



HELPING YOU SELL MORE PRINTING!

WEBSITES | MIS | MARKETING

y in Fi a

MarketingIdeasForPrinters.com | 800-736-0688

UV COATINGS

MIKE'S GRAPHIC SERVICE & SUPPLY LLC

CERTIFIED TEC LIGHTING PARTNER Columbus, Ohio

SALES SERVICE SUPPLIES



UV Coater Technician/Sales Cell 714-234-7580 mikeg@teclighting.com uvrollercoater@gmail.com

www.uvrollercoater.com



Inside

Chairman's Letter:

| Organizational Drag | 4 |
|--|----|
| Konhaus Print & Marketing Announces New Ownership | 5 |
| What's Your Wave? | 7 |
| What Employees Really Want | 7 |
| Do/Don't Leave Them a Voice Mail | 8 |
| How to Persuade Prospects to Say Yes | 10 |
| Grueling Layover? Buy Yourself a Lounge Pass | 11 |
| Baseball's Model May Help Evaluate Your Performance | 12 |
| New Day Honors Vietnam Veterans | 13 |
| USPS Opens First of its Six 2019 Promotions | 14 |
| Wide-Format's Biggest Challenge | 17 |
| Speaking of Time: | |
| Time Investment Tips from Successful Leaders | 18 |
| Men are Skipping the Oxfords | 19 |
| Five Tips to Adapt and Thrive in Today's Print Market | 20 |
| Let's Talk Lamination vs. UV Coatings on Labels and Stickers | 21 |
| Some Insights Gleaned from the 2018 Revenue Survey | 22 |
| Consider the 'Clear Path' | 25 |
| Legal Issues Crucial to Forming a Small Business | 25 |
| Six Insights to Consider When Appealing to Shoppers Born from 1981 to 1996 | 26 |
| The Qualities of Leadership and How They Evolve | |
| Bringing Mail In-House: Things to Consider | 28 |
| BCC Software Acquires Satori Software From Quadient | 29 |
| Hotels are Elevating Room Service | 29 |
| What Do You Know About the Cloud? | |
| Your Handy Magnifying Glass is Closer to You than You Think! | |
| Here's the Prescription for Financial Health | |
| Remain Aware of Ransomware: It's Alive and Well | |



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. Kevin Hebert

Programs and Events Director
St. Charles Printing / FASTSIGNS
13413 Highway 90, Boutte, LA 70039
Phone: (985) 785-0727
Email: kevin@stcharlesprinting.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 Impressions68 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!

