



THE HIGH-QUALITY, HIGH-SPEED PRESS FOR BOOSTING YOUR PRODUCTIVITY

Announcing a breakthrough in the digital revolution — Konica Minolta's AccurioPress C14000 and C12000, the next generation in production print products. These new flagship models allow you to never compromise on print quality and production, offering brilliant color, amazing media flexibility and the highest degree of automation. It's an investment that never stops working for your business.

FOR SALES, CONTACT PATRICK HOEY, NATIONAL ACCOUNT MANAGER

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





Inside

Chairman's Letter	5
The Future of Monochrome: A Conversation with GAM Graphics & Marketing and Ricoh	6
Recognizing Fear in Disruptive Times What Successful Leaders Do	7
Leadership = Survival	9
Encourage Discomfort	11
Who Runs the Business?	12
It's Time to Get Your Business Back on Track	13
NPSOA Member Success Story	15
Top 5 Resolutions for Direct Marketers in 2021	18
Focus on Cash and Aquisitions in 2021	19
Turning Pandemic Response into Long-Term Success: Lessons Learned from a Non-Profit	20
Direct Mail Alive and Well in the New Normal	22
Personalization for Small Print Businesses — How and Where to Start	25
Three Trends for the Printing Industry in 2021	27
Decision Fatigue and MIS/W2P Implementation	28
Have Time?	29
Why it's Important to Review, Refresh, and Revise Retirement Plan Documents	30
Everything is Changing	33



Formerly
National Print Owners Association



45969 Nokes Boulevard, Suite 120, Sterling VA 20166 **1.888.316.2040 • www.printowners.org**

Board of Directors

Mr. Nathaniel Grant, *Chairman*

Marketing Committee Chair

GAM Graphics and Marketing

45969 Nokes Boulevard, Sterling, VA 20166

Phone: (703) 450-4121

Email: nathaniel@gamweregood.com

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

Randy Herron

Immediate Past Chairman

Herron Printing & Graphics

Gaithersburg, MD 301-990-3100

randy@herronprinting.com



UPCOMING 2021 WEBINAR SCHEDULE

Mark the date on your calendar now.

Time: Organize Around Functions, Not People.....Feb 25









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 donates funds to support the cause and purpose of NPSOA. NPSOA does not endorse, nor offer an option 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. © 2021 National Print & Sign Owners Association.

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

JOIN HERE!

