

# NPOA

*Magazine*

MAY 2019

THE PRINT OWNER'S MAGAZINE OF  
INDUSTRY NEWS & UPDATES

SMART CHANGE STARTS HERE

## READY WHEN YOU ARE.

**DO MORE:** A true, stationary flatbed printer with a wide application range including the ability to print texture.

**DO IT SMARTER:** Océ Arizona Xpert software learns from you so you can later apply those same settings to similar jobs.

**DO IT NOW:** No warm up required. The instant-on capability lets you start printing immediately.




Océ Arizona 1300 Series Printer

**YOU HAVE TO SEE IT TO BELIEVE IT**  
**CANON BOOTH # 2143 • ISA 2019**



**Canon**  
CANON SOLUTIONS AMERICA

 CANON SEE IMPOSSIBLE

1-800-842-4534 [CSA.CANON.COM](http://CSA.CANON.COM)



LEARN MORE  
ABOUT THE OCÉ  
ARIZONA 1300  
SERIES PRINTER

Canon is a registered trademark of Canon Inc. in the United States and elsewhere. Océ is a registered trademark of Océ-Technologies B.V. in the United States and elsewhere. All other referenced product names and marks are trademarks of their respective owners and are hereby acknowledged.

©2019 Canon Solutions America, Inc. All rights reserved.

# Inside

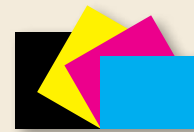
## • Chairman's Letter:

Building and Promoting Your Company's Brand.....	4
• I Can't Make This Stuff Up.....	7
• The Fat Hypnotist.....	8
• Creating Breathtaking Blends and Uncanny Spot Colors for Your Fifth Color Station.....	11
• Workflow Automation and Standard Operating Procedures.....	12
• Direct Mail Works!.....	13
• Standing Out On Purpose.....	15
• Finding Time: A Few Tips to Help Find that Tricky, Elusive, Time.....	16
• Rolling Thunder: A Memorial Day Tradition to End.....	17
• How to Choose the Printer that Best Fits Your Needs: Not all UV Curable, Rigid Board Printers Were Created Equal.....	18
• The Basics of 401(k) Plans.....	23
• We are Looking for Print Owners Who Would Like to Tell Us Their Story!.....	23
• Veteran Print Owners Expand on Their Wide-Format Business.....	24
• Print Me a Pizza, Please.....	24
• Group Health Plans: The Advantages of Self-Funding.....	26
• Security Threat: Your Phone Number May Be Vulnerable.....	27
• What Should Be Your Favorite Place to Fish?.....	28
• The Bottom Line First.....	29
• Android Anti-Virus Apps Fail.....	29
• What Does Mobile Have to Do with Print?.....	30
• NPOA Membership Referral Program.....	31
• Measuring the Success of Your Print Campaigns Online.....	33
• Book Review: How Crazy Ideas Can Change the World.....	34
• Our Online Discussion Group.....	34
• Don't Tell Twitter You Are 12.....	34



## National Print Owners Association

301 Brush Creek Road, Warrendale, PA 15086-7529  
1.888.316.2040 • [www.printowners.org](http://www.printowners.org)



# NPOA

## 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](mailto: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](mailto:trump@trumpdirect.com)

### Ms. Michelle Maynor, *Secretary*

#### Interior Graphics & Printing

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

### Mr. Daniel Flatt, *Treasurer*

#### Multi-Media Services

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

### Ms. Charlene Sims, *Conference Director*

#### The Master's Press

14550 Midway Road, Dallas, TX 75244  
Phone: (972) 387-0046  
Email: [Char@themasterspress.com](mailto:Char@themasterspress.com)

### Mr. K. Scott Schoppert, *Director*

#### Printing Impressions

68 Reliance Road, Martinsburg, WV 25403  
Phone: (304) 267-7327  
Email: [scott@printing-impressions.com](mailto: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](mailto:barry@copyquik.com)

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

**JOIN HERE!**

