

mailcom

LAS VEGAS



Annual Fall Convention

October 2-4, 2017

Tuscany Suites Hotel

the art & science of
mail communications



Welcome To MAILCOM Las Vegas!

Greetings! Welcome to MAILCOM's 24th Annual Fall Conference at the Tuscany Suites Hotel. For three days you and other leading professionals will learn the latest strategies for managing mail, document, and distribution services. MAILCOM is a unique and special forum, run by and for mail communications managers. This Conference Program details all of the unique educational sessions available at MAILCOM Las Vegas. And on behalf of the Board of Directors, Welcome To MAILCOM!

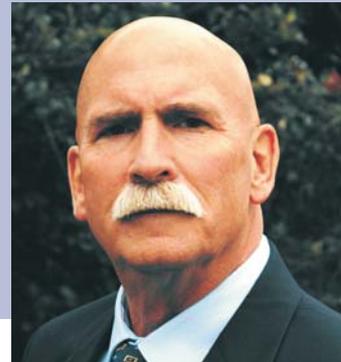
- Lance Humphries, CMDSM, MCOM, Managing Director, MAILCOM



Tony Kuchta
General Manager, Lineage



Sally Pfabe, CMDSS
BrightKey



Marshall "Keith" James
JGW Group

Business Mailers Roundtable

Join this leading panel of experts for an engaging and informational discussion about the current state and future changes that will impact all mailers, shippers and printers. Highlighted for the discussion: Informed Delivery, Informed Visibility, Move Update, Mailer Scorecard and postage rate increases that are coming in the future and more.

Morning Keynote - Tuesday, October 3, 2017 - 9:00-10:00am

The Future of Physical Mail

This presentation will review the question of when is the "end of physical mail" right for your organization. It will explore recent trends of mail to digital communication and how companies are wrestling with the issue of what is right for their organization. But more importantly, what is right for their customers and clients and how do they feel about physical vs. electronic communication. Presented by Tony Kuchta, General Manager, Lineage

Leadership Luncheon Keynote - Tuesday, October 3, 2017 - 12:30-2:00pm

Security 2017: Issues & Answers

Security is a frequent topic discussed at every corporate meetings, management emergency response meetings and today, in all mail and distribution centers. Security became much more important after the anthrax and ricin attacks with the continuing threat of such attacks. Organizations today have been forced to implement plans to protect their employees and facilities. This presentation, developed especially for MAILCOM, will discuss a wide range of potential threats that can be introduced by way of the mail and distribution centers. Threats may be chemical, biological, radiological, nuclear, or explosive substances (CBRNE) and are dangerous and disruptive. This session addresses ways to prevent theft in the mail center, emergency planning, and comprehensive security management. Presented by, Sally Pfabe, CMDSS, BrightKey and Marshall "Keith" James, JGW Group

Morning Keynote - Wednesday, October 4, 2017 - 8:30-9:30am

Educational Session Tracks & Management Certificates

These educational tracks will be offered and attendees can earn a management certificate in two of them:

- ▲ Mail Systems Management Sessions
- ▲ Leadership & Team Building Sessions
- ▲ Full Service/IMB/ Mailers Scorecard Sessions
- ▲ Safety & Security Compliance Training
- ▲ Postal Mail Management Sessions
- ▲ Government Mail Management Sessions
- ▲ Professional Development Sessions
- ▲ Incoming Delivery & Distribution Sessions
- ▲ Strategic Management Sessions
- ▲ Art of Mail Communications Sessions
- ▲ College/University & Non Profit Mail Management
- ▲ Office & Support Services Sessions

2017 FALL CONFERENCE SESSIONS

Mail Systems Management Sessions

SESSION MS121:

Reinventing Site Logistics for the “Agile” Workplace

Technology, Culture and Global Competitiveness of today's business world dramatically affect the daily operations and success of your distribution responsibilities. This session shows how globally competitive organizations are reinventing their logistics and distribution infrastructure to deliver unprecedented efficiency and satisfaction to their agile, mobile workforces today.

Monday, October 2, - Round Two, 3:30-4:30 pm

SESSION MS137:

Creating a Mail/Delivery Services Operations Guide

One of the most difficult challenge any operation faces is communicating to the company what services are provided and a service standard for each. Developing and publishing a Standard Operating Procedures manual for mail and delivery services is critical to its success and to ensure that every employee has a document of services rendered. It also benefits in the training process of new employees to learn how things are done and how to operate all the equipment located in the operation center. If you ever considered or are looking at creating an operations guide then this session is for you.

Monday, October 2 - Round Three, 4:45-5:45 pm

SESSION MS244:

Measuring Mail Workflow: A Must!

How efficient and effective is your operations today? If you are not continually using data to optimize your processes, you are probably not as efficient and effective as you could be. Many corporations find significant value when they implement process control systems to manage and control

their operations. Scheduling, workload balance, accountability of all work and documents, automated compliance reporting and more see improvement with such systems. Besides these, most systems produce data and reports that pinpoint bottlenecks and areas for improvement.

Tuesday, October 3 - Round Four, 10:15-11:15 am

SESSION MS258:

Challenges of Managing the Small/ Mid-Size Operation

Join your colleagues and share war stories about running mail, distribution and support services departments in a small to mid-size company. This course will offer answers on topics that include selecting equipment, installing work measurements, managing staff and overcoming space restrictions.

Tuesday, October 3 - Round Five, 11:30-12:30 pm

SESSION MS260:

Mail Services: Can You Survive?

Companies now are looking for ways to reduce costs more than ever before. How will you make sure your team is able to weather the storm that is approaching? Can you take on other service opportunities? How cross functional is your team or how cross-functional can they become? How do you add value to your business and to their bottom line financials? In the end, the paper volume of mail continues to decrease for most businesses while more companies are looking for ways to reduce costs. How can you survive?

Tuesday, October 3 - Round Six, 2:30-3:30 pm

SESSION MS279:

Lowering The Costs Of Your Mail Center Operations

Costs remain high and manpower low, as we are all expected to do more with less people and less budget money. This session will review the methods to lower specific costs in your mail operation. Attendees will learn a step by step process to follow and how to put together the results for management evaluation.

Tuesday, October 3 - Round Seven, 3:45-4:45 pm

SESSION MS383:

Graduated Discipline

Utilizing Graduated Discipline is a method to focus on personal development and improvement in managing underperforming or difficult employees. Identifying underachievers and guiding them towards acceptable productivity can lead to greater productivity and cost avoidance in recruiting.

Wednesday, October 4 - Round Eight, 9:40-10:40 am

SESSION MS395:

The Many Facets of Mail Center Management

The cliché of the dark and dingy mailroom located in the basement is a thing of the past. Modern Mail Centers are responsible for the management of millions of dollars in postage and expenses, not to mention the movement of important hardcopy communications that large, medium, and small businesses rely on. Today's Mail Center requires sensible floor plan designs, well thought out standardized processes (including Operational Risk Detection), Cost Savings goals, good employee communication and recognition programs, and many other “facets” that, together, make up a world class Mail Services Center. Attendees will be exposed to systems, templates, techniques, and best practices that they can take back to their operations and begin implementing and using immediately.

Wednesday, October 4 - Round Nine, 10:50-11:50 am

SESSION MS400:

Sharpen Your Mail Expertise

In an industry that's continuously evolving and improving it's a daunting challenge to stay up to date on best practices. This session will cover the foundation of mailing, which includes classes of mail, processing categories, address requirements and more. Whether you are an expert or a novice, this program will empower you to build on your postal knowledge.

Wednesday, October 4 - Round Ten, 12:15-1:15 pm

*Learn more
about MAILCOM
at www.mailcom.org*

Leadership & Team Building Sessions

SESSION LD111:

Managing a High Volume Mail Production Environment

The challenge has never been greater to manage your high volume mail environment. Between complex regulations and the need to present content the way your customer wants to see it is changing. What are you doing to comply? Have you thought about the impact of Americans With Disabilities (ADA section 508)? Redaction? We will look into these changes and how we have to rethink our printing and mailing operations. In the past deploying a new Automated Document Factory (ADF) was a 7 figure investment, now the investment is much lower and the productivity gains, are much higher. How will we cope with the dynamics of a changing demographic on how mail is received! There are many ways to accomplish the end result. Join us as we explore the opportunities that exist today to give your customer the “customer experience” they expect from you.

Monday, October 2 - Round One, 2:15-3:15 pm

SESSION LD135:

Rock Star Management

Everyone manages people; are you managing stars? Learn how to mold the norm into exciting possibilities, goals and processes to exceed expectations. Create an operation that deserves a standing Ovation! Is managing people and process any different than managing rock stars and producing concerts? Nope. Have fun and manage stars.

Monday, October 2 - Round Three, 4:45-5:45 pm

SESSION LD247:

Leadership Training for Supervisors & Managers

This session will focus on channeling coaching and leadership techniques for managers and supervisors.

Attention will be directed towards techniques for prudent decision-making and tips for self-managing your career. The course offers all the ability to take a new leadership approach back to your company and implement them upon your return with great success. Driven from a philosophy of "participative leadership" this course delivers many new and old leadership styles that have been tested and proven. The goal is for attendees to leave MAILCOM as a confident manager/supervisor and bring a positive impact to your operation.
Tuesday, October 3 - Round Four, 10:15-11:15 am

SESSION LD250:

Mystery Solved! Cracking the Case on Productivity

Achieving a high degree of productivity in a world full of distractions - phone calls, emails, texts, meetings and web conferences - is a greater challenge than ever before. Discover methods to "tame the technology beasts" that have come to consume each day. Learn how to streamline your daily to-do list to gain more out of your day and lower your stress level. Unleash the power of the word "No" and embrace the freedom that it brings! Explore the value of priority quadrants and the importance of blending the untapped "circular file" into your life.

Tuesday, October 3 - Round Five, 11:30-12:30 pm

SESSION LD263:

Training for Success

Have you ever said to yourself as a manager, "Why don't my employees know something I think they should know?" Or, "If I know how to handle this task why don't my employees understand it?" Training always seems to be the answer that creeps up when these questions arise. There are many different forms of training, and selecting the right one can make or break the way a team not only receives the training but how well they retain the information and how/when/if it will be used. To help you learn to tailor your training we will talk about some different methods of delivering the valuable educational material, including in-person formats (one-on-one and groups), virtual training, or a blended training approach that takes the best from many sources to tailor your training to your specific needs.

Tuesday, October 3 - Round Six, 2:30-3:30 pm

SESSION LD278:

Manager vs Leader

We have all worked for them, the good and bad managers or

leaders. But what is the real difference between a manager and a leader? Most managers do not even realize that they are just managing their operation and not leading their greatest assets, their employees. Come discuss the differences between the two and how to transition from a manager to a leader. Learn techniques to catapult not only your career, but also that of your teammates or other managers that you might supervise. Learning to "lead" will arm you with the tools to elevate you and your program to new heights that would never be achieved by just "managing" daily operations.

Tuesday, October 3 - Round Seven, 3:45-4:45 pm

SESSION LD382:

Can You Discipline Without Punishment

Motivating and correcting team members, without using fear or punishment is a key skill set in developing a self-motivated, punctual, productive team.

Wednesday, October 4 - Round Eight, 9:40-10:40 am

SESSION LD396:

Mail Communications Manager: The Corporate Consultant

The mail center is the heart of any organization. Almost all communication flows through it. As a mail center manager you can and should position yourself as an internal corporate consultant for "all things mail." This session will cover how to read the tea leaves and anticipate change, become a resource for responding to new initiatives and add value to your organization.

Wednesday, October 4 - Round Nine, 10:50-11:50 am

SESSION LD404:

Building Your Mail Center's Brand

Managing and Marketing your Mail Center has never been more challenging! This session will offer tactics and strategies to help you think "outside of the box" and make your College/University Mail Center the "go to" spot on campus. Get real-life examples of tools to use in keeping your costs down, while at the same time offering more services. Hear how you can offer more to your customers with the same or fewer resources and get ideas on how to move your mail center to the next level of service and value to your customers. Discover simple marketing techniques to make sure your campus customers know what you have to offer and how your mail center can meet their ever-changing needs! Be sure not to miss this lively session, as you will walk away

with the secrets of how to leverage your expertise to become a service star!

Wednesday, October 4 - Round Ten, 12:15-1:15 pm

Full Service/IMB/ Mailers Scorecard Sessions

SESSION PR110:

Enterprise Postal Strategies

Address Quality, Managing Move Update, Total Postal Management, Return Mail Management, These are a few of the fundamental tasks associated with facilitating an enterprise postal strategy. Learn how to facilitate an Enterprise Postal Strategy process within your organization to ensure having your finger on the pulse.

Monday, October 2 - Round One, 2:15-3:15 pm

SESSION PR125:

MailPiece Design: Ensure Your Mail Meet USPS Requirements

This session will address high level MailPiece Design requirements and how to ensure you meet the requirements before going to production. Set up a process for your company or business partners to submit designs through an internal program.

Monday, October 2 - Round Two, 3:30-4:30 pm

SESSION PR132:

Undocumented Mail Pieces

The Postal Service Implement assessments for full service errors over the publish threshold one of the elements the postal service will be measuring is the quality of your undocumented pieces for many mailers the assessment for undocumented pieces could actually be the most expensive one they face because like some of the other assessments that are passed on to the respect of mail owners assessments for undocumented pieces will usually come right out of the mail preparers pocket in this Workshop we will discuss the undocumented mail pieces and ways to handle and prevent them.

Monday, October 2 - Round Three, 4:45-5:45 pm

SESSION PR249:

Address Quality & Data Management Workshop

Address quality is a critical element in meeting mailing objectives, so to avoid undeliverable mail you need to understand the qualities of a good address list. Learn how to standardize, validate and update your addresses from addressing specialists who share actual case studies, practical hands-on tools and techniques.

Tuesday, October 3 - Round Four, 10:15-11:15 am

SESSION PR267:

Full Service & Mailer's Scorecard

The Mailer Scorecard is a tool which enables mailers to monitor their mail quality across several USPS programs, including Full-Service, eInduction and Seamless Acceptance. This workshop demonstrates how to access the Mailer Scorecard and the information available, who can see it and what it means. Attendees will learn how to use drill-down reports, access piece-level data to identify quality issues, and understand the postage assessment process. Mail Preparer, Mail Owner and Transportation Carrier visibility will also be discussed.

Tuesday, October 3 - Round Six, 2:30-3:30 pm

SESSION PR381:

Seamless Acceptance

Seamless Acceptance automates the entry and verification of commercial mailings by leveraging electronic documentation, Intelligent Mail barcodes, and information collected from handheld sampling devices and mail processing equipment scans. Learn how to participate in Seamless Acceptance, improve mail quality using key metrics found in the Mailer Scorecard, and the process for undocumented pieces. Learn the newest updates to the Seamless Acceptance program including its expansion to Business Mail Entry Units.

Wednesday, October 4 - Round Eight, 9:40-10:40 am

SESSION PR394:

PostalOne: Roadmaps and Updates

The latest updates on PostalOne! and how to use it effectively to manage your Intelligent Mail mailings. Presented by the U.S. Postal Service, this session will cover all aspects of PostalOne!

and how to overcome mailing challenges.

Wednesday, October 4 – Round Nine, 10:50-11:50 am

SESSION PR403:

eInduction: Simplifying Drop Shipping

Discover the Postal Service's solution to simplifying the drop shipment process with eInduction. Learn how to leverage electronic mailing information to eliminate the need for hardcopy PS Forms 8125 and 8017s expediting the shipping process. Hear how the USPS has enhanced the Mailer Scorecard to provide Mail Owner visibility into their drop shipments and access to post-shipment information. This session will also cover the eInduction on-boarding process and participation requirements.

Wednesday, October 4 – Round Ten, 12:15-1:15 pm

Safety & Security Compliance Training

SESSION SS126:

Detect and Protect: Mail Screening for all Budgets

Explore the options for blending mail screening techniques into your mail center, from basic inspection to full scope threat detection. The incorporation of mail screening initiatives and procedures into Mail Center operations is no longer "optional". Federal entities are required to have all inbound mail and parcels inspected and reviewed for mail-borne threats. CBRNE threats and while powder hoaxes have become more and more prevalent and easy to introduce into facilities through the mail stream, creating a new sub-sector of mailroom management-mail screening services.

Monday, October 2 – Round Two, 3:30-4:30 pm

SESSION SS133:

Paranoid Persuasion: Understanding and Overcoming Our Addiction to Anthrax

An open discussion on the short and long term effects of the 2001 anthrax attacks on the nation's approach to mail screening and how our fascination with, and addiction to, this singular threat weakened our defensive capabilities and made us more

vulnerable than ever. We will discuss how this event impacted technology, protocols, training and funding for mail security programs and first responders and what we need to redirect our efforts in order to counter the growing range of potential threats.

Monday, October 2 – Round Three, 4:45-5:45 pm

SESSION SS245:

Security Forum: Identifying Essential Training for Mail and Admin Personnel

As international and domestic terrorism events increase around the world, security directors and mail center managers face the constant challenge of providing personnel with up-to-date training with minimal disruption. This facilitated open forum addresses the most current security topics, the application of Federal regulations, and the role training plays in helping your organization mitigate risk. We will discuss a variety of training methods and how each can be used to enhance threat understanding and awareness.

Tuesday, October 3 – Round Four, 10:15-11:15 am

SESSION SS259:

Effective X-Ray Options: What's Out There

Understand the fundamentals and motivations of bombing incidents, safety concerns and how these factors relate to mailroom screening and security. Properly utilize an installed X-Ray to recognize, identify and isolate the characteristics, components and compositions of mail bombs and other hazardous shipments in a mailroom environment. Be proactive and demonstrate a high level of proficiency in the safe containment, handling and avoidance of hazardous situations before they occur.

Tuesday, October 3 – Round Five, 11:30-12:30 pm

SESSION SS261:

Innovations in Personnel Safety

Safety in the mailroom has never been more critical to worker health and continued operations. During a time of tightening of budgets, the continued threat of mail-borne attacks, and a trend towards a paperless society, mailroom personnel are being asked to handle more with less, in the areas of both manpower and resources. Explore techniques to ensure the safety of lone workers, streamline work flow to handle "more with less", and reduce mailroom injuries.

Tuesday, October 3 – Round Six, 2:30-3:30 pm

SESSION SS270:

How to Protect Employees and Customers from Mail Threats

This session covers facility safety measures to insure safe working environment. What you should know and do to make the mail safe for your customers and employees.

Tuesday, October 3 – Round Seven, 3:45-4:45 pm

SESSION SS388:

Security 2017: Mail & Package Screening

Finding the perfect solution that meets your customers and your needs! In today's world, one of the vulnerabilities of government mail is that it can be used as a way to create a malicious attack on a government official or department. In this workshop you will hear how the State of Colorado developed their screening program to keep the intended recipient out of harms way from powders, chemicals, incendiary devices, bombs, or any other malicious materials.

Wednesday, October 4 – Round Eight, 9:40-10:40 am

SESSION SS414:

Using Canines to "Sniff Out" Security Risks

A well-trained bomb dog is extremely difficult to fool or defeat. Explosive Detection Canine Teams provide the most effective, efficient and versatile explosive detection capability available. The high visibility of the Canine Teams also acts as an outstanding deterrent. No machine or manual search technique can even remotely compare with a canine team.

Wednesday, October 4 – Round Eleven, 1:30-2:30 pm

Postal Mail Management Sessions

SESSION PM128:

International Addressing Requirements for Capturing/Printing non-U.S. Addresses

Undeliverable As Addresses Mail is an expensive problem for mailers and delivery companies. The elements, their length and placement in addresses around the world vary. This presentation will discuss the problems with

capture, storage and printing of proper international addresses formats, with recommendations on the space required.

Monday, October 2 – Round Two, 3:30-4:30 pm

SESSION PM130:

Informed Delivery Update

There is more than one way to optimize postage and in home delivery to maximize direct mail results. Commingling, Cotransportation, and CoPalletization will be discussed to show opportunities to optimize postage results and maximize delivery to meet client's in home expectations.

Monday, October 2 – Round Three, 4:45-5:45 pm

SESSION PM246:

Tips for Effectively Working With the USPS

It's not just what you know but sometimes it's who you know that's helpful. Knowing the right person in the right position at the USPS is one of the key elements in forming an effective relationship. Whether it is the BMEU Entry Clerk, the Plant Manager or the District Manager, identifying the proper person to address your specific issue is the beginning. Learn how and where to meet the right person, what information to provide, and how to interact with them in order to have positive resolution to any issues or concerns you have about your mail.

Tuesday, October 3 – Round Four, 10:15-11:15 am

SESSION PM255:

NCOALink — Finding The Right Vendor At The Right Price

Mailers need to have their addresses run through the National Change of Address database and that usually means using an outside vendor that is an NCOALink licensee. Too often, the selection process of the vendor is a quick decision without comparing costs. And issues like data security and customer data protection are not considered, especially with processing done over the internet. This course details current USPS-approved licensees and outlines steps every mailer should take before utilizing the services.

Tuesday, October 3 – Round Five, 11:30-12:30 pm

SESSION PM262:

Taking the Mystery Out of International Mailing

International mailings are handed off to a foreign mail operator after

clearing customs in the destination country. Learn how this affects your mail delivery and return and where you can find the information you need on mail restrictions and customs.

Tuesday, October 3 – Round Six, 2:30-3:30 pm

SESSION PM384:

Are You Claiming the Best Postage Rate?

This session will teach you the importance analyzing your mailings to ensure you are obtaining the best postage rates for First Class Bulk, Periodical & Standard Mail. Learn different options for improving your mailing lists resulting in big postage savings. An explanation for each postage category and what is required to move up to the next discount threshold will be provided. Learn how to move your mail from Basic to Saturation & Basic or up to Mixed ADC. Discussions include deflection testing and how to save by moving from non-machinable to machinable.

Wednesday, October 4 – Round Eight, 9:40-10:40 am

SESSION PM399:

Rules & Regulations for First Class Bulk, Periodical & Standard

This workshop will discuss the latest information of DMM rules & regulations for mailers of First Class Bulk rates and Periodical & Standard Mail. Details will be provided on the types of mail pieces that qualify and how to bundle and presort to meet current USPS mailing requirements. Come and learn the A thru Z process for a First Class Bulk Mail, Periodical or Standard Mail mailing.

Wednesday, October 4 – Round Nine, 10:50-11:50 am

SESSION PM401:

The Easiest Way to Save

Undeliverable & Return Mail may be costing your organization millions of dollars a year. Much of these losses can be eliminated if you put the right solution in place. In this session, you will learn which technologies and databases you should leverage to drive savings while improving customer satisfaction and compliance.

Wednesday, October 4 – Round Ten, 12:15-1:15 pm

SESSION PM413:

Everything You Need to Know About Postage But Was Afraid to Ask

This session focuses on providing an understanding of many issues

that impact your postage costs. A detailed review of the essentials every mailer should know about address quality and how affects your postage expense. Come and learn the fundamentals and requirements that you need to understand about today's postage management process.

Wednesday, October 4 – Round Eleven, 1:30-2:30 pm

Government Mail Management Sessions

SESSION GM115:

Government Mail: Issues & Solutions

This session is for both government and mailing industry professionals. Learn how agencies are successfully managing your mailing requirements to meet postal service requirements. Included will be discussions on complying with the Move Update Requirements, Last Known Address Initiatives within the industry/government and Best Practices.

Tuesday, October 3 – Round Four, 10:15-11:15 am

SESSION GM257:

How to Excel and Thrive in a Changing Workplace

In today's unstable and volatile workplace how do you put yourself in a position of value and strength to continue to succeed and remain employed? This session will discuss the do's and don'ts that will have a positive effect on your career and happiness in the workplace.

Tuesday, October 3 – Round Five, 11:30-12:30 pm

SESSION GM266:

Safety & Security Training Requirements and Compliance

This session will provide an overview of current safety and security training requirements for federal and commercial mailrooms. This is a facilitated discussion on general training requirements as outlined in 41 CFR and Best Practices along with more advanced training options you may want to consider, and the various methods your mailroom can use to fulfill those needs.

Tuesday, October 3 – Round Six, 2:30-3:30 pm

SESSION GM273:

Government Mail Operations Roundtable

Join your colleagues in government mail management and discuss the critical issues facing mail operations in federal, state, and local government operations. A panel of government mailers discuss the challenges of budgets, customer satisfaction, staff training, and regulation compliance in this fast moving presentation.

Tuesday, October 3 – Round Seven, 3:45-4:45 pm

SESSION GM380:

Infrastructure Protection & Mailroom Security

This session will provide you with information regarding physical security pertaining to mail distribution centers, protection given to the handling and transportation of high value mail matter, and the protection of mailrooms from threats and theft. The US Postal Inspection Service enforces the laws that defend the nation's mail system from illegal or dangerous use and ensures public trust in the mail. Instructor: U.S. Postal Inspection Service

Wednesday, October 4 – Round Eight, 9:40-10:40 am

SESSION GM391:

Why You Need TNT in Your Government Mail Center

Learn the importance of "Training and Teamwork" in your Mail Center. Discuss techniques for strengthening your mail services support staff, fostering a positive and productive work environment, and participate in an interactive session with team building exercises!

Wednesday, October 4 – Round Nine, 10:50-11:50 am

SESSION GM402:

Managing a Multi-Generational Workforce

We all deal with multiple generations in the workforce. Today's logistics industry (printing, mailing and shipping) is made up of members of every generation, each of whom are influenced and empowered by different motives and different styles of management. In some cases the generations use the English language in different ways. Even from a peer-to-peer perspective, working with various generations poses many challenges. Join this fun, open discussion on understanding the generations and how to manage

and operate effectively in the new millennium of today's workforce.

Wednesday, October 4 – Round Ten, 12:15-1:15 pm

Professional Development Sessions

SESSION PD112:

The Value of Staying Connected

NETWORK... What is a network? Why is it important? Whether you are an introvert, extrovert or just want to learn more about the true meaning of a professional network this session will leave you with many insights into the true value that a professional network can provide. Networking is the art of utilizing relationships with people to help you personally and professionally. This session will cover various areas of networking and their value. It will leave you re-charged and ready to take on the world!

Monday, October 2 – Round One, 2:15-3:15 pm

SESSION PD129:

What is Your Voice in the Company? Community vs Global

In the world of mail, we speak mail easily, however; what is the customer's understanding. This class will help you to navigate towards a global tone instead of community tone that only you and your staff understand. Let's get the customer on the playing field of mail.

Monday, October 2 – Round Two, 3:30-4:30 pm

SESSION PD251:

From Stress to Success

Stress is a natural reaction of the body to any demand (pleasant or unpleasant) placed upon it. In this session we will discuss "good" vs. "bad" stress. Participants will learn how to identify your body's response to stress, and ways to cope with stress. You will also leave with a Personal Stress Management Plan.

Tuesday, October 3 – Round Five, 11:30-12:30 pm

SESSION PD277:

Network Like a Superhero

Networking is an art form that anyone can learn, develop, and master, from the most gregarious extrovert to the more reserved introvert – it's all about crafting and embracing your own style! Discover tips and techniques to make the most of formal and informal "schmoozing" events,

break through the barriers of that first introduction, and follow up like a pro. Learn to read body language, apply key lead-in techniques, and create comfortable and meaningful interactions that will grow your professional and personal networks.

Tuesday, October 3 – Round Seven, 3:45-4:45 pm

SESSION PD398:

Blink: How Do You Make Decisions

This class is an introductory look, based on the Malcolm Gladwell book *Blink*, into the mental processes that work rapidly and automatically from relatively little information. We will explore how the idea of “thin slicing” suggests that spontaneous decisions are often as good as—or even better than—carefully planned and considered ones and that intuitive judgment is developed by experience, training, and knowledge. Also, we will discuss how sometimes having too much information can interfere with the accuracy of a judgment.

Wednesday, October 4 – Round Nine, 10:50-11:50 am

SESSION PD415:

Mastering the Art of Body Language

Nonverbal communication can not only help you be more effective in your business dealings, but it can also give you an added edge above competitors. Many times we think about what we are going to say, but often we do not consider how we say something, both with our tone and our body. During the interactive class, we will discover how the three parts of communication combine to give your audience the true message and how one can read and interpret the universal signs others unconsciously portray.

Wednesday, October 4 – Round Eleven, 1:30-2:30 pm

Incoming Delivery & Distribution Sessions

SESSION DD138:

Mail Center Management: Managing the “Bulk Mail”

Learn Tips & Techniques to manage the volumes of incoming bulk business mail inbound to many corporations mailroom operations.

Monday, October 2 – Round Three, 4:45-5:45 pm

SESSION DD269:

Cost Savings Ideas to Beat Your Budget

Learn key cost savings techniques that will help you beat your budget. This session covers: tracking mail center volumes, task-to-employee work-charts, definition of service performance standards and more. You will learn “best practices” that will help you shape your Mail Center into a lean, mean, efficient machine.

Tuesday, October 3 – Round Six, 2:30-3:30 pm

SESSION DD272:

Leveraging Technology for the 21st Century Mail Center

Just a few short years ago mail rooms were still tracking packages by hand as a demand of the mail centers develop so of the package tracking system that helps support them attend this workshop and learn how universities and colleges moved from tracking packages by hand to implementing a large-scale package tracking and locker system complete with address forwarding and virtual mailboxes.

Tuesday, October 3 – Round Seven, 3:45-4:45 pm

SESSION DD385:

Justifying a Hub/Spoke Concept

The session will help you justify a Hub/Spoke mail center environment. Includes aspects such as a cost justification, security enhancements, value add benefits and even cost savings that can be achieved. Included will be an example of a business case to show Service Level Agreements and actual labor savings.

Wednesday, October 4 – Round Eight, 9:40-10:40 am

SESSION DD390:

Design Basics for an Effective Mail & Distribution Center

Identifies the essential design steps and analysis necessary in order to create an efficient mail and parcels distribution center for your corporation or university. Addresses ongoing impacts of cultural expectations and needs, security, and business realities in today's world to show how to understand and leverage these change variables to optimize workflow efficiency and client satisfaction.

Wednesday, October 4 – Round Nine, 10:50-11:50 am

SESSION DD406:

Tips for Cutting Shipping Costs

Are you getting the best rates for your shipping services? Or is the business down the road paying a lot less for the same services? The fact is businesses that do not aggressively manage their express and package shipments are losing thousands of dollars a year. Come hear this panel of experts share some little known secrets for cutting FedEx, UPS and other shipper's costs.

Wednesday, October 4 – Round Ten, 12:15-1:15 pm

Strategic Management Sessions

SESSION SM117:

Industry Certifications: It's Your Career

Are you considering going after a professional certification to increase your knowledge and enhance your career potential? Then this session is for you, as it will provide detailed information on the various mailing industry certifications programs available, the cost and how to apply/get started on earning one. Included will be a review of the application process for each and how to track industry points that may have to be earned in order to apply. And once certified, what then? How to leverage this knowledge.

Monday, October 2 – Round One, 2:15-3:15 pm

SESSION SM139:

Leadership Success at Every Level

An interactive journey into the heart of leadership where you will learn it's OK to have a little fun at work. You will learn how to establish an internal mentoring program and how leaders can utilize the simple principles behind the ABC's of leadership to become more successful.

Monday, October 2 – Round Three, 4:45-5:45 pm

SESSION SM240:

Supercharge Your Career!

In the world of social media, we tend to forget how to leverage those platforms in the manner to skyrocket our careers, resources, etc. Come and discover how we can navigate towards a field of dreams.

Tuesday, October 3 – Round Four, 10:15-11:15 am

SESSION SM254:

Bringing Accountability, Credibility & Professionalism to Your Mail Center

A Mail Center operation performs the impossible on a daily basis. Other people and departments poor planning becomes the Mail Center's emergency; how do you handle this? Do you respond irrationally, having to apologize later or do you take the high road and be a true professional. This session details specifics and responses that will allow you to be the ultimate professional under any circumstance. Examples and open discussions will allow participant's a full range of interactive collaboration.

Tuesday, October 3 – Round Five, 11:30-12:30 pm

SESSION SM265:

What It Takes To Earn CMDSM, CMDSS and MDC Certification

Are you ready to take your career to the next level? Certification is the key. The session begins with a brief discussion of the Mailpiece Design Consultant (MDC) certification program. It continues by outlining the requirements and procedures mail center managers or suppliers can follow to earn their professional credentials. This course is a must for those seeking to achieve the highest professional standard in the industry Certified Mail and Distribution Systems Manager, (CMDSM) and Certified Mail and Distribution Systems Supplier, (CMDSS). The requirements of recertification will also be covered in this session.

Tuesday, October 3 – Round Six, 2:30-3:30 pm

SESSION SM392:

How to Optimize Your Mail Center Spend

Did you know that mail could account for more than 9% of a Fortune 500's operating cost? In this session you will learn how to efficiently and effectively manage your mailroom workflows to ensure you stay within your budget. Topics to be covered include: production schedules/efficiencies, quality control, mailpiece basics, working with your service provider, data processing issues and how to put it all together.

Wednesday, October 4 – Round Nine, 10:50-11:50 am

SESSION SM418:

Service Levels and Key Performance Indicators (KPI's)

How do you manage vendor performance for mail services? What tools do you have in place, what options are available to you as a leader and what makes the most sense for your organization. How do you determine what Service Levels should be and what Key Performance Indicators (KPI's) you should measure? The session will provide some simple guidelines, service levels, and KPI's.

Monday, October 2 - Round Three, 4:45-5:45 pm

Art of Mail Communications Sessions

SESSIONS MC116:

Digital Intake: Transformation of the Mail Center

This course will take a futuristic look into technology and provide attendees with a view into the next phase for digital workflow. Included will be a review of intuitive software process that transports an image through digitization and directs into a process workflow.

Monday, October 2 - Round One, 2:15-3:15 pm

SESSIONS MC123:

Paper vs. Digital: What is Best for You?

This session will explore the pros and cons of digital mail including Web Presentment, drop boxes and email. They all have their place, but how will you adapt to support the desires of your customers? In 2017 we are all faced with the challenges in the way customers want to interact with us. Some call in Omni-Channel, others Multi-channel but the fact remains, there is a decrease in paper transactional mail. This session is geared for end users as well as service bureaus that are mailing transactional documents to their customers.

Monday, October 2 - Round Two, 3:30-4:30 pm

SESSIONS MC264:

Anatomy of a Great Mailer

Preparing and delivering effective direct mailers is not an advanced science, but it does require thought, preparation and effort. While is not a regimented set of exact procedure for effective

direct mail campaigns, there are specific sound procedures and address standard which should be followed. In this session you will learn best habits and techniques for successful direct mail and how you can achieve them.

Tuesday, October 3 - Round Six, 2:30-3:30 pm

SESSIONS MC271:

Fusion of Physical & Digital for Maximum Multichannel Results

An enterprise B2B company doubled their campaign results by adding mobile advertising to their direct mail campaign. Learn how to integrate direct mail and mobile advertising for maximum multichannel campaign response. An understanding of the technology and tools used as well as details of this case study will be discussed.

Tuesday, October 3 - Round Seven, 3:45-4:45 pm

SESSIONS MC397:

From the Yellow Legal Pad to the USPS: The Life and Times of a Document

This session follows the processes and steps for a monthly letter hand written on a legal pad, that is then mass produced through an automated document factory then to the USPS for delivery. In this session you will receive step by step information on what you need to know and how to get started.

Wednesday, October 4 - Round Nine, 10:50-11:50 am

SESSIONS MC408:

Communication During a Time of Change

Work place changes are inevitable and unless properly managed on all levels, can result in rocky seas for an organization. Developing an effective communication plan founded in transparency and understanding is a key element to navigating a successful organizational change. Learn techniques to clearly deliver the details about the change, the impacts and benefits, challenges and resolutions, tailoring the messages to best communicate the news to all employees company wide. Discuss real life examples as they relate to physical work location changes, workflow adjustments, staffing level increases and decreases, and benefit plan modifications.

Wednesday, October 4 - Round Ten, 12:15-1:15 pm

SESSIONS MC410:

Document Printing TCO's: Comparing Apples, to Oranges, to Pears

How do you compare TCO's to choose between cut sheet laser printing, continuous feed laser printing, cut sheet ink jet printing, or continuous feed ink jet printing between multiple vendors? Come and learn how one company did it.

Wednesday, October 4 - Round Eleven, 1:30-2:30 pm

College/ University & Non Profit Mail Management

SESSION CU114:

Excellent Customer Service: Who You Gonna Call?

Define the last time you received truly great customer service? Does quality customer service exist anymore? This discussion will examine Customer Service as a global exercise. What we encounter every day now, how we arrived at this level of or lack of customer service and how to improve it to stellar levels at our own sites and within our operations, with or without support. "Please hold". I know you want to speak to a representative but I am sure I can help you. Let's create positive solutions together.

Monday, October 2 - Round One, 2:15-3:15 pm

SESSION CU122:

Managing Change in a Constantly Changing World

Change happens all around us. Understanding how to manage change within your organization can help you and your teams to successfully overcome the challenges of transition. This session will engage participants in interactive discussion to walk through change you may be facing today and tomorrow.

Monday, October 2 - Round Two, 3:30-4:30 pm

SESSION CU248:

Issues In Printing & Mailing In Colleges/Universities

This roundtable reviews the technologies and strategies being

used in the College & University environment to print and process mail with an eye on saving money and improving processes.

Tuesday, October 3 - Round Four, 10:15-11:15 am

SESSION CU256:

How to Unify Your Campus Logistics & Processes

This workshop will address the many tools and features tracking systems offer in order to manage the logistics across a corporate, government or university campus. There are many challenges of automating any supply chain. Increasing purchase order/package volumes, misrouted items, lack of accountability, many supply and shipment requests, high call volume and more frequent delivery expectations are just a few of the common challenges a supply chain might face. Learn how your company can utilize built-in tools, such as service request forms, dispatch screen, and client service portal within a tracking system to automate their entire supply chain.

Tuesday, October 3 - Round Five, 11:30-12:30 pm

SESSION CU405:

Challenges In Managing The College & University Mail Center

Come and join your colleagues and share war stories about running mail, distribution and support services departments in colleges and universities. This course will offer answers on topics that include selecting equipment, installing work measurements, managing staff and overcoming space restrictions.

Wednesday, October 4 - Round Ten, 12:15-1:15 pm

SESSION CU411:

College & University Workshop: Issues & Answers

Come join this panel of industry veterans as they share with you their secrets for saving money and improving departmental services. Learn how the communications you provide to your campus community is critical to your department's success and see the benefits of developing and establishing training seminars & workshops for your customers.

Wednesday, October 4 - Round Eleven, 1:30-2:30 pm

Office & Support Services Sessions

SESSION OS113:

Managing an Outsourced Mail Center

Session will give you concrete ideas you can take back to your office on how to better manage an Outsourced Mail Center. 1) Time-tested techniques for managing a mail center after it was outsourced; 2) Ideas for establishing key performance indicators and service levels; 3) Matrix documents and tools for improving and tracking performance.

Monday, October 2 – Round One, 2:15-3:15 pm

SESSION OS124:

Managing Change When Everything Needs to Change

This session will provide the skills necessary to implement a detailed and successful cross-training plan involving Print, Media and Mail Center staffing. Discover the benefits of cross-trained departmental staff, equipment and software programs. Eliminate repetitive functions and improve efficiency across all departments. We will also discuss the benefits of re-branding your operation and implementing new color coded mail processes to improve delivery, internal accountability and security.

Monday, October 2 – Round Two, 3:30-4:30 pm

SESSION OS240:

From Mail Services to Business Support Services

In many organizations, the Mail Services team becomes a 'catch all' for functions that fall outside of mail services. We will discuss some of the challenges that are faced for functions that are not business critical or core competencies and give you direction in consolidating functions under one organization.

Tuesday, October 3 – Round Four, 10:15-11:15 am

SESSION OS252:

Data Quality and E-commerce Returns

This session explores how e-commerce returns represent significant costs for eTailers. You will learn what the impact is

for e-commerce Companies and how easy it is to take control of the problem to improve the bottom line as well as increase customer satisfaction and brand reputation. In this session, you will see how a top e-commerce Company identified a near-term opportunity to reduce returns by 36% through Data Quality.

Tuesday, October 3 – Round Five, 11:30-12:30 pm

SESSION OS275:

Outsource Compliance & Control

Companies will always look for ways to execute the mission better, faster, and more cost effectively and looking outside the company is a part of that process. If the decision is then made to outsource business processes, you cannot lose control, it is an extension of your business and you must remain engaged.

Tuesday, October 3 – Round Seven, 3:45-4:45 pm

SESSION OS386:

Mail Ops. 101: Gateway to Company Communications

A mail center operation has, is, and will always be the gateway to any company's successful communication's plan. This includes internal and external communications, mailpiece designs, postage allocations, workflow efficiencies, and the starting point for any and all departments. When it comes to generating communications and correspondence dealing with your company's overall communications strategy, strategic business plan and financial stability the Mail Center should be involved. This session will help you establish the mail center in becoming or expanding the gateway for communication throughout your organization.

Wednesday, October 4 – Round Eight, 9:40-10:40 am

SESSION OS407:

The Ins-and-Outs of Outsourcing and Insourcing

Just hearing the O-word word can produce fear in the hearts of many College/University managers. Is outsourcing a good or bad decision for my organization? What will happen to my job if operation is outsourced? Insights on these questions will be provided as well as discussion on the different products and services that your operation may be able to utilize to improve the services you currently provide.

Wednesday, October 4 – Round Ten, 12:15-1:15 pm

CONFERENCE AGENDA

MONDAY, October 2, 2017

8:00am-1:00pm CMDSM/CMDSS Review & Exam

8:00am-7:00pm Mail Design Consultant (MDC) Review & Exam

12:00-6:00pm Convention Registration Hours

1:00-2:00pm Conference Kickoff & Delegate Orientation

2:15-3:15pm Sessions Round One:

LD111: Managing a High Volume Mail Production Environment
GM115: Government Mail: Issues & Solutions
PR110: Enterprise Postal Strategies
OS113: Managing an Outsourced Mail Center
CU114: Excellent Customer Service: Who You Gonna Call?
PD112: The Value of Staying Connected
MC116: Digital Intake: Transformation of the Mail Center
SM117: Industry Certifications: It's Your Career

3:30-4:30pm Sessions Round Two:

MS121: Reinventing Site Logistics for the "Agile" Workplace
SS126: Detect and Protect: Mail Screening for All Budgets
PM128: International Addressing Requirements for Capturing/Printing non-U.S. Addresses
PR125: MailPiece Design: Ensure Your Mail Meet USPS Requirements
OS124: Managing Change When Everything Needs to Change
CU122: Managing Change in a Constantly Changing World
PD129: What is Your Voice in the Company? Community vs. Global
MC123: Paper vs. Digital: What is Best for You?

4:45-5:45pm Sessions Round Three:

MS137: Creating a Mail/Delivery Services Operations Guide
SS133: Paranoid Persuasion: Understanding and Overcoming Our Addiction to Anthrax
PM130: Informed Delivery Update
LD135: Rock Star Management
PR132: Undocumented Mail Pieces
SM139: Leadership Success at Every Level
DD138: Mail Center Management: Managing the "Bulk Mail"

6:00-7:30pm Ice-Breaker Reception

Continued on next page

CONFERENCE AGENDA CONTINUED

TUESDAY, October 3, 2017

10:15-11:15am Sessions Round Four:

MS244: Measuring Mail Workflow: A Must!
SS245: Security Forum: Identifying Essential Training for Mail and Admin Personnel
PM246: Tips for Effectively Working With the USPS
LD247: Leadership Training for Supervisors & Managers
PR249: Address Quality & Data Management Workshop
OS240: From Mail Services to Business Support Services
CU248: Issues In Printing & Mailing In Colleges/Universities
SM240: Supercharge Your Career!

11:30-12:30pm Sessions Round Five:

MS258: Challenges of Managing the Small/Mid-Size Operation
SS259: Effective X-Ray Options: What's Out There
PM255: NCOALink — Finding The Right Vendor At The Right Price
LD250: Mystery Solved! Cracking the Case on Productivity
GM257: How to Excel and Thrive in a Changing Workplace
OS252: Data Quality and E-commerce Returns
CU256: How to Unify Your Campus Logistics & Processes
PD251: From Stress to Success
SM254: Bringing Accountability, Credibility & Professionalism to Your Mail Center

12:30-2:15pm Leadership Awards & Keynote Luncheon: The Future of Physical Mail, Presented by Tony Kuchta

2:30-3:30pm Sessions Round Six:

MS260: Mail Services: Can You Survive?
SS261: Innovations in Personnel Safety
PM262: Taking the Mystery Out of International Mailing
LD263: Training for Success
GM266: Safety & Security Training Requirements
PR267: Full Service & Mailer's Scorecard
MC264: Anatomy of a Great Mailer
SM265: What It Takes To Earn CMDSM, CMDSS and MDC Certification
DD269: Cost Savings Ideas to Beat Your Budget

3:45-4:45pm Sessions Round Seven:

MS279: Lowering The Costs Of Your Mail Center Operations
SS270: How to Protect Employees and Customers from Mail Threats
LD278: Manager vs. Leader
GM273: Government Mail Operations Roundtable
OS275: Outsource Compliance & Control
PD277: Network Like a Superhero
MC271: Fusion of Physical & Digital for Maximum Multichannel Results
DD272: Leveraging Technology for the 21st Century Mail Center

WEDNESDAY, October 4, 2017

7:30am-4:00pm Conference Registration Hours

7:30-8:30am Continental Breakfast

8:30-9:30 am Morning Keynote: Security 2017 Presented by Sally Pfabe and Marshall "Keith" James

9:40-10:40am Sessions Round Eight:

MS383: Graduated Discipline
SS388: Security 2017: Mail & Package Screening
PM384: Are You Claiming the Best Postage Rate?
LD382: Can You Discipline Without Punishment
PR381: Seamless Acceptance
OS386: Mail Ops. 101: Gateway to Company Communications
DD385: Justifying a Hub/Spoke Concept
GM380: Infrastructure Protection & Mailroom Security

10:50-11:50am Sessions Round Nine:

MS395: The Many Facets of Mail Center Management
PM399: Rules & Regulations for First Class Bulk, Periodical & Standard Mail
LD396: Mail Communications Manager: The Corporate Consultant
GM391: Why You Need TNT in Your Gov't Mail Center
PR394: PostalOne: Roadmaps and Updates
PD398: Blink: How Do You Make Decisions
MC397: From the Yellow Legal Pad to the USPS: The Life and Times of a Document
SM392: How to Optimize Your Mail Center Spend
DD390: Design Basics for a Mail & Distribution Center

11:45-12:15pm Energy Break Networking Center

12:15-1:15pm Sessions Round Ten:

MS400: Sharpen Your Mail Expertise
PM401: The Easiest Way to Save
LD404: Building Your Mail Center's Brand
GM402: Managing a Multi-Generational Workforce
PR403: eInduction: Simplifying Drop Shipping
OS407: The Ins-and-Outs of Outsourcing and Insourcing
CU405: Challenges In Managing The CU Mail Center
MC408: Communication During a Time of Change
DD406: Tips for Cutting Shipping Costs

1:30-2:30pm Sessions Round Eleven:

SS414: Using Canines to "Sniff Out" Security Risks
PM413: Everything You Need to Know About Postage
CU411: College & University Workshop: Issues/Answers
PD415: Mastering the Art of Body Language
MC410: Document Printing TCO's
SM418: Service Levels and Key Performance Indicators

2:30pm Post-Conference Wrap-up & Farewell Salute

Registration Form

INSTRUCTIONS: Complete this form and return with your check, credit card, or purchase order information. Send to:

**Registration Dept., MAILCOM, POB 451,
Brigantine, NJ 08203-0451**

You can fax the registration form to 609-264-0120.
Or, register online at www.mailcom.org.

Questions? Call the Registration Desk at 609-264-0120.

DELEGATE INFORMATION

FIRST NAME _____

LAST NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY STATE ZIP _____

PHONE _____

EMAIL _____

ADDITIONAL NAME _____

ADDITIONAL EMAIL _____

CONFERENCE ENROLLMENT

Enrollment includes entry to all seminars/keynotes/ meals and supporting documentation as well as a certificate signifying completion of the conference.

Full Conference Enrollment

Regular Full Rate \$945

Group Rates Full Conference

(2+ Same Co./per person)

Regular Group Rate \$845

(4+ Same Co./per person)

Regular Large Group \$795

Two & One Day Enrollments

Two-Day: Monday-Tuesday \$695

Two-Day: Tuesday-Wednesday \$695

One-Day: Monday Only \$395

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Hotel Accommodations

You will be amazed at MAILCOM's Las Vegas address – an all-suites hotel that is ideal for professional conferences. Last year's attendees raved about the facility.

Tuscany Suites Hotel Room Rates are \$69.00 (Sunday thru Thursday) and \$129.00 (Friday & Saturday).

Register online at www.mailcom.org

