



6th Annual

SPRING CONFERENCE



FT. LAUDERDALE

Riverside Hotel • Ft Lauderdale • February 22-24, 2018

Your Map to HIDDEN TREASURE...

for Your Business, Marketing, and Sales Success!

CONFERENCE AGENDA

THURSDAY, FEBRUARY 22

- 7:30 am – 3:00 pm **Board of Directors Meeting**
- 12:00 pm – 5:00 pm **Graphics of the Americas Show**
(Badges will be available at will-call window.)
- 2:00 pm – 7:00 pm **Registration Opens**
- 5:00 pm – 7:00 pm **Welcome Reception Sponsored by Ricoh**
- 7:30 pm **Group Self-Hosted Dinners** (optional)

FRIDAY, FEBRUARY 23

- 7:30 am – 3:00 pm **Registration Opens**
- 7:30 am – 8:00 am **Breakfast**
- 8:00 am – 8:15 am **Opening Remarks**
- 8:15 am – 9:15 am **Keynote Speech: Success Under Pressure**
Gary Bailey and Michelle McLean-Bailey

Running a family business is never easy, particularly for husband and wife teams who must balance the stresses of work and home life. Gary Bailey, a former soccer star with **Manchester United**, and his wife Michelle McLean-Bailey, **Miss Universe 1992**, can relate. In the opening motivational presentation of the **2018 NPOA Conference**, Gary and Michelle will share the secrets of “Success Under Pressure” and how business leaders, particularly family members like husbands and wives, can succeed.

TAKEAWAYS INCLUDE:

- This dynamic couple will share tips on how to reduce stress.
- Deal with challenges more efficiently.
- Improve productivity.
- Enhance communications skills.
- Harness the best of teamwork and strike a winning formula for your work-life balance.
- Help your own children manage stress and be more successful in life.

9:15 am – 10:15 am **What’s Your Company Worth? | Paul Reilly**

Buyers know, sellers should know, and even those not active in mergers and acquisitions should know. What drives the value of a printing firm is important for all print owners. Increasingly, even your banker wants to know what the value of your business is! What’s important to all printers is how the decisions they make drive value.

TAKEAWAYS INCLUDE:

- You will learn the two most prevalent methodologies used to compute the value of printer companies.
- Most importantly, you will learn what actions increase value and what actions decrease value.

10:15 am – 10:30 am **Networking Break**

10:30 am – 11:30 am **SEO Optimization: How to Win at the Internet Game | John Foley**

SEO for the Rest of Us – In the past, understanding search engine optimization (SEO) was beyond the grasp of beginners. During this session, you too will learn how to effectively utilize SEO and get found. We will cover the basics quickly and move to the items that you will take back and put into action—from “on-page SEO” to “off-page SEO”—and why content matters. In addition, best practices for improving your SEO position will also be covered.

TAKEAWAYS INCLUDE:

- SEO Success
- SEO Strategy Audit in Five Steps
- How to Craft a Remarkable SEO Strategy
- Keeping the SEO Pump Primed



FRIDAY, FEBRUARY 23

11:30 am – 12:15 pm **Irresistible Mail! | David Guiney, Fort Lauderdale Postmaster**

When paper and pixels converge it is **IRRESISTIBLE**.

Irresistible Mail is a manifestation of some of the **United States Postal Service's** best and brightest, pushing the envelope to make mail come alive! In this session **Fort Lauderdale Postmaster Guiney** will share techniques and tools that make direct mail more dynamic and engaging than EVER. **USPS** has harnessed the power of augmented reality, tactile sensory, and **Near Field Communications (NFC)** to add richness to each recipient's experience.

TAKEAWAYS INCLUDE:

- You will learn how to use tools to make your mail Irresistible!
- You will learn how to keep mail relevant today and tomorrow.
- You will discover specialty coatings with creative and unique new technologies.

12:15 pm – 1:15 pm **Lunch/Association Update**

1:15 pm – 2:00 pm **Luncheon Presentation: The Best Practices of High Performance Sales Organizations | Kate Dunn**

Learn the results of a **2017 InfoTrends** study that uncovered what printing businesses of all sizes are doing that keeps them from building a growing business and the best practices used by small and large companies that are growing by double digits.

2:00 pm – 2:45 pm **Panel Session: Winning With Customer Portals | Scott Cappel**

Session Description to Follow.

2:45 pm – 3:00 pm **Networking Break**

3:00 pm – 4:00 pm **Think You Don't Have Time to Market Your Business: Think Again | Kate Dunn**

According to the **2017 Small Business Marketing Trends Report** almost half of small business owners handle their company's marketing. In too many cases that means marketing efforts are sporadic or non-existent, leading to slow sales and lost opportunities. Find out how to build a marketing plan that you can actually execute, track what's happening, and use the results to continually improve results.

4:00 pm – 6:30 pm **Suppliers Showcase**

4:00 pm – 4:50 pm **Workshops A & B | TBD**

4:50 pm – 5:40 pm **Workshops C & D | TBD**

5:40 pm – 6:30 pm **Workshops E & F | TBD**

7:00 pm **Group Self-Hosted Dinners (optional)**

SATURDAY, FEBRUARY 24

7:30 am – 8:30 am **Hot Breakfast Buffet**

8:30 am – 9:30 am **Keynote Speaker | The Lost Customer Recovery Blueprint: How to Start Winning Back Customers in 30 Days | Johnny Campbell**

As a business owner, you may spend a lot of time and resources attracting new customers. However, did you know that there may already be sales hidden in your business that could increase your bottom-line profits by 20% to 30%? These untapped reservoirs of revenue are your "lost customers." In this program, you will learn methods for winning back lost customers and how to bring in a flood of sales from those customers without cutting your price.

TAKEAWAYS INCLUDE:

- Learn methods of winning back lost customers.
- Learn how to bring in a flood of sales from those customers without cutting your price.

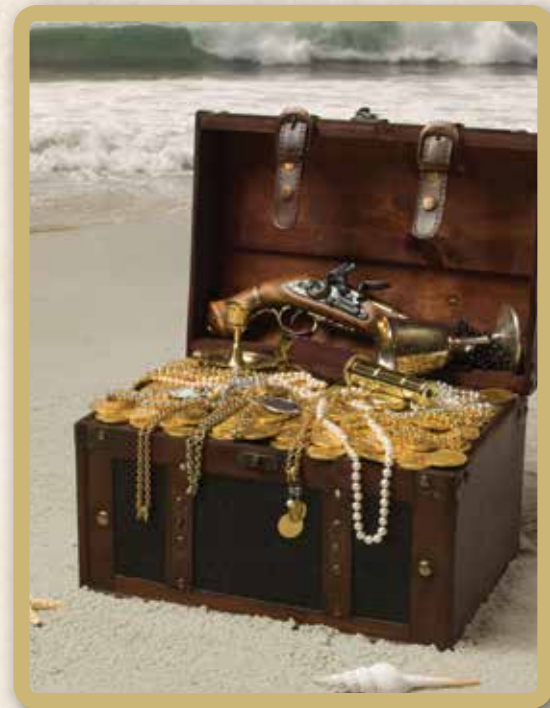
9:30 am – 10:30 am **Tracking Your Marketing Success: The Drip Method | John Foley**

Drip marketing is the process of sharing pre-written messages and pieces of content over a period of time. You can do this in a variety of channels and medias to keep your business, products, and services in front of your prospects and customers. To be successful with drip marketing you need to know and understand the prospect journey, create the right content, and know how to automate the process. During this session you will learn how to map out the journey to create the right messaging and "call to action" to generate more leads and ultimately revenue! By the end of this session you will leave with a drip plan of your own to bring back to your team to put into action.

TAKEAWAYS INCLUDE:

- Discover the content that works the best.
- Learn to lead a prospect in "The Drip" based on behavior/interaction with the message.
- Find out how scoring the interactions and understanding the sales funnel will separate the inquiries from the leads.
- Know when to involve the sales rep.

10:30 am – 10:45 am **Networking Break**



SATURDAY, FEBRUARY 24

- 10:45 am – 11:30 am **Making It Big: How to Make Money In Wide/Grand Format | David King**
Making money with large-format graphics should not be hard—so why is it? David King will give you the formulas for how to make money with large-format graphics. He will show you the ROI and help you see how to change your model to become more profitable. Success is achieved with a logical plan, a process, and a monitor. You are NOT selling large-format graphics, you are selling SUCCESS! Your team needs to speak correctly, help your clients understand how you will help them be more successful, then DO WHAT YOU SAY YOU WILL DO! Don't worry, it is simple when you know how.
TAKEAWAYS INCLUDE:
 - How you determine ROI for anything you do!
 - A plan to be more successful that WORKS!
 - The road to a better, more productive life at work!
- 11:30 am – 12:30 pm **Communicating Color through Creative Suite**
Michelle Hadjopoulos, Ricoh Commercial & Industrial Printing
Presented by Michelle Hadjopoulos from **Ricoh Consulting Services**. Michelle is a certified **G7 Expert** and will present tips for color management using the **Adobe Creative Suite Applications**: defining color settings in **Photoshop**; assigning vs. converting profiles; preview for output (softproof); setting color preferences in **Bridge**; choosing the correct **PDF** conversion saving settings and providing them to your designer and clients. Takeaway—each attendee can send Michelle a printed target and she will provide a very detailed report on how well it actually printed.
- 12:30 pm – 1:30 pm **One-Minute Mastermind Luncheon**
- 1:30 pm – 2:45 pm **OSHA Preparedness: How to Avoid Surprises and Fines**
When OSHA Comes a Callin' | Gary Jones
The printing industry has been deemed a high hazard industry by OSHA for amputations and combustible dust, causing the number of inspections, citations, and penalties in our industry to skyrocket. On average, OSHA is inspecting at least one to two printing operations per week and they are finding violations that cost you real money. This program will provide you with the information needed to understand the new and relevant OSHA regulations and what steps you will need to take to become compliant. OSHA has dramatically increased their fines, so don't wait until they come knocking on your door; be proactive!
TAKEAWAYS INCLUDE:
 - Impact of the Trump Administration's actions on OSHA.
 - Recent OSHA printing industry inspection activities.
 - OSHA's new injury reporting requirements and ramifications including post-accident drug and alcohol testing and safety incentive programs.
 - The requirements for the Global Harmonization System changes to the Hazard Communication Standard and compliance tips.
 - Machine guarding requirements.
 - Lockout/Tagout program requirements and employee training.
 - How to avoid a citation for combustible dust.
 - New requirements for walking and working surfaces including fall protection and ladders.
- 2:45 pm – 3:00 pm **Networking Break**
- 3:00 pm – 4:00 pm **The Resiliency @ Work: How Change Happens and Excellence Is Achieved | Johnny Campbell**
Are the changes in today's world an opportunity for prosperity or a pain in the neck? Many leaders of today are struggling with how to direct change while benefiting from it. When it comes to change there are many challenges from how to get started to how the change will be perceived by the public and embraced by your team. In this entertaining and informative closing session, Johnny will discuss how leaders can effectively implement, lead, and navigate through the uncertainties of change.
TAKEAWAYS INCLUDE:
 - How to be more confident and resilient when managing people in the midst of change.
 - How to be more adaptive and responsive when personally dealing with change.
- 4:00 pm – 4:15 p.m. **Closing Remarks/Wrap Up**
- 4:45 p.m. **Transportation to Cruise** (meet in lobby 4:40 pm to board bus)
- 6:15 pm – 10:15 p.m. **Jungle Queen Dinner Cruise**

NATIONAL PRINT OWNERS ASSOCIATION

301 Brush Creek Road • Warrendale, PA 15086-7529 • 888-316-2040 • www.printowners.org



CONFERENCE REGISTRATION FORM

Please feel free to use this form if you plan to pay by check or authorize us to charge your registration fees against the credit card information supplied below. You may also register online at printowners.org. Thank you.

Your Name: _____ ☐ Additional Attendees - See Below

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email Address: _____

Expected date of arrival and time: _____ Expected date of departure and time: _____

Have you made your reservations at the conference hotel? ☐ Yes ☐ No

NPOA Member? ☐ Yes ☐ No **First time attendee?** ☐ Yes ☐ No

REGISTRATION FEES:

NPOA Member Conference Registration:

	EARLY-BIRD	After Dec. 1
<input type="checkbox"/> NPOA Primary Attendee (Includes Dinner Cruise, Sat. 2/24/18): _____	@ \$525	@ \$595
<input type="checkbox"/> NPOA Additional Attendee(s) (Includes Dinner Cruise, Sat. 2/24/18): _____	@ \$475	@ \$545
<input type="checkbox"/> NPOA Reception Companion Ticket (Thurs. & Fri.): _____	@ \$145	@ \$145
<input type="checkbox"/> NPOA Dinner Cruise Companion Ticket (Sat. 2/24/18): _____	@ \$50	@ \$50
Total \$ Amount Authorized/Enclosed	\$ _____	\$ _____

Conference Registration Fees - Non-Members*:

	EARLY-BIRD	After Dec. 1
<input type="checkbox"/> Non-Member NPOA Primary Attendee (Includes Dinner Cruise, Sat. 2/24/18): _____	@ \$795*	@ \$795*
<input type="checkbox"/> Non-Member NPOA Additional Attendee(s) (Includes Dinner Cruise, Sat. 2/24/18): _____	@ \$735	@ \$735
<input type="checkbox"/> Non-Member NPOA Reception Companion Ticket (Thurs. & Fri.): _____	@ \$150	@ \$175
<input type="checkbox"/> Non-Member NPOA Dinner Cruise Companion Ticket (Sat. 2/24/18): _____	@ \$65	@ \$65
Total \$ Amount Authorized/Enclosed	\$ _____	\$ _____

*A \$100 credit will be applied towards NPOA dues if a non-member joins NPOA within 30 days following the conference.

DIETARY RESTRICTIONS: Please indicate below any special dietary concerns or requests you may have while attending the NPOA Owner's Conference. We will do our best to accommodate these requests.

☐ **Vegetarian** ☐ **Vegan** ☐ **Gluten Free** ☐ **Lactose Free** ☐ **Allergies** (Please list: _____)

PAYMENT INFORMATION:

Form of Payment: ☐ **Check Enclosed*** ☐ **Credit Card**

Credit Card Information: CC# _____ Exp. Date: _____ / _____ CVV: _____

Name on Credit Card: _____

Signature: _____

MAKE CHECKS PAYABLE TO NPOA

Mail Registration forms to NPOA Headquarters: 301 Brush Creek Road, Warrendale, PA 15086-7529

Call NPOA at 888.316.2040. Email Conference Registration Forms to: membership@printowners.org

- Cancellation Fees:**
- Cancellations received prior to **December 31, 2017** (*Full Refund*)
 - Cancellations received between **January 1 - January 18, 2018** (*Subject to 35% Processing Fee*)
 - Cancellations received after **January 19, 2018** (*No Refund*)

NATIONAL PRINT OWNERS ASSOCIATION

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JUNGLE CRUISE

NPOA Conference Registrants will enjoy a narrated
Sightseeing Dinner Cruise to a tropical isle for an
all-you-can-eat dinner and variety show.



The NPOA Spring Conference
ends at 4:15 pm on
Saturday, February 24.
You will board the bus for a
dinner cruise at 4:45 pm.

The evening festivities include

- **Narrated Cruise Up the Gold Coast**
- **All-You-Can-Eat BBQ Dinner** (family style) **on a Private Island**
- **After-Dinner Variety Show**
- **Narrated Cruise Back to the Hotel**

Iced tea and water will be provided.
Cash bar for soft drinks and alcohol.