



(This study is based upon preliminary results obtained from an NPOA survey conducted in late November 2013.)

## NATIONAL PRINT OWNERS ASSOCIATION

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### An NPOA Special Report

November 25, 2013

# Vast Majority of NPOA Members Give a “Thumbs Up” to Association

John C. Stewart  
NPOA Executive Director

The “results” are in for NPOA’s second survey of its membership, and it looks like the association passed with flying colors, but still has work to do. “Even though the board of directors is generally pleased with the findings, we know we have our work cut out for us in a number of areas,” notes NPOA President Jace Prejean.

Approximately 41% of NPOA members participated in the poll conducted Nov. 11-15, 2013. Almost 80% of those responding indicated they joined the association within the first four months of the

association’s founding, with the remainder joining within the past eight months.

“The lesson we have learned from this question,” adds Prejean, “is that we have to make a better effort to involve newer members along with what now might be considered relative ‘old-timers.’” (See graph below.)

### NPOA Launches New Web Site in October

One of the major undertakings in the past four months has involved a total redesign and launch of NPOA’s brand new web site. Although still

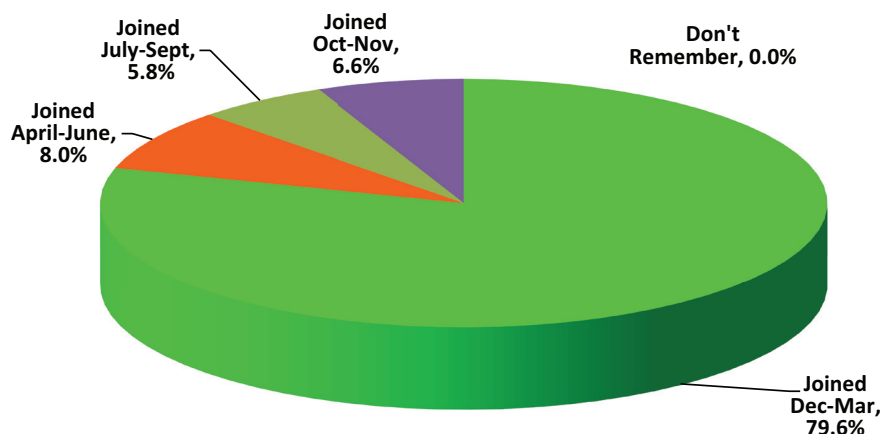
using our address at [www.printowners.org](http://www.printowners.org), our new site is hosted by a company headquartered out of Atlanta called MemberClicks. Memberclicks specializes in designing and hosting web sites specifically for trade associations.

Our new software offers many features that simply were not available with our other site. Of greatest benefit to the association is the software’s ability to automatically track and generate dues renewal notices as well as process conference registrations, such as those now coming in for our conference in late February, 2014.

Approximately 69% of those responding to our survey indicated they have already visited the new site at least once. Of those that have visited the site, almost 83% have used their “user name” and “password” to visit the site’s “Members Only” section. Approximately 20% of these members have uploaded their photo and made other changes to their member profile.

We encourage members to visit the site, log-in with their “user

### 1. How long have you been a member of NPOA?



name” and “password,” and update their profile. If you have lost or can’t recall your “user name” and “password” please email either [membership@printowners.org](mailto:membership@printowners.org) or [armand@curryonline.com](mailto:armand@curryonline.com)

Updating member profile information allows the association to pre-populate forms, surveys and applications that members may encounter, thus making it easy for members to complete these forms

Members were also asked to rate both the “Public” and “Members-Only” portions of the web site,

and the results are provided below. NPOA’s board of directors intends to make a special effort to improve site content and encourage more members to make the site a regular stop in their weekly web browsing routine.

In order to do that, we need to work harder in soliciting input from members and determining what they would most like to see made available on the web site – *helpful links, webinar links, industry research and statistics, marketing ideas, product reviews and equipment pricing.*

### One Third of Members Attended 1st Conference

Approximately 32% of our survey respondents indicated they attended our 1<sup>st</sup> Owners Conference in New Orleans in April 2013. As many NPOA members recall, our New Orleans meeting was sold-out more than four weeks prior to the conference. In fact, we had to close off registrations completely because we had exceeded meeting room capacity and could not accept another registrant.

NPOA has already worked to solve that problem by securing a much larger venue for our 2<sup>nd</sup> Owners Conference scheduled for Feb. 27 – Mar. 2, 2014 in Fort Lauderdale, FL.

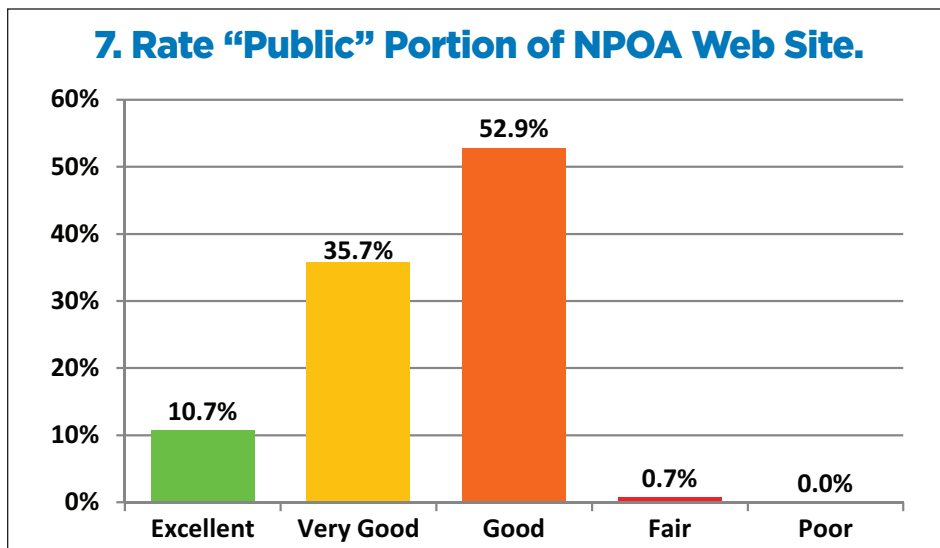
### Attending Owners Conference February 27-March 3, 2014?

When we asked members if they were aware of our upcoming conference in Fort Lauderdale in late February 2014, approximately 92% of survey respondents said “Yes.”

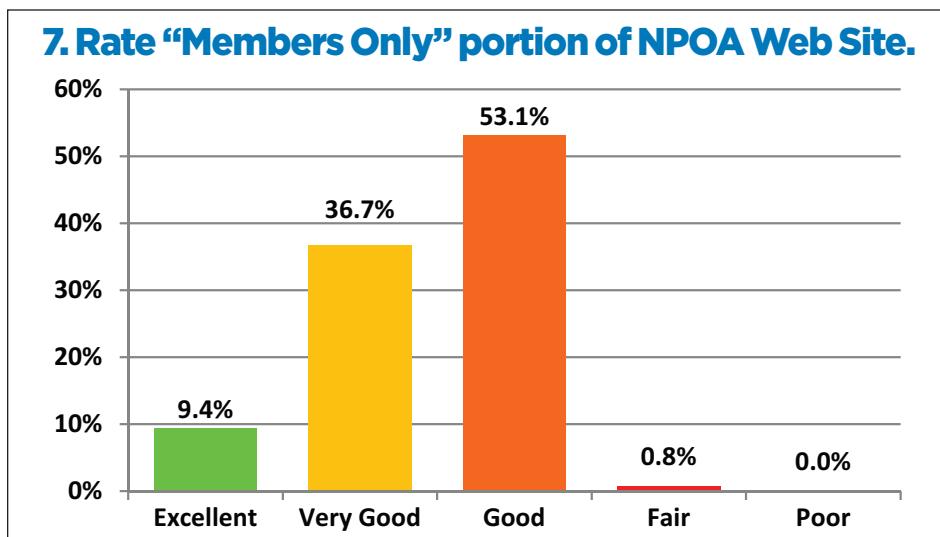
When we asked members how likely they were to attend this conference, almost 24% said they were definitely planning on attending.

Another 42% told us it was still too early for them to make a decision. NPOA’s goal is clearly to convince those members who are undecided to make their decision as early as possible, especially in light of the likelihood of airfares rising in the next four months.

While we have reserved a much larger block of hotel rooms, some of those rooms are released from our guarantee the closer we get to our conference, so we intend to increase our efforts at encouraging members to

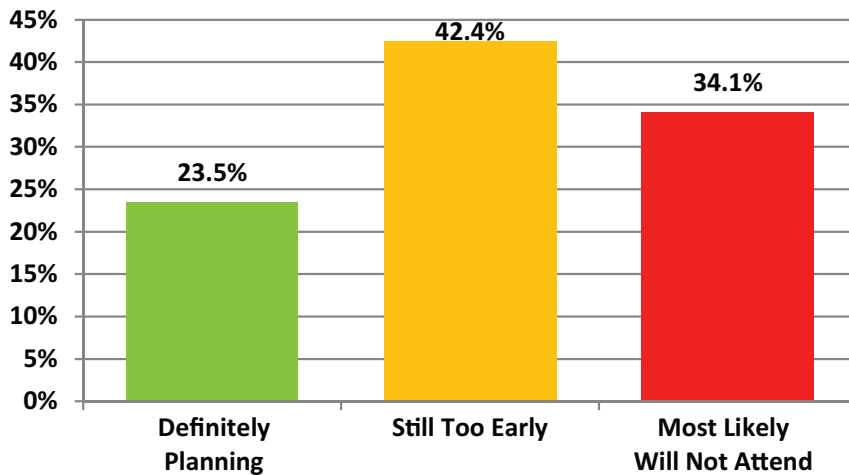


How NPOA Members Rate “Public” Section of Web Site



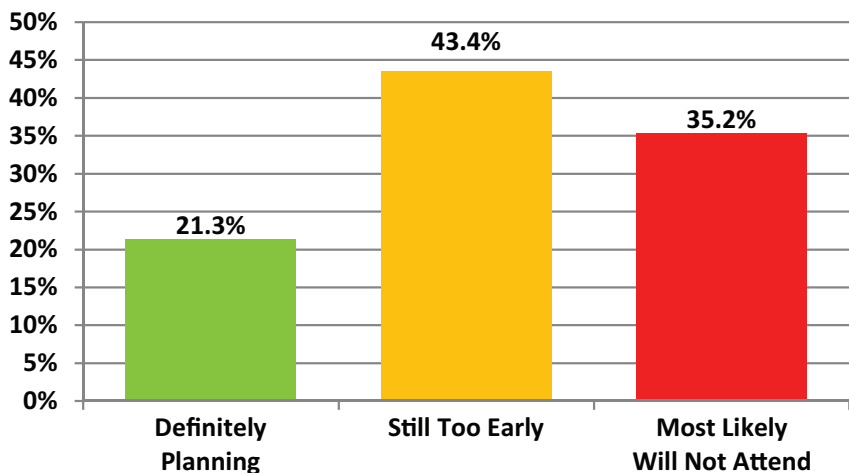
How NPOA Members Rate “Members Only” Section of Web Site

## 10. Likely to attend 2014 Conference?



**Plans for Attending 2<sup>nd</sup> Owners Conference** – Above are the results of our just completed poll of our members. Our task is to encourage members to register as early as possible.

## 11. Attending GOA Expo & Seminars?



**Plans for Attending Graphics of the Americas Expo** – Initial survey results appear to indicate that virtually all NPOA members who are planning on attending our conference in Fort Lauderdale will also be taking advantage of our free shuttle-bus service to visit the GOA in Miami Beach as well.

make this decision as soon as possible.

An additional 34% of respondents told us they “Most likely will not attend” and our challenge there is to convince them to reconsider their decision.

### Plans for Attending Graphics of the Americas Expo?

NPOA has made special arrangements for our 2<sup>nd</sup> Owners Conference

attendees to obtain free admission to the *Graphics of the Americas Graph Expo* as well as *GOA Seminars* being held at the Miami Beach Convention Center approximately 35 minutes south of the Renaissance Hotel/Plantation, in Fort Lauderdale.

Early findings indicate that almost 100% of those planning on attending our conference are also planning on attending the GOA Expo as well. For

many, this may mean arriving a day earlier in order to take full advantage of this special 2 for 1 program.

Remember, the *Graphics of the Americas* show is the only trade show in the printing industry dedicated towards the “small format” print market.

### Large Percent of Members are PrintOwner Subscribers

Approximately 86% of NPOA members indicated they are subscribers to the association’s dues supported *PrintOwners List Serv*. When asked to rate the value of the list serv to their business, more than 67% told us they considered the PrintOwners list to be “Extremely Valuable.”

Asked how frequently respondents visited the list serv, approximately 72% said they visited, opened and read posts on the PrintOwners List Serv at least on a daily basis, with almost 27% telling us they checked the list every one or two hours!

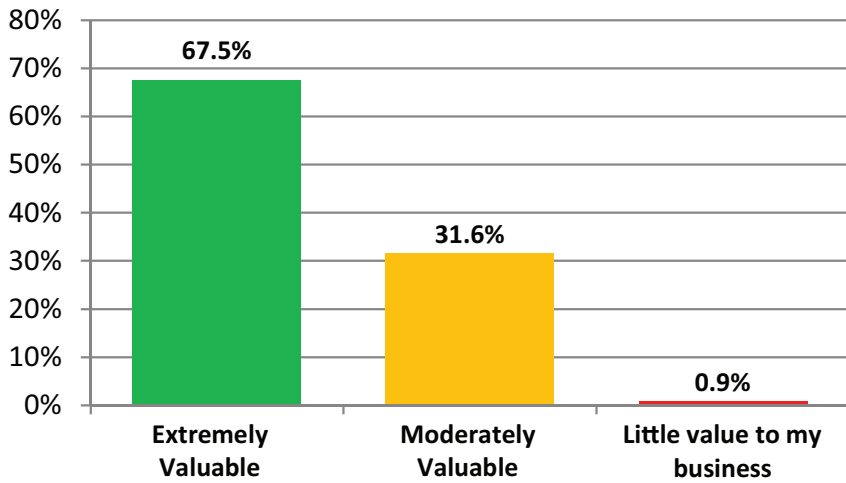
### Members Asked to Rate Their Trade Association

Our most important question in our 14-question poll was how our members would respond when we asked them, “Based upon your experiences so far, how would you rate NPOA?”

The results were quite encouraging, but still indicate that we have a “ways to go” in order to reach more members and improve services.

While approximately 90% of our members told us they were either “very pleased” or that we had ex-

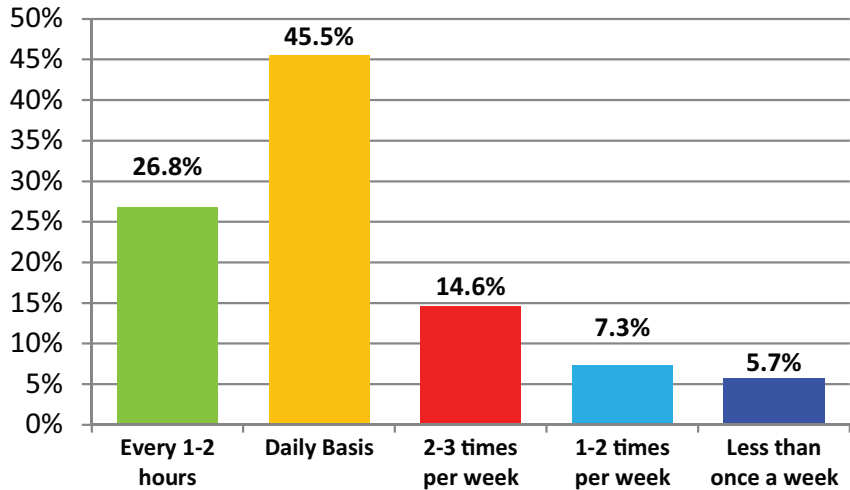
### Value of PrintOwners List Serv



ceed “*Their expectations,*” we accept the fact that we still have more work ahead.

Approximately 12 companies told us they were “*Somewhat Disappointed,*” but only six of those companies provided names and or email addresses. We made a special effort to individually contact each of those individuals who did provide an email address and we are currently working to resolve certain issues or problems raised.

### 14. How frequently read/post to PO List?



### NPOA Thanks Members For Participating in Poll

We want to thank all NPOA members who took the time to respond to our poll. NPOA’s Board of Directors pledges to continue working hard on your behalf. We also encourage you to contact us whenever you have a problem or issue that needs resolving.

### How Would You Rate NPOA?

