



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





2026 npsoa SCHEDULE

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 Infloprint	Get More Done with PlanProphet PlanProphet	Aleyant: The Automated Print Shop Aleyant	Reduce Workflow Touches: Get more done with the Same Team PressWise by SmartSoft	Inkjet: Solving Today's Print Problems Delphax Inkjet
10:00am-10:50am	Pricing Large Format in PrintSmith Ron Teller	PlanProphet AI: Using Our Tools Today for Immediate Efficiency PlanProphet	Production Inkjet Considerations for Acquisition and Preparation Canon U.S.A. Inc.	Beyond Commodity Print: Driving Growth & Differentiation Through Specialty Applications MGX Digital	Beyond the Press Graphic Whizard USA
11:00am-11:50pm	Finding Money: Leveraging LoyaltyLoop to Restart Dormant Accounts Loyalty Loop	The Art of Getting Paid PlanProphet	Copy, Paste, Win: AI Workflows for Printers Marketing Ideas For Printers	Driving Productivity and Profit: An Envelope Story Printware, LLC (iJetColor)	autoFlow: Workflow Automation Made Simple All Systems Integration
12:00pm-12:50pm	LUNCH BREAK Lunch will be provided				
1:00pm-1:50pm	InfoFlo Print MIS Now Has AI Infloprint	TEC Mailing Solutions	Beyond the Page: The Roadmap to Large- Format Printing and Increased Profitability Canon U.S.A. Inc.	Paper That Wins Clients and Boost Margins Announcement Converters	Printers Plan: SQL Upgrade, New Features & AI Innovations Printers Plan
2:00pm-2:50pm	From Firefighting to Building: A Leadership Reality Check Flex Metrics	Web-to-Print is a Business Strategy: How to Build for Flexibility and Growth XMPie	Copy, Paste, Win: AI Workflows for Printers Marketing Ideas For Printers	From Purchase to Profitable Deployment onPrintshop	TBD
3:00pm-3:50pm	eGraphic Communications	Automated Color Management Konica Minolta	Compensation of Salespersons Graphic Arts Advisors	Inkjet-Future Delphax Inkjet	TBD
5:30pm-9:00pm	KICK OFF PARTY Cocktail Reception - Mix & Mingle • Buffet Dinner & Dueling Piano 7:00 pm - 9:00 pm				

*Subject to change without notice.

2026 npsoa Conference Workshops

DAY 1 - THURSDAY MARCH 19, 2026

ROOM 1 WORKSHOPS

9:00am – 9:50am

Why InfoFlo Print

– Eran Berliner, *Inflo Print*

We'll highlight all the features that make InfoFlo Print stand out from the competitors

10:00am – 10:50am

Pricing Large Format in PrintSmith

– Ron Teller

This session will cover setting up large format press definitions as well as finishing charges. You will also learn how to calculate costs and reasons to use all machine resolutions.

11:00am – 11:50am

Finding Money: Leveraging LoyaltyLoop to Restart Dormant Accounts

– AJ Gardiner, *Loyalty Loop*

Do you remember that feeling when you unexpectedly found a \$20 bill in your pocket? Found money can be exciting! In this session, we will discuss how LoyaltyLoop can help you find money with little-to-no effort. We will discuss dormant account marketing, and how LoyaltyLoop can engage and automatically restart dormant customers. We will walk through the concept, the settings, and automated method of how it performs, and how it can be combined with any traditional dormant account marketing you may be doing.

1:00pm – 1:50pm

InfoFlo Print MIS Now Has AI

– Eran Berliner, *Inflo Print*

We'll showcase on our new AI features and discuss upcoming AI features.

2:00pm – 2:50pm

From Firefighting to Building: A Leadership Reality Check

– Donal Robb & Bob Siepka, *Flex Metrics*

Are your improvements real—or just temporary wins that disappear when pressure eases? This workshop uses three practical assessments to help you see what's actually driving (or blocking) performance in your operation. You'll learn to read culture through visible signals, distinguish between working harder and working smarter, and understand whether you're solving problems or building capability. No fluff, no theory—just honest reflection on what separates sustainable leadership from burnout. Ideal for frontline managers, operations leaders, and anyone tired of heroics masquerading as strategy.

3:00pm – 3:50pm

eGraphic Communications

– Max Robinson & Joe Fedor

ROOM 2 WORKSHOPS

9:00am – 9:50am

Get More Done with PlanProphet

– Lemay Sanchez, Christian Dickson & LeeAnn Peterson, *PlanProphet*

In this session, we'll explore the core benefits of PlanProphet and how its tools and automations create immediate efficiency across your business. Ideal for non-customers evaluating PlanProphet, this workshop also welcomes existing customers looking to reinforce best practices and uncover additional value.

10:00am – 10:50am

PlanProphet AI: Using Our Tools Today for Immediate Efficiency

– Lemay Sanchez, Christian Dickson & LeeAnn Peterson, *PlanProphet*

We're entering the AI era of print, and success will come down to operating faster, leaner, and more consistently. In this session, PlanProphet will break down what AI means for day-to-day print operations, show how PlanProphet AI can deliver up to 80% efficiency gains in key workflows, and share real customer examples of how shops are using our AI module today.

11:00am – 11:50am

The Art of Getting Paid

– Lemay Sanchez, Christian Dickson & LeeAnn Peterson, *PlanProphet*

Discover how PlanProphet Payments can transform the way you get paid. In this workshop, we'll break down what makes our payment system different and how it helps automate and streamline the entire billing process. Learn about our merchant partner, the Customer Portal, and billing automations designed to reduce manual work, improve visibility, and accelerate cash flow.

1:00pm – 1:50pm

Tec Mailing

– Christos Vourazeris & Nick Halik

2:00pm – 2:50pm

Web-to-Print is a Business Strategy: How to Build for Flexibility and Growth

– Katie Fisher, *XMPie*

Web-to-print is a business strategy and choosing the right approach matters. Too often, printers invest in technology

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2026 npsoa Conference Workshops

DAY 1 - THURSDAY MARCH 19, 2026

ROOM 2 WORKSHOPS *continued*

solutions that solve today's challenges but don't adapt to tomorrow's demands. In this session, we'll look at why flexibility and scalability are critical for long-term success and explore the latest trends shaping the future of web-to-print including personalization, creativity, automation, and data-driven workflows – areas where innovators like XMPie and its users are setting the standard.

3:00pm – 3:50pm

Automated Color Management

– Ed Bellow, *Konica Minolta*

ROOM 3 WORKSHOPS

9:00am – 9:50am

Aleyant: The Automated Print Shop

– David Graves, *Aleyant*

Transitioning to Self-Service Job Intake and Production Ready Files

10:00am – 10:50am

Production Inkjet Considerations for Acquisition and Preparation

– Patrick Donigain & Ed Wong, *Canon U.S.A.*

Production inkjet technology is increasingly viewed as a viable replacement for offset and production toner due to its high print quality, reliability, productivity, and media versatility. As barriers to entry continue to decrease, inkjet placements are projected to grow rapidly.

This workshop will review key considerations to help attendees determine their readiness and preparation for this future transition. Learn the steps you can start taking to prepare your organization and infrastructure and establish proper customer expectations.

11:00am – 11:50am

Copy, Paste, Win: AI Workflows for Printers

– Dave Hultin, *Marketing Ideas For Printers*

Most AI sessions explain what's possible. This one gives you copy-and-paste workflows you can use immediately to improve sales and marketing at your print shop. These workflows are built specifically for printers, with sales and marketing use cases you're already working on.

In this session, you'll see a practical progression for using AI that most printers never experience — moving from simple prompts, to better prompts, and finally to full AI workflows that guide the work step by step. Most people stop at prompts. Workflows are where momentum actually builds over time.

You won't have to learn how to "talk to AI." You'll work with copy-and-paste AI workflows designed for real sales and marketing tasks — clarifying who to target, creating usable outreach, improving follow-up, and turning guesswork into repeatable action.

As part of your NPSOA member benefit, you'll receive three full AI workflows — the same starter workflows printers use to get quick wins without adding work. These workflows are built specifically for print shops and help sales and marketing teams focus on the right accounts, communicate more effectively, and make better decisions day to day.

This session is hands-on and practical, focused on the work printers already do every day. You'll leave with three workflows you can use immediately, plus a clear path for using AI in a way that supports stronger sales, better marketing execution, and more consistent results.

1:00pm – 1:50pm

Beyond the Page: The Roadmap to Large-Format Printing and Increased Profitability

– Patrick Donigain & Ed Wong, *Canon U.S.A.*

This session explores how commercial print customers have diversified into large-format printing to achieve high-margin growth and pursue new market opportunities. The workshop covers hardware and technical considerations, as well as sales and customer acquisition strategies, based on real-world anecdotes from customers that have successfully expanded their service offerings

2:00pm – 2:50pm

Copy, Paste, Win: AI Workflows for Printers Repeat Workshop

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ROOM 3 WORKSHOPS *continued*

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3:00pm – 3:50pm**Compensation of Salespersons**

– Mitch Evans, *Graphic Arts Advisors*

Print/Sign owners struggle with how to compensate sales people whether new or existing. Mitch will show you various ways to set up programs that both compensate and reward salespeople or even CSR's. Mitch has employed dozens of salespeople in his career and had at least 5 who sold over \$1million annually.

ROOM 4 WORKSHOPS**9:00am – 9:50am****Reduce Workflow Touches: Get more done with the Same Team**

– Susan Shoffner, *Presswise by SmartSoft*

In this session, Susan shares insights on how she helped her shop transition to workflow automation vs old school processes. She will share the various workflows that were analyzed, what they identified as "bottlenecks", and how an MIS should address those workflows. This session is ideal for shops with 7+ employees and have plans for growth through your existing team and automation, rather than "throwing more staff" into the mix and hoping that cures the bottlenecks.

10:00am – 10:50am**Beyond Commodity Print: Driving Growth & Differentiation Through Specialty Applications**

– Mike Blanco & Rick Zoeckler, *MGX Digital*

Discover how to turn your current press capabilities into new revenue streams. This session guides print leaders through identifying specialty applications, understanding equipment-driven possibilities, and targeting profitable vertical markets that reduce commoditization and improve margins.

11:00am – 11:50am**Driving Productivity and Profit: An Envelope Story**

– Bill Frederick & Zack Sterzinger, *iJetColor*

Over 1000 iJetColor users, big and small, have told us how inkjet has streamlined their operations and driven more envelope and Direct Mail profits. We will cover National pricing models for on demand, full color envelope jobs and also how inkjet has been a game changer in their "All Digital" journey.

1:00pm – 1:50pm**Paper That Wins Clients and Boost Margins**

– Thor Barraclough & Jeff Greene, *Announcement Converters*

Explore how smart paper choices and emerging trends help printers increase margins, win better clients, and position themselves as trusted experts. How fine paper and envelopes can grow your business.

2:00pm – 2:50pm**From Purchase to Profitable Deployment**

– Trent Foreman, *OnPrintshop*

A candid, practical discussion about ownership, accountability, and what it actually takes to move from purchase to profitable deployment with OnPrintShop (or any other print software).

Drawing from the study of over 500 customer activations and deployments over the past two years, this session explores what consistently moves implementations forward — and what causes them to stall.

Designed for owners who are balancing production, staffing, and customer demands, this conversation focuses on what you truly need to know to turn software into revenue:

- The "where do I start"
- Establishing real internal ownership
- Setting clear expectations with your vendor support/build team
- Creating momentum without overcomplicating scope
- Moving from "almost ready" to actually live

Vendor-neutral and execution-focused, this session applies to any major operational software in your business.

3:00pm – 3:50pm**Inkjet-Future**

– Mike White, *Delphax Inkjet*

What products are currently under development. Where is inkjet going, what problems can it solve, what's the impact on your business.

2026 npsoa Conference Workshops

DAY 1 - THURSDAY MARCH 19, 2026

ROOM 5 WORKSHOPS

9:00am – 9:50am

Inkjet: Solving Today's Print Problems

– Mike White, *Delphax Inkjet*

Aging Operators, aging equipment, new labor force mindset, shorter runs, variable data, make ready waste, high consumable cost, substrate challenges, how to be more profitable with today's inkjet products.

10:00am – 10:50am

Beyond the Press

– Chris Harrington & Riley Magnuson, *Graphic Whizard USA*

Profitability doesn't just come from how fast you print, but from how fast you can finish and ship.

11:00am – 11:50am

autoFlow: Workflow Automation Made Simple

– John Callahan, *All Systems Integration*

Come see our latest addition to [autoFlow]: checkMate, which provides advanced real-time PitStop integration and AI capabilities for enhanced preflight and file correction.

[autoFlow] (aF) is a workflow automation system built on Enfocus PitStop and Switch. aF is designed to streamline print production, from quote management, intelligent file submission, preflight (with checkMate), proofing, and more.

1:00pm – 1:50pm

Printers Plan:

SQL Upgrade, New Features & AI Innovations

– Paul DiAngelo & Brandon Freeman, *Printers Plan*

Discover what's next for Printer's Plan as we highlight the SQL upgrade, new proofing capabilities, API enhancements, Reach on the Beach features, and AI-driven solutions shaping the future of the platform.

2:00pm – 2:50pm

TBD

3:00pm – 3:50pm

TBD



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. <i>Presented by MaryAnne Reynolds of GiftCPA</i>
10:05–10:50am	Real-World AI: How Print Shops Are Saving Time & Money <i>Presented by Lemay Sanchez of PlanProphet</i>
10:50–11:05am	Networking Break
11:05–11:55am	Beyond the Pen – Promo That Works Not all promo products are created equal. During this panel discussion, these owners will reveal their most successful items, personal favorites, most-requested products, and a few truly unexpected standouts. You will walk away with practical insight into what makes promo work. Experience examples of how creativity, timing, and execution drive results. <i>Moderated by Paul Strack of CustomXM</i>
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. <i>Presented by Keith Miller of Strategic Factory</i>
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. <i>Presented by Kevin Hebert of St Charles Printing and Craig Press of Profectus</i>
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. <i>Moderated by Michael Makin of NPSOA</i>
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!" <i>Presented by Sarah Barr of Konhaus Print & Marketing and Paul Strack of CustomXM</i>

Continued >



2026 npsoa SCHEDULE



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

9:55–10:30am	<p>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.</p>
10:30–10:45am	Networking Break
10:45–11:45am	<p>Bank Security & Fraud Prevention for Small Businesses This session provides business owners with actionable strategies to protect financial assets and implement security measures, focusing on identifying, preventing, and responding to financial crimes. Emphasis is on fostering a culture of vigilance and helping owners and employees as the first line of defense. <i>Presented by Michelle Buckels, Chief Risk Officer at FVCbank</i></p>
12:00–1:15pm	Lunch & Networking
1:15–2:00pm	<p>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></p>
2:00–2:45pm	<p>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 CustomXM</i></p>
2:45–3:00pm	Networking Break
3:00–3:45pm	<p>Collaborative Discussion: Best Use of AI Open discussion amongst all members. We want to know how you are making AI work for your business. <i>Open Forum moderated by Michael Makin of NPSOA</i></p>
3:45–4:00pm	Closing Remarks
5:30–8:30pm	Closing Party at Crooked Hammock <i>Party!</i>

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