



# 10<sup>TH</sup> ANNUAL npsoa<sup>TM</sup> SPRING CONFERENCE

**March 17-19, 2022**

Westin on the Riverwalk  
San Antonio, Texas

**Enhance, Energize, Elevate.**

Enhance your operations, Energize your staff, Elevate your business.

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# 2022 Conference Schedule

## THURSDAY, MARCH 17

9:00am - 12:00pm

Board of Directors Meeting

9:00am - 7:00pm

Registration Open

### WORKSHOPS (Pick One to Attend Per Time Slot)

All speaker information, times, etc. subject to change.

## A WORKSHOPS

9:00am - 9:50am

#### A1) MDSF – the Silent Salesperson for all your B2B and B2C needs

– Corrie Westhuizen, EFI

The benefits of having B2B and B2C StoreFronts under one roof. New SmartStore functions and SEO basics. How to upgrade your B2B offerings and increase your B2C footprint with new B2C friendly storefront sites incorporating SEO compatible elements.

10:00am - 10:50am

#### A2) PrintSmith Vision: Tracking Time

– Ron Teller, EFI

Employee Accountability and how to Track Actual Time. Why it is important for your bottom line, profitability, and competitiveness to track time across all aspects of your operation and down to the job level; How to do so efficiently with PSV.

11:00am - 11:50am

#### A3) PrintSmith Vision: Streamline Workflows

– Ron T / Corrie W, EFI

Workflow automation - Maximizing PSV and additional modules for end-to-end integration.

How to create a complete end-to-end workflow, capturing web to print orders, processing and scheduling those orders to the digital press and finally shipping the order and updating tracking information.

1:00pm - 1:50pm

#### A4) Automate Customer Experience and Sales with PlanProphet

– Lemay Sanchez

3:00pm - 3:50pm

#### A6) Demystifying Mail, Automated Workflow, and Finishing

– Chris Odden – Ricoh

Work Faster, Work Smarter with Print Workflow Automation

In this workshop you will learn about:

- Benefits of USPS workshare discounts
- Data cleansing as a service for your customers
- Postprocess finishing controls
- Delivery validation and reporting

4:00pm - 4:50pm

#### A7) Differentiate your business model & increase profits with Augmented Reality

– Denise Iannuzo and Anna Graham - Ricoh

Augmented Reality (AR) is an effective way to provide an immersive experience when in-person isn't an option.

Explore how to quickly and easily step into this in-demand offering and create a lucrative business model that enhances your print and marketing initiatives by extending the customer experience off the printed page.

In this workshop you will learn about:

- What is Augmented Reality (AR)
- Comparing and contrasting Augmented Reality (AR) and Virtual Reality (VR)
- Applications for AR across different print pieces including: collateral, sign and graphics, packaging, and mail
- Benefits of enhancing print and marketing with Augmented Reality
- Understanding cost of entry, creating a business model for selling AR, and developing ROI.
- USPS Emerging Technology Discount

## B WORKSHOPS

10:00am - 10:50am

#### B2) Printer's Plan 2022 & Print Reach Central

– Paul DiAngelo, Product Manager– PrintReach/Printer's Plan

In this workshop you will learn about:

- Take an in-depth look at the key features and improvements included in the 2022 version of Printer's Plan.
- Discover the benefits of Print Reach Pay, our integrated credit card processing solution.
- Explore the Cloud Hosted version of Printer's Plan and see how this solution will benefit your company.
- Review the Printer's Plan development road map.
- Open forum to share ideas with other Printer's Plan customers.

11:00am - 11:50am

#### B3) MyOrderDesk Web-to-Print – What's New

– Terri Wymore, Product Manager– PrintReach/Printer's Plan

In this workshop you will learn about:

- Get a look at the Award Winning Customer's Canvas Preflight and Designer tools integrated with MyOrderDesk.
- Discover the benefits of Print Reach Pay, our integrated credit card processing solution.
- MyOrderDesk offers a bi-directional integration between our Printer's Plan and Midnight MIS solutions. We will discuss what this mean for you and your business.
- Lastly, we will spend some time looking at some of the new features and enhancement added to MyOrderDesk over this past year.

2:00pm - 2:50pm

#### B5) The Current State of the Envelope Industry

– Mark Sell, NEI Envelopes

Presentation of our automated tools - NEI ADvantage & ZoomEnvelopes.com

3:00pm - 3:50pm

#### B6) 3M Intro to Windows, Walls, Floors

– Mike Zick - Authorized 3M Installer, Fellers Application Techniques



4:00pm - 4:50pm

**B7) 3M Intro to Windows, Walls, Floors**

– Mike Zick - Authorized 3M Installer, Fellers  
Application Techniques

## C WORKSHOPS

10:00am – 10:50am

**C2) Presentation**

– Bill Schmidt - Broker & Self-funded Specialist  
Health Insurance Savings

11:00am – 11:50am

**C3) Printspiration**

– Sarah Barr - Owner, Konhaus Print & Marketing  
Bring a notebook to this session jam packed of print & marketing ideas that you can leave this conference and start implementing right away! If you've had the pleasure of listening to Sarah speak, you know she's filled with printspiration and we can't get enough of her ideas.

1:00pm - 1:50pm

**C4) The Effective Use of Automation in Color Management**

– Dr. Mark Bohan, Konica Minolta  
Predictable and repeatable color is the cornerstone to producing quality printed materials. Learn how Automation and new technologies make it easier to achieve the right color across many different print processes.

2:00pm – 2:50pm

**C5) Gambling With Future Technology - Technologies and solutions shaping the future of print**

– Dr. Mark Bohan, Konica Minolta  
The graphics communication industry is changing rapidly with new developments and innovations. Understand what is happening, how will this impact the products and solutions offered today, and critically how this will shape your business in years to come.

3:00pm - 3:50pm

**C6) Ask The Expert Q&A with Dr. Mark Bohan**

– Dr. Mark Bohan, Konica Minolta  
Dr. Bohan is an acknowledged expert on the application of all print technologies, their business impact, and the optimization of production workflow and print operations. Come ready with your questions!

4:00pm - 4:50pm

**C7) Pocket Folders: It's not what you say, but how you say it.**

– Mardra Sikora, Pocket Folders Fast  
This session will showcase print and finishing options that maximize design impact, emphasize brand story, and create a memorable message.

**In this workshop you will learn about:**

Choosing the right paper stock, adding finishes, and other specializations turns a commodity into a memorable message. Although we show-and-tell with pocket folders, the ideas you'll generate in this session will serve your clients across a variety of markets and purpose driven print.

## D WORKSHOPS

9:00am - 9:50am

**D1) Enhancing Your Customer Connection**

– Robert Barbara - Director, Canon Production Solutions  
Valuable takeaways from the NAPCO research of 200 Communication Buyers and printers on what buyers' value, the latest trends in job submission and the importance that increased levels of automation can have in serving your customers.

10:00am – 10:50am

**D2) Growing Your Large Format and Signage Services and Offerings**

– Michael James - Senior Technical Marketing Analyst Large Format Division, Canon  
Business opportunities enabled by the new imagePROGRAF GP Series with expanded color gamut, Fluorescent pink ink, and wide range of medias.

11:00am – 11:50am

**D3) A New Approach to Job Submission**

– Robert Barbara, Director, Production Solutions  
PRISMAprepare Go – A new approach to streamline customer job submissions and processing.

2:00pm – 2:50pm

**D5) Omnichannel Marketing for ROI**

– Morgan DiGiorgio, DirectMail 2.0  
How to use direct mail and digital marketing integration to increase direct mail response rates 23-46%

3:00pm - 3:50pm

**D6) Direct Mail Retargeting**

– Morgan DiGiorgio, DirectMail 2.0  
Increase Marketing ROI with direct mail retargeting

4:00pm - 4:50pm

**D7) Ask The Expert Q&A with Morgan DiGiorgio**

– Morgan DiGiorgio, DirectMail 2.0

## OPENING SHINDIG 5:30pm - 7:00pm

Little Bites & Cold Drinks. Don't forget to Wear Your Green!

7:00pm

**Dinner on Your Own**

## FRIDAY, MARCH 18

7:00am - 4:00pm

**Registration Open**

7:45am - 8:45am

**Full Breakfast**

9:00am

**Opening Remarks**

– Kevin Hebert – Conference Chair

9:10am - 10:00am

**A Pen, a Pad, and a 5-Word Question**

– Bill Farquharson – President, Aspire for  
Why aren't you selling more? That's the question Bill will ask

*Continued >*

# 2022 Conference Schedule

## FRIDAY, MARCH 18 *Continued*

when this program starts at 9:10am. He will write down your answers and provide instantly applicable ideas for all your sales challenges. By 11:00am, your wrist will hurt from taking page after page of notes. This presentation is 100% improv. No PowerPoint. No speaker notes, just a pen, iPad, and a five-word question. **Join Bill to learn how to:**

- Grow your sales
- Overcome objections
- Beat voicemail, stay organized, never cold call again, differentiate

And you'll get answers to any other sales challenges you are facing.

**10:00am - 10:10am**

### Networking Break

**10:10am - 11:00am**

*Continued from Previous Session*

### A Pen, a Pad, and a 5-Word Question

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And you'll get answers to any other sales challenges you are facing.

**11:00am - 11:10am**

### Networking Break

**11:10am - 11:30am**

### Vendor Benefits Panel

Kevin Lee, Pineapple Payments  
Bill Schmidt, SBIS

**11:30am - 12:45pm**

### Networking Lunch

**1:00pm - 1:10pm**

### Association Update

– Nathaniel Grant - Chairman

**1:10pm - 2:00pm**

### Burden Rates

– Ron Teller, PrintSmith Services Manager - EFI  
Burden rates are critical to understanding costs, and creating accurate estimates that ensure profitability, but so few business owners understand and use them. In this session Ron Teller will explore Burden Rates and demonstrate how to effectively use them.

**2:00pm - 2:10pm**

### Networking Break

**2:10pm - 3:00pm**

### Supercharge your Social Media

– Sarah Barr – Owner, Konhaus Print & Marketing  
Sarah will share digestible ideas to enhance your Social Media efforts.

**3:00pm - 3:10pm**

### Networking Break

**3:10pm - 4:00pm**

### Optimizing LinkedIn

– Jay Busselle – Managing Partner & CTO (Chief-TACO-Officer) at FLEXpoint

**In this session you will learn:**

- Why LinkedIn is still worth the investment of your time.
- What steps to take to increase your visibility.
- How to be more engaging on LinkedIn.
- Six types of content to consider sharing on LinkedIn.

**4:00pm - 4:10pm**

### Networking Break

**4:10pm - 4:30pm**

### Optimizing LinkedIn

*Continued from Previous Session*

– Jay Busselle – Managing Partner & CTO (Chief-TACO-Officer) at FLEXpoint

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- Why LinkedIn is still worth the investment of your time.
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- How to be more engaging on LinkedIn.
- Six types of content to consider sharing on LinkedIn.

**4:30pm**

### Closing Remarks

– Kevin Hebert - Conference Chair

**4:45pm - 6:30pm**

### Vendor Showcase

**7:00pm**

### Dinner On Your Own

## SATURDAY, MARCH 19

**7:45am - 8:45am**

### Full Breakfast

**9:00am**

### Welcome Back

– Kevin Hebert - Conference Chair

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**9:10am - 10:00am**

**Selling More in Less Time**

-Bill Farquharson - President, Aspire for  
How often does it happen that you finish a workday and think, "I worked hard but feel as though I got nothing done"? Many of us are busy but few of us are productive. Strangely, top salespeople and selling owners aren't working 65 hours a week, they're working 35 hours a week, have 2 handicaps, and have achieved work/life balance. This presentation will show you how to emulate their success.

**Join Bill to learn:**

- The three most important time management rules
  - How to leave work at work
  - A five-step process for selling more in less time
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**10:00am - 10:10am**

**Networking Break**

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**10:10am – 11:00am**

**Inline Bindery Finishing**

Presentation with Q&A by Canon • Konica Minolta • Ricoh

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**11:00am - 11:10am**

**Networking Break**

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**11:10am - 11:30am**

**I Bought A Printing Company, Moved Locations, and Rebranded.**

– Sarah Barr – Owner, Konhaus Print & Marketing  
Sarah will share her journey about purchasing Konhaus Print & Marketing along with moving it to an entire new location in the middle of a pandemic. If that wasn't enough she added rebranding to her list of things she accomplished in 2021 for the company.

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**11:30am - 12:45pm**

**One Minute Mastermind Luncheon**

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**1:00pm - 2:00pm**

**Round Table Discussions**

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**2:00pm - 2:10pm**

**Networking Break**

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**2:10pm – 3:20pm**

**Success Matrix for Commercial Printers**

– Randy Swope  
The discussion on business growth for today's commercial printers is highly focused on technology considerations around such topics as inkjet, digital, workflow, and other process and production related concerns. In our strategic work with commercial printers of all sizes we constantly face a common challenge that for their senior management team. How to focus "On the Business" versus focusing "In the Business?" Day to day operations absorb the greatest amount of time of senior management, but focusing on When and Where we are going and How is as important if not more so than what happened on the shop floor that day or what order did not get filled?

Utilizing the Success Matrix for Commercial Printers, Randall Swope will address the three key vectors that are involved in building a business growth strategy.

**These include:**

1. Meeting the Customer Value Proposition
2. Customer Experience
3. Superior Competitive Advantage

Randall will explore the following four key quadrants against these three vectors:

1. Branding
  2. Value Proposition
  3. Experiential (Marketing / Sales)
  4. Customer Experience
- 

**In this session you will learn:**

- How to move beyond the day-to-day operations to focus on strategic thinking.
  - How to model business success using a proven matrix that applies to many business segments.
  - Understanding the difference between product/service benefits and customer value proposition.
  - Taking a leadership role in your business to move the discussion from "What went wrong today?" to "What do we need to do to be successful?"
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**3:20pm - 3:30pm**

**Networking Break**

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**3:30pm – 4:00pm**

**Ask Away!**

– Sarah Barr – Owner, Konhaus Print & Marketing  
Email your biggest marketing challenges to sarah@konhaus.com by 3/7. We'll answer as many of them during this session. Leave feeling inspired with your questions answered.

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**4:00pm - 4:10pm**

**Networking Break**

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**4:10pm - 4:30pm**

**We Want to Hear from You - Member Input for Next Year's Conference**

Tell us:

- What you liked
  - What you would change
  - Where you'd like to see next year's conference held
  - What topics you would be interested in next year
- 

**4:30pm**

**Closing Remarks**

– Kevin Hebert - Conference Chair

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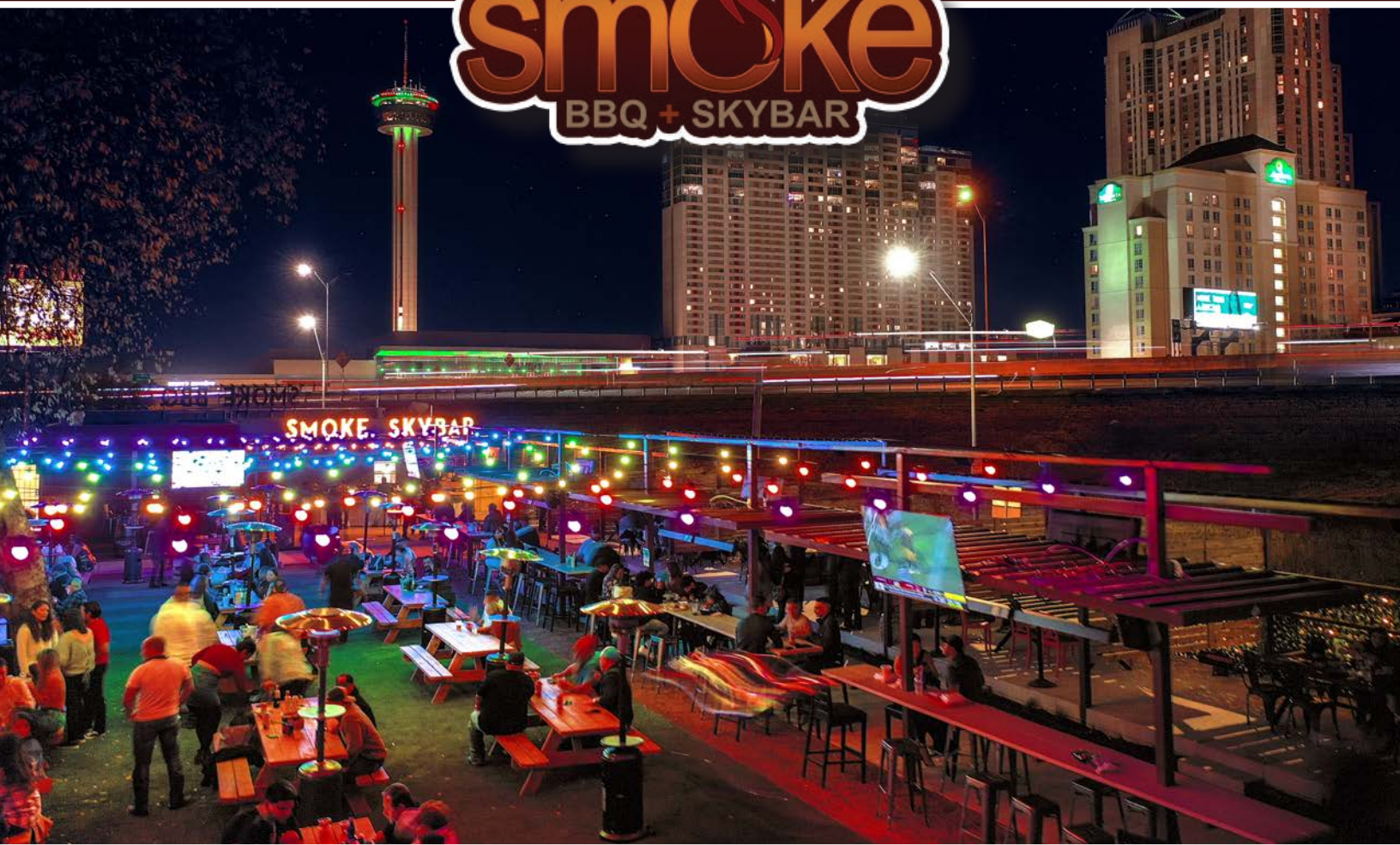
**5:30pm**

**Leave for Closing Party at Smoke BBQ + Sky Bar**

Texas BBQ Classics, Cocktails, Cold Beer, music and more!



NPSOA is proud to announce its  
Spring Conference closing event venue...



Ranked the #1 venue in San Antonio, Smoke is just minutes from the conference venue and is one of Downtown's Premier Bar/Restaurants!

At the NPSOA closing event, Smoke will deliver an enjoyable experience; Live entertainment, Texas BBQ Classics, Cocktails, Cold Draft Beer, and more, all served in a venue to remember!

SMOKE BBQ + SKYBAR is located in the Heart of Downtown San Antonio and is known for serving some of the best Texas BBQ in the City.

**Make sure to join us for the party!**

Transportation available if needed