

JUNE 2025

# npsoa<sup>TM</sup> magazine

**People.  
Technology.  
Growth:**

*The Strategic Factory Formula*

Page 14

THE PRINT & SIGN OWNERS' MAGAZINE OF  
**INDUSTRY NEWS & UPDATES**

# Take Customer Experience and Efficiency to the Next Level with PlanProphet's Customer Portal

PlanProphet is a CRM and marketing automation engine designed specifically for printers.

## Introducing PlanProphet's Customer Portal\*: Simplify Client Interactions

With 24/7 access, clients can easily manage orders, approve quotes, and pay invoices - all from one convenient platform.

### Key Features:

- **Anytime Access:** Clients can view orders, quotes, and invoices on demand.
- **Streamlined Quote Approvals:** Quick, seamless quote approvals with file upload options.
- **Automated Order Conversion:** Quotes instantly turn into orders once approved.
- **Easy Reordering:** Clients can reorder past items with just one click.
- **Effortless Payments:** Real-time invoice management and batch payments via credit card or ACH.
- **Integrated Payments:** Payments automatically sync with your MIS for hassle-free accounting.

\* The Customer Portal is an add-on module.



**REQUEST A DEMO TODAY!**

[www.planprophet.com/demo](http://www.planprophet.com/demo)

Now available for:



# Inside

<b>Get the Most You Can for Your Print &amp; Sign Business</b> .....	6
<b>Local First:</b> Why Community-Centered Print Shops Are the Future in a Fragmented Market.....	8
<b>Ask Printing Yoda:</b> To Proof or Not to Proof? (And What to Charge When You Do) .....	10
<b>Making a Difference:</b> NPSOA's First-Ever Service Project Supports Homeless Housing in Arkansas.....	11
<b>People. Technology. Growth:</b> The Strategic Factory Formula .....	14
<b>Because It Matters</b> .....	20
<b>Power Your Business with Accounts Payable Automation</b> .....	22
<b>Finding Talent in the Print Industry</b> .....	24
<b>NPSOA Referral Program</b> .....	27
<b>What Makes A Printing Business Desirable?</b> .....	32
<b>Add Value to Print:</b> Mastering the Personalization Experience with XMPie.....	35
<b>Leadership's Role in Benchmarking Retirement and Health Insurance Benefits</b> .....	38
<b>3 Compelling Reasons to Elevate Your Print Shop with Digital Embellishment</b> .....	40
<b>The Invisible Upgrade: Why Payment Automation is Quietly Transforming Print Shops</b> .....	44
<b>Stop Treating AI Like Google</b> (and Start Using It Like Your Assistant Coach) .....	47
<b>5 Key Insights for Thriving in the Sign Industry</b> .....	52
<b>Adjust Your Timing Belt: A Leadership Metaphor</b> .....	56
<b>NPSOA Sponsored Webinars</b> .....	58



## Past Issues of the Magazine

If you would like to read past issues scan here. Login to read the full issues.



P.O. Box 36, Sterling, VA 20167  
**1.888.316.2040 • [www.npsoa.org](http://www.npsoa.org)**

NPSOA Magazine is published monthly by the National Print & Sign Owners Association. The magazine is mailed free of charge to select Members, Vendors and select prospects. While reasonable care is taken with all material submitted to the NPSOA Magazine, the publisher cannot accept responsibility for loss or damage to any such material. Opinions expressed in articles are strictly those of the authors. Sponsor ads, articles and spotlights are provided as an educational benefit to NPSOA members. Sponsors donate funds to support the cause and purpose of NPSOA. NPSOA does not endorse, nor offer opinions of these Sponsors. While ensuring that all published information is accurate, the publisher cannot be held responsible for any mistakes or omissions. Reproduction in whole or in part of any text, illustrations or photographs is strictly forbidden. © 2025 National Print & Sign Owners Association.

## Board of Directors

**Nathaniel Grant**, *Chairman*

**GAM Graphics and Marketing**  
Sterling, VA  
571.375.7219  
[Chairman@npsoa.org](mailto:Chairman@npsoa.org)

**Kevin Hebert**, *Vice Chairman*

*Conference Committee Chair*  
**St. Charles Printing / FASTSIGNS**  
Boutte, LA  
985-785-0727  
[kevin@stcharlesprinting.com](mailto:kevin@stcharlesprinting.com)

**David Dawson**, *Treasurer*

**Instant Print & Promo**  
Chatham ON Canada  
519-352-6813  
[dave@instantprintandpromo.ca](mailto:dave@instantprintandpromo.ca)

**Daniel Flatt**, *Director*

**Multi-Media Services**  
Corning, NY  
607-936-3186  
[danf@mmsny.com](mailto:danf@mmsny.com)

**K. Scott Schoppert**, *Director*

*Membership Committee Chair*  
**Printing Impressions**  
Martinsburg, WV  
304-267-7327  
[scott@printing-impressions.com](mailto:scott@printing-impressions.com)

**Scott Hansen**, *Director*

**The Responsive Mailroom**  
Elgin, IL  
847-841-8400  
[Scott@mailroom.com](mailto:Scott@mailroom.com)

**Randy Herron**

*Immediate Past Chairman*  
**Herron Printing & Graphics**  
Gaithersburg, MD  
301-990-3100  
[randy@herronprinting.com](mailto:randy@herronprinting.com)

**Chris Calloway** *Office Administration*

**GAM Graphics and Marketing**  
Sterling, VA  
571.758.8882  
[Admin@npsoa.org](mailto:Admin@npsoa.org)

**Michael Makin**

**Vice President**  
**Communications and Development**  
Pittsburgh, PA  
m. 412-298-3340  
[michael.makin@npsoa.org](mailto:michael.makin@npsoa.org)

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

**JOIN HERE!**

