



RISE ABOVE CHANGE

The 25th Anniversary Event for Mail, Document & Distribution Professionals

September 24-26, 2018 | Tuscany Suites Hotel

***mailcom* LAS VEGAS**



welcome



Rise Above Change At MAILCOM Fall Convention!

Everything is changing in mail, document and distribution management. New technology, regulations, and tight budgets challenge managers to do more with less. You are the key to your company's success. Your leadership will help your organization RISE ABOVE CHANGE.

At MAILCOM Las Vegas you will be re-energized as you learn from leading experts the nuts and bolts solutions your team requires. You will network with others facing the same challenges. And you will return to the office ready to improve operations and management.

Join us at MAILCOM's Fall Convention this September 24-26, 2018 at the Tuscany Hotel in Las Vegas to make a difference in your career and company.

Who should attend MAILCOM?

The person(s) responsible for mail, document, and distribution operations in corporations, institutions, government, and mail services companies. This is your once-a-year opportunity in the fall for professional education and certification. I look forward to seeing you at MAILCOM Las Vegas!

-- 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.

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- + Postal Mail Management page 14
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keynotes

RISE ABOVE CHANGE

SPECIAL KEYNOTE PRESENTATION

NFL-MVP Randall Cunningham

One of the few football players to be named NFL Most Valuable Player three times, Randall Cunningham dazzled fans in Philadelphia, Minnesota, and Dallas on and off the field. After retiring from the Eagles, he made a stunning comeback with the Vikings, leading them to a remarkable 15-1 season. Always a leader, Cunningham's

purpose-driven life is a model for everyone who wants to excel. In this special MAILCOM presentation, he will show you how to LAY IT DOWN and overcome challenges in your life and career.



Tuesday September 25 12:30pm



Inside The Beltway: Changes Ahead For Mailers

Bob Galaher & Kathy Siviter, National Assoc. of Presort Mailers, (NAPM)

Tuesday September 25 9am



Crisis Management: Lessons Learned

Las Vegas Deputy Chief Chris Jones

Wednesday September 26 8:30am

agenda

MONDAY SEPTEMBER 24

8:00am-1:00pm Mail Design Consultant (MDC) Review & Exam

9:00am-1:00pm CMDSM & CMDSS Review and Exam

9:00am-1:00pm Office Services Professional Certification (OSP)

12:00-6:00pm Convention Registration Hours

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

2:15-3:15pm Sessions Round One

US401: International Shipping with the United States Postal Service

OS501: Embracing Customer Satisfaction for Improved Service and Efficiency

SS270: Developing Realistic Measures to Counter the Changing Scope of Mail Borne Threats

PT202: Managing a High Volume Mail Production Environment

SD203: The Dollars In The Data

PM399: Are You Claiming the Best Postage Rate?

GM257: Servant Leadership: The Key to Great Results

PD251: Networking Like a Superhero

3:30-4:30pm Sessions Round Two

MS121: Diary of a New Mail Manager

OS205: Understanding the Benefits, Pitfalls and Challenges of Social Media

PT409: Emerging Technologies in Mail

LD101: Leadership 101

AQ305: The Easiest Way to Save

CU114: Service Levels and Key Performance Indicators (KPI's)

GM391: Developing Leadership Skills from Within

PD129: What It Takes To Earn CMDSM, CMDSS, OSP and MDC Certification

4:45-5:45pm Sessions Round Three

MS101: Mail Management 101: The Basics

US305: USPS Forms: How To Manage Them Like a Pro

OS203: The Importance of Corporate and Personal Business Ethics

SS388: Mail & Package Screening Solutions At State of Colorado

LD278: The Power of Positive Leadership

SD603: Put Your Tracking System to Work: Introducing Your In-Building Logistics Platform

PM384: Lowering the Costs of Your Mail Center Operations

GM380: Government Mail Operations Roundtable

6:00-7:30pm Welcoming Reception

TUESDAY SEPTEMBER 25, 2018

7:30am-5:00pm Conference Registration Hours

8:00-9:00am Continental Breakfast

9:00-10:00am Morning Keynote

Inside The Beltway: Changes Ahead For Mailers
Bob Galaher & Kathy Siviter of the National Association of Presort Mailers, (NAPM)

agenda

10:15-11:15am Sessions Round Four

MS137: Successfully Managing In-House Mail and Other Operation

US601: Choosing the Best Move Update Method for Your Mail

OS401: Personal Productivity & Time Management: Getting the Most Out of Your Day

SS245: X-Ray Image Identification of Military and Commercial Blasting Caps

LD382: How to Transform Your Mailing Processes

SD609: Paradigm Shift in Technology: Coming to a Delivery Network Near You

AQ209: Choosing the Best Move Update Method for Your Mail

PM128: Rules & Regulations for First Class Bulk, Periodical & Standard Mail

PD112: Success or Failure, What Makes the Difference?

11:30-12:30pm Workshops

WORKSHOP #1: Print and Postage Trade Secrets that Save Big Bucks

WORKSHOP #2: New Standards in Facility Security

WORKSHOP #3: Informed Delivery: Daily Emailed Pictures of Mail Delivered

WORKSHOP #4: Direct Mail's Relevance in a Multi-Channel World: Why it is Still the Most Effective

12:30-2:30pm Leadership Luncheon

Rise Above Change

Insights from NFL-MVP Randall Cunningham

2:45-3:45pm Round Five

MS260: Mail Communications Manager: The Corporate Consultant

US201: Full Service & Mailer's Scorecard

SS133: Security Training Compliance for Government Mailers & Shippers

PT402: Paper vs. Digital: What is Best for You?

LD396: Leadership and Management Success at Every Level

AQ201: The Importance of Mailpiece Design

CU405: Best Practices in College & University Mail Management

GM266: What is Your Temperature in Networking and Relationship Building?

PD501: Managing Change in a Constantly Changing World

4:00-5:00pm Sessions Round Six

MS258: How to Write Effective Operating Procedures

US209: Undocumented Mail Pieces

SS126: Top 10 Ways to Enhance Your Mail Security Program

PT209: Managing a Successful Outsourcing Partnership

SD309: eInduction: Simplifying Drop Shipping

AQ105: Address Quality & Data Management Workshop

PM246: Sharpen Your Mail Expertise

GM273: Engaging Mail and the Generations

PD398: Keys to Building Better Relationships!

Questions? Call Registration at 609-264-0120

agenda

WEDNESDAY

SEPTEMBER 26, 2018

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

7:30-8:30am Continental Breakfast

8:30-9:30am Morning Keynote

Crisis Management: Lessons Learned

Las Vegas Deputy Chief Chris Jones

9:40-10:40am Sessions Round Seven

US301: Seamless Acceptance

OS309: Safety and Security Keys Everyone Should Know

SS261: Cyberattacks and How to Defend Against Them

LD250: Leadership Training for Supervisors & Managers

SD401: Justifying a Hub/Spoke Concept

AQ301: International Addressing Requirements for Capturing/Printing non-U.S. Addresses

PM130: Informed Visibility: Knowing Where Your Mail

CU248: How to Excel and Thrive in Today's Changing Workplace

PD277: What's In Your Relationships Tool Box? Metric or S.A.E Tools or Both?

10:50-11:50am Sessions Round Eight

MS279: Design Basics Design for an Effective Mail & Distribution Center

US307: All About USPS

OS103: Professionalism: How it Affects Your Career and Success

SS259: Who Protects Your Mail?

PT301: New Equipment Acquisitions: Decisions, Decisions

LD135: Cool Apps for Home and Work

CU122: Building Your College & University Mail Center's Brand

SD501: Top Tips for Cutting Shipping Costs

PM255: Taking the Mystery Out of International Mailing

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

12:15-1:15pm Sessions Round Nine

MS383: How to Optimize Your Mail Center Spend

PD415: What is Your Voice in the Company? Community vs. Global

SS414: X-Ray Screening Options: What's Out There

PT405: Best Practices of High Performing Print Shops

LD247: Mail Centers: An Integrated Facilities Management Component

AQ109: Customer Data: Your Greatest Tool or Hindrance?

PM262: From the Writing Pad to the USPS: The Life and Times of a Document

CU256: Managing a Multi-Generational Workforce

1:30-2:30pm Sessions Round Ten

MS244: Anatomy of a Great Mailer

US501: Business Customer Gateway

OS303: Communication is Destroying Your Career

LD263: Moving from Manager to Leader

SD107: E-commerce Fulfillment & Shipping

GM115: Best Practices in Government Mail Mgmt

CU411: College & University Roundtable/Workshop

2:30pm Post-Conference Farewell Salute

sessions

Here are the expert-led sessions that will be presented at
MAILCOM Las Vegas:

Mail Systems Management

SESSION MS101:

Mail Management 101: The Basics

This session will focus on giving a new Mail Services Manager the information and tools needed to be successful. It will focus on basic mail and distribution knowledge and skills, Professional industry networking organizations, and the various certifications available to professionals in our industry.

Monday, September 24, 2018 – Round Three, 4:45-5:45pm

SESSION MS121:

Diary of a New Mail Manager

“Oh No! I have a new job but I don’t know where to begin as a NEW Mail Manager”. If you are a new Mail Manager and are not sure what to do next, this session is for you. Using humor and stories from personal experience, this session will cover the ins and outs from staffing to mail requirements to help you learn the best resources and techniques to successfully transition from rookie to seasoned Pro.

Monday, September 24, 2018 – Round Two, 3:30-4:30pm

SESSION MS137:

Successfully Managing In-House Mail and Other Operations

This presentation will cover proven methods to successfully developing world-class in-house operations – whether it’s printing, mailing, document management or any other function. Ten important keys to success will be covered: great management, maximizing your most important resource – people, working with business partners, measuring performance, justifying resources, marketing your services, commitment to quality, redundancy/back-up, continuous learning & improvement, and the 3 “Ps” approach to world class operations. Proven and practical techniques from successful in-house operations will be shared. Come prepared to learn some new ideas that can help your operations be even more successful.

Tuesday, September 25, 2018 – Round Four, 10:15-11:15am

SESSION MS244:

Anatomy of a Great Mailer

Preparing and delivering effective direct mail is not an advanced science but it does require thought, preparation and effort. There is no single regimented set of exact procedure for effective direct mail campaigns but there are specific sound procedures and address standards, which should be followed. Come and learn best practices and techniques for successful direct mail planning and execution and how you can use them most effectively.

Wednesday, September 26, 2018 – Round Ten, 1:30-2:30pm

SESSION MS258:

How to Write Effective Operating Procedures

Documenting the appropriate steps needed to complete a particular activity or job effectively is an integral part of a successful quality operation. If you have outdated, generic or no written Standard Operating Procedures (SOPs), this presentation will show you how to write SOPs that are concise and effective for your specific operation so that each step of every task is followed in a proven and effective manner every time. Effective SOPs will result in fewer errors and waste, increased productivity, reduced risk of injury and loss, and meeting service requirements. In addition, training new employees will be less disruptive and more efficient.

Tuesday, September 25, 2018 – Round Six, 4:00-5:00pm

SESSION MS260:

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.

Tuesday, September 25, 2018 – Round Five, 2:45-3:45pm

SESSION MS279:

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

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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, September 26, 2018 – Round Eight, 10:50-11:50am

SESSION MS383:

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, September 26, 2018 – Round Nine, 12:15-1:15pm

USPS Workshops Full Service / Mailer Scorecard

SESSION US201:

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, September 25, 2018 – Round Five, 2:45-3:45pm

SESSION US209:

Undocumented Mail Pieces

The Postal Service has implemented 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, September 25, 2018 – Round Six, 4:00-5:00pm

SESSION US301:

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, September 26, 2018 – Round Seven, 9:40-10:40am

SESSION US305:

USPS 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.

Monday, September 24, 2018 – Round Three, 4:45-5:45pm

SESSION US307:

All About 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.

Wednesday, September 26, 2018 – Round Eight, 10:50-11:50am

SESSION US401:

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,

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including details on new service offerings. We will also cover classification issues and other helpful information to make international shipping easier and less costly.

Monday, September 24, 2018 – Round One, 2:15-3:15pm

SESSION US501:

Business Customer Gateway

The NEW Business Customer Gateway has features designed to simplify and improved customer use. The new BCG has been stream-lined to enhance the display of mailer quality metrics and Postal One information bringing key information about your mailings to your desktop.

Wednesday, September 26, 2018 – Round Ten, 1:30-2:30pm

SESSION US601:

Choosing the Best Move Update Method for Your Mail

NCOALink[®], ACS[™], 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.

Tuesday, September 25, 2018 – Round Four, 10:15-11:15am

Office Services Certification Training

SESSION OS103:

Professionalism: How it Affects Your Career and Success

This session will review in depth the do's and don'ts of presenting yourself to be successful in today's business world. The materials go far beyond appearance to provide insight into elements we are all judged upon each day to include business etiquette, accountability, integrity and more.

Wednesday, September 26, 2018 – Round Eight, 10:50-11:50am

SESSION OS203:

The Importance of Corporate and Personal Business Ethics

Business Ethics are seemingly a constant news story, unfortunately related to breach of ethics. This session will provide information for a greater understanding of the role and importance of ethics in daily practices. Participants will

take away areas of their organization and personal conduct to examine in regards to good ethics business practices.

Monday, September 24, 2018 – Round Three, 4:45-5:45pm

SESSION OS205:

Understanding the Benefits, Pitfalls and Challenges of Social Media

Are you overwhelmed in wading through the avalanche of social media outlets? Are you struggling to understand the best practices for using social media for business purposes? Are you confused as to what is acceptable or not in your personal social media accounts? These issues and more are addressed in this informative presentation.

Monday, September 24, 2018 – Round Two, 3:30-4:30pm

SESSION OS303:

Communication is Destroying Your Career

Poor communication is an epidemic in the fast paced time deficient workplace. The elements of this presentation will concentrate on the tools to be an effective communicator and 'get it right the first time'. Nuances such as Cultural/Ethnic challenges and nonverbal communication will be explored as well.

Wednesday, September 26, 2018 – Round Ten, 1:30-2:30pm

SESSION OS309:

Safety and Security Keys Everyone Should Know

All aspects of safety in the workplace will be discussed in this informative presentation. Security risks are a constant concern for all businesses today whether it is related to employee health and wellness, outside risks or intellectual property and personal information. This presentation is a must for anyone working in an office or mailroom environment.

Wednesday, September 26, 2018 – Round Seven, 9:40-10:40am

SESSION OS401:

Personal Productivity & Time Management: Getting the Most Out of Your Day

How many times have you said "So much to do, so little time"? In this technological age we are all challenged to do more with less. Managing our time can be a stressful situation. Come and learn how to balance your work/life issues, identify urgent vs. non-urgent and important vs. non-important tasks, and identifying your personal goals. Attendees will come away with proven techniques for effective time management and an awareness of individual beliefs and behaviors on how to be more effective/productive in managing your time.

Tuesday, September 25, 2018 – Round Four, 10:15-11:15am

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SESSION OS501:

Embracing Customer Satisfaction for Improved Service and Efficiency

This presentation is designed to help you determine what your customers' real needs are and look at your service offerings and performance from their point of view. This will help you achieve a high level of customer satisfaction, eliminate unnecessary steps and resolve customer problems faster. Learn how to work with your customers to validate service level agreements (SLAs) and establish Key Performance Indicators (KPIs), measure them, and set goals for improvement. Embracing customer satisfaction will result in you and your customers working together for improved service and a more efficient operation.

Monday, September 24, 2018 – Round One, 2:15-3:15pm

Safety & Security Compliance Training

SESSION SS126:

Top 10 Ways to Enhance Your Mail Security Program

The need for a formal mail screening program continues to be at the forefront of corporate concerns – regardless of the industry. The mailroom is an area of vulnerability for every organization. Through the use of proven, new, and creative techniques and products your mailroom security can be elevated without breaking the bank. Join us to learn how!

Tuesday, September 25, 2018 – Round Six, 4:00-5:00pm

SESSION SS133:

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 use to fulfill those needs.

Tuesday, September 25, 2018 – Round Five, 2:45-3:45pm

SESSION SS245:

X-Ray Image Identification of Military and Commercial Blasting Caps

Utilizing the PIES methodology for identifying improvised explosive devices, it is important to understand the design and function of the blasting cap (aka the initiator). This class will discuss commercial and military blasting caps as well as their unique image characteristics when examined in an x-ray system. This will aid the screener in identifying IED threats delivered by mail.

Tuesday, September 25, 2018 – Round Four, 10:15-11:15am

SESSION SS259:

Who Protects Your Mail?

In this session you learn about security issues and how to respond. These include risks associated with your mailing operation such as internal theft, protecting sensitive data and identifying dangerous mail. Join US Postal Inspectors as they share proven response plans for mail bombs, hazardous materials and biological attacks.

Wednesday, September 26, 2018 – Round Eight, 10:50-11:50am

SESSION SS261:

Cyberattacks and How to Defend Against Them

Cyberattacks are serious threats to any business, organization or individual, no matter who or what size. These attacks are increasing significantly across all platforms. They can be more than disruptive, they can be very costly and, in some cases, disastrous. If you think they are going to pass you by, think again. However, there is hope from the ravages of ransomware and identity theft. We will present the various types of attacks, how they work, your best defense and the measures you can take to survive them. We can tell you what your employees need to know to keep the doors closed when the bad guys come knocking and your best DR/BR strategy. No matter how safe you think you are, you need to know the best way to protect your critical data and that of your customers and how to be constantly vigilant toward online threats.

Wednesday, September 26, 2018 – Round Seven, 9:40-10:40am

SESSION SS270:

Developing Realistic Measures to Counter the Changing Scope of Mail Borne Threats

As threats transition from one form to another, mail centers must be prepared to assess how those changes will impact their facilities and their screening methods. The session will discuss changing threat scenarios and the various methods available to counter those threats.

Monday, September 24, 2018 – Round One, 2:15-3:15pm

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SESSION SS388:

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.

Monday, September 24, 2018 – Round Three, 4:45-5:45pm

SESSION SS414:

X-Ray Screening 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.

Wednesday, September 26, 2018 – Round Nine, 12:15-1:15pm

Print Technology & Mail Automation

SESSION PT202:

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, September 24, 2018 – Round One, 2:15-3:15pm

SESSION PT209:

Managing a Successful Outsourcing Partnership

This session will discuss the areas that should be and need to be addressed when managing an outsourcing relationship. Accountability, service levels and key performance indicators will be outline and reviewed as critical components of any third-party agreement. Come and learn what the manager and outsourcer's responsibilities are in the "relationship" to ensure a successful partnership.

Tuesday, September 25, 2018 – Round Six, 4:00-5:00pm

SESSION PT301:

New Equipment Acquisitions: Decisions, Decisions

— Is it time to upgrade or purchase/lease new a piece of equipment? Are some pieces no longer needed? How do your current and future plans meld with the current technologies? If you are an influencer or decision maker in this process then this session is for you. As mail continues to evolve and become more sophisticated technology plays a bigger role. Every new equipment acquisition needs to be examined for current and future needs. What worked in the past may not be what is right for today or work next year.

Wednesday, September 26, 2018 – Round Eight, 10:50-11:50am

SESSION PT402:

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.

Tuesday, September 25, 2018 – Round Five, 2:45-3:45pm

SESSION PT405:

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.

Wednesday, September 26, 2018 – Round Nine, 12:15-1:15pm

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SESSION PT409:

Emerging Technologies in Mail

This workshop will provide a review of emerging technologies and how they can be applied to print mail pieces in the future to help drive engagement and response rates. Come and learn how to today's leverage to bridge the gap between the physical and digital world and realize the benefits through its capabilities.

Monday, September 24, 2018 – Round Two, 3:30-4:30pm

Leadership & Strategic Management

SESSION LD101:

Leadership 101

Positive leadership is conveying the idea that there is always a way to move the organization forward. It is so important because that is what we look to leaders to figure out how to move the organization forward. Join this interactive session that will provide you with some new and unique tips on becoming a better leader.

Monday, September 24, 2018 – Round Two, 3:30-4:30pm

SESSION LD135:

Cool Apps for Home and Work

With the endless number of apps available today, it can be an overwhelming task to search and select the ones that can really benefit your work and personal life. Check out some of the apps related to our mailing industry, work and life productivity, travel and other topics! Share your favorites as well!

Wednesday, September 26, 2018 – Round Eight, 10:50-11:50am

SESSION LD247:

Mail Centers: An Integrated Facilities Management Component

Companies are looking for ways to reduce overall costs. Part of the efforts includes consolidating management of services under one group or provider. Facilities Management (FM) is an area that has been outsourced for many years and is now expanding into many of the 'soft' and employee experience service offerings. FM providers are now investing substantially in growing these markets

and utilizing cross functionally trained personnel to reduce overall costs as the inbound mail markets continue to trend downwards. Learn what companies are looking for to remain competitive.

Wednesday, September 26, 2018 – Round Nine, 12:15-1:15pm

SESSION LD250:

Leadership Training for Supervisors & Managers

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.

Wednesday, September 26, 2018 – Round Seven, 9:40-10:40am

SESSION LD263:

Moving from Manager to Leader

You know the basics now learn how to take your operation to the next level. In today's world the bar is constantly being raised and it requires an advanced understanding in business and operations management to ensure survival and achieve excellence. In this presentation learn how to move beyond the role of manager to leader. Find out what it takes to be a successful manager and the key to motivating your employees and inspiring them to perform at their highest level for the TEAM's success.

Wednesday, September 26, 2018 – Round Ten, 1:30-2:30pm

SESSION LD278:

The Power of Positive Leadership

The Positive Leadership philosophy is a proven approach to get great results. We will explore the key strategies of Positive Leadership including embracement of servant leadership, building positive relationships, leading with optimism and positivity, motivating via meaning and purpose, being trustworthy and ethical, dealing with poor performers and demonstrating love.

Monday, September 24, 2018 – Round Three, 4:45-5:45pm

SESSION LD382:

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'll learn at least

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5 ways to improve your competitive position by transforming your current mailing process into a more streamlined, efficient one. Be a leader: take the reins of your business and reinvent your mailing methods.

Tuesday, September 25, 2018 – Round Four, 10:15-11:15am

SESSION LD396:

Leadership and Management 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.

Tuesday, September 25, 2018 – Round Five, 2:45-3:45pm

Shipping & Distribution

SESSION SD107:

E-commerce Fulfillment & Shipping

Fulfillment and shipping are often the final and most important touch points when it comes to the customer experience. It's critical to adopt a process and implement current technology to streamline costs and meet the ever rising customer expectations. Come and see how you can reduce errors, reduce costs and exceed customer expectations.

Wednesday, September 26, 2018 – Round Ten, 1:30-2:30pm

SESSION SD203:

The Dollars In The Data

Traditionally carriers have had an information advantage in their contract negotiations with shippers. This session will show you how to mitigate the Business Intelligence advantage that your carriers have. You will learn the best sources for information and how to overcome challenges in capturing this vital data. This session will identify the essentials for development of a contract negotiation strategy. You will also learn how to use data on an ongoing basis to better manage and control your shipping costs.

Monday, September 24, 2018 – Round One, 2:15-3:15pm

SESSION SD309:

eInduction: Simplifying Drop Shipping

Come and discover the 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.

Tuesday, September 25, 2018 – Round Six, 4:00-5:00pm

SESSION SD401:

Justifying a Hub/Spoke Concept

The session will be around the information you will need to gather to 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 in the session will be an example of a business case, which compares Service Level Agreements and actual labor savings from a business mode. There will also be a section on how to justify this for a single site and moving the mail operation remote for security and operational reasons.

Wednesday, September 26, 2018 – Round Seven, 9:40-10:40am

SESSION SD501:

Top 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, September 26, 2018 – Round Eight, 10:50-11:50am

SESSION SD603:

Put Your Tracking System to Work: Introducing 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 companywide 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.

Monday, September 24, 2018 – Round Three, 4:45-5:45pm

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SESSION SD609:

Paradigm Shift in Technology: Coming to a Delivery Network Near You

AI, GIS, GPS, geocodes, drones, dynamic delivery, tracking individual items, QR codes on mail, more barcodes... We'll define what these are and look at their impact on the delivery systems we all use for our mail and packages. And discuss what we all need to do to meet the challenges of these coming changes.

Tuesday, September 25, 2018 – Round Four, 10:15-11:15am

Address Quality & Data Management

SESSION AQ105:

Address Quality & Data Management Workshop

There are multiple products and services available to the mailing industry that helps 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.

Tuesday, September 25, 2018 – Round Six, 4:00-5:00pm

SESSION AQ109:

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 pose your greatest challenges. 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, addressing standards, email protocols and phone number verification.

Wednesday, September 26, 2018 – Round Nine, 12:15-1:15pm

SESSION AQ201:

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?"

Tuesday, September 25, 2018 – Round Five, 2:45-3:45pm

SESSION AQ209:

Choosing the Best Move Update Method for Your Mail

NCOALink[®], ACS[™], 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.

Tuesday, September 25, 2018 – Round Four, 10:15-11:15am

SESSION AQ301:

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.

Wednesday, September 26, 2018 – Round Seven, 9:40-10:40am

SESSION AQ305:

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 simultaneously improving customer satisfaction and compliance.

Monday, September 24, 2018 – Round Two, 3:30-4:30pm

Postal Mail Management

SESSION PM128:

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

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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.

Tuesday, September 25, 2018 – Round Four, 10:15-11:15am

SESSION PM130:

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.

Wednesday, September 26, 2018 – Round Seven, 9:40-10:40am

SESSION PM246:

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.

Tuesday, September 25, 2018 – Round Six, 4:00-5:00pm

SESSION PM255:

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.

Wednesday, September 26, 2018 – Round Eight, 10:50-11:50am

SESSION PM262:

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.

Wednesday, September 26, 2018 – Round Nine, 12:15-1:15pm

SESSION PM384:

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.

Monday, September 24, 2018 – Round Three, 4:45-5:45pm

SESSION PM399:

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 Flats from non-machinable to machinable.

Monday, September 24, 2018 – Round One, 2:15-3:15pm

College/University & Non-Profit Mail Management

SESSION CU114:

Service Levels and Key Performance Indicators (KPI's)

How do you manage your own or vendor performance for the mail services or support 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? What type of reporting do you have in place? How do you track the information you are gathering? The session will provide

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some simple guidelines and some sample service levels and KPI's for you to consider for your organization.

Monday, September 24, 2018 – Round Two, 3:30-4:30pm

SESSION CU122:

Building Your College & University Mail Center's Brand

Join your fellow College & University mail professionals to learn strategies and tactics necessary to help you increase the success of your mail operations. Learn how to reduce costs while the same time offering more services. Discover simple techniques for marketing your services to ensure your campus customers know the services provided.

Wednesday, September 26, 2018 – Round Eight, 10:50-11:50am

SESSION CU248:

How to Excel and Thrive in Today's Changing Workplace

Finding your place and understanding your role in today's workplace is not easy. Being able to thrive and excel are even more difficult, this session with present techniques and suggestions to allow you to thrive in your work environment.

Wednesday, September 26, 2018 – Round Seven, 9:40-10:40am

SESSION CU256:

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, September 26, 2018 – Round Nine, 12:15-1:15pm

SESSION CU405:

Best Practices in College & University Mail Management

Join your fellow mail center managers and learn how to leverage today's technology to improve service and reduce costs. From data collection to mail & parcel delivery see how by partnering with USPS you can deliver first class service to all your customers.

Tuesday, September 25, 2018 – Round Five, 2:45-3:45pm

SESSION CU411:

College & University Roundtable/Workshop

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, September 26, 2018 – Round Ten, 1:30-2:30pm

Government Mail Management

SESSION GM115:

Best Practices in Government Mailer Management

This workshop is for both government and mailing industry professionals. Come and hear how agencies are successfully managing their mailing requirements for postage discounts, move update standards, address quality and more. A panel of industry professionals leads this session and is sure to provide information for all mailers.

Wednesday, September 26, 2018 – Round Ten, 1:30-2:30pm

SESSION GM257:

Servant Leadership: The Key to Great Results

Servant leadership is a philosophy that is proven to get great results. We will define servant leadership and discuss key attributes and practices of servant leaders. We will also discuss related concepts like McGregor's Theory X versus Theory Y, Blake/Mouton's Leadership Grid model and the SERVE model by Ken Blanchard and Mark Miller.

Monday, September 24, 2018 – Round One, 2:15-3:15pm

SESSION GM266:

What is Your Temperature in Networking and Relationship Building?

If you are not at 212 degrees in both of these areas, you may not reach the potential goal you are seeking in your career. This session will help you identify problem areas, guide you through some pitfalls and show you how to raise your professional temperature to get your career cooking.

Tuesday, September 25, 2018 – Round Five, 2:45-3:45pm

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SESSION GM273:

Engaging Mail and the Generations

Each Generation offers their own perspective in the world today. This class will review each generation and how to create engaging mail that appeals to the unique Generational perspective. Examples of different mailers and engaging ways to directly touch the unique generations will also be discussed.

Tuesday, September 25, 2018 – Round Six, 4:00-5:00pm

SESSION GM380:

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 discusses the challenges of budgets, customer satisfaction, staff training, and regulation compliance in this fast moving presentation.

Monday, September 24, 2018 – Round Three, 4:45-5:45pm

SESSION GM391:

Developing Leadership Skills from Within

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.

Monday, September 24, 2018 – Round Two, 3:30-4:30pm

Professional Development

SESSION PD112:

Success or Failure, What makes the Difference?

So many of us go through each day, trying to see how "George" has become so successful. What is the difference between Betty and Sally? They came from similar backgrounds, yet one is mired in mediocrity and the other has achieved the unimaginable. What's the KEY? How Can I make the most of who I am? If you're tired of "potential", lets talk.

Tuesday, September 25, 2018 – Round Four, 10:15-11:15am

SESSION PD129:

What It Takes To Earn CMDSM, CMDSS, OSP 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 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, Distribution Systems Supplier, (CMDSS) and the new Office Service Professionals Certification (OSPC).

Monday, September 24, 2018 – Round Two, 3:30-4:30pm

SESSION PD251:

Networking 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. Explore how networking differs for specific generations and how to bridge the gap as you work with individuals of all ages.

Monday, September 24, 2018 – Round One, 2:15-3:15pm

SESSION PD277:

What's In Your Relationships Tool Box? Metric or S.A.E Tools or Both?

How many Lions, Otters, Beavers, and Golden Retrievers do you have? How many personality tests have you and your staff taken? How many staff members do you have? What are their variances in tenure, training, and experience with your company? How diverse are the ages of your staff members? Have you noticed the exact same instructions given with the exact same approach to different members of your team do not get the same results? What is up with that, why do some get it and some do not? Is there a way to help them get it? All of them? There are definitely many ways so come and learn about some of the tools we use to find a lowest common denominator in helping our staff with our toolbox.

Wednesday, September 26, 2018 – Round Seven, 9:40-10:40am

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SESSION PD398:

Keys to Building Better Relationships!

President Teddy Roosevelt said, "The most important ingredient in the formula of success is knowing how to get along with people". Almost all would agree that building better relationships would lead to greater success and happiness in our lives – and the lives of people around us. In this presentation we will cover twelve important keys to help build better relationships, based on research and expert perspectives. We will also look at important principles to connect with people, build trustworthiness, communicate effectively and develop greater credibility.

Tuesday, September 25, 2018 – Round Six, 4:00-5:00pm

SESSION PD415:

What is Your Voice in the Company? Community vs. Global

In the world of mail, we speak mail easily, however; what does the customer understand. 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.

Wednesday, September 26, 2018 – Round Nine, 12:15-1:15pm

SESSION PD501:

Managing Change in a Constantly Changing World

Change is happening all around us. Our response to change and our ability to cope with change impacts our work and home life. This course will discuss change and how to manage change in your work and home. We will also discuss changes in the industry and how you can manage those changes within your company and within your team.

Tuesday, September 25, 2018 – Round Five, 2:45-3:45pm

Workshops

WORKSHOP #1:

Print and Postage Trade Secrets that Save Big Bucks

This session will provide insight into the outside of the box solutions that have proven to generate millions in savings in large print mail operations. The purpose of this course is to discuss options to drive savings after addressing low hanging fruit. Attendees can expect to receive a better

understanding of how materials and processing can be manipulated to improve the bottom line. Instructor: Amanda Andler, Manager of Print Mail Operations, American Modern Insurance Group

Tuesday, September 25, 2018 – 11:30-12:30pm

WORKSHOP #2:

New Standards in Facility Security

This session will review new and innovative ideas on how to secure your complex including mail and print operations. Come and learn how to identify and deal with the issues that face us as a nation, our companies and the customers we serve. A detailed review of bomb and bio-detection systems will be discussed and what you should be doing today to ensure your company is protected tomorrow. Instructor: Don Thordsen, Security Manager /Terrorism Liaison Officer, State of Colorado

Tuesday, September 25, 2018 – 11:30-12:30pm

WORKSHOP #3:

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. Best of all, mailers can digitally advertise to recipients of their mail.

Tuesday, September 25, 2018 – 11:30-12:30pm

WORKSHOP #4:

Direct Mail's Relevance in a Multi-Channel World: Why it is Still the Most Effective

Direct Mail is thriving in today's multi-channel environment with the confluence of screen options and media choices. Direct Mail continues to outperform all other market options regardless of the measurement you want to use; ROI, cost per campaign, speed to market, delivery percentages, open rates and address accuracy. Instructors: Christine J. Erna and Mark Rheume, Exela Enterprise Solutions

Tuesday, September 25, 2018 – 11:30-12:30pm

Questions? Call Registration at 609-264-0120