



8TH ANNUAL **SPRING CONFERENCE**

MARCH 12-14, 2020

JW Marriott Houston by the Galleria | Houston, Texas

HOUSTON



Innovate, Integrate and Motivate

Conference Committee:

Charlene Sims, The Master's Press, Conference Committee Chair
John Henry, Mitchell's Speedway Press
Sarah Barr, Konhaus Print & Marketing

2020 Conference Schedule

THURSDAY, MARCH 12

8:00am - 3:00pm

Board of Directors Meeting

9:30am - 7:00pm

Registration Opens

10:00am - 5:00pm

Workshops (Do not miss these workshops)

5:30pm - 7:00pm

Welcome Reception

7:30pm

Group Dinners (optional) - Meet in the lobby at 7:15pm
(Transportation on your own)

FRIDAY, MARCH 13

7:30am - 4:00pm

Registration Opens

7:30am - 8:00am

Hot Buffet Breakfast

8:00am - 8:15am

Opening Remarks

8:15am - 10:00am

Keynote Speaker - "Selling with Certainty"

– Bryan Flanagan

Selling is a 'transference of certainty.' You and each person on your team are confident you can supply the client's needs. The challenge is how to communicate that certainty to you prospects and clients.

These objectives are accomplished in a fast-paced, highly participatory workshop. Each person is actively involved in the learning process with small-group discussion and "turn and learn" exercises with others.

Bryan Flanagan is a triple threat trainer: he educates, he encourages, and he always finishes on time!

Takeaways:

- Sell more!
- Communicate the value of his/her service and not defend price

- Integrate what has worked in the past with the current demands of clients
- Take greater pride in the sales profession
- Sell with confidence
- Implement an innovative approach to delivering personalized customer service
- Motivate self and others for greater results
- Have fun as you learn!

10:00am - 10:15am

Networking Break

10:15am - 11:15am

"Developing Social media Strategies for Bottom Line Results" – Brittany Gray

Planning and strategy are an essential part of any business's social media efforts, and an important part of any modern marketing strategy. If you struggle with what to post (and when), what platforms make the most sense for you, and how to fit it all into your regular marketing efforts, this session will help to make you feel more confident - and optimistic that it really CAN be done.

Takeaways:

- How to show up when and where it matters to the audience you want to reach
- Creating a content map that makes managing social media so much easier
- Using your social media to build trust and community with your audience
- The key role that Social Media plays in your overall Digital marketing and SEO (search engine optimization)
- Using trends and competitors to stay ahead of the game
- How to set realistic goals for your social media, and how to measure the outcomes

11:15am - 12:15pm

"The Accomplished Life: How to Get More Done"

– Kirby Hasseman

In today's world, we are all busier and busier but it seems harder and harder to get things done. We have more tools and less productivity. In the Accomplished Life we look at how to really be more productive based on science! In this session, Kirby Hasseman will give you seven things you can start doing right away that will help you get more done. In addition, he will share seven things you need to stop doing to be more productive. Kirby Hasseman will spend a little time digging

into the weeds about tactics that can help you right away. It's not about being busier. It's about being more productive. It's about getting more done!

Takeaways:

- Understand how improving your brain function can help your productivity.
- Get 7 things you can cut out of your life so you can get more done and be happier.
- Why being happier can help you be more successful (and how to get happier).
- 1 Simple rule to help you know what to say "No" to in your life.

12:15pm - 12:45pm

Association Update/Install New Board

12:45pm - 1:30pm

Hot Buffet Lunch

1:30pm - 1:45pm

Break/ Set Up - 4 Table Topic Rounds

1:45pm - 3:15pm

Table Topic Rounds (Facilitated Discussions on Hot Topics)

3:15pm - 3:30pm

Networking Break

3:30pm - 4:30pm

"Sell By Design, Not By Chance" – Bryan Flanagan

This session continues the theme of professional selling. Bryan will guide you through the Sales P.R.O.C.E.S.S. This sales methodology is a client-centered approach to relationship selling. The following sales principles are addressed:

Takeaways:

- Selling is a process not a personality!
- The sales process takes pressure off the sales person.
- You make more money solving problems than you do selling print services.
- The intent behind your technique determines your ethics.

4:30pm - 6:30pm

Vendor Showcase

7:00pm

Dinner on Your Own

SATURDAY, MARCH 14

7:30am - 8:00am

Hot Breakfast Buffet

8:00am - 9:45am

Keynote Speaker— "Leading From The Front"

– Colonel Cedric Leighton

A detailed, interactive look at what it takes to be a real front-line leader from a combat and Pentagon veteran. We'll look at how leadership in combat situations is different from leading in a bureaucracy or running a small printing business as you try to Innovate your business, Integrate your efforts and Motivate your personnel. But, we'll also see how some leadership traits are similar in any situation in which you happen to be "the boss". Building upon audience leadership experiences, (Yes, he just might call on you!) plus his own rich history as both a follower and a leader, Colonel Cedric Leighton will tell you what he's learned about what it takes to be an effective moral leader in today's ever-changing business environment.

Takeaways:

- You'll learn the differences between enduring leadership characteristics and those required in crisis situations.
- Understand why Innovation is your business as a leader and how to foster an innovative culture in your company.
- Learn how process integration is key to achieving company goals and leadership milestones.
- Learn why effective motivation of employees, business partners and customers is essential to your business' survival.

9:45am - 11:15am

"Budgeted Hourly Rates: What are they and why are they critical to your Business?" – Ron Teller

The printing industry is the most competitive it has ever been with a shrinking market and printers lowering prices to fill their excess capacity. With the changing times many are failing due to the history of printers only concerning themselves with market pricing without taking into account the revenue needed to cover overhead costs. We will discuss the evolution of printing and the need to have accurate BHRs and how to use them to determine pricing and company direction. We will also discuss the need to track process time and materials in order to get an accurate production cost.

Takeaways:

- Why what I have always done is no longer relevant in today's printing industry.

- How accurate are my financials and do I know how to read them?
- What are my overhead items?
- How do I distribute them over my cost centers?
- What markups do I add to my labor and material costs?
- The need to track process time and materials to ensure profitability.

11:15am– 11:30am

Networking Break

11:30am– 12:30pm

"Hot Button HR Issues" – Adriane Harrison

Times changes, and so does the world of human resources. Adriane Harrison will update you on the most important HR issues, trends, and labor and employment laws that affect your company. Adriane will address important issues such as managing marijuana in the workplace, harassment, flexible work schedules, how to recruit new employees, and more.

Takeaways:

- What to expect with mandatory paid leave statutes.
- How to recognize when employees are impaired and should be off the production floor.
- How to manage harassment claims and create a culture where that doesn't happen.
- Suggestions for flexible work schedules to attract and retain employees.

12:30pm– 2:00pm

One Minute Mastermind Luncheon

2:00pm– 3:30pm

Panel Sessions: "Wide Format Panel"

Panelist:

Dan Flatt, Multi-Media Services
Kevin Hebert, St. Charles Printing
Barry Martin, Copyquik Printing & Graphics
Facilitator: Mitch Evans

3:30pm– 3:45pm

Networking Break

3:45pm– 4:45pm

Keynote Speaker: "Cyber Security for the Printing Industry" – Colonel Cedric Leighton

The cyber realm presents some of the greatest risk to print professionals today. How did this happen? What's the impact to your business? And, what can we do to mitigate cyber risks? Colonel Cedric Leighton addresses these and other cybersecurity issues as we get ready to introduce even more cyber complexity into our businesses.

The advent of Artificial Intelligence (AI), Machine Learning, Robotics and other developments make cybersecurity more important than ever. Even the smallest of businesses has a critical responsibility to protect customer and business partner data as well as the integrity of their operations. Colonel Cedric Leighton will draw upon his over 30 years' experience in the intelligence and cybersecurity fields to help you understand the risks, where they come from and how to mitigate them. Essential tools for any 21st century printing business.

Takeaways:

- Peer behind the headlines to understand where today's cyber threats are coming from and why they are so dangerous.
- Learn how Innovation is necessary for business survival, but also brings cyber risks with it and what you can do to mitigate those risks.
- Understand why integrating cybersecurity policies and solutions into daily operations is your best path to cyber risk mitigation.
- Learn why properly motivated employees minimize the risk of insider threats to your data and why good leadership practices help create a better cybersecurity environment for both businesses and employees.

4:45pm– 5:00pm

Closing remarks/Wrap Up

6:30pm

Transportation to Dinner Experience

6:45pm Board Bus

7:00pm Bus Departs promptly

7:30pm– 10:30pm

Houston Stampede Dinner Event

Complimentary ticket with full registration

As of August 14, 2019



National Print Owners Association

301 Brush Creek Road, Warrendale, PA 15086-7529

1.888.316.2040 • www.printowners.org

Conference Registration Form

March 12-14, 2020

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:

- ☐ **NPOA Primary Attendee:**
☐ **NPOA Additional Attendee(s):**
☐ **NPOA Reception Companion Ticket** (Thurs. & Fri.):
☐ **Social Event** (Saturday, March 14) (per person):

Early Bird

@ \$579
 @ \$529
 @ \$150
 @ \$75

After Oct 1.

@ \$649
 @ \$599
 @ \$150
 @ \$75

Total \$ Amount Authorized/Enclosed

\$ _____

\$ _____

Conference Registration Fees - Non-Members*:

- ☐ **Non-Member NPOA Primary Attendee:**
☐ **Non-Member NPOA Additional Attendee(s):**
☐ **Non-Member NPOA Reception Companion Ticket** (Thurs. & Fri.):
☐ **Social Event** (Saturday, March 14) (per person):

Early Bird

@ \$895
 @ \$845
 @ \$175
 @ \$75

After Oct 1.

@ \$895
 @ \$845
 @ \$175
 @ \$75

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 **January 15, 2020** (*Full Refund*)
- Cancellations received between **January 16 through February 16, 2020** (*Subject to a 35 % processing fee*)
- Cancellations received after **February 17, 2020** (*No Refund, substitutions are welcomed*)

NATIONAL PRINT OWNERS ASSOCIATION

301 Brush Creek Road • Warrendale, PA 15086-7529 • 888-316-2040 • Fax 412-259-2016 • www.printowners.org

Thank You
2019 Sponsors

RICOH
Canon

conway
TECHNOLOGY GROUP
A Xerox Company



KONICA MINOLTA



alphagraphics



BCC
SOFTWARE

BOWERS
ADVISORY GROUP LLC



PRINTREACH



intec
PRINTING SOLUTIONS



JDL
&
ASSOCIATES



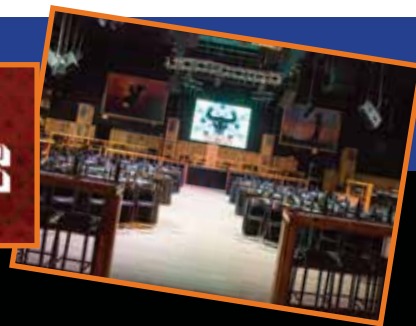
National Print Owners Association

301 Brush Creek Road, Warrendale, PA 15086-7529

1.888.316.2040 • www.printowners.org



HOUSTON
STAMPEDE
EVENT CENTER



TOTAL TEXAS DINNER EXPERIENCE

Join us Saturday Night – March 14th – 7:30 pm to 10:30 pm

Come join us at the Houston Stampede Event Center and experience the best that Texas has to offer in their 35,000 square foot event space, located on over 30 acres and just minutes from downtown Houston. Houston Stampede Event Center stands out with its Texas-style décor and many in house amenities, such as "Mega Watt", the Mechanical Bull, Live Armadillo Racing, DJ/Karaoke Stage, Photo Booth, Live Texas Longhorns, Cash Bar, Smokin True Texas BBQ Buffet and more.

The Houston Stampede Event Center is the perfect venue for our
"True Texas Experience" 2020 Spring Conference in Houston.

