



NPOA

7TH A N N U A L

SPRING CONFERENCE



Hilton San Diego Resort and Spa
February 28-March 2, 2019

Conference Committee:
John Henry, Mitchell's Speedway Press, Conference Committee Chair
Brad Krantz, Tampa Print Services
Scott Cappel, Sorrento Mesa Printing
Eric Pearson, TechnaPrint, Inc.

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Conference Schedule

THURSDAY, FEBRUARY 28

7:30 am - 3:00 pm

Board of Directors Meeting

10:00 am - 3:00 pm

Golf Outing at Riverwalk Golf Course

Optional Activity

12:30 pm - 7:00 pm

Registration Opens

1:00 pm - 5:00 pm

Workshop A

Presenter

Ron Teller, EFI, PrintSmith Support Manager

Do you know what your true costs of doing business are? Attend this workshop to learn how to determine what the real costs are for each of your processes in order to make better decisions about pricing and purchases. While you will get great benefit from this workshop no matter what MIS you use, you will also get to see the new PrintSmith HTML5 User Interface and how it improves workflow and efficiency.

You will learn:

- What a Budgeted Hour Rate (BHR) is and why you need to know it
 - How to calculate your BHR for
 - Press Definitions
 - Digital Definitions
 - Charge Definitions
 - How your BHR is used in PrintSmith
 - See what tools PrintSmith has to show your profitability and measure actual costs compared to estimated costs.
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1:00 pm - 2:45 pm

Workshop B

Transforming Print Into An Interactive Experience

Presenter

Ryan Kiley, RICOH USA

We will show you how to differentiate your business and bring new value to your clients by transforming static printed pieces into dynamic interactive experiences. Using augmented reality to enhance traditional print allows the end user to define their specific experience –all with a single click on their smart device.

We will:

- Review the various augmented reality technologies
 - Discuss their strengths and weaknesses
 - Show you a wide range of real life applications
 - Explore the detailed analytics available
 - Discuss postal trends and opportunities for savings
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3:00 pm - 5:00 pm

Workshop C

How To Leverage Print MIS and Technology to Catapult Your Growth

Presenter

Dave Hultin, President, MI4P

Join us as we explore the highly sought-after topics of Print MIS, CRM, and Marketing Automation, all of which are generating a lot of buzz.

We'll educate you on topics like the value of good estimating, the value around E-Commerce and marketing, and how to best eliminate double data entry.

We'll also touch on how to take orders from your print buyers, even when your customers don't want to talk with you, and how the order form IS the interface between you and your buyers. You won't want to miss the value of this workshop!

1:00 pm - 2:45 pm

Workshop D

Understanding the Differences in Flatbed Printing System

Presenter

Randy Paar, Marketing Manager – Large Format Solutions, Canon Solutions America

Are you printing or considering printing directly onto rigid substrates? The flatbed printing market is a dynamic and growing business with a range of solutions, each with their pros and cons. In this session we will discuss the differences and how your choice can impact your business and the applications you could produce. Whether you already producing flatbed printing, outsourcing or just now considering printing directly onto rigid substrates, this session will provide insight to help understand the solutions and market opportunity.

The session will discuss:

- Hybrid versus true, stationary flatbed architecture
 - Ink technologies and curing systems
 - Measuring productivity
 - Cost of operation
 - Applications
 - Software and workflow
 - Finishing
-

3:00 pm - 5:00 pm

Workshop E

PagePath Work Session

Presenter

Paul DiAngelo, PagePath, Printer's Plan Product Manager

2018 has brought many upgrades to Printer's Plan. Attend this workshop to hear about the latest developments, and make inquiries relating to our new parent company, PagePath. Take a first look at the Cloud Hosted version of Printer's Plan and see how this solution will benefit your company. Explore the key features added to Printer's Plan in the 2019 update. See the potential of seamlessly integrating Printer's Plan to your front end website.

The session we will:

- Discuss the latest developments with Printer's Plan.
 - Introduce the Cloud Hosted version of Printer's Plan.
 - Highlight the key additions included in the 2019 update.
 - Demo the My Order Desk connection to Printer's Plan
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5:30 pm - 7:00 pm

Welcome Reception *Sponsored by Ricoh*

7:40 pm

Group Dinners in the Gas Lamp District

Optional Activity - Meet in the lobby at 7:15 pm

FRIDAY, MARCH 1

7:00 am - 3:00 pm

Registration Opens

7:30 am - 8:00 am

Hot Buffet Breakfast *Sponsored by Bowers Advisory Group LLC*

8:00 am - 8:15 am

Opening Remarks

8:15 am - 9:15 am

KEYNOTE SPEAKER:

Customer Experience Is the New Competitive Advantage – What Works, What Doesn't, and Why It Matters More than Ever

David Avrin *Sponsored by Canon*

The greatest source of lost revenue for your business is the prospect you never knew about. They clicked away without buying, drove past without stopping in, or hung up on your voicemail system. Worse yet, you have no idea who they were or how many there were. So, how do you earn and keep customers when patience is short and alternatives are only a short drive or a click away? In this hard-hitting and entertaining presentation, popular customer experience and marketing expert David Avrin, CSP, will shine a light on the monumental shift in purchasing behavior and expectation, while showing your team everyone's role in eliminating barriers, engaging prospects, and creating customer experiences worth sharing.

TAKEAWAYS INCLUDE:

- How to see all the choices from the customers' perspective
- How stories of lost opportunities at every level reach the masses and why it matters
- How missed moments and maddening policies are contributing to lost sales and negative reviews
- Why differentiation trumps competency and connection earns sales

9:15 am - 10:15 am

Business Financial Planning: The Risks of Owning a Business

Chris Falco *Sponsored by Alliance Franchise Brands*

While many people may understand the concepts behind personal financial planning, the business owner may not be familiar with how business financial planning fits into their personal financial plan. For most business owners, their business is usually their largest valued asset that they hope will fund their retirement. What they don't realize is just how much of their net worth is tied up in a very risky investment.

TAKEAWAYS INCLUDE:

- How to mitigate asset risk inside the company
- Diversification of business assets
- Retirement plan options and how they mitigate risk
- Buy/Sell arrangements and how they fit in asset risk
- How succession planning can mitigate the risks and enhance the value of the business

10:15 am - 10:30 am

Networking Break *Sponsored by Mike's Graphic Services*

10:30 am - 11:30 am

Winning with Lean – How a Lean Journey Can Add to Your Productivity and Bottom Line

Dr. Ken Macro *Sponsored by BCC Software*

Lean is more than a practice; it is a philosophy. And, as the owner of a printing establishment, being Lean and doing Lean are two contradictory terms. In this session, learn a little about the history of Lean and how it has evolved to become the most talked about philosophical practice within the manufacturing mainstream. You will walk away with entry-level and intermediate tools that you can initiate immediately upon returning to your facilities. Additionally, you will learn of best practices that have been implemented in small and medium-sized printing businesses across North America. Come to this session and learn how to cultivate a culture that engages Lean and provides further basis for "Doing Lean" continuously.

TAKEAWAYS INCLUDE:

- Toyota Production System
- Red Tag Initiative
- Spaghetti Mapping
- Swimlane Mapping
- Poka Yoke
- Kaizen Event
- Kata Culture
- Contracted Lean Implementation Plan (CLIP)

11:30 am - 12:30 pm

Understanding Behavioral Communications

Nancy Proffitt *Sponsored by Fellers*

Do you ever wonder why people don't "hear" you? Seriously, it is as simple as communicating through the right filter—THEIRS. Learn ways to effectively communicate with employees, customers, vendors, and even your family, utilizing techniques and processes that will increase productivity, reduce waste, decrease stress, and increase profits. After all, isn't that a key part of being in business?

TAKEAWAYS INCLUDE:

- Understand the benefits of applying a behavioral communication module
- Understand your own behavioral design
- Recognize, appreciate, and understand others' communications styles
- Adapt for enhanced communication, understanding, and stronger relationships
- "People read" for all four factors—tone of voice, body language, words, and pace

12:30 pm - 1:15 pm

Hot Buffet Lunch *Sponsored by AmeriCAL*

1:15 pm - 2:00 pm

Association Update/Install New Board

2:00 pm - 2:45 pm

Managing Intergenerational Workers Without Killing Them

Michael Makin *Sponsored by AlphaGraphics, Inc.*

In business today, it is not uncommon to have up to five generations of workers trying to coexist. Managing the starkly unique character traits, weaknesses, and experiences of these generational workers is no easy feat, even for trained HR professionals. This session will explore the values and unique strengths of each generation in the modern workforce and provide tips on how to manage a cohesive workplace.

TAKEAWAYS INCLUDE:

- Proven strategies to attract, engage, and retain workers no matter what their generation
- Keys to motivating Millennials and the newest entries to the workplace – Generation Z
- Tips on managing conflict and building a culture of trust and engagement

2:45 pm - 3:00 pm

Networking Break *Sponsored by iJetColor*

3:00 pm - 4:00 pm

It's Not Who You Know – It's Who Knows You

David Avrin *Closing session sponsored by PagePath*

How to Attract the Best Customers and Create an Army of Raving Fans

It's a new world and the marketplace has changed. Choices are vast and quality abounds! Being great at what you do is no longer a differentiator — It is merely the entry fee. Today, winning in business is about discovering, creating, and leveraging competitive advantages. In this highly entertaining, thought-provoking, and actionable presentation based on his new book *Visibility Marketing*, business marketing and branding veteran David Avrin, CSP, will show you and your team how to discover, create, and promote meaningful differentiators to gain visibility and earn customers.

TAKEAWAYS INCLUDE:

- How to discover, reveal, or craft meaningful competitive advantages
- How to move beyond mere competency and create a visible chasm between yourself and competitors
- Why nobody wants to be the best kept secret and how you can become known for what you want

4:00 pm - 6:30 pm

Vendor Showcase

7:00 pm

Dinner on Your Own

SATURDAY, MARCH 2

7:30 am - 8:30 am

Hot Breakfast Buffet *Sponsored by Ricoh*

8:30 am - 9:30 am

KEYNOTE SPEAKER:

Times They Are A-Changin' – Managing Change Effectively

Nancy Proffitt *Sponsored by Ricoh*

Change is inevitable, not only in business, but everywhere. It is widely known that businesses that remain stagnant simply are not in business long. The result of not changing is that our competition and customers leave us behind. Wouldn't you want to know easier ways to understand what changes are necessary and when? Let's learn ways to implement the right changes, for the right reasons, at the right time.

TAKEAWAYS INCLUDE:

- Effective and affecting change—when is it necessary?
 - What types of change create positive results?
 - Getting employee buy in
 - Identifying fence sitters so they become our greatest champions for change
 - Overcoming resistors or shipping them out
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9:30 am - 10:30 am

PANEL SESSIONS *Sponsored by EFI*

Mergers and Acquisitions – Lessons from the Trenches

Panelists

Bob Molacek, Soulo Communications
Kevin Hebert, St. Charles Printing
Kathy Henry, Mitchell's Speedway Press
Scott Cappel, Moderator

10:30 am - 10:45 am

Break *Sponsored by Review Dash*

10:45 am - 11:30 am

How To Make Money In The Promo Business

Don Sanders *Sponsored by Pocket Folders Fast*

How to sell \$100,000 orders – control your destiny! Most distributors only dream of selling \$100K orders because they have no idea how to do that!

TAKEAWAYS INCLUDE:

- Learn where to find mega-buyers
 - How to make lifetime connections
 - Generate 45 percent profit on every order
 - Learn how to handle price shoppers and overcome all objections
 - Sell without samples
 - Destroy online competitors
 - Close 90 percent of sales by email
 - Limit product choices for quick decisions
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11:30 am - 1:00 pm

One-Minute Mastermind Luncheon

Sponsored by Canon

New Extended Time Frame

1:00 pm - 2:15 pm

PANEL SESSIONS *Sponsored by Accuzip*

Marketing Magic: How to Wow Your Customers

Panelists

Sarah Barr, Konhaus Print & Marketing
Charlene Sims, The Master's Press
Nathaniel Grant, GAM-Graphics and Marketing
Scott Cappel, Moderator

2:15 pm - 3:00 pm

Inkjet Madness: What Does the Future Hold?

Joe Marin *Sponsored by Intec*

Where is high-speed inkjet in the current market—and where is it headed? Inkjet is currently being used successfully in various markets and applications. High-speed inkjet is a big decision with many moving parts to consider. What do the adoption rates look like? What are the current technology options available? Do you really have the right work for it? This session will explore the issues of investing in, implementing, and using high-speed inkjet in your business.

TAKEAWAYS INCLUDE:

- Applications and adoption rates for high-speed inkjet
 - Do you have the right jobs to make the investment? What do you need to test before you invest?
 - Various hardware technology, format, and ink choices
 - Infrastructure skillset, ramp up time, maintenance requirements, and more
 - Various hardware technology, format, and ink choices
-

3:00 pm - 3:15 pm

Networking Break *Sponsored by Bristol Pay*

3:15 pm - 4:15 pm

KEYNOTE SPEAKER:

Go Giver Philosophy

Paul Anderson *Sponsored by Marketing Ideas for Printers*

Hear how to create an experience of value that ensures every interaction with another person leaves the other person thinking: That was an awesome experience. The result of an interaction like this not only increases sales results but also compels the other person to become what we call a "Personal Walking Ambassador" who is someone that is promoting you and your company. Learn the Premise of shifting ones Focus –How to establish trust and influence and learning what great leaders and communicators focus on to ensure ultimate trust that enables emotional connection to the person they are interacting with. Also learn the Power of Authenticity and how to ensure every communication is consistent, reinforcing one of the most powerful ways to deliver your message for optimum impact.

TAKEAWAYS INCLUDE:

- Shift your and your team's focus from competing on PRICE to selling on VALUE.
 - Expand your and your team's ability to influence, persuade, and quickly establish trust
 - Turbocharge your company's sales and increase the margin on the sales you receive
 - Learn how to create the right interaction with both your customers and potential customers so they become personal walking ambassadors for you and your company
 - Attract clients who will be fiercely loyal
 - Obtain win/win outcomes—even from the most difficult people
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4:15 pm - 4:30 pm

Closing Remarks/Wrap Up

4:45 pm: Board bus for dock | 5:00 pm: Bus departs promptly

Transportation to Cruise

6:30 pm - 10:00 pm

Hornblower Dinner Cruise | *Sponsored by Ricoh*

Complimentary ticket with full registration

2019 NPOA SPRING OWNERS CONFERENCE DINNER CRUISE

Join Us Saturday Night • March 2 • 6:30

Imagine yourself on board San Diego's most elegant yacht, the Inspiration Hornblower. Watch the sun dip below the Pacific Ocean as you sip cocktails on the expansive sun deck. Enjoy a three-course meal as you gaze at views from Point Loma to the Coronado Bridge. With gourmet cuisine prepared fresh on board, impeccable service, unlimited entertainment options and formal seating, the Inspiration Hornblower is the perfect venue for our spectacular 2019 Spring Conference in San Diego.



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