

NPOA

magazine

MARCH 2020

**Reach Your
Audience and
Improve ROI in 2020**

Page 12

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.

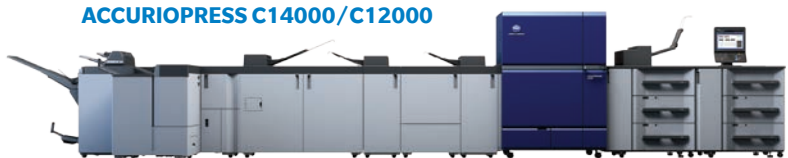
FOR SALES, CONTACT PATRICK HOEY, NATIONAL ACCOUNT MANAGER

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

**RETHINK
PRINT**

Learn more at
ReThinkPrint.com

ACCURIOPRESS C14000/C12000



Inside

Chairman's Letter.....	4
Why print is the perfect partner to LinkedIn	6
Marketers Are Starting to "Get" The Real Benefits of Personalization	7
The "Custom" Option.....	9
CORONAVIRUS	11
Reach Your Audience and Improve ROI in 2020.....	12
Addressing Slow Revenue Growth.....	14
Member Benefits	15
Love hate thing with Amazon	16
Marketing and Advertising Trends	17
10 Marketing Strategies for Printers	18
Thinking About Changing 401(k) Providers?	
Five Things You Should Know	20
Formula for a Cyber-Safe Operation: People, Process, and Technology.....	21
Future of the Sign Industry: Three trends to watch	22
Understand the Financial Road Map.....	23
How Will You Get Noticed	24
Who Uses Procurement Software and Why?	25
4 factors driving the sheet-fed market	26

"Correction: The article that appeared in the January 2020 issue titled *Profit First: A Resolution Worth Making* was attributed to David Hultin, President of Marketing Ideas For Printers, and included a photo of Mike Stevens, past owner of Marketing Ideas For Printers. (A photo of Mike Stevens was also incorrectly included in article 31 *Thought-Provoking Questions* published in the February 2020 issue. A tribute to Mike titled *Five Wisdom-Filled Ideas for 2020 from Industry Legend Mike Stevens* appeared in the December 2019 issue.) The author of the *Profit First* article is Joanna Erber, Integrator and Financial Services Director of Marketing Ideas For Printers."



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!

