Sales: Augmenting the Fundamentals
– Bill Farquharson

Forty years ago, today, and forty years from now. The path to sales success was, is, and will be the same: Find the right target market, solve the problem with your solution, then apply a sales process with diligence. Adding AI to that mix takes everything to the next level and this session will teach you how to turbo charge your results.

You will learn how to use AI to:

- Not only find great prospects, but identify decision-makers within companies;
- Come up with a killer-good sales pitch;
- Create a step-by-step prospecting process;
- Stay. On. Track.

3:00pm – 4:00pm
AI and Sales: Augmenting the Fundamentals `Repeat Workshop`
– Bill Farquharson

ROOM 3 WORKSHOPS

9:00am – 10:00am
InfoFlo Print MIS Demo & Automation
– Eran Berliner & Joey Weitz

We'll be presenting a demo of our MIS software, InfoFlo Print, highlighting our new features for estimate, art approval, and invoice automation.

10:00am – 11:00am
InfoFlo Print Web-to-Print, Customer Portal & B2B Portal Features
– Eran Berliner & Joey Weitz

We'll be presenting our new web-to-print feature and highlighting our integrated customer portal & B2B portals.

11:00am – 12:00pm
How to Maximize Your Color Gamut to Make Signage Pop!
– Miguel Lazalde, Ricoh USA

In today's competitive signage market, standing out means mastering the art of color. Join us for an indepth exploration of color management principles designed specifically for signage printing. This session will empower you to unlock the full potential of your printer's color gamut, ensuring your signage captures attention and communicates your message with vivid, eye-popping precision.

We'll dive into advanced techniques and practical insights, including:

How industry standards might limit your color gamut—and what you can do about it. The critical role of rendering intents in achieving bold, vibrant colors.

Pro tips for maximizing your color gamut across different media.

Spot color strategies for consistent brand identity.

The mechanics of color conversion and why it matters for signage printing.

An introduction to G7 practices to improve print consistency and neutral tonality.

The essentials of soft proofing, so you can simulate printed output with precision on your monitor.

Whether you're new to color management or looking to refine your expertise, this session will provide actionable strategies to ensure your signage not only meets but exceeds expectations. Don't miss this opportunity to take your prints to the next level and make your signage truly pop!

2025 npsoa
Conference Workshops

DAY 1 - THURSDAY MARCH 20, 2025

ROOM 3 WORKSHOPS *Continued*

1:00pm – 2:00pm
InfoFlo Print MIS Nested Products
– Eran Berliner & Gabriel Santillo, InfoFlo Print

We're excited to introduce our latest major update, which brings the ability to create estimates and orders in a similar way to traditional MIS systems, —but with far greater flexibility and customization!

2:00pm – 3:00pm
Performance Management In-Depth: Strengthen Your Team in the next 90 days
– Annie Levine

Harness the power of human resources to break through bad attitudes, poor performance, and production bottlenecks. In this workshop, we will discuss how to hold employees accountable, when to terminate, when to retain, and how to create real behavior change - even for long-term employees who are set in their ways. Learn simple, practical strategies you can put in place right away to strengthen your team and increase their productivity within the next quarter.

3:00pm – 4:00pm
Performance Management In-Depth: Strengthen Your Team in the next 90 days `Repeat Workshop`
– Annie Levine

ROOM 4 WORKSHOPS

9:00am – 10:00am
Generating greater profit from shipping fulfillment
– Scott Eganhouse, TEC Mailing Solutions LLC

If you view shipping as a pure cost play this session is for you. Learn how printers are leveraging shipping as a new business opportunity. What to look for as a service provider in a sea of tools built for end shippers. We'll dig into getting the best rates, to creating the right service provider solution with the right workflows.

10:00am – 11:00am
Panel discussion with NPSOA Members using LoyaltyLoop
– John DiPippo & AJ Gardiner, LoyaltyLoop

If you are not yet benefiting from LoyaltyLoop's customer experience (CX) and review platform, you owe it to yourself and your customers to attend this session. This will not be your usual vendor session. You will hear the opinions of other NPSOA Members who use LoyaltyLoop, and hear how they benefit from it, and how they use it to grow and improve their business.

11:00am – 12:00pm
Generating greater profit from shipping fulfillment
`Repeat Workshop`
– Scott Eganhouse, TEC Mailing Solutions LLC

1:00pm – 2:00pm
Automation and Efficiency in Production Printing
– Konica Minolta

2:00pm – 3:00pm
The Secret Sauce: How to more effectively use your financial statements to run your company
– Paula Fargo & David Dawson

WHAT SHOULD A SMALL PRINTING COMPANY'S FINANCIAL STATEMENTS LOOK LIKE, AND HOW TO USE THEM EFFECTIVELY AND CONSISTENTLY

Have you ever thought about how crucially important it is for a small business owner to be familiar and comfortable with their financial statements? It is next to impossible for a printing company owner to be financially successful without a firm grasp of their numbers and ratios. If you're sure you've got this skill down, then spend some time elsewhere, spending your money on new software and applications (that's so much sexier!).

If on the other hand you could use a little brushing up on your financial literacy as it relates to operating your company, then come spend some time with Paula Fargo and David Dawson. We will take you through the reasons we care about our financials, which numbers and ratios are the most important to look at.

Additionally, we will reveal what "good financials" look like and share how to create a habit of reviewing your statements (and most importantly, acting upon them!). We'll be handing out sheets to help you work on your own financials once you get back to the office:

- Sample Chart of Accounts
- Sample P&L
- Sample Balance Sheet
- Sample Ratios

We will also be answering any burning questions

3:00pm – 4:00pm
The Secret Sauce: How to more effectively use your financial statements to run your company `Repeat Workshop`
– Paula Fargo & David Dawson

ROOM 5 WORKSHOPS

9:00am – 10:00am
PrintSmith Updates
– Ron Teller

This session will go over recent enhancements to PrintSmith and items to come in future releases.

10:00am – 11:00am
Printing Without the Burnout: How Odyssey Takes You From Stress to Success
– Kathy Hett & Dave Hultin, Marketing Ideas For Printers

Running a print shop can be overwhelming, but it doesn't have to be. Odyssey, the print MIS built to work seamlessly with your Marketing Ideas For Printers website, is designed to simplify your workflow by automating key processes and eliminating inefficiencies. Odyssey is already connected to your website, waiting to be activated, helping you say goodbye to manual data entry and inconsistent pricing.

In this session, you'll see firsthand how Odyssey ensures every quote and job is calculated with precision and profitability. Whether you're managing complex jobs or quick-turn projects, Odyssey enables you to deliver reliable, real-time pricing to your prospects and customers—whether through direct communication or instantly on your website.

If you already have a website with Marketing Ideas For Printers, Odyssey is already in place, pulling essential details from your website to streamline your workflow. Join us to learn how to harness Odyssey's full potential and take your print shop from stress to success!

11:00am – 12:00pm
Time to Breathe: Use AI to Reclaim Your Day and Your Business
– Kathy Hett & Dave Hultin, Marketing Ideas For Printers

Running a print shop is no small feat, especially when you end up wearing all the hats—salesperson, operations, customer service rep—and at the end of the day, there's never enough time. But what if you could step back, work smarter—not harder—and still accomplish everything? AI can be the always-helpful assistant you never knew you needed.

This workshop is designed specifically for print shop owners who want to both reclaim their time and improve their business. Forget complicated tech talk—this session will show you how AI can simplify your workload and free up your time so you can focus on what really matters.

Here's What You'll Discover:
- Work Less, Achieve More – Learn how to use AI in a way that converts saved time into measurable annualized productivity gains of over $4,000 per team member.
- Easy Wins – Discover practical, no-fuss strategies for improving efficiency—without the tech overwhelm.

- Real Solutions for Real Printers – Everything we'll share is laser-focused on the challenges of running a print business, not generic advice. Bring your phone or laptop and run the AI tools with us live.

Whether you're just curious about AI or ready to take the next step on your AI journey, this workshop will show you how to let AI do the heavy lifting while you take back your time. Reserve your spot today!

1:00pm – 2:00pm
Unlock Your Market Potential with AI: Live Demo of Our Marketing Researcher `Repeat Workshop`
– Bob Allan & Donald Santiago

2:00pm – 3:00pm
Promo Product Playbook: Perfect Practices for Product Procurement `Repeat Workshop`
– The Stracks, CustomXM

3:00pm – 4:00pm
Unlock AI for Printers by Asking the Right Questions
– Marketing Ideas For Printers

If you've ever asked, "Can AI do _____?", the answer is YES—but that's the wrong question. The real question is: "HOW can AI do _____?"

This hands-on workshop will show you how to unlock AI's full potential by asking better questions. We'll start with the Meta Prompt, a simple yet powerful way to get AI working for you. From there, you'll learn how to refine, expand, and supercharge your prompts to achieve even better results.

You'll learn how to:

Clear Your Biggest Bottlenecks – Use the Meta Prompt to instantly get unstuck and see how AI can take work off your plate.

Supercharge Your Prompts, Supercharge Your Business – Go beyond simple questions and start using AI to automate and optimize key processes.

Get a Sneak Peek at AI Essentials Training – See exactly how structured AI training helps print shop owners get back their time while improving profits.

You don't need to be a tech expert—just bring your laptop or phone, and you'll leave with AI-powered strategies you can apply immediately in your print shop.

Why Attend?

If you're feeling overwhelmed, AI can help.
If you want to reduce manual work, AI can help.
If you're unsure where to start, this session is your first step.

Stop wondering what AI could do—find out exactly how to use it to grow your print business.

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Conference Schedule

GENERAL SESSIONS, DAY 1 - FRIDAY MARCH 21, 2025

7:30am-8:50 am	*Networking Breakfast*
9:00am-9:30am	**Color Guard, National Anthem + Kick Off** – Paul Strack
9:30am-10:00am	**From Print's Past to Its Future: How Technology is Shaping the Next Era** – Lemay Sanchez
10:00am-10:50am	**Getting Real Work Done with AI For Printers** – Dave Hultin
10:50am-11:00am	*Networking Break*
11:00am-11:50am	**Business Success Story: Growing from $100K to $30MM—How to Scale** – Keith Miller
11:50am-12:00pm	**Warm Welcome: New Members and First-Time Attendees** – Paul Strack
12:00pm-12:15pm	**Making a Difference: NPSOA's Inaugural Service Project Update** – Errin Stanger
12:15pm-1:30pm	*LUNCH*
1:30pm-2:15pm	**Panel Discussion: Confessions of Promo Buyers – Why We Shop Local (Or Don't)** – Paul Strack
2:15pm-3:00pm	**Show me the money - All the financial info you want but were afraid to ask.** – Paula Fargo + David Dawson
3:00pm-3:10pm	*Networking Break*
3:10pm -3:50 pm	**Breakout Sessions – 3 Different Options** – Keith Miller • Mitch Evans • Paula Fargo
4:00pm-6:30pm	**VENDOR SHOWCASE** *Party!*
7:30pm-9:00pm	**FREE Concert/Party on the Plaza with THE BIG DAM HORNS**

GENERAL SESSIONS, DAY 2 - SATURDAY MARCH 22, 2025

7:30am-8:50am	*Networking Breakfast*
9:00am-9:15am	**Intro for Day 2** – Paul Strack
9:15am-10:00am	**Things You're Doing With Your Digital Marketing That Make Me Mad A.F.** – Allison Farquharson
10:00am-10:45am	**Panel Discussion: AI in Action – Lessons From Two Owners Who Make it Work w/ Jesse and Primo** – Moderated by Bill Farquharson
10:45am-10:55am	*Networking Break*
10:55am-11:35 am	**Difficult Conversations With Employees** – Annie Levine
11:35am-12:15pm	**Creative Tank: Self Promo Edition** – Moderated by Sarah Barr
12:15pm-1:30pm	*LUNCH*
1:30pm-2:15pm	**Working with Different Generations** – Annie Levine
2:30pm-2:40pm	*Networking Break*
2:40pm-3:20pm	**Collaborative Discussion: Talent Acquisition & Retention Strategies** –Moderated by Michael Makin
3:20pm-3:50pm	**Marketing is the New Sales** – Bill Farquharson
3:50pm-4:00pm	**Closing Remarks** – Kevin Hebert *Party!*
6:00pm-9:00pm	**Closing Party- Faulkner Lake Peach Orchard**

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