



2026 npsoa SCHEDULE

WEDNESDAY, MARCH 18

Pre-Conference Activities

Golf Outing 1:00 pm

Top Golf 6:00 pm - 8:00 pm

THURSDAY, MARCH 19

Workshops

9:00 am - 4:00 pm

Kickoff Party at Hotel

5:30 pm - 9:00 pm

Cocktail Reception

Buffet Dinner & Dueling Piano 7:00 pm - 9:00 pm

FRIDAY, MARCH 20

General Sessions

Vendor Showcase

4:00 pm - 7:00 pm

Meet the vendors and discover new products, services, and ideas to help your shop grow.

Dinner On Your Own

SATURDAY, MARCH 21

General Sessions

Closing Party at Crooked Hammock

5:30 pm - 8:30 pm

Kick back with friends while enjoying easy drinking craft beer and hand-crafted backyard brew pub inspired food



4924 Highway 17 South
North Myrtle Beach, SC 29582





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DAY 1 - THURSDAY MARCH 19, 2026 WORKSHOPS

TIME	Room 1	Room 2	Room 3	Room 4	Room 5
9:00am-9:50am	Why InfoFlo Print Infofloprint	Get More Done with PlanProphet PlanProphet	The Closed-Loop System to Profitable Pricing Profectus	Reduce workflow touches, increase efficiencies with PressWise PressWise by SmartSoft	TBD
10:00am-10:50am	Pricing Large Format in PrintSmith Ron Teller	PlanProphet AI: Using Our Tools Today for Immediate Efficiency PlanProphet	Canon U.S.A. Inc.	Beyond Commodity Print: Driving Growth & Differentiation Through Specialty Applications MGX Digital	TBD
11:00am-11:50pm	Finding Money: Leveraging LoyaltyLoop to Restart Dormant Accounts Loyalty Loop	The Art of Getting Paid PlanProphet	Marketing Ideas For Printers	Paper That Wins Clients and Boost Margins Announcement Converters	TBD
12:00pm-12:50pm	LUNCH BREAK Lunch will be provided				
1:00pm-1:50pm	InfoFlo Print MIS Now Has AI Infofloprint	TEC Mailing Solutions	Canon U.S.A. Inc.	Printware, LLC (iJetColor)	TBD
2:00pm-2:50pm	Flex Metrics	XMPie	Marketing Ideas For Printers	Printware, LLC (iJetColor)	TBD
3:00pm-3:50pm	eGraphic Communications	TBD	TBD	OnPrintShop	TBD
5:30pm-9:00pm	KICK OFF PARTY Cocktail Reception - Mix & Mingle • Buffet Dinner & Dueling Piano 7:00 pm - 9:00 pm				

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DAY 2 – Big Ideas, Bold Moves - FRIDAY MARCH 20, 2026

7:30–8:50am	Breakfast & Networking
9:00–9:20am	Welcome & Kickoff
9:20–10:05am	Onboarding Excellence — Build a Team That Thrives Experience onboarding through the lens of your employees and your customers. Learn how intentional first impressions, culture cues, and tangible touchpoints create emotional connection, faster engagement, and long-term retention from day one. Presented by MaryAnne Reynolds of GiftCPA
10:05–10:50am	Real-World AI: How Print Shops Are Saving Time & Money Presented by Lemay Sanchez of PlanProphet
10:50–11:05am	Networking Break
11:05–11:55am	Panel Discussion: Marketing Spend That Pays Off
11:55am–12:10pm	First-Time Attendee Welcome & Introductions
12:10–1:25pm	Lunch & Networking
1:25–2:10pm	Customer Experience That Converts THE CUSTOMER IS WHY... Customer experience isn't theory, it's about execution... Learn the processes, habits, activities, and decisions we use to create standout experiences that win business, increase retention, and differentiate our business. Presented by Keith Miller of Strategic Factory
2:10–2:55pm	Turning Your Budget Into a Monthly Management Tool: Financial Ratios & KPIs That Matter Most business owners create a budget once a year — and don't look at it again until the year is over. In this session, you'll see a practical system for turning your budget into a living, monthly management tool. Using real financial statements, we'll review how to track budget vs. actual performance, monitor key financial ratios and KPIs, and spot issues early — without adding complexity or changing accounting systems. Presented by Kevin Hebert of St Charles Printing and Craig Press of Profectus
2:55–3:10pm	Networking Break
3:10–3:55pm	thINK Tank: Self Promo + Idea Share Get ready for a fast paced ThINK Tank focused on real self-promo wins. Bring what worked, share ideas, see physical samples, and leave with practical inspiration you can actually use when you get home. Moderated by Paul Strack from CustomXM and Michael Makin of NPSOA
4:00–7:00pm	VENDOR SHOWCASE Meet the vendors and discover new products, services, and ideas to help your shop grow.

DAY 3 – Build, Lead, and Grow - SATURDAY MARCH 21, 2026

7:30–8:50am	Breakfast & Networking
9:00–9:10am	Morning Kickoff
9:10–9:55am	Stop Being the Best Kept Secret in Town! Too many of us quietly serve our communities while staying invisible to potential customers. In Stop Being the Best Kept Secret in Town , Sarah and Paul will show how small, intentional marketing efforts can dramatically increase awareness of your shop and what you offer. This presentation will give you practical takeaways that will help you stand out, and ideas that make sure your community knows, "Hey! We're here!" Moderated by Sarah Barr of Konhaus Print & Marketing and Paul Strack of Custom XM
9:55–10:30am	Pivot, Inquire, and Embrace Technology: A Business Roadmap to Success In this interactive, talk-show-style session, David Gardner of Boyds Direct shares with Michael Makin the pivotal decisions, hard lessons, and technology-driven strategies that helped him rebuild, grow, and thrive through decades of disruption in the printing industry.
10:30–10:45am	Networking Break

Continued >

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DAY 3 – Build, Lead, and Grow - SATURDAY MARCH 21, 2026 continued

10:45–11:45am	Bank Security & Fraud Prevention for Small Businesses
12:00–1:15pm	Lunch & Networking
1:15–2:00pm	Build an Employee Performance Review That Works Move beyond outdated reviews and uncomfortable conversations. Learn how to design performance reviews that motivate, align expectations, and drive growth - creating clarity for employees and confidence for leaders at every stage of employment. <i>Presented by MaryAnne Reynolds of GiftCPA</i>
2:00–2:45pm	AI Tips & Tricks: Practical Applications That Deliver (Panel Discussion) Forget the hype—this session is all about real AI wins from printowners. In this panel discussion, you will learn first-hand how your peers are using AI today to save time, streamline operations, and gain an edge. Expect practical takeaways you can implement immediately. <i>Panel Discussion moderated by Paul Strack of Custom XM</i>
2:45–3:00pm	Networking Break
3:00–3:45pm	Collaborative Discussion: Best Use of AI Open Forum moderated by Michael Makin of NPSOA
3:45–4:00pm	Closing Remarks
5:30–8:30pm	Closing Party at Crooked Hammock <i>Party!</i>