

MBC Today

The voice of the mail and business center industry since 1982

Volume 28 | Issue 5

September / October 2026

- | | |
|---|--|
| 3 Letter From the Editor
by Marty Johnson | 24 A Masterclass in How to Host a Masterclass
by Marty Johnson |
| 4 A Message From the AMBC Board Chair
by Tommy Armstrong | 28 AMBC-U |
| 5 Upcoming Industry Events | 30 Modernizing the Model: A Weekend of Ideas,
Connections, and Opportunity
by Tommy Armstrong |
| 6 Industry News... | 34 FedEx Demand Surcharges 2026-2027
by Brian Gibbs |
| 7 In Memoriam: Bob "Box Shop Bob" Scanlan
& Nancy S. Goldring | 38 Your Million-Dollar Idea Might Be in the
Fridge: A Lesson in Branding From Pickles
by Fahim Mojawalla |
| 8 Add Print. Grow Print. Maximize Print.
A Preview of AMBC and PRINTING United's
Upcoming Partner Events in Las Vegas
by Tommy Armstrong | 40 Ask Uncle Marty™: New Growth & Photo
Permissions
by Marty Johnson |
| 18 Acquisition Aficionado
by John Dudash | 42 MBC Funnies |
| 22 A Successful MBC Symposium
by Crysta Reeves | 42 What's Hot on the AMBC Members Forum |
| | 43 AMBC Trusted Supplier Directory |

MBCToday

A publication of the non-profit
Association of Mail and Business Centers (AMBC)

120 Chiefs Way, Ste 1 PMB 300, Pensacola FL 32507
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AMBC Mission:

As a member-run non-profit trade association, our mission is to provide a #MembersHelpingMembers community for businesses in the shipping, mail, print, and business center industry to connect, learn, and grow.

Building on decades of experience, we believe in always reaching for what's new and what's next, and strive to grow fresh content, programs, and trusted supplier connections that benefit our members...and inspire them to reach their full potential.

Our industry is ever evolving, and we are here to keep you current, viable, and accessible so you can grow and thrive in your communities and in our unique industry. Join us!

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Volume 28 | Issue 5

September / October 2026

3 Letter From the Editor
by Marty Johnson

4 A Message From the AMBC Board Chair
by Tommy Armstrong

5 Upcoming Industry Events

6 Industry News...

7 In Memoriam: Bob "Box Shop Bob" Scanlan
& Nancy S. Goldring

8 Add Print. Grow Print. Maximize Print.
A Preview of AMBC and PRINTING United's
Upcoming Partner Events in Las Vegas
by Tommy Armstrong

18 Acquisition Aficionado
by John Dudash

22 A Successful MBC Symposium
by Crysta Reeves

24 A Masterclass in How to Host a Masterclass
by Marty Johnson

28 AMBC-U

30 Modernizing the Model: A Weekend of Ideas,
Connections, and Opportunity
by Tommy Armstrong

34 FedEx Demand Surcharges 2026-2027
by Brian Gibbs

38 Your Million-Dollar Idea Might Be in the
Fridge: A Lesson in Branding From Pickles
by Fahim Mojawalla

40 Ask Uncle Marty™: New Growth & Photo
Permissions
by Marty Johnson

42 MBC Funnies

42 What's Hot on the AMBC Members Forum

"Shrimps" are little gems of
inspiration and information
peppered throughout MBC Today.



Have content ideas for MBC Today?
Please send your submissions and
suggestions to hello@ambc4me.org.

Some articles in this edition of MBC Today may have had assistance from AI, in which case their authors have done thorough research and prompting, as well as thorough review of all content before publication.

Letter From the Editor

MBCToday



Dear Readers,

Are you sick of me telling you how excited I am for Vegas yet? I've been hawking the upcoming September events there in my last couple of letters from the editor.

But I can't help it! I'm so, so excited! I won't rehash what I've already written in the past couple of issues about what we're anticipating at the Vegas events, especially because Tommy does a phenomenal job in this issue of *MBC Today* to preview them. I'll just say once more that I simply can't wait...and I hope to see you there!

I'll let you in on a little editor's secret: I frequently get anxious when planning an issue of this publication because I'm afraid we won't have enough content. And you know what? Rarely, if ever, is that the actual case. There is so much to share. The AMBC Board of Directors, AMBC Trusted Suppliers, and AMBC Members at large always rally and end up submitting such rich content that I now simply try to better each issue and make it more robust than the last.

This issue is no exception. I had to cut content to get it down to 44 pages. And I have a feeling that the next issue for November / December 2026 will be a record-breaker as far as page count goes. It's such a privilege to produce and edit this publication, and I thank you all for your continued positive feedback and constructive criticism that keeps it growing in popularity, usefulness, and timeliness in our unique print, shipping, packing, logistics, mailbox, and business center industry.

That being said, once a year or so I like to remind you all that you're not just readers of this magazine. You're also its reason for being. This is your publication, so please always feel free to submit a thought, an idea, an article, a photo, a funny quip for MBC Funnies, a quote, book suggestion, or podcast share for Shrimps, an opinion piece, a hack, a tip, a trick, or whatever you want.

AMBC wants this publication to be as relevant and

engaging as possible, and to do that we need as many diverse voices as possible. It's essential.

So please, never hesitate to reach out and share something for consideration of publication. It never has to be eloquent or well-written, because my job as the editor and producer is to not only review and polish a piece (some need much more work than others), but sometimes it's to take a basic outline or a few thoughts and help create a piece.

We crowdsource this publication. It's a magazine by and for AMBC Members and our far-reaching industry. It started out as a simple then-AMPC newsletter in the 1980s and, since AMPC became AMBC and transitioned into a non-profit member-run organization in the 2010s, has become the industry-leading publication read not just by AMBC Members, but by industry leaders far and wide.

Isn't that awesome!? AMBC is truly leading the way with its "Members Helping Members" motto so clearly exemplified in the content you submit to *MBC Today*. So, thank you. And please keep that content coming!

I can't wait to see so many of you in Vegas in a matter of days. (Have I mentioned yet that I'm excited?)

Onward!

With care,

Marty Johnson (he/him)

Founder | [Uncle Marty's](#)

Columnist | [Ask Uncle Marty™](#)

Editor & Producer | [MBC Today](#)

Co-Host | [MoJo Motivation™ Podcast](#)

Business & Leadership Coach | [AYM High Consultants](#)

askunclemarty.com · [@askunclemarty](#)

A Message From the AMBC Board Chair



AMBC Family,

It is a tremendous honor to serve as Board Chair of the Association of Mail and Business Centers (AMBC). I remain deeply grateful for the opportunity to lead such an extraordinary group of independent store owners. AMBC is much more than an industry association—it is a community of individuals who come together to learn, grow, exchange ideas, and share in one another's success.

The strength of AMBC has always been found in our members. Your willingness to share your experiences, offer advice, celebrate accomplishments, and help fellow store owners overcome challenges truly represents our “members helping members” mission. It is inspiring to see competitors become colleagues, colleagues become friends, and friends work together to strengthen our entire industry.

Over the past several months, the AMBC Board has worked incredibly hard to organize our next training weekend, taking place later this month in Las Vegas in partnership with the PRINTING United Expo. Countless hours of planning, coordination, and preparation have gone into developing an event that will provide meaningful education, valuable resources, and practical ideas that our members can take home and put to work in their stores.

I am especially excited to welcome the many AMBC members who have made the decision to invest in the future of their businesses by joining us in Las Vegas. This event will focus on one of the greatest growth opportunities available to our industry: print services. Together, we will explore how to **add print, grow print, and maximize print** as a powerful revenue generator in our stores.

Whether you are just beginning to offer print services or are looking for ways to expand an established print department, this event will provide opportunities to learn from experienced profession-

als, discover new equipment and products, develop stronger sales strategies, and connect with vendors who can help support your growth. By combining AMBC's educational programming and member networking with the resources and innovation available at the PRINTING United Expo, we believe this will be an outstanding experience for every store owner in attendance.

More importantly, this weekend represents what AMBC does best: bringing store owners together to learn from one another. The conversations between classes, the ideas exchanged over meals, and the strengthened relationships throughout the event are often just as valuable as the scheduled training. When our members openly share what is working in their stores, everyone has an opportunity to become stronger and more successful.

To every AMBC Member, thank you for everything you contribute to this organization and to one another. Thank you for sharing your knowledge, answering questions, offering encouragement, and assisting fellow store owners as they work to build more successful businesses. Your generosity and commitment are what make the AMBC family so special.

I am honored to serve each and every one of you and will continue working diligently to provide the best educational content, business resources, industry information, support, and assistance possible to every member of our AMBC family.

Together, we will continue to learn, grow, and succeed.

With gratitude,

A handwritten signature in black ink, reading 'Tommy Armstrong'.

Tommy Armstrong

Director of Business Diversification & Board Chair | AMBC Owner | Warrington Business Center & More Ink for Less



Upcoming Industry Events

Please check ambc4me.org/events for information on specific events we are hosting and attending as an organization.

More events will be added as they are announced.

We hope to see you soon!

2026



September 10-11, 2026 | Cleveland, Ohio
November 13-14, 2026 | Charlotte, North Carolina
Graphics Pro Expo
More info at graphics-pro-expo.com



September 15-17, 2026 | Chicago, Illinois
Label Expo Americas 2026
More info at labelexpo-americas.com



September 23-25, 2026 | Las Vegas, Nevada
PRINTING United Expo 2026
More info at printingunited.com



September 25-27, 2026 | Las Vegas, Nevada
AMBC Print Training Weekend in Partnership with PRINTING United Expo
More info at ambc4me.org



November 7-8, 2026 | Orange County, California
PostalMate® Regional Training Event
More info at postalmate.com/support/training-events

2027



May 27-30, 2027 | Dallas, Texas
Retail Shippers Expo & Trade Show
More info should be posted soon at rscentral.org/events

2028



August 25-27, 2028 | Grand Island, New York
AYM High Consultants Golden Ticket Invite-Only Event
More info at aymhigh.com/events

Industry News...

PRINTING United Expo and AMBC Partner Events

Taking place at the Las Vegas Convention Center in Las Vegas, Nevada, the PRINTING United Expo will be September 23-25 and the AMBC training weekend follows immediately after, September 25-27, 2026.



With over 30,000 attendees, 800-plus exhibitors, and more than 100 educational sessions expected at this year's PRINTING United Expo, this can't-miss event for 2026, spanning over a million square feet of floor space, will focus on technology trends, market convergence, automation, and the latest in print innovation.

This unique collaboration brings together the strength of the pack and ship retail industry with the innovation, technology, and opportunity of the print world. By aligning our AMBC Training Weekend with PRINTING United Expo, we are creating an unmatched experience designed to help store owners explore, expand, and maximize print as a powerful profit center.

In addition to the spread on pages 8-16 of this issue of *MBC Today*, more details and a sign-up link are posted at ambc4me.org/events.

PostalMate® Hosting Training Event in Orange County, California

PostalMate® will be hosting a training event in Orange County, California, November 6-7, 2026.



Check out postalmate.com/support/training-events for more information and to register.

AMBC Welcomes AutoCMRA as a Gold AMBC Trusted Supplier

AMBC welcomes AutoCMRA as our newest AMBC Trusted Supplier at a gold sponsorship level.

From Sam Reynolds, Co-Founder and CEO of AutoCMRA:

AutoCMRA is the brand-new app that completely automates your USPS Form 1583 data entry into the USPS Business Customer Gateway (BCG).

We've slashed data entry time from 10 minutes down to less than 60 seconds per mailbox client. Instead of letting compliance paperwork pile up for the weekend, AutoCMRA lets you log it instantly, in real time, right while your client is standing in front of you.

Stop wasting hours on manual data entry. Get compliant, get automated, and get back to growing your business.

Built by Operators, for Operators

AutoCMRA was built out of necessity on the front lines of a retail shipping store with over 400 mailboxes, not a boardroom. Founded by CEO Sam Reynolds and CTO

Richard Dapice, the application's blueprint was designed and tested at B & B Shipping in Leadville, Colorado.

Faced with the daily friction of managing 400 mailboxes in a storefront, the traditional USPS Form 1583 onboarding process—photocopying IDs, manual data entry, and weekend compliance catch-up—proved unsustainable, unrealistic, and time-consuming. AutoCMRA was created to solve this exact problem, transforming a tedious clerical chore into a seamless digital workflow directly at the counter. A workflow that renames your files, and ensures there are no clerical errors that plague an upload to the BCG, enabling you to buy back your time.

Take your weekends back!

We didn't want another bloated piece of software that said it solved a problem, only to find out it does nothing; I wanted a tool that would fix the exact bottleneck I was facing at my own front counter. We engineered AutoCMRA to do one thing perfectly: completely automate USPS Form 1583 compliance data entry to the BCG.

Here is what the workflow looks like now:

No More Typing: Instead of manually keying in driver's license numbers, we just use a smart device to scan the IDs right there at the counter. The app analyzes and populates the form instantly.

Real-Time Syncing: When I hit submit, the app pushes that verified data straight into the USPS systems. No double-entry, no logging into the BCG on a Saturday morning.

Zero Guesswork: The app actually checks the ID criteria details against USPS mandates before it submits, so we stopped getting forms kicked back for silly typos.

Ditching the Dropbox / Thumb Drive: Every client authorization is stored digitally and securely. If a postal inspector walks in, everything is perfectly organized and audit-ready.

We managed to take a 10-minute clerical chore and turn it into a 60-second seamless process that happens while the customer is standing at your counter.

AutoCMRA wasn't built in a boardroom by people who have never touched a key to a mailbox. It was built behind a real shipping store counter, out of pure necessity, to solve a very real problem. It's time we stop letting paperwork pile up, and finally buy back our time.

Company contact information:

AutoCMRA
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Leadville, Colorado 80461
hello@autocmra.com
(719) 398-1710
autocmra.com



AutoCMRA

In Memoriam Bob "Box Shop Bob" Scanlan

From the BOX SHOP family, posted on their social media:



It is with profound sadness that we announce the passing of our friend, mentor, business owner, and community advocate, Bob "Box Shop Bob" Scanlan, on June 17, 2026, at the age of 69.

For more than four decades, Bob was a familiar and trusted presence in the Lompoc Valley. As the owner and operator of BOX SHOP in Lompoc, he dedicated his life to serving the community with integrity, kindness, and a genuine desire to help others. Under his leadership, BOX SHOP became far more than a shipping and business service center—it became a gathering place where customers were greeted by name, neighbors became friends, and everyone was treated like family.

Bob's commitment to customer service and community involvement left an indelible mark on countless residents, businesses, schools, nonprofits, and organizations throughout Lompoc. Whether helping a small business get started, assisting a family with an important shipment, or simply sharing a smile and conversation, Bob made people feel valued and cared for.

His legacy is reflected not only in the success of BOX SHOP, but in the relationships he built and the lives he touched. He believed in supporting local organizations, encouraging community growth, and treating every person with respect and dignity.

Those who knew Bob will remember his unwavering work ethic, his sense of humor, his generous heart, and his dedication to making Lompoc a better place. His impact on our community cannot be measured solely by years in business, but by the countless acts of kindness and service he provided throughout his life.

On behalf of the entire BOX SHOP family, we extend our heartfelt condolences to Bob's family, friends, employees, customers, and all who had the privilege of knowing him.

While we mourn his passing, we also celebrate a life well lived—a life devoted to service, friendship, and community.

Thank you, Bob, for your 40+ years of dedication to Lompoc. Your legacy will continue to inspire us, and your presence will be deeply missed.

"A life measured not by the years we live, but by the lives we touch."

With gratitude and remembrance,

The BOX SHOP Family
740 N. H Street, Lompoc, California 93436
www.boxshoplompoc.com

Rest in Peace, Bob.
May 2, 1957 – June 17, 2026

In Memoriam Nancy S. Goldring

From *The Miami Herald*:

With heavy hearts and deep love, we announce the peaceful passing of our beloved Nancy Sue Goldring on August 8, 2026.

Nancy was a proud resident of Miami, as she was raised on Miami Beach, and was a graduate of Miami Beach Senior High School where she served as Cheerleading Captain. She continued her education at the University of Tennessee and began her professional life teaching elementary school at the Green School in Detroit, Michigan. After returning to Florida, she married Barry and together they built a life rooted in family, community, and hard work.

For forty years, Nancy co-owned Private Postal Systems in North Miami. What began as one of the first woman-owned entrepreneurial mail-service businesses in Dade County grew into a longstanding neighborhood institution—a place where locals came not only for mail, packages, and UPS shipping, but for conversation, connection, and the steady presence of someone who knew their names and stories. Through decades of reliable service and genuine warmth, Nancy created a true community hangout that reflected her entrepreneurial spirit and generous heart.

Nancy is preceded in death by her parents, Carolyn Grossman (Franklin) and Robert Grossman, Sr.; her husband, Barry; and her son, Gregory.

Her legacy of love continues through her surviving son, Bradley (Liz), and her brother, Robert Grossman, Jr. She is also survived by her three cherished grandchildren—Cooper, Spencer, and Delanie—as well as her nieces and nephews, all of whom brought boundless joy to her life.

Nancy will be missed beyond measure, but the strength, kindness, and community she built will remain with us always.

Nancy S. Goldring
1948 - 2026

"Find out who you are
and do it on purpose."

- Dolly Parton



"We make a living by what we
get, but we make a life by what
we give."

- Winston Churchill



Add Print. Grow Print. Maximize Print.

AMBC Heads to Las Vegas for Four Days Focused on Expanding Stores and Expanding Profits

by Tommy Armstrong

For years, many mail and business centers have treated print as an additional service—a few copies here, a business card order there, maybe a banner or yard sign when a customer happens to ask. But what happens when print stops being simply another item on the service menu and becomes a deliberate strategy for growth? That is the question the Association of Mail and Business Centers will be challenging store owners and operators to answer this September in Las Vegas. From Thursday, September 24, through Sunday, September 27, 2026, AMBC Members, industry vendors, print experts, and fellow store owners will come together for an expanded training experience built around one simple progression:

**Add Print.
Grow Print.
Maximize Print.
Expand Your Store.
Expand Your Profits.**

The core AMBC Las Vegas Training Weekend runs Friday through Sunday, September 25–27, but the experience gets underway a day earlier on Thursday with a special AMBC members-only connection to PRINTING United Expo. AMBC describes its collaboration with PRINTING United as an opportunity to combine the strengths of the pack-and-ship retail industry with the technology and opportunities found throughout the print world, giving store owners access to manufacturers, software providers, service partners, equipment, and practical education specifically applicable to their businesses. And whether your store currently does almost no print, already produces print every day, or operates a substantial print department, this weekend has been designed with you in mind.

One Trip. Two Major Opportunities.

One of the greatest benefits of this year's Las Vegas event is the opportunity for attendees to experience PRINTING United Expo, taking place September 23–25 at the Las Vegas Convention



Center. Those who can arrive early have an opportunity to make an already valuable AMBC weekend even bigger.

PRINTING United is promoting more than 800 exhibitors, 70-plus educational sessions, hundreds of product launches, and one million square feet of show space, bringing together commercial print, wide format, apparel, packaging, finishing, promotional products, software, automation, and other areas of the print industry under one roof. The 2026 expo also includes a dedicated PRINTING AI Pavilion, demonstrating just how quickly artificial intelligence is becoming part of the print-production and business-management conversation.

For a mail and business center owner, walking a show of that size without a plan could easily become overwhelming. That is where the AMBC experience becomes especially valuable. Instead of simply asking store owners to wander thousands of exhibits and figure out what might apply to their businesses, AMBC is helping narrow the focus to the products, equipment, software, services, and opportunities that make sense for our industry.

Thursday: Bringing the Expo to Every AMBC Member

The AMBC experience will begin Thursday, September 24 with something new. Throughout the day, AMBC board members and participating vendor partners will be live from the PRINTING United Expo floor, providing previews, snippets, conversations, and observations through the “AMBC Members” Facebook group page.

The idea is bigger than simply showing off a trade show. For AMBC Members who are unable to travel to Las Vegas this year, the livestream will provide a small window into what happens during an AMBC training event and the PRINTING United Expo—the equipment being demonstrated, the conversations taking place, the new products being discovered, and the relationships being built.

AMBC’s members-only Facebook community is already one of the association’s best tools for keeping AMBC members connected, and Thursday’s live coverage will extend that “Members Helping Members” philosophy directly onto the expo floor.

Of course, a livestream cannot replace being there. But it might just give someone watching from home

an idea that changes a part of their business—or convince them that the next AMBC training event is one they do not want to miss.

Friday: Getting Up Close with the Print Industry

Friday morning begins early, with the AMBC program starting at 8:00 a.m. before attendees head into a day filled with guided vendor booth tours, demonstrations, presentations, conversations, and opportunities to see print technology in action. And this is not going to be a quick stroll past a few booths.

AMBC attendees will have the opportunity to visit dozens of carefully selected vendors offering equipment, technology, software, supplies, and services that can directly affect the profitability of print inside a mail and business center. Equipment manufacturers including Duplo, Graphic Wizard, Canon, Konica Minolta, LogoJet, and others will demonstrate solutions that can help stores produce more, finish more, automate more, or add entirely new product categories.

Attendees will also connect with software and service providers including FotoZoomer, OnPrintShop, Pacific Office Automation, and others who can help answer another critical question: *Once I have the ability to produce something, how do I efficiently design it, price it, sell it, manage it, and make money from it?*

That distinction matters. Buying another piece of equipment does not automatically create a successful print department. Successful print businesses are built by understanding the customer, selecting the right products, creating efficient workflows, pricing correctly, controlling production costs, marketing consistently, and developing a team that knows how to sell. Friday is about seeing what is possible. The rest of the weekend is about learning what to do with those possibilities.

Friday Night: The Conversations Continue at Atomic Golf

After a full day of learning and discovery, attendees will have an opportunity to relax, compare notes, and continue the conversation during an AMBC networking social at Atomic Golf, hosted by AYM High Consultants and Pacific Office Automation.

Add Print. Grow Print. Maximize Print. continued on page 10...

Some of the most valuable moments at an industry training event happen after the classroom or expo floor closes. One store owner mentions a product that is working well. Another explains how they price it. Someone else shares the mistake they made when buying equipment. A vendor joins the conversation and explains a different production method. A new relationship begins...and suddenly an idea that seemed impossible that morning starts looking very realistic.

That is the value of networking within AMBC. Friday evening will give attendees a chance to talk about what caught their attention on the expo floor, compare opportunities with fellow owners and operators, ask questions of industry vendor partners, and start transforming a day of information into ideas they can actually take home.

Saturday: From Seeing Print to Selling Print

Saturday, September 26, shifts the focus from walking the expo to learning how to actually build the business.

The morning will begin with an energetic presentation on in-store sales strategies, led by Eric Steadham, CEO and Chief Energy Officer of FotoZoomer. Anyone who has attended one of Eric's presentations knows that "energy" is an appropriate part of that title. Eric has spent decades working at the intersection of digital imaging, wide-format production, retail print, sales, and training. His professional background includes digital color management work dating back to the 1990s and years of educating operators in the mail, parcel, and business-center industry.

FotoZoomer itself has long focused on making on-demand design and print products—including posters, banners, signs, canvas, and other products—accessible to retail store environments. But equipment only makes money when somebody sells what comes out of it.

Eric's session will challenge attendees to think about what happens at the counter: Are employees listening for print opportunities? Are they asking the right questions? Are print samples visible? Does the customer walking in with one need leave knowing about ten other things your store can do?

Sometimes growing print does not begin with buy-

ing anything. Sometimes it begins with learning how to sell what you already have.

Scaling Print Into a Bigger Business

Next, Bob Kincaid, owner of Roadrunner Print & Ship in Palm Springs, California, will lead a session focused on scaling your print business.

Bob brings the perspective of someone who is not simply talking about print growth theoretically. Roadrunner Print & Ship, owned by Bob and Ben Kincaid, has expanded into a multi-location operation serving Palm Springs, Yucca Valley, and Twentynine Palms. The business offers an extensive mix of commercial print, signs and banners, promotional products, direct mail, apparel, stickers, large-format products, business stationery, and other print services alongside the traditional shipping and business-center model.

Bob and Ben bring more than four decades of combined industry experience to the company. That makes Bob uniquely positioned to address one of the most important challenges facing a store that has already discovered print: *What happens next?*

How do you move beyond a few occasional orders? How do you determine which products deserve additional investment? How do you price for profit? When does outsourcing make sense, and when does bringing production in-house become the better decision? How do you develop systems that allow print to grow without allowing production chaos to take over the store?

Adding print is one accomplishment. Scaling it into a meaningful revenue center is another.

Design Doesn't Have to Be Intimidating

Once you begin selling more print, another challenge quickly appears. Customers rarely walk through the door carrying perfectly prepared, print-ready artwork. That is why the next session, Intro to Design Basics, led by Christian Magdaleno, graphic specialist with Pack & Ship Express, could prove valuable for beginners and experienced operators alike.

Christian brings more than six years of hands-on experience in graphic design, digital media, printing, and visual communication. His approach is practical: good design does not exist simply to look attractive—it needs to communicate effectively and

serve a purpose. His beginner-friendly class will introduce fundamental design principles, effective layouts, getting started with design software, choosing software appropriate for your needs, and practical tricks that can make everyday design work easier.

Most importantly, the class is intended to remove some of the fear surrounding design. You do not have to become a professional graphic designer overnight to straighten a customer's layout, build an effective yard sign, create a simple banner, adjust a business card, or recognize when a design is not going to reproduce well. Confidence with the basics can open the door to saying "yes" to considerably more print business.

Lunch, Then Outside the Four Walls

Following the morning sessions, attendees will enjoy a lunch break sponsored by OnPrintShop before returning for another round of education—this time turning attention outside the store. Marty Johnson, Business & Leadership Coach at AYM High Consultants, Co-Host of the *MoJo Motivation™* podcast, and former owner of Uncle Marty's—Printing, Shipping, Storage, & More, will lead a session on outside sales strategies.

Marty brings 35 years of experience in the retail shipping, printing, mailbox, and business-center industry. He owned and operated what was then called Uncle Marty's Shipping Office for over 12 years before selling the growing Ithaca, New York business in 2023 and transitioning his focus to writing, coaching, consulting, and education. He is also a founding AMBC board member and former Board Chair, and today works with AYM High Consultants helping other business-center owners build stronger, more sustainable businesses.

Marty has long emphasized relationship-based business, and outside sales is a natural extension of that philosophy. There is only so much print you can sell if you wait for customers to walk through the front door. Outside sales means identifying the businesses, restaurants, contractors, schools, nonprofits, organizations, property managers, real estate professionals, event planners, and other potential customers already operating in your community—and then building relationships with them.

The discussion will help store owners think beyond traditional advertising and toward deliberate busi-

ness development: making introductions, learning what local businesses regularly purchase, identifying recurring print opportunities, following up professionally, and positioning the local mail and business center as a resource rather than merely another vendor.

One good business relationship can mean business cards today, banners next month, yard signs after that, an employee-apparel order later, and recurring marketing materials for years. That is the difference between waiting for a print order and building a print customer.

From a Shipping Store to a Full Print and Sign Operation

Few sessions will demonstrate the theme of "Add Print. Grow Print. Maximize Print." more literally than the story Tobye McClanahan, owner of Mailboxes & Beyond and Quality Printing & Signs in Blytheville, Arkansas, will share.

Toby began much like many operators in this industry: running a relatively small shipping and business-services store. Over the years, print became more important. New products were added. New skills were learned. Equipment changed. Customers asked for more. Opportunities appeared. Some ideas worked better than others. And each step created another lesson about what it takes to grow print responsibly.

Mailboxes & Beyond remains an active Blytheville business today, and Tobye's long connection to the industry and commitment to continuing education have been evident for years.

Her journey has now reached another major milestone with the addition of a full print and sign shop, Quality Printing & Signs. Rather than presenting print growth as something that happens overnight, Tobye will be able to share the reality of the journey—the decisions, lessons, challenges, investments, opportunities, and gradual expansion that took her from operating a traditional shipping store to operating much broader print capabilities. For the store owner wondering, *Could my business ever really become a serious print operation?* Tobye's story may provide the most valuable answer possible: It can be done because someone from our own industry has done it.

And Yes, We Will Talk About AI

Those sessions represent only part of Saturday's educational lineup. There will be more speakers, more conversations, more opportunities to learn—and it would be impossible to hold a forward-looking print event in 2026 without talking about artificial intelligence.

AI is changing how businesses create artwork, generate marketing ideas, write copy, develop customer communications, automate repetitive tasks, research products, create concepts, and manage workflows. It is also creating new questions surrounding design, intellectual property, image quality, production readiness, customer expectations, and how much human oversight still matters.

The subject is particularly timely because PRINTING United itself is featuring a PRINTING AI Pavilion in 2026, highlighting applications of artificial intelligence across the print industry. For the independent store owner, however, the conversation does not need to begin with futuristic technology. It can begin with a much simpler question: *How can I use the AI tools available today to make my print business easier, faster, more creative, and more profitable?* That will be part of the conversation in Las Vegas as well.

Saturday Night: Good Food and Great Company

After a full day of classroom learning, attendees will wrap up Saturday with dinner at Fogo de Chão, sponsored by Mark Ford of ShipRite. It will be another opportunity to enjoy what has always made AMBC events special: not simply education, but community.

After two days filled with products, equipment, sales strategies, design, scaling, outside sales, AI, and print growth, there should be no shortage of conversation around the dinner table. And then Sunday morning, the learning becomes hands-on.

Sunday: Learning From the Stores That Do It Every Day

After two full days of seeing new products, hearing new ideas, building sales strategies, and learning from industry experts, Sunday morning will bring the AMBC Las Vegas Training Weekend back to one of the most valuable resources our industry has: fellow store owners.

Attendees will head out into the Las Vegas community to visit local pack and ship and business center stores, getting an inside look at how other independent operators have built their businesses, developed their service mix, organized their stores, and created a customer experience that helps them stand out in their local market.

Every independent store is a little different. One may have developed an exceptional mailbox program. Another may have found success with printing, signage, or promotional products. Another may have created an impressive merchandising strategy, developed a strong commercial customer base, or simply discovered operational systems that make the business more efficient and profitable. Those differences are exactly what make store tours so valuable.

Rather than looking at a classroom example or talking about what a successful store might do, attendees will have an opportunity to walk through real operating businesses, meet the owners, hear their stories, and learn what has worked and sometimes what has not worked for them over the years. The Las Vegas store owners will be able to share a little about the history of their businesses, the markets they serve, the products and services they have chosen to emphasize, and the things they believe have contributed most to their success. At the same time, visiting attendees will have the opportunity to ask questions, compare experiences, exchange ideas, and look at their own businesses from a different perspective.

Sometimes the most valuable idea at a training event does not come from a presentation. It comes from seeing how another store displays its print samples; it comes from noticing how someone has arranged the front counter; it comes from hearing how another operator prices a service, markets to local businesses, trains employees, handles mailbox customers, or turns a simple customer request into a larger sale; and sometimes it comes from a conversation between two store owners who realize they have been facing the exact same challenge.

Sunday's store visits will also provide an outstanding networking opportunity not only for the AMBC members attending the training weekend, but for the Las Vegas area store owners who open their doors and welcome the group into their businesses.

The goal is not to walk into someone else's store and simply inspect what they are doing. The goal is to share.

Attendees can bring their own experiences, ideas, successes, and questions into the conversation. Local store owners can ask visiting operators what is working in their markets. Someone may share a pricing strategy. Someone else may recommend a vendor, piece of equipment, software program, marketing idea, or new service. One conversation can lead to another, and before long the store tour becomes much more than a tour. It becomes a room full of independent business owners helping each other become better operators.

That is exactly what AMBC's longtime motto, "Members Helping Members," is all about. AMBC training events have always been built around the belief that some of the greatest knowledge in our industry already exists within our own community. Store owners across the country have solved problems, tested ideas, made mistakes, developed successful systems, and discovered new ways to generate revenue.

When we bring those operators together and create an environment where they are comfortable sharing what they have learned, everyone benefits. Sunday morning will be an opportunity to see that philosophy in action. Attendees will leave the Las Vegas store tours with new ideas to consider, new relationships within the industry, and perhaps a completely different way of looking at something inside their own business.

And after a weekend focused on adding print, growing print, maximizing print, improving sales, strengthening design skills, exploring new technology, and creating new business relationships, there may be no better way to conclude the event than by walking through the doors of fellow independent stores and learning directly from the people who do this every day. Because at the end of the weekend, AMBC's greatest resource is not a piece of equipment, a software program, or even a training presentation. ***It is each other.***

What Will You Do When You Get Home?

Ultimately, that is what this entire weekend is about. The success of the AMBC Las Vegas Training Weekend will not be measured by how many pieces of equipment attendees see, how many

classes they attend, how many business cards they collect, or even how many notes they take. It will be measured by what happens after everyone goes home.

Maybe a store that has never seriously offered print will return home ready to add print. Maybe another operator will realize that the equipment already sitting in the corner could generate substantially more revenue with better samples, stronger pricing, improved employee training, and a focused sales effort—and return ready to grow print. Maybe an established print operation will discover new finishing equipment, software, production efficiencies, product categories, AI tools, sales systems, or outside-sales opportunities that allow it to maximize print. And some stores may discover opportunities in all three.

That is the beauty of bringing together an enormous event like PRINTING United Expo, experienced industry vendors, successful store operators, knowledgeable instructors, practical classroom education, peer-to-peer networking, and hands-on production training in one extended weekend.

Every store is starting from a different place. The destination, however, is the same: a stronger, more diversified, more profitable business. So come to Las Vegas ready to look. Come ready to ask questions. Come ready to learn from the vendors, instructors, and—perhaps most importantly—the store owners sitting next to you. Then go home and do something with what you learned.

Add Print. Grow Print. Maximize Print.

And then use the knowledge, relationships, tools, and confidence gained in Las Vegas to **expand your store** and **expand your profits**.



Tommy Armstrong has been an outstanding AMBC Member for many years and a friendly, familiar face at industry events across the country. In 2023, he joined the AMBC Board of Directors as Director of Business Diversification and now currently serves as Board Chair. He owns War-rington Business Center and More Ink for Less in Pensacola, Florida.

AMBC's Las Vegas Training Weekend Select Session and Presenter Bios

In Store Sales Strategies

presented by Eric Steadham

This session will cover high-impact sales tactics that work in every store, including:

- Show, Don't Tell - People buy what they can see. Fill your store with samples.
- Sell Speed - FotoZoomer's biggest print advantage is fast turnaround.
- Bundle Everything - Bundles increase average ticket size by 20–40%.
- Train Staff to Ask One Question - "Would you like this printed today?" as well as "In addition to this drop-off can I assist with anything else?" These types of lines increase conversion dramatically.
- Use Seasonal Displays - Rotate monthly themes to drive impulse purchases.



Eric Steadham is the CEO and co-owner of FotoZoomer, a leading innovator in print-on-demand technology for the mail and business center industry. With more than three decades of hands-on leadership, Eric has guided FotoZoomer

from a pioneering software concept into a nationally recognized print solutions platform trusted by thousands of independent operators.

Known for his creative vision and deep industry expertise, Eric oversees product development, marketing strategy, and customer experience, helping business owners transform their stores into modern, profitable print centers. His commitment to community, education, and empowering entrepreneurs has made him a respected voice and frequent speaker at industry events, including AMBC and the MBC Symposium.

Scaling Your Print Business: Pricing, Production & Profit

presented by Bob Kincaid

Whether you're looking to increase sales, improve efficiency, or maximize profitability, this session will provide practical strategies you can

implement right away. We'll explore how to price print products for sustainable profit, build workflows that reduce waste and increase productivity, and evaluate equipment investments based on real-world return on investment. Attendees will also learn how to make informed decisions about outsourcing versus in-house production, as well as proven approaches for marketing print services and attracting new customers. This session is designed for print professionals who are ready to grow their business with smarter systems, stronger margins, and a clear path to long-term success.



Bob Kincaid is the Co-Owner of Roadrunner Print & Ship, a growing company with three retail locations and a newly opened manufacturing hub serving clients across the country. With more than 30 years in the printing industry, Bob is passionate about helping customers bring their ideas to life while mentoring fellow business owners on growing profitable, sustainable print businesses.

While mentoring fellow business owners on growing profitable, sustainable print businesses.

Growing Print From Startup to Full Print Shop *presented by Tobye McClanahan*

In this class, Tobye will discuss how she grew print from a simple multi-function copier to a six-figure print revenue department within her mailbox store to a full-service completely separate print shop that is still growing today. We will talk about acquiring and growing equipment, finding opportunities to market, and becoming the print solution for your community.



Toby McClanahan opened Mailboxes & Beyond in her hometown of Blytheville, Arkansas in 2008. In the past 18 years, she has built a staple household name in her community and grown a simple mailbox store into two separate thriving

companies, as she now also owns and operates Quality Printing & Signs as a completely separate venture. She is widely known for her volunteerism and involvement in her community as well as the pack and ship industry. She is a past AMBC board member and a current member of the Retail Ship-

Outside Sales Strategies

presented by Marty Johnson

We always hear the phrase "work on your business instead of just working in your business." This session will explore ways to connect with community members, local officials, and potential clients by networking, sponsoring, wining and dining, and more. You'll make a difference in your neighborhood, make great new friends, and improve your bottom line as a result!



Marty Johnson is a Business & Leadership Coach at AYM High Consultants, a columnist, an editor, and Co-Host of the MoJo Motivation™ podcast. In 2023, he sold his popular shipping, storage, and printing business, [Uncle Marty's](#), and

retired from shopkeeper life in order to focus on writing and coaching. Subscribe to his free newsletter and read more at [askunclemarty.com](#); follow him on socials @askunclemarty.

Selling Print Without Any Equipment

presented by Tommy Armstrong

You do not need expensive equipment to start selling print. This class will show store owners how to add print sales, serve more customers, and grow revenue by using trusted wholesale partners, local trade printers, and simple in-store sales strategies. Attendees will learn how to identify profitable print opportunities, quote with confidence, manage customer expectations, and turn everyday shipping, mailbox, and business service customers into repeat print buyers.



Tommy Armstrong has been an outstanding AMBC Member for many years and a friendly, familiar face at industry events across the country. In 2023, he joined the AMBC Board of Directors as Director of Business

Diversification and now currently serves as Board Chair. He owns Warrington Business Center and More Ink for Less in Pensacola, Florida.

Why Island Ship Center Will Be Attending the AMBC Training Weekend and PRINTING United Expo in Vegas: A Testimonial

Seema and I are attending the AMBC event as students from Island Ship Center. We are coming with the mindset of students that we don't know anything in the print world.

Yes, we've grown a little bit in our print. We've taught a masterclass in printing to our AYM High Consulting clients. And yet when we come to these events, we come with an open heart and an open mind.

We're coming to see people—superstars like Bob Kincaid and those who are doing so much more in the print world with profitability, efficiency, and equipment. We're coming to learn from them—about Fiery, about software, about equipment, about utilizing our time wisely, about having the right equipment for the right job, and about outsourcing when needed...because that actually makes you money for the jobs that are not coming in repeatedly.

That is how we are coming. We are coming as if we are thinking we are zero and we want to be a hero.

And that is why we are attending as Island Ship Center representatives—as attendees, not as teachers.

Not as industry leaders, but purely as students wanting to grow so that we can go higher and higher in printing profitability.

Fahim Mojawalla



ADD PRINT.
GROW PRINT.
MAXIMIZE PRINT.

EXPAND YOUR STORE,
EXPAND YOUR PROFITS



In Conjunction with
**PRINTING UNITED
EXPO**

★ LAS VEGAS, NEVADA • SEPTEMBER 24-27, 2026 ★

THURSDAY,
SEPTEMBER
24
2026

Exclusive Surprise Event for All AMBC Members

"An AMBC Members" Exclusive



★
FRIDAY,
SEPTEMBER
25
2026

8:00am – 2:00pm Guided Vendor Booth tours and presentations

- Canon
- Xerox
- Pacific Office Automation
- FotoZoomer
- Duplo
- Graphic Wizard

- Ricoh
- Roland
- LogoJet
- MBM (Triumph)
- GraphTec



**PACIFIC OFFICE
AUTOMATION**
— PROBLEM SOLVED —



6:00pm AMBC Member Networking Social Event @
Sponsored by: AYM High Consultants



★
SATURDAY,
SEPTEMBER
26,
2026

8:00am In Store Sales Strategies
Eric Steadham – FotoZoomer

9:00am Intro to Fiery
Zach – Pacific Office Automation

10:00am Scaling Your Print Business: Pricing, Production & Profit
Bob Kincaid – RoadRunner Print and Ship

11:00am Intro to Design Basics
Christian Magdaleno – Pack & Ship Express

12:00pm Selling Print Without Any Equipment
Tommy Armstrong – AMBC Board Chair

1:00pm **Lunch Break**

Sponsored by:  **OnPrintShop™**
Web-to-Print Storefront

2:30pm Outside Sales Strategies
Marty Johnson – AYM High Consultants

3:30pm Growing Print From Startup to Full Print Shop
Toby McClanahan – Mailboxes & Beyond & Quality Printing

4:30pm AI Implemented in the Pack & Ship Stores
AMBC Board Members

7:00pm Dinner
Sponsored by ShipRite



SUNDAY,
SEPTEMBER
27,
2026

8:00am – 12:00pm Store Visit & Tour

SHIP'N PLUS

**AMBC Members may access the full version
of this issue of *MBC Today* in the
Members Only section of
ambc4me.org**

JOIN TODAY!