



## imagePRESS C910 SERIES. MAKE NO SACRIFICES.

When you strive to deliver the best, you can't make sacrifices. And with the imagePRESS C910 Series color digital presses from Canon, you don't have to.

Precise images, bursting with vibrant colors ...

The ideal media, selected from an impressive array of options ...

Expanded applications to help grow your business.



With the imagePRESS C910 Series and your dedication, you can deliver superb quality—

That's Techmanity From Canon.

Learn more print.usa.canon.com

## Inside

Chairman's Letter:	
Learning to Say "No" and Other Things	4
• Running Your Business By the Numbers	<i>6</i>
• Putting Numbers to Direct Mail's Ability to Drive Purchases	8
• Set Up Google to Delete Itself After You Die	9
• Use Your Head:	
The Way to Delivering High Quality Wide Format Applications	11
• API: What It Is and Why It Matters	12
Our Online Discussion Group	13
• Take Control of Your Mailing — Going Beyond USPS° Compliance to Reduce UAA Mail	15
Speaking of Time: How About Making Time	16
Voice Search and Google Business Listings	17
• Seven Do's and Don'ts for the Risk-Adverse Printer	18
Young Adults Now Moving to the 'Burbs	19
• 8th Annual Spring Conference —	
Speakers Announced for Upcoming NPOA Conference	
NPOA Spring Conference Registration Form	22
• Decision Time(s)	23
• Label Salesperson's Dream Sales Tool	25
Coffee: Army Algorithm Predicts Perfect Amount	25
My Open Rate is 100%! What is Yours?	26
Make Sure It's Really Tech Support that You're Talking To	27
Focus on the Customer Needs     Know Your Audience – Know Their Business	28
• Why Use a 3(16) Fiduciary, What It Means For Your 401k Plan	



#### **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

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

#### The Master's Press

14550 Midway Road, Dallas, TX 75244 Phone: (972) 387-0046 Email: 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

#### **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!**

