

NPOA

magazine

APRIL 2020

**Barry Martin receives
the "Mike Stevens" Award**

National Print Owners Association
An Association for Print Owners By Print Owners
301 Brush Creek Road, Warrendale, PA 15086

THE PRINT OWNER'S MAGAZINE OF
INDUSTRY NEWS & UPDATES



KONICA MINOLTA

RETHINK EFFICIENCY

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.

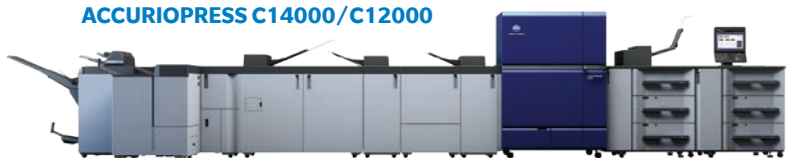
FOR SALES, CONTACT PATRICK HOEY, NATIONAL ACCOUNT MANAGER

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

**RETHINK
PRINT**

Learn more at
ReThinkPrint.com

ACCURIOPRESS C14000/C12000



Inside

Chairman's Letter	4
How failing to plan for decline leads to missed print sales targets	6
A Coronavirus Survival Guide for Printers	7
Quality Time	8
Things to Avoid When Implementing a New Print / Mail MIS	10
Meet Paul DiAngelo	10
Managing Risk: Do's and Don'ts for Your Company's Retirement Plan Committee	11
8th Annual Spring Conference Highlights	12
"High Expectations Matter for Your Printing Company"	16
Pointing Toward a Common Goal	17
Automation for Printers	18
2020 and the Future of Informed Delivery®	19
Printing Outlook 2020—Happy Days Are Here Again?	20
Digital Printing 5.0: Optimizing Color Across Print Platforms	22
Thank-Yous (and Cookies) Make for Good Customers	23
Growing business relies on a simple concept	25
We get you noticed... How do you do that?	27
Member Benefit	29
Look on the (precisely calibrated) bright side: a case for test environment lighting	30



National Print Owners Association

301 Brush Creek Road, Warrendale, PA 15086-7529

1.888.316.2040 • www.printowners.org



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

List Serve Committee Chair

Multi-Media Services

11136 River Road, Corning, NY 14830

Phone: (607) 936 3186

Email: danf@mmsny.com

Mr. Kevin Hebert

Programs and Events Director

Education and Events Committee Co-Chair

St. Charles Printing / FASTSIGNS

13413 Highway 90, Boutte, LA 70039

Phone: (985) 785-0727

Email: kevin@stcharlesprinting.com

Ms. Charlene Sims, Conference Director

Education and Events Committee Co-Chair

The Master's Press

14550 Midway Road, Dallas, TX 75244

Phone: (972) 387-0046

Email: Char@themasterspress.com

Mr. Dennis Trump, Director

Vendor Relations Committee Chair

Trump Direct

1591 North Water Street, Decatur, IL 62526

Phone: (217) 429-9001

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!

