

A close-up photograph of Santa Claus. He has a thick, white, curly beard and is wearing a red hat with a white fur trim. He is wearing large, futuristic, green and blue shutter shades. The background is a blurred blue with white bokeh lights.

NPOA

INDUSTRY NEWS & UPDATES

DECEMBER 2018

*The most inexpensive
way to transform your business!*

PRINT18

ODYSSEY PACKAGE



TAKE ADVANTAGE OF THIS RED HOT PROMO WHILE YOU CAN!

For a limited time only, you can skip the start-up fees and monthly subscription costs when you pay only the one-time implementation fee of \$2999!

Take advantage of these incredible savings and receive:

Access to the amazing solutions below at NO COST for 60 days!

- ✓ Odyssey Print MIS
- ✓ Base Website
- ✓ Ecommerce Suite
- ✓ Private Label Websites
- ✓ Reorder Forms Library
- ✓ DesignEdit
- ✓ Social Media Max Package
- ✓ Email Newsletter
- ✓ Direct mail package of your choice



Get started today and be on your way to selling more printing!

MarketingIdeasForPrinters.com | 800-736-0688



UV COATINGS

MIKE'S GRAPHIC SERVICE & SUPPLY LLC

CERTIFIED TEC LIGHTING PARTNER

Columbus, Ohio

SALES SERVICE SUPPLIES

Michael Gill

UV Coater Technician/Sales

Cell 714-234-7580

mikeg@teclighting.com

uvrollercoater@gmail.com

www.uvrollercoater.com



Inside

Chairman's Letter:

The Ideal Employee	4
Who Are Your Best Customers?	7
Work is Actually Good for You.....	7
The Resurgence of Direct Mail.....	8
Call For Nominations.....	8
Tax Credits Offer Opportunities for Hiring Disabled Workers.....	9
After Your Print Software Strategic Decision.....	10

SGIA Expo in Las Vegas:

Three Major Takeaways from the Event.....	12
Women Injured More on the Job; Men Die More.....	13

Member Profile:

Printing Impressions of Martinsburg, West Virginia.....	14
USPS Promotions Are Coming in 2019.....	17

From the Other Side of the Desk:

A Print Buyer Perspective on Typical Sales Call.....	18
Never Turn Left Again, They Say.....	19
What Makes a Printing Business Desirable?.....	20

Continuing the Conversation:

In Which I Share About a Few Subjects Previously Begun.....	22
What is Sales?.....	23

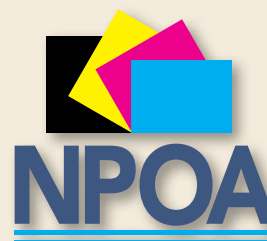
We are Looking for Print Owners Who Would Like to Tell Us Their Story!	23
---	----

NPOA Spring Conference Schedule	24
---------------------------------------	----



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. Dennis Trump, Vice Chairman

Trump Direct

1591 North Water Street, Decatur, IL 62526
Phone: (217) 429-9001
Email: trump@trumpdirect.com

Ms. Michelle Maynor, Secretary

Interior Graphics & Printing

405 Noble Street, Fairbanks, AK 99701
Phone: (907) 456-4982
Email: michelle@interiorgraphics.com

Mr. Daniel Flatt, Treasurer

Multi-Media Services

11136 River Road, Corning, NY 14830
Phone: (607) 936 3186
Email: danf@mmsny.com

Mr. Nathaniel Grant

Communications Director

GAM Graphics and Marketing

45969 Nokes Boulevard, Sterling, VA 20166
Phone: (703) 450-4121
Email: Nathaniel@gamweregood.com

Mr. John Henry

Programs and Events Director

Mitchell's Printing & Mailing

1 Burkle Street, Oswego, NY 13126
Phone: (315) 343-3531
Email: john@mpcny.com

Mr. Brad Krantz, Director

Tampa Print Services

4410 W Hillsborough Ave, Tampa, FL 33614
Phone: (813) 875-7083
Email: brad@tampaprint.com

Mr. K. Scott Schoppert, Director

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!

