



NAPL PROFESSIONAL SERVICES GROUP



Joseph P. Truncale, CAE
President & CEO, NAPL

Joseph P. Truncale is the President and Chief Executive officer of NAPL, the premier trade association for excellence in graphic communications management. His responsibilities include oversight of all operating departments, volunteer leadership development and deployment of NAPL's strategic intent, planning and budget.

Mr. Truncale has been responsible for NAPL's marketing strategy and sales development, including major industry trade shows, direct mail and electronic promotions. He has become recognized as a leading strategic planning facilitator with a list of clients that spans the graphic communications and association industries. Prior to joining NAPL, Mr. Truncale was Member Services and Program Manager for a Princeton-based trade federation. He also spent six years as Director of Public Affairs/Lobbyist for a major real estate trade association.

Active in association-related activities, Mr. Truncale is a member of the American Society of Association Executives and earned the CAE (Certified Association Executive) designation. He is a faculty member of the CAE Study Group. He also served as President of the New Jersey Society of Association Executives, and received their Executive of the Year Award.

Mr. Truncale is a frequent speaker at industry and association programs. He has conducted numerous seminars on membership recruitment and retention, strategic planning, marketing, communications, and management and leadership training and organizational development. He serves on the Audit Team for Quality New Jersey and is a member of the Board of Examiners for the Malcolm Baldrige National Quality Award.

He established and is a faculty member for NAPL's Leadership & Organizational Development course at Northwestern University. He is a Ph.D. Candidate and an adjunct faculty member at New York University's Graduate School of Education, teaching courses in Managerial Psychology and Executive Leadership. A graduate of Monmouth College, he earned his Master's Degree in Training and Organizational Development from Rutgers University's Graduate School of Education.

About NAPL Professional Services Group: Our team of industry experts delivers independent advice to owners and senior managers of companies needing specialized know-how and practical insights as they consider strategic options or make critical decisions affecting their business.

About NAPL: Chartered in 1933, NAPL (www.napl.org) is a not-for-profit trade association representing companies in the \$100 billion+ graphic communications industry. NAPL's comprehensive slate of business-building solutions provides company leaders with the strategies, insights, and guidance they can use to make informed business decisions, minimize risk, anticipate change, and profitably grow their business.

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