MAILCOM

2018

PHILADELPHIA

APRIL 9-11, 2018 ✳ PENNSYLVANIA CONVENTION CENTER ✳ www.mailcom.org

Welcome

Plug Into Tomorrow At MAILCOM ’18!

Mail and distribution remain a cornerstone of business operations. Even in the digital age, companies rely on these physical aspects to market, support and fulfill customer interactions. ***But how companies manage them is changing,*** with unlimited opportunities for faster, cheaper and more accountable operations.

Welcome to MAILCOM '18, where over the next three days you will learn how to plug into the future and cut costs to improve your services. This Conference Program includes session descriptions and conference agenda. **If you have a question, stop by Convention Registration on the Exhibition Level.**

We hope you enjoy our 38th annual convention!

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

Management Certificates & Educational Tracks

These following educational tracks will be offered and attendees can earn a management certificate in two, which can be applied as credits towards MCOM certification.

- ▲ Mail Systems Management Seminars
- ▲ Printing & Digital Document Management
- ▲ Address/Data Management Seminars
- ▲ Leadership & Staff Development Seminars
- ▲ Security 2018 Seminars
- ▲ USPS Training Workshops/Full Service
- ▲ Postal Mail Management Seminars
- ▲ Shipping & Distribution Seminars
- ▲ College & University Seminars
- ▲ Government Mail Management Seminars
- ▲ International Mail Seminars
- ▲ Professional Development Seminars
- ▲ Strategic Management Seminars
- ▲ Production Inkjet Printing Seminars

Thank you to our sponsoring exhibitors:

SCLogic™

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Modular Millwork® Sustainable Workroom designs.

MSMA Mail Systems Management Association

MAIL: The Journal of Communication Distribution

MAILCOM '18 Agenda

Monday ✶ April 9

9:00-1:00pm CMDSM/CMDSS Exam (visit www.msmanational.org for details)

9:00-1:00pm Mail Design Consultant Program & Exam (visit www.msmanationa.org for details)

12:00-6:00pm Registration Hours

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

2:00-3:00pm Seminars Round One

MS504: Lowering the Costs of Your Mail Center Operations

PT601: Digital Intake: Transformation of the Mail Center

SS305: Preventing Violence in the Workplace

SD107: eInduction: Simplifying Drop Shipping

GM107: Infrastructure Protection & Mail Center Security

IM504: Int'l Addressing Requirements for Capturing/Printing non-U.S. Addresses

PP301: Network Like a Superhero

SM103: How to Optimize Your Mail Center Spend

3:15-4:15pm Seminars Round Two

AM701: Enterprise Postal Strategies

LD602: Rock Star Management

SS902: How to Protect Employees and Facility from Mail Threats

US107: Anatomy of a Great Mailer

SD203: The Power of Postal Partnerships!

SM407: All About Dealing With the USPS

PI303: Document Printing TCO's: Comparing Apples, to Oranges, to Pears

4:30-5:30pm Seminars Round Three

MS301: Reinvent & Rebrand What You Are Doing: AAFP Case Study

PT509: Paper vs. Digital: What is Best for You?

SS901: Security Forum: Identifying Essential Training for Mail and Admin Personnel

US603: M&Ms. Mailing and Marketing are Better Together!

PM604: Are You Claiming the Best Postage Rate?

CU304: What is Your Voice in the Company? Community vs Global

GM501: Mail Communications Manager: The Corporate Consultant

IM402: Using Technology to Reduce International Mail Costs

5:30-7:00pm Welcoming Reception

Tuesday ✶ April 10

7:00am-5:00pm Registration Hours

7:30-9:45am Continental Breakfast & Keynote Presentation: *The Future of Paper & Print*

Presented by, Daniel Dejan, ETC Print & Creative Manager, Sappi North America

Educator, designer, mentor and lover of all things graphic arts, Daniel Dejan has been an evangelist for the power of paper and print for the span of his career. He is the face of the etc (education-training- consulting) Group at Sappi Fine Paper North America and brings to MAILCOM over 40 years of

industry experience. His presentation looks at the print and digital worlds and their merger to create new communications technology.

10:00-11:00am Workshops

WKSP1: Engaging Mail in the 21st Century

WKSP2: Today's Workshare and Beyond: The Benefits of Outsourcing and Co-Everything!

WKSP3: Carpe Diem! Time to Transform Your Enterprise Mail Operations into a Customer Communications Center of Excellence

10:00-4:00pm Exhibition Hours

11:15-12:15pm Seminars Round Four

MS603: Tips for Effectively Working With the USPS

AM109: Beyond Address Quality: How to Enhance Targeted Marketing Data

LD901: Excellent Customer Service: Who You Gonna Call?

SD401: Need a Way To Manage Your Outgoing Mail?

GM402: Bringing Accountability, Credibility & Professionalism to Your Mail Center

IM301: Mailing to Canada: Removing the Mystery

PP101: Industry Certifications: It's Your Career

PI203: What is Production Inkjet Printing, and Why Implement It in Your Print Shop

12:30-2:00pm Annual Leadership Luncheon & Keynote Presentations & Lunch: *Making Sense of the New Postal Regulations*

Presented by, Mike Plunkett, President & CEO, the Association for Postal Commerce

The Postal Regulatory Commission has proposed sweeping changes to postal regulations. The new rules could have a profound impact on the Postal Service and the entire mailing industry. This session will detail how the new system could impact postage rates.

2:15-3:15pm Seminars Round Five

MS201: The Easiest Way to Save Is With Return Mail

PT401: Bridging the Gap Between Direct & Digital Mail

US201: Undocumented Mail Pieces

PM501: From the Writing Pad to the USPS: The Life and Times of a Document

CU405: Your In-building Logistics Platform

GM203: Understanding Next Generation Delivery Services (NGDS)

PP202: Mastering the Art of Body Language

SM502: Managing a High Volume Mail Production Environment

3:30-4:30pm Seminars Round Six

PT704: Efficient or Ineffective? Which One Defines Your Operation?

AM501: When Dirty Data Gets You Down: Garbage In = Garbage Out

LD509: Graduated Discipline

SS606: Paranoid Persuasion: Overcoming Our Addiction to Anthrax

US501: Informed Visibility: Knowing Where Your Mail

SD501: Stop Wasting Visibility & Start Saving

IM209: International Shipping with the United States Postal Service

SM602: Social Media 101

4:45-5:45pm Seminars Round Seven

MS402: Reinventing Site Logistics for the Agile Workplace

LD107: Trident Leadership

SS109: How to Identify & Handle Suspicious Mail

US404: Seamless Acceptance

PM701: PS Forms: How To Manage Them Like a Pro

CU109: Sharpen Your Mail Expertise

PP409: Gaining Maximum Productivity Based on Personality Type

Wednesday
April 11

7:00am-5:00pm Registration Hours

7:30-9:30am Breakfast & Keynote Presentation: *Embrace Technology or Be Left Behind*

Presented by, Rich Gebbie, CEO, Midwest Direct

There are two roads mail service providers can go down. The first is fully embracing modern technology and using it to its maximum potential. The second is doing the job the old-fashioned way. One will lead to higher- quality mailings and increased profitability, and one will lead to ruin.

10:00-3:00pm Exhibition Hours

9:45-10:45am Seminars Round Eight

AM401: Address Quality & Data Management Workshop

LD701: Developing Leadership Skills

US303: Full Service & MailerÕs Scorecard

PM109: How To Transform Your Mailing Processes

GM602: Security Training Compliance for Government Mailers & Shippers

IM601: Taking the Mystery Out of International Mailing

PP703: How to Earn a CMDSM, CMDSS or MDC Certification

SM201: Can You Discipline Without Punishment?

11:00-1:00pm Feature Presentations & Lunch

11-00-11:50am: - PM309: Informed Delivery: Daily Emailed Pictures of Mail Delivered - USPS

11:50-12:10pm - Lunch

12:10-1:00pm - PI501: Differentiate Your Print Service Business with Paper to Pixel Solutions -- Presented by, Jane Nerf, Product Marketing, Canon Solutions America and Sarah Mannone, Vice President of Client Services, Trekk

1:10-2:00pm Seminars Round Nine

MS707: Creating a Mail/Delivery Services Operations Guide

LD401: Leadership Training for Supervisors & Managers

SS501: Mail & Package Screening Solutions At State of Colorado

PM809: Choosing the Best Move Update Method for Your Mail

CU103: College & University Roundtable

GM705: Best Practices of High Performing Print Shops

PP801: How to Excel and Thrive in a Changing Workplace

SM302: Design Basics Design for an Effective Mail & Distribution Center

2:10-3:00pm Seminars Round Ten

PT307: Outsource Compliance & Control

AM605: The Importance of Mailpiece Design

LD209: Manager vs Leader

SS203: Mail Security: Physical, Personal, and Digital Solutions

US701: Rules & Regulations for First Class Bulk, Periodical & Standard Mail

SD603: Cost Savings Ideas to Beat Your Budget

IM701: Customer Data: Your Greatest Tool or Hindrance?

PI601: Production Inkjet Vendor & Tech Options

3:10-4:00-pm Seminars Round Eleven

MS801: Mail Systems Management: Building a Foundation for Success

PT705: Thinking About Outsourcing Your Print Production?

SS802: Using Canines to "Sniff Out" Security Risks

PM203: Everything You Need to Know About Postage But Was Afraid to Ask

SD309: Tips for Cutting Shipping Costs

CU203: Issues In Printing & Mailing In CUs

GM309: Government Mail Roundtable

PP502: Supercharge Your Career!

✳ Mail Systems Management Seminars

MS201:

The Easiest Way to Save Is With Return Mail

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 simultaneously improving customer satisfaction and compliance. Instructor: Mark Rheaume, EXELA Technologies, Inc.

Tuesday, April 10, 2018 - Round Five, 2:15-3:15pm

MS301:

Reinvent & Rebrand What You Are Doing: AAFP Case Study

This session will take you through the process American Academy of Family Physicians used to eliminate repetitive functions and improve efficiency by merging departments and increase value-added services. We will also discuss how we re-branded our operation and got buy in from department staff, employees throughout the organization, and our executive team. Also, learn how we launched a successful cross-training program as well as a new outgoing mail process. Shawn Parkison, Digital Center Manager, American Academy of Family Physicians

Monday, April 9, 2018 - Round Three, 4:30-5:30pm

MS402:

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. Instructor: Arne Chardukian, IOPC MultiSort Mail and Parcels Solutions

Tuesday, April 10, 2018 - Round Seven, 4:45-5:45pm

MS504:

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. Instructor: David Day, EDP, Senior Architect and Engineer, Solimar Systems, Inc.

Monday, April 9, 2018 - Round One, 2:00-3:00PM

MS603:

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. Instructor: Jud Thurman, CMDSM, CMDSS, Gospel Minutes Publications.

Tuesday, April 10, 2018 - Round Four, 11:15am-12:15pm

MS707:

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. Instructor: Joe Freeman, CMDSM, MDC, MDP, Canon Business Process Services, Inc.

Wednesday, April 11, 2018 - Round Nine, 1:10-2:00pm

MS801:

Mail Systems Management: Building a Foundation for Success

This interactive session will review all aspects of mail management and provide step-by-step information for creating a framework for managing your organization s mail/distribution operations. Helpful tips to show you how to

improve your management skills and continue on the road to being successful in this fast paced and rapidly changing environment. Come and learn the importance of taking a fresh look at your operation. Instructors: Willie Coleman, CMDSM, EMCM and John Parker, EMCM

Wednesday, April 11, 2018 - Round Eleven, 3:10-4:00pm

✳ Printing & Digital Document Management

PT307:

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. Instructor: Darlene Handy, CMDSM, LSSGB, MDC, Universal American

Wednesday, April 11, 2018 - Round Ten 2:10-3:00pm

PT401:

Bridging the Gap Between Direct & Digital Mail

The United States Postal Service revealed that between 2010 and 2014 it experienced a loss of 15.5 billion pieces in total mail volume. On the other hand, the average person spends an average of 50 minutes per day on Facebook- these are clear indicators that more than ever, we need to adapt to today s online marketing demands to keep direct mail marketing relevant and growing. With so many new products available in the industry such as social media marketing, SMS advertising, etc. integrating them to your company can be overwhelming, costly and time-consuming. This session will address how to effectively select which are the best digital integration solutions you can start offering with your business model immediately and show you EXACTLY how a printing company increased their revenue by $1.2 million during their first year of digital integration. Instructor: Erica Switzer, VP of Partner Relations, DirectMail2.0

Tuesday, April 10, 2018 - Round Five, 2:15-3:15pm

PT509:

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 2018 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. Instructor: David Day, EDP, Senior Architect and Engineer, Solimar Systems, Inc.

Monday, April 9, 2018 - Round Three, 4:30-5:30pm

PT601:

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. Instructor: Joe Freeman, CMDSM, Canon Business Process Services, Inc.

Monday, April 9, 2018 - Round One, 2:00-3:00PM

PT704:

Efficient or Ineffective? Which One Defines Your Operation?

Vendors are AMAZED by the amount of work our digital print & mail center produces. Find out what we are doing and how you can implement some of the strategies we utilize. Learn ways to identify what works, move away from those that don t and implement the things your customers want. Instructor: Shawn Parkison, Digital Center Manager, American Academy of Family Physicians

Tuesday, April 10, 2018 - Round Six, 3:30-4:30pm

PT705:

Thinking About Outsourcing Your Print Production?

Hear from the trenches the real life considerations you need to keep in mind when considering outsourcing your print production operations and the multitude of workflows, processes and functions across an enterprise that need to be involved in the decisions. Instructor: Mark Rheaume, EXELA Technologies, Inc

Wednesday, April 11, 2018 - Round Eleven, 3:10-4:00pm

Thank-you to our 2018 presenters!

MAILCOM is only possible with the contributions of our presenters and organizers (many of them pictured on the front cover). To them we extend our thanks!

✶ Address/Data Management Seminars

AM109:

Beyond Address Quality: How to Enhance Targeted Marketing Data

In direct marketing, high response rates are the metric that means your campaign is a success. Advertising via mail allows you to send a tangible and targeted message to a tailored list of contacts and prospects, preventing that message from getting lost in the noise that can be associated with other routes such as the internet and email. This session will talk about the various data sources and techniques beyond address correction that are available to you to better refine your mailing lists and focus in on reaching your ideal customer. Instructor: Christine Erna, EXELA Technologies, Inc.

Tuesday, April 10, 2018 - Round Four, 11:15am-12:15pm

AM401:

Address Quality & Data Management Workshop

There are multiple products and services available to the mailing industry that help to minimize Undeliverable As Addressed (UAA) mail. Are you using any of them and are you sure it s the best option for your needs? Learn about the best practices used by mailers that have proven success in reaching their intended audience and reducing their UAA mail.

Wednesday, April 11, 2018 - Round Eight, 9:45-10:45am

AM501:

When Dirty Data Gets You Down: Garbage In = Garbage Out

Unless it is from your client (or IT department) who swears it is the best data you have ever seen. Practically perfect in every way. Then what? Do you send it back or spend hours trying to fix it yourself? Take a tour of the inner city of addressing. From entry errors to questionable queries to droves of duplicates, be introduced to the bad records that ruin good data. Learn proactive ways to avoid creating these issues and best practices for dealing with the ones that make it through. Get ready for some fun as we get that dirty data clean! Instructor: Kristi Kanitz, General Manager, Flagship Software Ltd.

Tuesday, April 10, 2018 - Round Six, 3:30-4:30pm

AM605:

The Importance of Mailpiece Design

Failing to meet minimum mailing dimensions for commercial mail can bust your budget. Let's discuss the common mistakes of mailpiece design and how to avoid them. This discussion is crucial for printers and mailers as the marketing landscape of a mailpiece's competitive edge increases. The question eventually will be, who's going to pay for it? Instructor: Floyd Creecy, CMDSM, EMCM, MDC, HeiTECH Services, Inc.

Wednesday, April 11, 2018 - Round Ten 2:10-3:00pm

AM701:

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. Instructor: Mark Rheaume, EXELA Technologies, Inc.

Monday, April 9, 2018 - Round Two, 3:15-4:15pm

✶ Leadership & Staff Development Seminars

LD107:

Trident Leadership

The definition of Trident Leadership is: The Process of influencing others to accomplish a task or mission by providing purpose, direction and motivation. Are you a Supervisor/Manger or a Leader? In this session you will learn what the factors and principles of leadership are. How can you become a Leader? Find out what the different styles of leadership are, and examples of how to motivate, communicate and provide direction to your staff. Instructors: Barbara Fahy, MDC Thad Weikal, CMDSM Joe Freeman, CMDSM

Tuesday, April 10, 2018 - Round Seven, 4:45-5:45pm

LD209:

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. Instructor: Charlie Riddervold, BrightKey, Inc.

Wednesday, April 11, 2018 - Round Ten 2:10-3:00pm

LD401:

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. Instructor: Tim Kerner, CMDSM, MQC, The Millennium Group of Delaware, Inc.

Wednesday, April 11, 2018 - Round Nine, 1:10-2:00pm

LD509:

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. Instructor: Mark Hale, CMDSM, CMDSS, EMCM, MDP, MDC, OMG

Tuesday, April 10, 2018 - Round Six, 3:30-4:30pm

LD602:

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. Instructor: Paul Dreifuss, CMDSM, CBPS/ Alpha Artists Productions

Monday, April 9, 2018 - Round Two, 3:15-4:15pm

LD701:

Developing Leadership Skills

We will assist you with understanding the characteristics of a manager and a leader. Today s business leaders influence employee s decisions and assist them in reaching goals. Rather than direct and dictate, they inspire and motivate. Instructor: Floyd Creecy, CMDSM, EMCM, MDC, HeiTECH Services, Inc.

Wednesday, April 11, 2018 - Round Eight, 9:45-10:45am

LD901:

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. Instructor: Paul Dreifuss, CMDSM, MDC, CBPS/Alpha Artists Productions

Tuesday, April 10, 2018 - Round Four, 11:15am-12:15pm

✶ Security 2018 Seminars

SS109:

How to Identify & Handle Suspicious Mail

This presentation will provide attendees with the latest information on how to recognize, handle and follow proper protocols when coming into contact with a suspicious letter, parcel or substance. You will learn about the US Postal Inspection Service, the law enforcement branch of the US Postal Service, and how the Inspection Service protects the US Postal Service, its employees, infrastructure & customers. Instructor: Inspector Kevin McGovern, Postal Inspector

Tuesday, April 10, 2018 - Round Seven, 4:45-5:45pm

SS203:

Mail Security: Physical, Personal, and Digital Solutions

Explore the options for blending mail screening techniques into your mail center, from basic inspection to full scope threat detection. Learn how to set protocols for normal operating situations as well as higher threat level circumstances. Delve into the value of digital mail programs as a part of overall facility and personnel security and as a way to streamline workflow and reduce costs. Instructor: Sally Pfabe, CMDSS, MDC, EMCM, BrightKey, Inc.

Wednesday, April 11, 2018 - Round Ten 2:10-3:00pm

SS305:

Preventing Violence in the Workplace

Violence in the Workplace in the US results in over 1,000 workplace deaths each year. Learn how to safeguard your workplace, identify threats and respond to suspicious behavior and acts of violence. This powerful session will enhance your awareness and teach you how you can

safeguard your operation to reduce the risk of workplace violence. Instructor: Nick Staffieri, CMDSM

Monday, April 9, 2018 - Round One, 2:00-3:00PM

SS501:

Mail & Package Screening Solutions At State of Colorado

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. Instructor: Don Thordsen, State of Colorado

Wednesday, April 11, 2018 - Round Nine, 1:10-2:00pm

SS606:

Paranoid Persuasion: 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. Instructor: Marshall Keith James, JGW Group

Tuesday, April 10, 2018 - Round Six, 3:30-4:30pm

SS802:

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. Instructor: Buddy Eanes, Explosive Countermeasures.

Wednesday, April 11, 2018 - Round Eleven, 3:10-4:00pm

SS901:

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. Instructor: Marshall Keith James, JGW Group

Monday, April 9, 2018 - Round Three, 4:30-5:30pm

SS902:

How to Protect Employees and Facility 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. Instructor: Don Thordsen, State of Colorado

Monday, April 9, 2018 - Round Two, 3:15-4:15pm

✳ USPS Training Workshops / Full Service / Mailer's Scorecard

US107:

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. Instructor: Christine Erna, EXELA Technologies, Inc.

Monday, April 9, 2018 - Round Two, 3:15-4:15pm

US201:

Undocumented Mail Pieces

The Postal Service has 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.

Tuesday, April 10, 2018 - Round Five, 2:15-3:15pm

US303:

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.

Wednesday, April 11, 2018 - Round Eight, 9:45-10:45am

US404:

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.

Tuesday, April 10, 2018 - Round Seven, 4:45-5:45pm

US501:

Informed Visibility: Knowing Where Your Mail

The Intelligent Mail Barcode has opened up a world of information for the Postal Service and mailers, providing key data to track mail and monitor delivery. In this session you will hear the latest updates on Informed Visibility and learn the timetable for its full roll-out. Requirements for mailer participation will be reviewed as well as key dynamic benchmarks you gain about your mail as it travels in the system.

Tuesday, April 10, 2018 - Round Six, 3:30-4:30pm

US603:

M&Ms. Mailing and Marketing are Better Together!

Historically, Mailing and Marketing have worked in silos. New technologies connect Marketing and Mailing for the most successful marketing campaigns. When Marketing and Mailing collaborate, budgets are met, postage costs are optimized and marketing goals are achieved. In this session you will hear: Why Mailpiece Design is important; Mailpiece Design tips for Marketers; Marketing Tips for Mailers; Overview of Mail technologies to fuse Digital, Mobile and Physical. Join this session and learn how mailers and marketers working together increase overall campaign effectiveness! Instructor: Alison Hall, General Manager, Lineage

Monday, April 9, 2018 - Round Three, 4:30-5:30pm

US701:

Rules & Regulations for First Class Bulk, Periodical & Standard Mail

This session 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. Instructor: Marianne Houston, MDC, Gannett Publishing Services.

Wednesday, April 11, 2018 - Round Ten 2:10-3:00pm

✶ Postal Mail Management Seminars

PM109:

How To Transform Your Mailing Processes

Is it really possible to not invest more in your mailing process and save more money while realizing better results? The answer is YES! Join this session and hear how data visibility drives informed decisions. You will learn at least 5 ways to improve your competitive position by transforming your current mailing process into a more streamlined, efficient one. We will explore all levels of the mailing supply chain, sharing how others made changes that resulted in more streamlined processes and increased cost savings. Be a leader and take the reins of your business to reinvent your mailing methods. Instructor: Arlene Zisow, Vice President of Postal Affairs, Royal Alliances

Wednesday, April 11, 2018 - Round Eight, 9:45-10:45am

PM203:

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. Instructor: Christine Erna, EXELA Technologies, Inc.

Wednesday, April 11, 2018 - Round Eleven, 3:10-4:00pm

PM309:

Informed Delivery: Daily Emailed Pictures of Mail Delivered

The United State Postal Service continues to believe in the intrinsic value of hardcopy mail. With the expansion of e-commerce and the growth of digital, mail needs to be able to compete. Informed Delivery is a new innovative service from the United States Postal Service that is transforming how mail is used by bridging hardcopy mail and digital.

Informed Delivery provides residential consumers visibility into their mail, whenever, wherever they are, even while traveling. It makes mail more convenient and accessible to consumers; while increasing response rates and ad impressions for Mailers.

Wednesday, April 11, 2018, 11:00am-12:00pm

PM501:

From the Writing 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. Instructor: Thad Weikal, CMDSM, Kenneth Copeland Ministries

Tuesday, April 10, 2018 - Round Five, 2:15-3:15pm

PM604:

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 money can be saved by moving a Periodical or Automated Flat from non-machinable to machinable. Instructor: Marianne Houston, MDC, Gannett Publishing Services.

Monday, April 9, 2018 - Round Three, 4:30-5:30pm

PM701:

PS Forms: How To Manage Them Like a Pro

This class will discuss all PS forms currently in use to handle your business mailing needs for First Class, Periodical & Marketing Mail. Detailed information and discussion on frequently requested forms, how to access the most often used mailer forms and how to fill these forms out like a pro. Instructor: Marianne Houston, MDC, Gannett Publishing Services.

Tuesday, April 10, 2018 - Round Seven, 4:45-5:45pm

PM809:

Choosing the Best Move Update Method for Your Mail

NCOALink¨, ACS^a, and Ancillary Service Endorsements provide the information to maintain an up-to-date mailing list, but which one is best for the mail you send? Do you qualify for Move Update Alternative methods? Plus learn what you need to do to meet the requirements for free Full Service and Basic OneCode ACS¨ in 2018.

Wednesday, April 11, 2018 - Round Nine, 1:10-2:00pm

✳ Shipping & Distribution Seminars

SD107:

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.

Monday, April 9, 2018 - Round One, 2:00-3:00PM

SD203:

The Power of Postal Partnerships!

The growth of the E-commerce world brings many opportunities for everyone in the mailing industry -- opportunities that can help us all grow our business. This includes the benefits of strong business partnerships with the USPS. This session shows you how to grow your postal partnerships and your business.

Monday, April 9, 2018 - Round Two, 3:15-4:15pm

SD309:

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 secrets for cutting FedEx, UPS and other shipper costs.

Wednesday, April 11, 2018 - Round Eleven, 3:10-4:00pm

SD401:

Need a Way To Manage Your Outgoing Mail?

This session will show you how American Academy of Family Physicians implemented a color-coded mail system. Learn about the problems they had with their outgoing mail, the process they developed to address the issues and how the implementation was rolled out. You will learn about communicating extensive changes with production staff, employees throughout the organization and the executive team. Shawn Parkison, Digital Center Manager, American Academy of Family Physicians

Tuesday, April 10, 2018 - Round Four, 11:15am-12:15pm

SD501:

Stop Wasting Visibility & Start Saving

Now is the time to understand and apply the powerful information obtained from USPS Intelligent Mail and Informed Visibility programs. What does visibility truly mean to a mail owner? How can visibility increase response rates to your marketing campaigns or remittance programs? For mail service providers, learn how visibility enhances your ability to manage operations from inception to in-home delivery. Join this session to see how visibility can actually disrupt the norms within the mailing supply chain and reshape processes. By defining visibility, stakeholders can reduce operational costs, empower business owners, and transform the customer experience. Instructor: Arlene Zisow, Vice President of Postal Affairs, Royal Alliances

Tuesday, April 10, 2018 - Round Six, 3:30-4:30pm

SD603:

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 mailing machine. Instructor: Joe Freeman, CMDSM, MDC, MDP, Canon Business Process Services, Inc.

Wednesday, April 11, 2018 - Round Ten 2:10-3:00pm

✳ College & University Seminars

CU103:

College & University Roundtable

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. Moderated by Betsy Shortell, Harvard University

Wednesday, April 11, 2018 - Round Nine, 1:10-2:00pm

CU109:

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. Instructor: Mark Rheaume, EXELA Technologies, Inc.

Tuesday, April 10, 2018 - Round Seven, 4:45-5:45pm

CU203:

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.

Wednesday, April 11, 2018 - Round Eleven, 3:10-4:00pm

CU304:

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. Instructor: LaChelle Bynum, EMCM, Government Mailers Advisory Council/DOL

Monday, April 9, 2018 - Round Three, 4:30-5:30pm

CU405:

Your In-building Logistics Platform

A sophisticated tracking system will allow facility decision makers to implement advanced logic to streamline workflows, automate and manage workplace requests, create and display in-app analytics to measure utilization, SLA s, and performance, close the accountability gap with concrete data points, and conform to compliance regulations with role-based access, permissions, and security. This workshop will help facilities managers illustrate how they are improving not only their own department, but also supporting company wide initiatives such as increasing business service transparency, making better use of valuable resources, improving SLA standards, addressing demands for environmental sustainability, and bringing meaningful metrics to the enterprise stack. Instructor: Bruce Little, Vice President, Emerging Markets, SCLogic

Tuesday, April 10, 2018 - Round Five, 2:15-3:15pm

✳ Government Mail Management Seminars

GM107:

Infrastructure Protection & Mail Center Security

This presentation will provide attendees 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 mail centers from threats and theft. The US Postal Inspection Service, the law enforcement branch of the US Postal Service, enforces the laws that defend the nation s mail system from illegal or dangerous use; and ensures public trust in the mail. Instructor: M. Juanita Waters, MSCJ, CFE, Postal Inspector/Team Leader

Monday, April 9, 2018 - Round One, 2:00-3:00PM

GM203:

Understanding Next Generation Delivery Services (NGDS)

Next Generation Delivery Services (NGDS) is a five year contract, in which the period of performance began on 1 Oct 2017. NGDS is a mandatory use government-wide solution for small package delivery services (DOD and Federal Agencies). It is a consolidation of the following four programs: GSA s Domestic Delivery Services (DDS3), Total Delivery Services (TDS), Surface Small Package (SSPII), and Small Package Ground Tenders. NGDS provides domestic express (air) and ground delivery services up to and including 150 lbs. within the CONUS; domestic express delivery services up to and including 300 lbs. between CONUS and Alaska (AK), Hawaii (HI) and Puerto Rico (PR) and within AK, HI and PR; international express delivery for shipments up to and including 300 lbs. The three TSPs awarded under NGDS are: 1) FedEx: HTC711-17-D-C001 (Domestic and International) 2) UPS: HTC711-17-D-C003 (Domestic and International) 3) Polar/DHL: HTC711-17-D-C002 (International Only)

Tuesday, April 10, 2018 - Round Five, 2:15-3:15pm

GM309:

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.

Wednesday, April 11, 2018 - Round Eleven, 3:10-4:00pm

GM402:

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. Panel Presentation

Tuesday, April 10, 2018 - Round Four, 11:15am-12:15pm

GM501:

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. Instructor: Jud Thurman, CMDSM, CMDSS, Gospel Minutes Publications.

Monday, April 9, 2018 - Round Three, 4:30-5:30pm

GM602:

Security Training Compliance for Government Mailers & Shippers

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 used to fulfill those needs. Instructor: Marshall Keith James, JGW Group

Wednesday, April 11, 2018 - Round Eight, 9:45-10:45am

GM705:

Best Practices of High Performing Print Shops

Many printing and marketing service providers are challenged with applying best practices to improve performance. We will take a peek within the industry to see what best practices are being deployed. Instructor: Floyd Creecy, CMDSM, EMCM, MDC, HeiTECH Services, Inc.

Wednesday, April 11, 2018 - Round Nine, 1:10-2:00pm

✶ International Mail Seminars

IM209:

International Shipping with the United States Postal Service

In today's global economy, international shipping has become an increasingly larger part of the mix. In this session you'll get an overview of USPS shipping options, including details on new service offerings. We ll also cover classification issues and other helpful information to make international shipping easier and less costly. Instructor: Barry Burns Global Business, United States Postal Service

Tuesday, April 10, 2018 - Round Six, 3:30-4:30pm

IM301:

Mailing to Canada: Removing the Mystery

The Canadian market has always been important to US retailers and continues to grow. Mail is a significant part of the marketing mix, including Personalized Mail, Neighborhood Mail, and Publications Mail. Whether you are considering mailing to Canada or have been mailing for years, there is information for you. From the differences between the Canadian and US postal systems to the latest product changes and innovations, this workshop is a must for mailers entering or considering entering jobs directly into Canadian depots. Instructor: Kristi Kanitz, General Manager, Flagship Software Ltd.

Tuesday, April 10, 2018 - Round Four, 11:15am-12:15pm

IM402:

Using Technology to Reduce International Mail Costs

International mailings require numerous repetitive touch points inclusive of print, sort, bundle, and transport through to eventual delivery. Post Offices themselves as well as mail aggregators specialize in this but is this the most effective way to get your international mail delivered? What if all of these steps could be replaced by your computer, allowing print and delivery in the actual destination country. Via Hybrid Mail you can actual produce mail in the destination country providing faster delivery times at significant postal savings. Instructor: Glenn Lombino, Founder, DTP Systems

Monday, April 9, 2018 - Round Three, 4:30-5:30pm

IM504:

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. Instructor: Merry Law, WorldVu LLC.

Monday, April 9, 2018 - Round One, 2:00-3:00PM

IM601:

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. Instructors: Merry Law and Wayne Winkler, WorldVu LLC.

Wednesday, April 11, 2018 - Round Eight, 9:45-10:45am

IM701:

Customer Data: Your Greatest Tool or Hindrance?

In today s economy customer data should be KING. Yet, with approximately forty million Americans moving annually it can also be your greatest challenge. Learn which tips and tricks can help ensure the integrity of your organization s data. During this session, you will learn about database configuration, from field length recommendations to managing multiple address types, to address, email, and phone verification. Instructor: Christine Erna, EXELA Technologies, Inc.

Wednesday, April 11, 2018 - Round Ten 2:10-3:00pm

✶ Professional Development Seminars

PP101:

Industry Certifications: Its 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? Come and learn how to leverage this knowledge. Instructor: Betsy Shortell, CMDSM, Harvard University.

Tuesday, April 10, 2018 - Round Four, 11:15am-12:15pm

PP409:

Gaining Maximum Productivity Based on Personality Type

In our world of technology, we must remember that it is the people running the devices that make things happen every day. Personality traits have a direct and substantial impact on job performance. Research suggests that between 20% and 25% of an individual employee s effectiveness on the job is attributable to his or her personality. Many companies hire based on personality assessments that yield key insights into an individual s drive and demeanor. Join us to explore how your personality and those of your team members impact individual and overall workplace productivity and how to harness the differences of each team member to yield the highest rate of return! Instructor: Sally Pfabe, CMDSS, MDC, EMCM, BrightKey, Inc.

Tuesday, April 10, 2018 - Round Seven, 4:45-5:45pm

PP202:

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.

Tuesday, April 10, 2018 - Round Five, 2:15-3:15pm

PP301:

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. Instructor: Sally Pfabe, CMDSS, MDC, EMCM, BrightKey, Inc.

Monday, April 9, 2018 - Round One, 2:00-3:00PM

PP502:

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. Instructor: LaChelle Bynum, EMCM, Government Mailers Advisory Council/DOL

Wednesday, April 11, 2018 - Round Eleven, 3:10-4:00pm

PP703:

How to Earn a CMDSM, CMDSS or 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 process, including 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. Instructor: Panel of certified managers.

Wednesday, April 11, 2018 - Round Eight, 9:45-10:45am

PP801:

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 dont's that will have a positive effect on your career and happiness in the workplace. Instructor: Mark Hale, CMDSM, CMDSS, EMCM, MDP, MDC, OMG

Wednesday, April 11, 2018 - Round Nine, 1:10-2:00pm

✳ Strategic Management Seminars

SM103:

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. Instructors: Christine Erna and Mark Rheaume, EXELA Technologies, Inc.

Monday, April 9, 2018 - Round One, 2:00-3:00PM

Earn your MCOM credentials! Find out more at www.mailcom.org

SM201:

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. Instructor: Thad Weikal, CMDSM, Kenneth Copeland Ministries

Wednesday, April 11, 2018 - Round Eight, 9:45-10:45am

SM302:

Design Basics Design 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. Instructor: Arne Chardukian, IOPC MultiSort Mail and Parcels Solutions.

Wednesday, April 11, 2018 - Round Nine, 1:10-2:00pm

SM407:

All About Dealing With the USPS

If your company has an issue with a mailing project, do you know how to get accurate help from the USPS? Ever want to ask the USPS a question and don t know who to call? Join this session to learn about the organizational structure of the USPS and its infrastructure, including their mail processing facilities, logistics networks, and support centers. Collect valuable information so you ll be better prepared to resolve issues and minimize impacts to your operation. Instructor: Arlene Zisow, Vice President of Postal Affairs, Royal Alliances

Monday, April 9, 2018 - Round Two, 3:15-4:15pm

SM502:

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 t o give your customer the customer experience they expect from you. Instructor: David Day, EDP, Senior Architect and Engineer, Solimar Systems, Inc.

Tuesday, April 10, 2018 - Round Five, 2:15-3:15pm

SM602:

Social Media 101

Have you ever heard someone say tweet me and you thought to yourself, what, how would I do that? Well, you re not alone. This course will explore the social networking super highway to glimpse into the various networks of Facebook, Twitter, Linked-in, Google+ and a few others. We will discuss how to join, how to communicate, the proper etiquette to be displayed when communicating and we will review the advantages of being a part of each to maximize the value of your social network. Instructor: Floyd Creecy, CMDSM, EMCM, MDC, HeiTECH Services, Inc.

Tuesday, April 10, 2018 - Round Six, 3:30-4:30pm

✳ Production Inkjet Printing Seminars

PI203:

What is Production Inkjet Printing, and Why Implement It in Your Print Shop

For the past several years, production inkjet has deemed one of the most important technologies for the future success of print service providers. Print is only one component of the document lifecycle discussion. Regardless of the size of your organization, making the decision to move into inkjet technology is the major one for your business. You need to look at a combination of your customer requirements, workflow, finishing, substrates, mailing and more. During this session, you will learn about Production Inkjet printing, what is it, and what are the advantages to your organization. You will hear from a successful corporate enterprise service provider why they implemented Inkjet to their in-plant print operation and how production inkjet helped them achieve operational excellence and strategic relevance to their parent organization. Instructors: Ron Goglia, CMDSM, Assistant Vice President for Cigna Corporation, responsible for the Output Distribution Services organization and, Jeff Sarringar, Sr Advisor, Inkjet Marketing, Canon Solutions America.

Tuesday, April 10, 2018 - Round Four, 11:15am-12:15pm

PI303:

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.

Instructor: Thad Weikal, CMDSM, Kenneth Copeland Ministries

Monday, April 9, 2018 - Round Two, 3:15-4:15pm

PI501:

Differentiate Your Print Service Business with Paper to Pixel Solutions

In a world where consumers are bombarded with digital-media, direct mail is an effective means to cut through the clutter and revive those customers that have gone dormant. Through personalization, high quality print and the ability to converge print with emerging technologies, such Augmented Reality, or Near Field Communications, direct mail can entice ready-to-buy consumers to the order process without having to walk into a store or type a URL. Providing measurable open rates, future marketing data and delivering consumers to online purchasing. Instructors: Jane Nerf, Product Marketing, Canon Solutions America and Sarah Mannone, Vice President of Client Services, Trekk

Wednesday, April 11, 2018, 12:00-1:00pm

PI601:

Production Inkjet Vendor & Technology Options

As high-volume mail production operations move to inkjet, they have a lot of vendor and technology options to choose from. Which is the right one for your application? This presentation seeks to lay out in an objective way the vendors and solutions available for mail print production.

Wednesday, April 11, 2018 - Round Ten 2:10-3:00pm

✶ Workshops

WKSP1:

Engaging Mail in the 21st Century

Mail remains the highest rated marketing channel for return in investment. When additional channels of email and mobile are added to direct mail, campaign results increase by 45%. Technology is the key to keeping mail relevant and exciting. In this session you will learn different ways to keep mail engaging with the use of technology such Augmented Reality, Digital Print, mobile and IP targeting, and more. Topics covered include: Marketing yesterday and today; Multi-channel vs omni-channel campaigns; Digital and physical technology that makes your mail Irresistible. You will also learn what makes mail important to each generation, identify & understand the differences between the generations and technology and ideas to tailor your mail to drive improved responses. Presented by Alison Hall, General Manager, Lineage

Tuesday, April 10, 2018, 10:00-11:00am

WKSP2:

Today's Workshare and Beyond: The Benefits of Outsourcing and Co-Everything!

Not only have the 2018 price changes impacted the benefits of obtaining workshare discounts, the growth in technology and collaboration within the mailing industry supply chain are bringing even more benefits to the workshare environment. Join the National Association of Presort Mailers (NAPM) and learn more about the benefits of outsourcing your mailing operations, what types of workshare discounts can bring the greatest value in today's price structure, and how Intelligent Mail Full-Service data may change the shape of workshare discounts in the future. Discover the co-opportunities that can bring even more mail into workshare discount categories and help streamline mail quality and operational efficiency. Commingling letter mailings continues to bring new opportunities for both mail owners and mail service providers. This session will highlight the latest trends, potential new workshare horizons, and more! Presented By Bob Galaher, Executive Director, National Association of Presort Mailers

Tuesday, April 10, 2018, 10:00-11:00am

WKSP3:

Carpe Diem! Time to Transform Your Enterprise Mail Operations into a Customer Communications Center of Excellence

There has never been a better time for Enterprise In-Plant print and mail operations to grab the brass ring and transform themselves into a true customer communications delivery hub and Center of Excellence. Join Gary and Jason as they explain how the confluence of exceptional new CCM tools, advanced workflow management software, and leading edge document delivery systems is creating the perfect storm for digital transformation. Understand the process required for print and mail providers to re-platform and transform their operations from traditional mailers to a dynamic full service CCM Center of Excellence. Is it your time to seize this opportunity? Presented By Gary Simpson, Vice President, Madison Advisors and Jason Fonner, Director, Print Operations, Highmark Health Solutions

Tuesday, April 10, 2018, 10:00-11:00am

Last minute registration changes?
Do it online at www.mailcom.org