



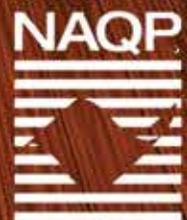
Networking  
Advice

Socializing

TUNE UP FOR  
**NAQP**  
OWNERS CONFERENCE  
**NASHVILLE**  
**TENNESSE**  
**NOV. 7-10**  
**2013**

FOR MAILERS AND QUICK & SMALL COMMERCIAL PRINTERS

Experts  
Solutions  
Actionable  
About You



# Schedule At-a-Glance

## Thursday, November 7, 2013

**1:00 p.m. – 7:30 p.m.**

Registration and Welcome Hospitality

**6:00 p.m. – 7:30 p.m.**

Welcome Reception

## Friday, November 8, 2013

**7:00 a.m. – 5:00 p.m.**

Registration and Welcome Hospitality

**7:00 a.m. – 8:00 a.m.**

Continental Breakfast

**8:00 a.m. – 9:30 a.m.**

Opening Keynote Sponsored by Xerox

It's Not Who You Know, It's Who Knows YOU! – *How to Build Your Business While Building Your Brand* – David Avrin

**9:30 a.m. – 9:45 a.m.**

Break

**9:45 a.m. – 10:45 a.m.**

Concurrent Breakout Sessions:

Brand-Storming – *David Avrin*

Are You Ready to Buy or Sell? – *Panel moderated by Mitch Evans*

Adding Wide Format to Your Business – *Mark Jameson & Brian Boehm*

**10:45 a.m. – 11:00 a.m.**

Break

**11:00 a.m. – Noon**

What's All the Buzz About: Is 3D Printing in Your Future?

– *Panel moderated by John Calhoun*

**Noon – 1:30 p.m.**

Lunch – Industry Awards

Ideas Exchange – *Moderated by David Avrin*

**1:30 p.m. – 1:45 p.m.**

Break

**1:45 p.m. – 3:00 p.m.**

Direct Mail to the MAX – *Trish Witkowski*

**3:00 p.m. – 3:15 p.m.**

Break

**3:15 p.m. – 4:15 p.m.**

Concurrent Breakout Sessions:

Guidelines for Folding Self-Mailers: A Crash Course – *Trish Witkowski*

You Bought and Installed the Equipment – Now How Do You Grow Your Sign Sales? – *Panel moderated by Mitch Evans*

DIScovering Effective Management Communication Skills

– *Nancy Proffitt*

**5:00 p.m. – 7:30 p.m.**

Supplier Showcase Dine-Around

## Saturday, November 9, 2013

**7:00 a.m. – 4:00 p.m.**

Registration and Welcome Hospitality

**7:00 a.m. – 8:00 a.m.**

Continental Breakfast

Roundtable Peer Discussions

**8:00 a.m. – 9:15 a.m.**

How to Guarantee Sales Success – *Peter Ebner*

**9:15 a.m. – 9:30 a.m.**

Break

**9:30 a.m. – 10:30 a.m.**

PURLs of Wisdom – *Panel moderated by Derrick Doi*

**10:30 a.m. – 10:45 a.m.**

Break

**10:45 a.m. – 11:45 a.m.**

Concurrent Breakout Sessions:

Prospecting Strategies that Get Results – *Peter Ebner*

Production Automation and Cross-Media: New and Profitable Opportunities – *Claud Monro & Dave Zamorski*

How to Set Up and Grow a Vertical Market Selling Political Printing – *Tom Carns*

**Noon – 1:30 p.m.**

Luncheon Speaker Sponsored by Konica Minolta

What If...? – *Mike Rayburn*

**1:30 p.m. – 1:45 p.m.**

Break

**1:45 p.m. – 2:45 p.m.**

Concurrent Breakout Sessions:

The Nuts and Bolts of Creating a Cross-Media Campaign – *Paul Strack*

Five Steps to Creating a Fail-Proof Sales Engine with Your Website – *Tawnya Starr*

How to Price Fulfillment – *John Rafner*

**2:45 p.m. – 3:00 p.m.**

Break

**3:00 p.m. – 4:00 p.m.**

Now What? Hitting "RESET" to Effect Critical Change

– *Nancy Proffitt*

**5:00 p.m.**

Transportation to Grand Ole Opry or visit downtown Nashville

## Sunday, November 10, 2013

**7:00 a.m. – 9:30 a.m.**

Grab 'n' Go Breakfast

**8:00 a.m. – Noon**

Pyxis Meeting (with breakfast)

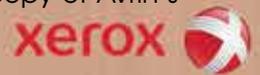
Meet with a group of your peers and experts to share best business practices.

# Featured Speakers



## David Avrin

Marketing pro David Avrin is known internationally as “The Visibility Coach.” An in-demand business marketing speaker, author, and executive coach, David has spent over two decades on the front lines of Marketing, Public Relations, and Strategic Branding. His highly informative, thought-provoking, and always entertaining business marketing programs have been presented to audiences across North America and around the world, including Singapore, Bangkok, Melbourne, Brisbane, Antwerp, Buenos Aires, and London. He is the author of three books, including the Amazon best-seller: *It's Not Who You Know, It's Who Knows You!* (© 2010 John Wiley & Sons). Each conference attendee will receive a complimentary copy of Avrin's book. Sponsored by Xerox.

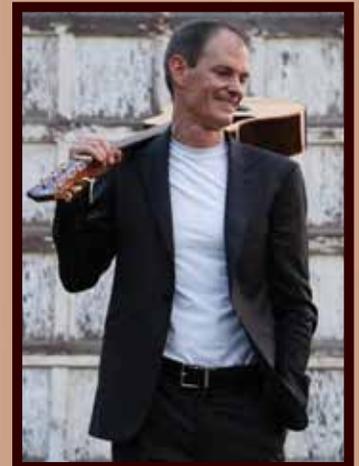


## Mike Rayburn

Mike Rayburn is a captivating keynote artist with a presentation completely unlike any you've ever seen! Having been called “the World's Funniest Guitar Virtuoso,” Mike uses his astounding guitar creations, uproarious songs, and veteran presentation skills to encourage, challenge, and inspire his audiences to leap beyond their perceived limitations. Mike draws from a wealth of life experience as an adventurer, business owner, comedian, world-class guitarist, author, philanthropist, husband, and father, to deliver a presentation that is motivational, hilarious, and musically amazing! Sponsored by Konica Minolta.



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## Nancy Proffitt

Prior to founding Proffitt Management Solutions, Nancy Proffitt served as a senior management executive with FedEx Corporation for more than 20 years, using her leadership development, business skills, and her profit-oriented attitude to promote positive, rapid, and lasting organizational change. In 2001, she decided to share those skills and attitudes with executives and professionals in other fields who need assistance with recognizing and resolving internal issues that stifle employee potential and restrain profits. She is known for her no-nonsense and often humorous coaching style, which focuses on maximizing human potential to produce measurably increased profits.

# Session Details

Friday, November 8, 2013

## **It's Not Who You Know, It's Who Knows YOU! – How to Build Your Business by Building Your Brand.**

**David Avrin, The Visibility Coach**  
Sponsored by Xerox



With so many choices confronting your prospective customers and clients, the question is: Why should they choose you? Internationally renowned business speaker and marketing expert David Avrin, The Visibility Coach, will reveal what it really takes to recognize and promote your true competitive advantage while building a category-leading brand identity.

Based on the lessons in his breakout book: *It's Not Who You Know, It's Who Knows You!* (© 2010 John Wiley & Sons). Avrin's eye-opening and engaging business marketing presentation will leave you with a new perspective on what it takes to stand out and provide new ideas and actionable strategies to make you top-of-mind with your key prospects. Sponsored by Xerox.

## **Brand-Storming**

**David Avrin, The Visibility Coach**

Following on the heels of his main-stage keynote presentation, David Avrin facilitates a hands-on, interactive session helping attendees do a deeper dive to craft and communicate a powerful and marketable brand identity. This interactive workshop will take the lessons of his presentation and help participants apply them to promote a clear and competitive advantage. Attendees will leave with a new recognition of what sets their company apart and compelling statements they can use to infuse their marketing efforts with renewed power.

## **Are You Ready to Buy or Sell?**

**Mitch Evans, Managing Director, NAQP, Moderator**

A panel of your peers will share their stories of how they either acquired other businesses or were acquired. Based on their experiences they will tell you what to do if you want to sell your business or how you can grow by acquiring a competitor. Get real-world, experience-based insights from these company leaders about what worked and what to avoid.

## **Adding Wide Format to Your Business**

**Mark Jameson and Brian Boehm, FASTSIGNS®**

This session will review the basics of getting into or adding wide format to your print business. It will provide information and answers to questions such as: What type of software and equipment exist for wide-format printing? What should I consider when choosing such equipment? What would adding a laminator do for my business? What other things do I need to consider for: Staffing? Competition? Applications? FASTSIGNS® will deliver a great 1-2-3 analysis on the basics, costs, and opportunities for anyone considering entry into the wide-format business.

Friday, November 8, 2013 (cont'd)

## **What's All the Buzz About: Is 3D Printing in Your Future?**

**John Calhoun, Director of Sales, 3DSYSTEMS**

Perhaps you've seen news items, read business articles, or heard industry word-of-mouth about 3D printing; what it is, what it can do, and future applications that appear to be limitless. This technology has grown 7.2% each year since 2007 and sales are projected to jump from about \$1.7 billion in 2011 to \$3.7 billion in 2015.

Learn and hear what it's all about straight from one of the top 3D printer manufacturers and a panel of printers like yourself who've embraced the 3D technology. Plus, see a demonstration of a 3D printer at the Supplier Showcase!

## **Ten Top Marketing Concepts to Consider (Ideas Exchange)**

**David Avrin, The Visibility Coach, Moderator**

David Avrin, successful business marketing speaker, will moderate this always popular session. This year the focus will be on marketing. All attendees are asked to bring and present their best marketing ideas, which will be judged on originality and effectiveness. Prizes will be awarded to the top ideas.

## **Direct Mail to the MAX**

**Trish Witkowski, Chief Folding Fanatic, foldfactory.com**

Direct Mail is powerful, customizable, private, and virtually guaranteed to be seen by the recipient. Join Trish Witkowski, Chief Folding Fanatic at foldfactory.com, for a power-packed session filled with direct mail inspiration and advice. She'll show you some of the most interesting DM solutions in print, while sharing high impact techniques that will get you a significant bang for your buck on any budget. She'll prove mail's potential with powerful case studies and statistics. You'll also learn valuable information about the three-step process of creating successful direct mail campaigns.

## **Guidelines for Folding Self-Mailers: A Crash Course**

**Trish Witkowski, Chief Folding Fanatic, foldfactory.com**

The new FSM (Folding Self-Mailer) guidelines don't have to be daunting—spend an hour with Trish Witkowski from foldfactory.com and you'll emerge with optimism and renewed inspiration. Trish will cover the most important changes, general guidelines, and share FSM solutions. Attendees will receive her new FSM Quick Reference.

## **You Bought and Installed the Equipment – Now How Do You Grow Your Sign Sales?**

**Mitch Evans, Managing Director, NAQP, Moderator**

A panel of industry peers will share tactics and strategies on how they grew their sign sales. You will learn which industries are buying signs, what products they buy, and how the panelists are marketing to those industries. Panelists will also share how they have been able to grow business in this new profit center.

# Session Details Continued

**Friday, November 8, 2013, (cont'd)**

## **DISCovering Effective Management Communication Skills**

**Nancy Proffitt, Founder, Proffitt Management Solutions**

Do you know why communication is the number one management issue in most organizations? You should, because it affects productivity, sales, and your profits.

Does any of this sound familiar...

- "What do you mean you didn't understand?"
- "That's not what you said..."
- "I've tried to talk to him about it but he just doesn't listen"

Are personality clashes affecting productivity and teamwork in your organization? Learn how to use the DISC assessment to identify critical communication styles and the strategies for leveraging and managing their differences to *improve your bottom line*.

**Saturday, November 9, 2013**

## **Roundtable Peer Discussions**

During breakfast join your peers to discuss industry issues and explore business development opportunities.

## **How to Guarantee Sales Success**

**Peter Ebner, Author and Sales Trainer, Peter Ebner Inc.**

Sales success has nothing to do with luck, nor is it driven by the so called born salesperson. Sales success is a measurable and repeatable process and the outcome can be accurately predicted by the formula  $ST \times A = R$  (Strategy, Technique, Activity, and Results).

Sales consists of three separate components, and a weakness in even one of them will result in poor sales performance. For example, even the best Strategy, supported by excellent Technique, will bring poor Results unless accompanied by the right amount of Activity. Likewise, a highly skilled (Technique), hardworking (Activity) account executive, will generate poor Results unless the sales approach is Strategic. In this eye-opening session you will discover field-tested strategies, techniques, and activities guaranteed to drive your sales and earnings.

## **PURLs of Wisdom**

**Derrick Doi, VP, Quick and Franchise Print Segment Marketing, Xerox, Moderator**

We know cross-media campaigns are effective, but are you aware of the latest trends and how to create the most effective campaign? Paul Strack from CustomXM and Craig Dellinger from New Haven Print will join Derrick Doi in a discussion of the cross-media campaigns used in marketing the 2013 NAQP Owners Conference. They will review what worked and what didn't, and share the results with attendees.

**Saturday, November 9, 2013 (cont'd)**

## **Prospecting Strategies that Get Results**

**Peter Ebner, Author and Sales Trainer, Peter Ebner Inc.**

When you're prospecting for new business, you're competing on a playing field heavily slanted in favor of the prospect's existing supplier. Over 80% of your prospects are happy with their printer, and have built a strong relationship with their printer's sales and support staff. Plus, most prospects are willing to pay extra to avoid the risk and aggravation of changing suppliers. Their printer is already providing competitive pricing, great quality, fast delivery, and outstanding service, and when push comes to shove their printer will match your low price.

Yet these accounts can be sold, because getting past a receptionist screening calls and landing an appointment with a prospect happy with his printer are merely a matter of using the skills that you'll learn in this powerful session. Plus, you'll leave with field-tested telephone scripts guaranteed to land as many new accounts as you can handle.

## **Production Automation and Cross-Media: New and Profitable Opportunities**

**Claud Monro and Dave Zamorski, Konica Minolta**

In this session, attendees will hear from subject matter experts who developed solutions for printers by printers. This dynamic presentation will identify ways for printers to streamline their production workflow, minimize manual interventions for maximum productivity, and capitalize on new print and multimedia business opportunities. Among solutions to be discussed:

- \* EngageIT Automation – a Web-enabled order automation portal that is fully integrated with an automated production workflow solution.
- \* EngageIT XMedia – technology that allows digital printers to drive business to their presses and capture revenue from other digital channels.

## **How to Set Up and Grow a Vertical Market Selling Political Printing**

**Tom Carns, Former Owner, PDQ Printing**

This session will teach you how to establish a niche in the lucrative political printing market. Learn firsthand how Tom Carns entered and consistently grew his business with political printing. Carns was also active in local politics, starting with an appointment to the planning committee and then elected as a councilman. He is still active in local politics and his former company continues to prosper in selling to the political market.

# Session Details Continued

**Saturday, November 9, 2013 (cont'd)**

## What If...?



**Mike Rayburn, Motivational Speaker and Guitar Virtuoso**

Mike Rayburn is unlike any other speaker you've ever seen (or heard) at a business conference. In addition to being a brilliant guitarist and entertainer, Mike is an expert on personal development and human potential. He doesn't use Power-Point and tell you something works. He uses his guitar skills and comedic talents to prove it before your eyes and ears.

Everyone says, "We need to think outside the box." No one teaches you how! In his session, "What If...?" you will learn three simple, powerful tools that you can use immediately and forever to help you vault above your perceived limitations. Sponsored by Konica Minolta.

## The Nuts and Bolts of Creating a Cross-Media Campaign

**Paul Strack, President, CustomXM**

Unlike multimedia, where the content is just reiterated in different forms, cross-media marketing establishes an interaction among the different media elements. To ensure you understand the difference, this step-by-step session will show you how to create a cross-media campaign. You will see firsthand that it's not as hard as it looks, and there are no programming or advanced computer skills needed.

## Five Steps to Creating a Fail-Proof Sales Engine with Your Website

**Tawnya Starr, President, PrinterPresence**

Built around data from a study of printing companies increasing revenue year over year – and doing so with increased profit margins – Starr's session will show the common principles leaders in our industry are implementing, including:

- How to use your website as a sales tool in every presentation, and how to train your customer service team to incorporate your website into conversations.
- The role an online catalog plays in reaching more customers in your local market.
- How to identify the best vertical markets to target.

## How to Price Fulfillment

**John Rafner, Director of Membership Growth, AMSP**

A discussion about what fulfillment is, and what/how customers are willing to pay for fulfillment services. You will learn how to identify key metrics to make sure your fulfillment operations contribute to the bottom line.

Information will include types of fulfillment, pricing concepts, and the right type of fulfillment for a smaller facility. Plus:

- How to profit from common carrier freight.
- What customers expect from a fulfillment service provider in 2013.
- Available entry-level technology.

**Saturday, November 9, 2013 (cont'd)**

## Now What? Hitting "RESET" to Effect Critical Change

**Nancy Proffitt, Founder, Proffitt Management Solutions**

*Seventy percent of organizational change initiatives fail. The failure rate is so high not because people are unwilling to commit to change, but because they are unwilling to un-commit... to their need to be right, or to past commitments they once thought were musts.*

Realizing that your focus should not be on how bad it is, but on how much better your business could be – that is the first step to implementing positive sustainable change.

- Excited about what you have learned over the past few days at the NAQP conference?
- Have a dozen ideas you want to try once you get back home?

In this conference recap, Nancy will tell you how to keep that "fire" burning and get others on your team as excited about your new ideas as you are.

## Thank you to our Suppliers / Sponsors



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More than fast. More than signs.



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QuickPrinting



# NAQP

## 2013 OWNERS CONFERENCE

Nashville, Tennessee • November 7-10, 2013

### Accommodations

#### Gaylord Opryland Hotel and Convention Center Nashville, Tennessee

The official conference hotel for the Owners Conference is the Gaylord Opryland Hotel and Convention Center.

Visit [ilink.me/ochotel13](http://ilink.me/ochotel13) to reserve your hotel room by October 7, 2013, and mention that you are with the NAQP Owners Conference to receive the discounted rate of \$168 for a single or double room.

2800 Opryland Drive  
Nashville, TN 37214

**Phone:** (615) 889-1000

**Reservation Line:** (877) 491-7397



### How to Register for the Conference

#### ONLINE

<http://ilink.me/OCRegister>

#### PHONE

(800) 642-6275

#### FAX

(201) 634-0324

<http://ilink.me/OCForm>

*\*Not included in full conference registration*

### Registration

This year we have created **one price for the entire industry**. Register before September 20, 2013 to take advantage of our Early Bird Special.

	First Registrant	Additional Registrant(s)
Early Bird	\$595	\$515
Regular	\$695	\$615

Pyxis \$150\*

Companion/Guest \$250

### What is Pyxis?

A peer networking opportunity for the quick, small commercial, and digital printers with annual sales in excess of \$2 million. This group of high performance printers will share what is and isn't working. The group continues to communicate throughout the year in an exclusive Pyxis on-line community on NAQP Connect.

### Companion/Guest

Companion/Guest rate includes Welcome Reception, Friday Luncheon, Friday Supplier Showcase Dine-Around, and Saturday Luncheon. For those not wanting to purchase a full companion package you can register a companion/guest for individual social events online. For more details visit <http://ilink.me/OCRegister>.

### Grand Ole Opry

Join us on Saturday, Nov. 9 at 7 p.m. at the Grand Ole Opry. Tickets are \$57 each and are not included in your conference registration. Reserve your seat today as there are a limited number of tickets available.





National Association of Quick Printers  
 One Meadowlands Plaza, Suite 1511  
 East Rutherford, NJ 07073

# Don't miss the 2013 Owners Conference Nov. 7-10, 2013

Gaylord Opryland Resort &  
 Convention Center  
 Nashville, TN

## Owners Conference Speakers



Left to right, top to bottom: David Avrin, Brian Boehm, John Calhoun, Tom Carns, Derrick Doi, Peter Ebner, Mitch Evans, Mark Jamieson, Cloud Manro, Nancy Proffitt, John Ratner, Mike Rayburn, Tawnya Starr, Paul Strack, Trish Witkowski, and Dave Zamorski

## Setting the Stage for Success

The NAQP Owners Conference offers two full days of networking and tactical sessions focused on helping your company solve problems and increase profits.

**Remember, the first step to success is showing up!**

## Grand Ole Opry

If cities had soundtracks, Nashville's would be like no other. It would be a mix of music's past, present, and future with cuts of country, bluegrass, rock, pop, Americana, gospel, classical, jazz, and blues, all blending and overlapping in perfect harmony.

Join us on Saturday, Nov. 9 at 7 p.m. as we experience Nashville's rich music heritage firsthand at the Grand Ole Opry,\* where you'll get to hear this great music ringing from the rafters of the historic Ryman Auditorium.

\*Tickets are \$57 each and are not included in your conference registration. Reserve your seat today as there are a limited number of tickets available. To purchase tickets visit <http://ilink.me/OCRegister>.

*Tickets are not refundable.*

**THIS GREAT CONFERENCE IS SURE TO DRAW  
 A CROWD. DON'T MISS OUT. REGISTER ONLINE  
 TODAY AT <http://ilink.me/OCRegister>.**



Scan for all the  
 latest details