

THE LEADING EDGE



United Application Standards Group

**SPECIAL
EDITION**



UASG ANNUAL MEETING

We've been able to confirm the 2022 UASG Fall Meeting details, i.e., location, group hotel rate, Trim USA Social, and speakers. This year we will hold our meeting and social on 10/18/2022, the day before the Printing United Expo in Las Vegas opens their doors on 10/19/2022.

We are so excited about meeting in person this year and catching up with each other. We have a full agenda planned for Tuesday, starting with a session on installers/employees, led by Chris Prenovost at 9:00 AM. Then Jay Owen will lead a late morning and early afternoon session on marketing your business. To wrap things up, 3M'ers Mike Stavreffe and Dan McGurran will provide updates and relevant market information.

Printing United has indicated that they are seeing registrations outpace all historical numbers, making this show the most anticipated printing expo in the world! I trust the UASG will follow the same trend!

See you in October!

Kip
Executive Director

PS. Be on the lookout for a RSVP soon. We need a firm headcount for planning purposes. Please respond accordingly once you receive the RSVP link.

2022 UASG Fall Meeting Plans UASG Annual Meeting

When: Tuesday, October 18th, 2022, 7:30 AM to 4:45 PM

Where: Tuscany Suites & Casino (Florentine A)
255 E Flamingo Rd
Las Vegas, NV 89169
702-893-8933

The annual UASG meeting will be held on the property of Tuscany Suites & Casino. We have acquired a special group rate for hotel rooms for UASG members of \$95.00 per night for Executive Rooms. The daily resort fee of \$39.00 has been waived. Complimentary wi-fi will be available for all rooms and meeting space; and parking is free.

Use this link to secure your rooms on a first come, first serve basis:

[Details - Tuscany Suites and Casino \(windsurfercrs.com\)](https://www.windsurfercrs.com)



www.facebook.com/unitedapplicationstandardsgroup

Current Board of Directors

Mark Trumbull	President
Peter Beath	Vice President
Ward Schneider	Treasurer
Steve Reininger	Chairman, Ethics Committee
Lloyd Paxton	Chairman, Certification Committee
Mike Stavreffe	3M Representative
Rick Paukert	3M Representative
John Carthey	
Greg Ford	
Trace George	
Chris Prenovost	

Other

Kip Johnson	Executive Director
Sharon Paxton	Secretary, Certification Committee
Jan Clippard	Secretary

Join the Conversation!

To share ideas, thoughts and concerns among the UASG membership in a private setting, access our closed Face Book page:
<https://www.facebook.com/groups/UnitedApplicationStandardsGroup/>

Contact Us:

Questions / Comments: kip@uasg.org
On The Web: www.uasg.org
Connect via Instagram: [_uasg](#)

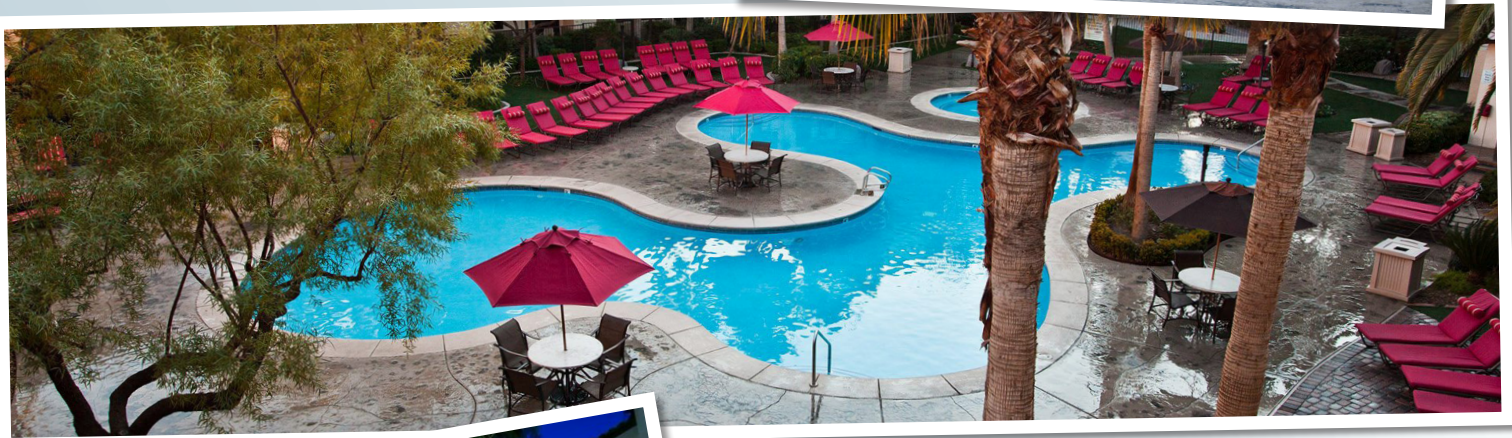


UASG Social presented by Trim USA

When: Tuesday, October 18th, 2022, 6:00 PM to 8:00 PM

Where: Tuscany Suites & Casino, Las Vegas

After the meeting, come relax and join fellow UASG members and friends for a social sponsored by Trim USA. We have reserved the cabanas area around the pool so you won't have to travel far for fellowship, food and beverage. With good friends, free food and beverages of your choice, you are certain to have a great time!





Printing United Expo Show Hours:

Wednesday, October 19:
9 am to 5 pm

Thursday, October 20:
9 am to 5 pm

Friday, October 21:
9 am to 3 pm



Keynote Speaker Presentation

Jay Owen

Founder and CEO of Business Builders

Subject: Focusing on Marketing

Jay Owen

Founder and CEO of Business Builders

Author of Building a Business that Lasts: Without Sacrificing Family
Host of the Building a Business that Lasts Podcast

The membership has made it abundantly clear that marketing is a key area where they need the most help. With that in mind, we have lined up a marketing professional, Jay Owen, to lead two sessions on marketing.

Messaging Presentation Overview (Morning Session)

Many business owners struggle with growing their business and getting the attention they deserve. In the Messaging Session powered by StoryBrand, participants will:

- Learn the messaging framework that's generated hundreds of millions in sales
- Learn ways to implement the StoryBrand Messaging Framework to transform their communication.
- Be provided the tools to complete a clear and effective message foundation

Marketing Presentation Overview (Afternoon Session)

Most businesses waste an enormous amount of time and money on marketing that never produces a dollar in return. In the Marketing Session, participants will:

- Learn the 5 key elements to effective marketing
- Learn how to serve their customers and execute a marketing plan that works
- Be provided the tools to create a sales funnel that will help take the guesswork out of their marketing efforts



Featured Speaker Presentation

Chris Prenovost

Certified Pinnacle Business Guide
& EOS Implementer

Subject: Focusing on Employees

Chris Prenovost

Certified Pinnacle Business Guide & EOS Implementer

Hiring Installers / Engagement / Accountability / Retention / Q&A

You'll not want to miss the presentation by Chris Prenovost on what it takes to hire and retain successful installers.



3M Certified
Graphics Installation
Company

TENTATIVE AGENDA

Tuesday, October 18th

Annual Membership Meeting

Tuscany Suites and Casino - 255 E Flamingo Rd, Las Vegas / 702-893-8933

7:30 - 8:30 Continental Breakfast

8:00 - 8:15 Welcome

8:15 - 9:00 Committee Reports

9:00 - 10:00 Chris Prenovost, Founder and Co-Owner of AZ Pro:
Employee Hiring/Engagement/Accountability/Retention/Q&A

10:00 - 10:15 AM Break

10:20 - 11:40 Featured Speaker - Jay Owen, Founder and CEO of Business Builders:
Marketing Made Simple /**Messaging Session**

11:45 - 1:15 Lunch (Sponsored by 3M)

1:20 - 2:40 Featured Speaker - Jay Owen, Founder and CEO of Business Builders:
Marketing Made Simple /**Marketing Session**

2:45 - 3:00 PM Break

4:00 - 4:45 Mike Stavreffe, Application Engineer, 3M
Dan McGurran, 3M VP for US & Canada Commercial Solutions Division

4:45 - 5:00 Wrap Up

Tuesday, October 18th

Member Social

Tuscany Suites and Casino - 255 E Flamingo Rd, Las Vegas / 702-893-8933

6:00 - 8:00 Trim USA Social (Food & Beverages Provided)