



BOOST CUSTOMER ENGAGEMENT AND GROW YOUR BUSINESS

As brands look for new ways to engage with customers, Konica Minolta's innovative digital printing solutions for labels and packaging deliver high-impact branding that stands out — and allows for shorter, faster, customized runs. The result? The quality labels and packaging the market demands, at a price and speed your business requires.

FOR SALES, CONTACT PATRICK HOEY, NATIONAL ACCOUNT MANAGER

hoeyp@kmbs.konicaminolta.us | 978-760-2472









Inside

Chairman's Letter	4
Engage Customers With Multi-Channel Marketing	6
Radical Times Call for Visionary Leadership	7
Live Well, Work Well	8
Now More Than Ever!	9
Family Based Business 101	12
Customers Want to Buy from Businesses that Want Their Business. Ask for it!	13
3 Lessons I Learned from Brain Surgery that Could Benefit Your Print Business	14
Ten Mistakes that Print and Sign Owners Make	19
How a New Generation of Print Buyers Impacts You	20
The Time is Now to Re-Evaluate Your Software Operations	21
Should You Partner with a Mail House?	22
Maximize the Brand Message in Print	24
How Do You Get A Prospect to Move Their Business to Your Company?	27
Convincing Your Customer to Use a Web-to-Print Storefront	28
Web-to-Print Marketing: Strategies for Enhancing Value and Driving Revenue Growth	29
5 Ways Total Rewards Can Help Recruit Top Talent	30
Actually	34



Formerly National Print Owners Association



45969 Nokes Boulevard, Suite 120, Sterling VA 20166

1.888.316.2040 • www.printowners.org

NPSOA Magazine is published monthly by the National Print 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. 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. © 2020 National Print & Sign Owners Association.

Board of Directors

Mr. Randy Herron, Chairman

Herron Printing & Graphics 7621 Rickenbacker Drive, #300 Gaithersburg, MD 20879 Phone: (301) 990-3100 Email: randy@herronprinting.com

Mr. Nathaniel Grant, Vice Chairman

Marketing Committee Chair GAM Graphics and Marketing 45969 Nokes Boulevard, Sterling, VA 20166 Phone: (703) 450-4121

Email: Nathaniel@gamweregood.com

Mr. Daniel Flatt, Secretary/Treasurer

Listserve Committee Chair

Multi-Media Services
11136 River Road, Corning, NY 14830

Phone: (607) 936-3186 Email: danf@mmsny.com

Mr. Kevin Hebert, *Director*

Education and Events Committee Chair St. Charles Printing / FASTSIGNS 13413 Highway 90, Boutte, LA 70039 Phone: (985) 785-0727

Email: kevin@stcharlesprinting.com

Ms. Charlene Sims, *Director*

The Master's Press 14550 Midway Road, Dallas, TX 75244 Phone: (972) 387-0046 Email: Char@themasterspress.com

Mr. Dennis Trump, Director

Trump Direct 1591 North Water Street, Decatur, IL 62526 Phone: (217) 429-9001

Vendor Relations Committee Chair

Email: trump@trumpdirect.com

Mr. K. Scott Schoppert, *Director*

Membership Committee Chair
Printing Impressions
68 Reliance Road, Martinsburg, WV 25403
Phone: (304) 267-7327
Email: scott@printing-impressions.com

Mr. Barry Martin

Immediate Past Chairman

Copyquik Printing & Graphics LLC
710 Oak Hill Avenue, Hagerstown, MD 21740
Phone: (301) 791-7400
Email: barry@copyquik.com

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

JOIN HERE!

