

MAILCOM '17

37th Annual
Conference
& Exhibition

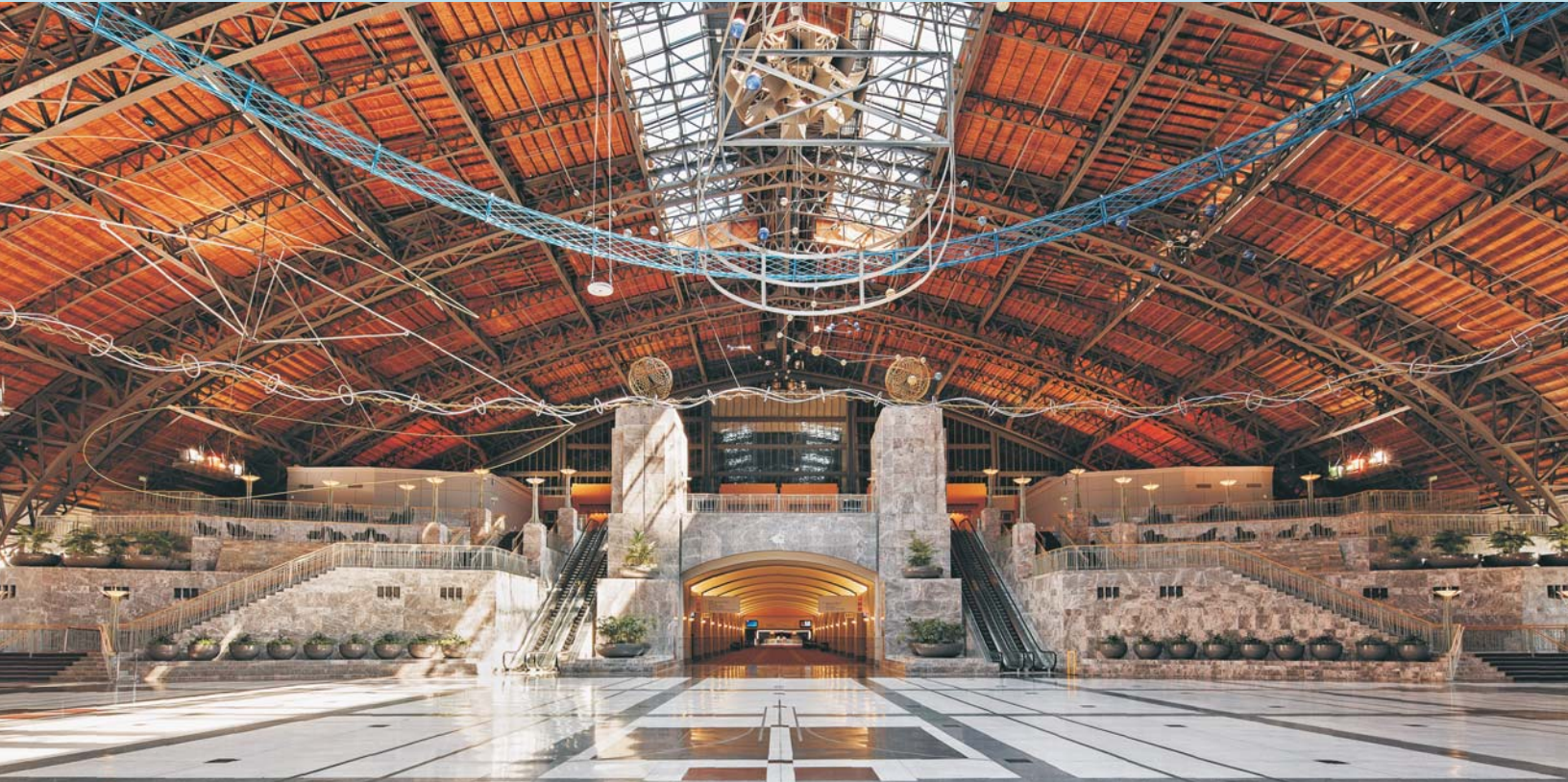
April 10-12,
2017

Pennsylvania
Convention
Center

Philadelphia



For Three Days In April, This Is The Capitol Of The Mail Industry



MAILCOM '17 moves to the Convention Center in the former Reading Train Terminal.

Improving your mail, document and distribution operation is a continuing process. Saving money and maintaining top performance doesn't happen by chance.

It takes objective information.

And that is what MAILCOM is all about.

Showing you how to do more with less.

And how to do it better.

Come and join the leading operations managers and top vendors at MAILCOM '17, the 37th Annual Convention, April 10-12 in Philadelphia at the Pennsylvania Convention Center.

With nearly 90 expert-led sessions, keynotes, and exhibits – plus many networking opportunities – you'll find the knowledge to act to improve your operations.

Knowledge to use the minute you are back in the office – to save money and improve services.

Who should attend MAILCOM '17?

The person responsible for mail/document/distribution services in corporations, institutions, or government agencies.

What will you learn?

The latest regulations, strategies and technologies for delivering professional mail, document, and distribution services.

KNOWLEDGE TO ACT

About MAILCOM

Now in its 37th year, MAILCOM is the largest educational organization for mail and distribution management in the world. MAILCOM is sponsored by the Mail Systems Management Association and *MAIL: The Journal of Communication Distribution*. **For more information visit www.mailcom.org.**

“ I love being in downtown Philadelphia ... it's a great location and excellent place for a convention. I never leave MAILCOM without increasing my knowledge and network of professionals. ”

— Marianne Houston, National Postal Operations Manager, Gannett Publishing Services

Keynote Presentations



What's Ahead For USPS & Business Mailers: Postage Rates & Regs Review

Robert G. Taub
Chairman
Postal Regulatory Commission

The current rate and regulation system is under review and could be revised as the PRC fulfills its obligations under the postal reform act. Hear Chairman Taub outline what the future holds as rates face their first overhaul in a decade.

Tuesday, April 11, 2017
12:30-2:00pm



Informed Delivery: Daily Emailed Pictures Of Your Mail To Be Delivered

Gary Reblin
Vice President
Product Innovation
U.S. Postal Service

Informed Delivery is a new service from the Postal Service that is transforming how mail is used by bridging hardcopy mail and digital. ID provides consumers a daily email preview of their mail and is a game changer for the USPS. (See *PM105*).

Wednesday, April 12, 2017,
11:00am-12:00noon



Direct Mail Revolution: How New Technologies Are Reshaping DM

Kevin Gilligan
Vice President
Structural Graphics

Direct Mail is undergoing a revolution fuel by new technologies and the Postal Service's push to make mail irresistible. New shapes, videos, 3D, sound, taste, and smell technologies are making mail more effective, and responsive. Come see the future of direct mail.

Wednesday, April 12, 2017,
12:00-1:00pm



Maintaining The Value Of Mail: A Report From The Inspector General

Tammy Whitcomb
Acting Inspector General
USPS - OIG

The Inspector General plays a unique role in the industry, investigating all facets of mail communications and postal operations. Tammy Whitcomb will show you the challenges and opportunities facing the Postal Service and business mailers in the digital age.

Wednesday, April 12, 2017,
8:30-9:30am

KICK-OFF KEYNOTE: THE TOP TEN CONCERNS OF MAIL MANAGERS



Floyd Creecy
HeiTech Services



Michael Plunkett
Postcom



Allison Hall
Pitney Bowes



Bob Schimek Satori
Software



Adam Collinson
GrayHair



Ronald Goglia
Cigna

MAILCOM kicks off with this breakfast roundtable featuring industry leaders. The critical issues facing mail managers are discussed by an expert panel with plenty of answers on dealing with new postage rate hikes, technology, budgets, security, and more.

Moderated by Francis Ruggiero, Chief Editor, Official Mail Guide / MAIL Magazine, the panel includes:

- Adam Collinson, Director of Research & Development, Grayhair Software;
- Bob Schimek, Senior Director of Postal Affairs, Satori Software;
- Ronald Goglia, CMDSM, Asst Vice President, Output Distribution Services, Cigna;
- Michael Plunkett, President and Chief Executive Officer, Postcom;

- Floyd Creecy, PMP, CMDSM, ITIL, EMCM, MDC, National Mail Manager, HeiTech Services;
- Alison Hall, Product Manager, Direct Mail Solutions, Pitney Bowes Presort Services.

Tons of information await you at this power-packed presentation.

Tuesday, April 11, 7:30-10:00am

Feel the love from speakers & attendees who really care about your success.



There are hundreds of iconic things to see, steps away from the convention center.

You have the opportunity to meet the top experts in the industry as well as colleagues facing the same challenges you face. You will meet them in nearly 90 seminars and workshops in these subject areas:

- + Mail Systems Management
- + Safety & Security
- + Address/Data Management

- + Full Service/Mailer's Scorecard
- + Mail Printing & Processing
- + Postal Mail Management
- + Women In Management
- + Leadership/Staff Development
- + Delivery & Distribution
- + Incoming Mail
- + Digital Mail

- + Professional Development
- + College & University
- + Office Services
- + International Mail
- + Outsourcing
- + Government Mail
- + Production Inkjet
- + Mail Management
- + Technology & Innovation
- + Certification

POWERFUL NETWORKING

Monday, April 10, 2017

9:00-1:00pm Certification Testing
12:00-6:00pm Registration Hours
1:00-2:00pm Delegate Orientation
2:00-3:00pm Sessions Round One
3:15-4:15pm Sessions Round Two
4:30-5:30pm Sessions Round Three
5:30-7:00pm Wine & Cheese Reception

* Agenda subject to Change

Tuesday, April 11, 2017

7:00am-5:00pm Registration Hours
7:30-10:00am Keynote Breakfast
10:00-4:00pm Exhibition Hours
11:15-12:15pm Sessions Round Four
12:30-2:00pm Leadership Luncheon
2:15-3:15pm Sessions Round Five
3:30-4:30pm Sessions Round Six
4:45-5:45pm Sessions Round Seven
6:00-8:00pm Gala Reception

Wednesday, April 12, 2017

7:00am-5:00pm Registration Hours
7:30-9:30am Keynote Breakfast
10:00-3:00pm Exhibition Hours
9:45-10:45am Sessions Round Eight
11:00-1:00pm Two Keynotes & Lunch
12:15-12:45pm Energy Break
1:00-1:50pm Sessions Round Nine
2:00-2:50pm Sessions Round Ten
3:00-3:50 pm Sessions Round Eleven

"I loved the session mix this year. Every one was informational and educational and it's great learning from my peers and mentors."

— Betsy Shortell, CMDSM, Manager University Mail Services, Harvard University

Technology Exhibition

See Leading Vendors At MAILCOM '17

MAILCOM '17 will feature the leading mail technology and service vendors at the Pennsylvania Convention Center in Philadelphia, April 11-12, 2017.

Trade Show Hours:

Tuesday, April 11, 2017:
10am-4pm

Wednesday, April 12, 2017:
10am-3pm

Free Exhibition Passes

You can visit the exhibit hall at no charge! Sign-up for your free exhibit pass at www.mailcom.org.

The following companies will be at MAILCOM '17 (as of February 2017):



ANRO, Inc.

ANRO Inc. is a full service communications company specializing in commercial print, direct mail, online print management solutions and promotional products.

ASENDIA
BY LA POSTE & SWISS POST

Asendia, USA

Asendia USA is an international and domestic mail and parcel company specializing in the preparation and distribution of parcels, direct mail, catalogs, invoices, magazines and journals worldwide.



Canon
CANON BUSINESS PROCESS SERVICES, INC.

Canon Business Process Services, Inc.

Canon Business Process Services, Inc. offers a comprehensive portfolio of managed services and technology spanning information and document management, business process outsourcing and managed workforce services.

Delta X-Ray

Delta Xray

Delta-Xray is the principal U.S. Distributor for the Vidisco family of portable digital X-ray inspection systems for all Security applications and sells and supports systems for NDT Applications.



Dept. of Health & Human Services/PSC

The Program Support Center (PSC) is the largest multi-function shared service provider to the Federal government. Hosted by the U.S. Department of Health and Human Services (HHS), PSC provides our customers support services focused on their needs so they can focus on their core missions.

dupli
Achieve More With Print

Dupli Envelope and Graphics/Notes Inc USA

Dupli specializes in custom printed envelopes with three production facilities located throughout the Northeast. In addition to envelopes, Dupli is one of a few nationwide manufacturers of custom printed sticky notepads, cubes and repositionable adhesive products.



Ennis, Inc.

If it can be printed, or printed on, Ennis has it! We engage in the print and manufacture of innovative and creative direct mail pieces and, we can provide you with presentation folders, tags, labels, integrated sheets, four-color process and more.



GrayHair

GrayHair Software is a data management firm that's a leader in location marketing services and applications for all communication channels for government, global financial services, retailers, insurance and other firms.

Modular Millwork
Sustainable Workroom designs.

IOPC MultiSort

MultiSort's innovative solutions for mail, document and parcel logistics include: MultiSort Mail Furniture, Parcel Lockers, High Density PolyFlex Mailboxes, and more!



Kirk-Rudy, Inc.

Since 1967 Kirk-Rudy has manufactured innovative solutions including a complete product line of feeders, transport bases, conveyors, inkjet printers, inserters, labeling, tabbing, sorting, stacking, tip-on, pick-n-place, folders, bump turns, drying and more.

MAIL:

The Journal of Communication Distribution

MAIL: The Journal of Communication Distribution

MAIL is the number one news source for the mail industry. Its online, magazine and newspaper editions are read by over 25,000 mail operations executives and managers.



Mail Systems Management Association

MSMA is a national not-for-profit association dedicated to the advancement of individuals in the Mail, Logistics/

Technology Exhibition

Distribution Systems, Office Services and related industries. Founded in 1981, MSMA has 14 local chapters with over 1,000 members. Its chapters provide opportunities for networking, certification, education, and facility tours. MSMA is a sponsor of the MAILCOM conference.



Novitex Enterprise Solutions

Novitex is a technology-based, managed services provider that offers a range of mail, print, communications and back office solutions.



RR DONNELLEY

RR Donnelley
RR Donnelley International Mail & Parcel solutions allow businesses to streamline global distribution while increasing customer satisfaction. Our worldwide network, technology-backed support model and extensive knowledge of international shipping requirements provide a seamless connected experience.



SCLogic
Founded in 1996, SCLogic is a leading provider of innovative campus logistics software systems that leverage the latest barcode scanning, printing, mobile computing and wireless technologies. The company has thousands of enterprise, government and university users around the world.

StraPack, Inc.
Strapack has been an innovative leader in plastic strapping machinery since the inception of this type of equipment in the early 60's. Strapack has manufactured

StraPack

and sold more than a half million strapping machines in over 60 countries throughout the world. Recognized as a proven and preferred supplier in the US mailing industry, Strapack has supplied more than 3,000 strapping machines to the U.S. Postal Service.



Transformations, Inc.
Uluro, an all-encompassing CCM solution for the Enterprise, it is a fully integrated solution for creation, management, and delivery of Bills invoices, letters and critical communication. A modern database centric platform provides connectivity to legacy systems while having the ability to drive communication channels beyond the envelope, like

email, web, mobile, SMS, IVR with fully integrated payment support.



Winn Solutions

Winn Solutions is the leading provider of cloud-based barcode tracking technology software. The Winn Item Tracking Systems, or WITS, is a cloud-based tracking solution designed to track and accountable item from its entry point to its delivery point within a company. WITS is the solution that will improve all aspects of your receiving and tracking process.



Official Mail Guide

The Official Mail Guide provides mail communication product and service technical specifications on hundreds of products and companies. Available in print and online.



RaySecur, Inc.

Given the current state of the world, RaySecur™ believes there exists a clear and present danger for the population; a heavy price for all nations if nothing is done; and a real solution rooted in a genuine desire to protect society. More specifically, RaySecur™ holds that Mail is the weakest link and its products help make mail traffic inspection a little less daunting.

FREE EXHIBITION PASS

Come and see the **MAILCOM '17** exhibition ... for **FREE!** Sign up for a **Free Hall Pass** online at **mailcom.org.**

Where America declared independence ... and the mail industry was born.



Independence Park include the famous Hall, Liberty Bell, Ben Franklin Museum, and much more.

Learn and earn more in your career. MAILCOM certification programs raise you to the professional standard of the industry. All programs are Board certified and guaranteed to make a difference in your management career. MAILCOM '17 features:

MCOM Master Certification for Mail Professionals

The Master Certification in Mail Communications (MCOM) program is for advanced managers who have earned MAILCOM Certificates, CMDSM, EMCMM, and other credentials. *April 10 - 1:00-2:00pm*

CMDSM and CMDSS Certifications

Every qualified manager can take the written final exam at MAILCOM to earn the designation "Certified Mail and Distribution Systems

Manager" (CMDSM) or "Certified Mail and Distribution Systems Supplier" (CMDSS). Details at msmanational.org. *April 10 - 9:00am-1:00pm*

Mailpiece Design Consultant (MDC)

The Mailpiece Design Consultant, (MDC) Certification program focuses on classes of mail, mailpiece design, mail preparation and extra services. *April 10 - 9:00am-1:00pm*

CERTIFICATION

Management Certificates In Your Study Area

Attendees can earn a management certificate in: Mail Systems Management; Safety & Security; Mail Printing & Processing; Postal Mail; Women In Management; Leadership; Delivery & Distribution; Address & Data Management; College & University; Outsourcing; Government Mail; Technology & Innovation; and more!

"I liked the location and the historical aspect of being in downtown Philadelphia."

— JoAnn Eisenhuth, Supervisor Office Services, Automotive Resources International



Sessions & Workshops

Mail Systems Management

SESSION MS105

Reengineering Mail Services to Eliminate Waste, Reduce Costs and Improve Efficiency and Service

Whether you are considering consolidation, merging, centralizing, rightsizing, or reengineering your goal is the same, eliminate waste, reduce costs and improve efficiency and service. This presentation will guide you through the daunting steps to successfully employ the resources and methods needed to achieve your goals. Without proper planning and management, changes to your organization can get messy and stall resulting in the possible loss of critical personnel and added costs at a time when failure is not an option. We will show you what to expect, how to avoid the pitfalls and move forward to a successful conclusion. Instructor: Jim Barlow, Jr, CMDSM, EMCM, MDP, MDC, Mail Systems Management Consultants

Monday, April 10, 2017, Round One, 2:00-3:00pm

SESSION MS201

How to Write Effective Operating Procedures for Mail Services

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. Instructor: Jim Barlow, Jr, CMDSM, EMCM, MDP, MDC, Mail Systems Management Consultants

Wednesday, April 12, 2017, Round Eight, 9:45-10:45am

SESSION MS207

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 it's 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

Tuesday, April 11, 2017, Round Six, 3:30-4:30m

SESSION MS301

Reinventing Site Logistics for Effective Change Management 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. Instructors: Susan Manning, CEO, Docuxcel-Corrigan & Manning and Arne Chardukian, IOPC MultiSort Mail and Parcels Solutions

Monday, April 10, 2017, Round Three, 4:30-5:30pm

SESSION MS305

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 Rheume, Novitex Enterprise Solutions

Tuesday, April 11, 2017, Round Five, 2:15-3:15pm

SESSION MS309

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. Instructors: Roger Brown and Mark Rheume, Novitex Enterprise Solutions.

Tuesday, April 11, 2017, Round Seven, 4:45-5:45pm

Sessions & Workshops

SESSION MS401

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.

Wednesday, April 12, 2017, Round Ten 2:00-2:50pm

SESSION MS405

The Secret to a Stress-Free RFP

Learn techniques to conduct an effective and productive Request for Proposal process from the bidder and contractor perspective. Come and hear the war stories of a seasoned proposal writer and manager, gaining valuable insight into some tips and techniques to promote a positive contractor-client relationship from contract inception. This session will provide you with the insight into the RFP life cycle and how the conduct of an organized and well-planned procurement initiative to reduce your stress level and obtain the information you need! Instructor: Sally Pfabe, CMDSS, MDC, EMCM, BrightKey, Inc.

Wednesday, April 12, 2017, Round Nine, 1:00-1:50pm

Security 2017

SESSION SS109

Rapid and Reliable Identification of Mailroom White Powder Hazards – CONOPS to Employee Capability

White powder scares can paralyze a mailroom if not handled properly. This leads to significant down time resulting in delayed deliveries and associated business productivity costs. White powder response protocols are based on the worst possibility, (anthrax or ricin), not the most likely possibility, (hoax or incidental spill) as they should be for public and employee safety. Rapid substance identification can dramatically decrease mailroom downtime but only when employees thoroughly understand the CONOPS, have the appropriate detection and identification equipment at hand, and can effectively interpret the results. Collectively this increases employee safety and dramatically reduces collateral business damage. This presentation will cover effective CONOPS, available detection and identification technology, and most importantly, appropriate

implementation and use of both. Instructor: Chris Weber, Smiths Detection

Wednesday, April 12, 2017, Round Nine, 1:00-1:50pm

SESSION SS201

How to Protect Employees and Customers from Mail Threats

This session covers facility safety measures to insure safe working environment. What you should know and do to make the mail safe for your customers and employees. Instructor: Don Thordsen, State of Colorado

Tuesday, April 11, 2017, Round Five, 2:15-3:15pm

SESSION SS205

Security 2017: Mail and Package Screening

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

Wednesday, April 12, 2017, Round Ten 2:00-2:50pm

SESSION SS306

Using Canines to Protect Your Operations

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 International Inc.

Monday, April 10, 2017, Round One, 2:00-3:00pm

SESSION SS401

Using mmWave Technology for Mail Security

This presentation provides an understanding of the fundamentals of millimeter wave technology, a review of all the MailSecur device functions, modes of operation, and limitations, a practical review of video data and decoding technique, a complete A-TO-Z index on device operation. Also

Sessions & Workshops

included are training simulations using inert objects representing mail threats based on a variety of scenarios. Instructor: Eric Giroux, RaySecur Inc.

Tuesday, April 11, 2017, Round Seven, 4:45-5:45pm

SESSION SS403

The Real Value of Mail Screening

The incorporation of mail screening initiatives and procedures into Mail Center operations is no longer optional. Federal entities are required to have all inbound mail and parcels inspected and reviewed for mail-borne threats. CBRNE threats and while powder hoaxes have become more and more prevalent and easy to introduce into facilities through the mail stream, creating a new sub-sector of mailroom management â mail screening services. Come learn techniques, basic and advanced to protect your personnel, facility, and ensure compliance. Instructor: Sally Pfabe, CMDSS, MDC, EMCM, BrightKey, Inc.

Monday, April 10, 2017, Round Two, 3:15-4:15pm

SESSION SS407

Innovations in Personnel Safety in the Mailroom

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

Wednesday, April 12, 2017, Round Eight, 9:45-10:45am

SESSION SS409

Mail Center Security Forum: Identifying Essential Training for Mailroom and Administrative 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: Keith Marshall, The JGW Group

Tuesday, April 11, 2017, Round Four, 11:15-12:15pm

Address/Data Management

SESSION AD201

MailPiece Design: Tips to Ensure Your MailPieces Meet Design Requirements

This session will address high level MailPiece Design requirements and how to ensure you meet the requirements before going to production. Set up a process for your company or business partners to submit designs through an internal program. Instructor: Marsha Amato-Greenspan, CMDSM, Bank of America.

Monday, April 10, 2017, Round Two, 3:15-4:15pm

SESSION AD205

What's Your Address-ability?

The Address is More than Just a Physical Location. There is a wealth of data in the simple address. It can help support fraud detection, it can give you insight into activity down to the zip code, it can help with social media. You just need to know where to look, how to gather the right information and understand how regulations and data management can help. GrayHair's Adam Collinson, VP Data and Analytics discuss ways to make sure you strategies and processes match.

Monday, April 10, 2017, Round Three, 4:30-5:30pm

SESSION AD207

NCOALink — Finding The Right Vendor At The Right Price

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

Tuesday, April 11, 2017, Round Six, 3:30-4:30m

SESSION AD301

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

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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. Instructors: Christine Erna and Roger Brown, Novitex Enterprise Solutions.

Wednesday, April 12, 2017, Round Eight, 9:45-10:45am

SESSION AD401

Your Software is Talking: But Who's Listening?

Software is an integral part of any mail operation and critical for ensuring complete, correct, and current addresses as well as optimal sortation to achieve maximum postage discounts. Making every mailpiece count means not only leveraging the latest in postal software, but also leveraging software return codes that all software products provide. In this session, learn how CASS and PAVE certified software solutions are providing essential clues to you that can help you: Achieve greater postage work-share discounts; Ensure timely, predictable, and ultimate delivery of the mail; Optimize your overall mail preparation workflow.

Tuesday, April 11, 2017, Round Seven, 4:45-5:45pm

SESSION AD403

Address Quality & Data Management Workshop

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

Wednesday, April 12, 2017, Round Eleven, 3:00-3:50pm

You can earn a certificate in any of the session tracks featured!

You must attend a minimum of six courses within each track, plus the designated keynotes, and have your participation certified by the proctor. Certificates are applied to your MCOM Certification automatically, so earn your certificate at MAILCOM!

Full Service/Mailer's Scorecard

SESSION FS109

Intelligent Mail Roundtable: Full Service, Mailer's Scorecard, Postage Assessments, And Other Critical Issues

Join fellow mail operations managers to hear this expert panel discuss Intelligent Mail Full Service issues including Mailer's Scorecard, Postage Assessments, Informed Visibility, and other critical issues facing business mailers. The last fifteen minutes of the session will set aside to answer questions from the audience. Representatives from the Postal Service and mail industry present.

Tuesday, April 11, 2017, Round Four, 11:15-12:15pm

SESSION FS209

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.

Monday, April 10, 2017, Round Three, 4:30-5:30pm

SESSION FS301

Enterprise Postal Strategies

Address Quality, Managing Move update, Total Postal Management, Return Mail Management, These are a few of the basic 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. Instructors: Christine Erna and Mark Rheaume, Novitex Enterprise Solutions

Tuesday, April 11, 2017, Round Six, 3:30-4:30pm

SESSION FS401

Seamless Acceptance

Seamless Acceptance automates the entry and verification of commercial mailings by leveraging electronic documentation, Intelligent Mail barcodes, and information

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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, April 12, 2017, Round Ten 2:00-2:50pm

SESSION FS404

PostalOne: Roadmaps and Updates

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

Monday, April 10, 2017, Round One, 2:00-3:00pm

SESSION FS407

eInduction: Simplifying Drop Shipping

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

Wednesday, April 12, 2017, Round Nine, 1:00-1:50pm

Mail Printing & Processing

SESSION MP205

Is There a Million Dollars on Your Shop Floor?

Postage is the most expensive component of any mailing budget. Consider this: a business sending 75 million mailpieces a year could save three-quarters of a million dollars annually by dropping postage one cent per piece. One of the biggest cost savings opportunities is bringing presort operations in house, rather than outsourcing to a presort bureau. This is easier to do than you might think with a well-planned automation process. There's true value to an organization when printing hardware and postal presort software are integrated in the mail induction workflow. The combination of the automation capabilities of the software

and hardware you are already investing in creates additional uplift beyond the savings each could possibly create independently. In this session, you will gain an understanding of the true value of integration and automation. You will also take away: Actionable information that will help understand maximizing postage optimization, including benefits in savings, timing, and delivery, an evaluation toolkit that will help you calculate potential postage savings when taking processing in house versus outsourcing. These savings can improve the bottom line or free up money for re-investment. Learn more in this joint presentation of industry leaders, Canon Solutions America and BCC Software.

Tuesday, April 11, 2017, Round Four, 11:15-12:15pm

SESSION MP207

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 – the multitude of workflows, processes and functions across an enterprise that need to be involved in the decisions.. Instructors: Roger Brown and Mark Rheume, Novitex Enterprise Solutions

Monday, April 10, 2017, Round Three, 4:30-5:30pm

SESSION MP301

Increasing the Value of Your Mail & Print Operations

Performance measures are a valuable planning tool for Mail Center Managers that will aid them with managing, monitoring, and controlling the mail centers success in meeting its organizational objectives. This session will provide the Mail Manager with critical strategies for establishing and utilizing performance measures to improve team performance and the value of the Mail Center to customers, stakeholders, employees, and managers. Implementation of these tools within your mail services organization will enable you to achieve consistently superior performance. Instructor: Floyd Creecy, CMDSM, EMCM, MDC, HeiTECH Services, Inc

Tuesday, April 11, 2017, Round Six, 3:30-4:30pm

SESSION MP401

All You Wanted to Know About Production Inkjet, But Were Afraid to Ask

Learn about the fundamental technology choices for commercial inkjet, what are the most common inkjet printing equipment used to produce direct mail and what the future holds for inkjet printing! Instructor: Richard Mazur, Kodak

Wednesday, April 12, 2017, Round Ten 2:00-2:50pm

Sessions & Workshops

SESSION MP405

Mining for Gold in Your Print and Mail Operations

In today's cost cutting environment, we are faced with continuing to reduce the cost of operations. This can be problematic with costs increasing all around us: labor, postage, and supplies costing more year over year. There is an alternative, mining for gold. This session will help you discover those unearthed opportunities and find the golden nuggets within your operation to help you reduce your costs and increase productivity. Instructor: David Day, EDP, D3 Advisors.

Tuesday, April 11, 2017, Round Five, 2:15-3:15pm

SESSION MP407

Managing a High Volume Mail Production Environment in 2017

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)? We will look into these changes and how we have to rethink our printing and mailing operations. 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. Instructor: David Day, EDP, D3 Advisors.

Monday, April 10, 2017, Round One, 2:00-3:00pm

Postal Mail Management

SESSION PM101

Postal Reform, PRC & 2017 Rate Hikes: What You Need To Know

Mailers could see big changes in postage rates and the rate setting process in 2017. The new Postal Service Reform Act of 2017 mandates a 2.15% postage rate hike that takes effect when it is signed into law. Meanwhile, the Postal Regulatory Commission will announce its determination on the postage rate-setting process this year with the potential of the inflation rate-cap being removed. This presentation tells you everything you need to know about the upcoming

changes. Presented by industry veteran Michael Plunkett, President, Association for Postal Commerce (Postcom).

Tuesday, April 11, 2017, Round Four, 11:15-12:15pm

SESSION PM103

USPS Pricing and Simplification, 2017-2018

Discuss the recent price changes and the Postal Services plans for pricing and product simplification going forward into 2018 and beyond. Learn about the product and pricing simplification ideas that the Postal Service is exploring for 2017 implementation. Presented by experts from the U.S. Postal Service.

Tuesday, April 11, 2017, Round Five, 2:15-3:15pm

SESSION PM105

Informed Delivery: Daily Emailed Pictures Of Your Mail That Is Being Delivered

The United State Postal Service continues to believe in the intrinsic value of hardcopy mail. With the expansion of ecommerce 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. Join Gary Reblin, USPS Vice President of Product Innovation as he explains how Informed Delivery is critical to the Postal strategy in a digital world and keeping mail relevant in the consumers' digital routine.

Wednesday, Mid-Morning Keynote, 11:00am

SESSION PM201

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

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

Wednesday, April 12, 2017, Round Ten 2:00-2:50pm

Sessions & Workshops

SESSION PM203

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.

Wednesday, April 12, 2017, Round Nine, 1:00-1:50pm

SESSION PM207

Informed Visibility: Knowing Where Your Mail Is & When It Will Be Delivered

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. Presented by the U.S. Postal Service.

Wednesday, April 12, 2017, Round Eight, 9:45-10:45am

SESSION PM305

The 3 C's of Standard Mail

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

Monday, April 10, 2017, Round One, 2:00-3:00pm

SESSION PM401

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. Instructors: Marianne Houston and Sergius Vonschischkoff, Gannett Publishing Services.

Monday, April 10, 2017, Round Three, 4:30-5:30pm

Direct Mail Days 2017

SESSION DM201

Making Mail Modern

Discussion involving statistics & impact of direct mail – and why it's important; mail piece personalization, and real world examples of tactics and strategies that are generating positive response. Instructor: Jamie Krall, ANRO Inc.

Monday, April 10, 2017, Round Two, 3:15-4:15pm

SESSION DM203

USPS 2017 Promotions: Pushing The Envelope Of Innovation, Saving Money

The beauty of mailing campaigns is that they're tangible and tactical. We're enhancing this palpable experience with digital facets to expand the possibilities of print. We want to drive our clients' customers to engage with brands and purchase products via seamless experiences that break down the barrier between physical and digital. The future of mail depends on this merging of the physical and the digital. The United States Postal Service drives this merge by incenting mailers to invest in new ways to use mail and to engage their customers. These promotions drive new business by encouraging companies to push the envelope on the way they deliver their direct mail messages. Join the USPS Vice President of Product Innovation Gary Reblin as he discusses the engagement strategies of the 2017 promotions.

Wednesday, April 12, 2017, Round Eight, 9:45-10:45am

SESSION DM205

Irresistible Mail: How To Make Your Mail Irresistible

The Postal Service remains a key marketing platform for marketers. And now with the advent of new technologies, direct mail is set to soar. Research shows that nothing beats receiving a physical mail piece when compared to email. But how do you make your direct mail irresistible? The

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USPS thinks it knows the answer. Come and learn how at this Direct Mail Days special session.

Wednesday, April 12, 2017, Round Eleven, 3:00-3:50pm

SESSION DM209

The Fusion of Physical and Digital for Maximum Multichannel Campaign Results

An enterprise B2B company doubled their campaign results by adding mobile advertising to their direct mail campaign. Learn how to integrate direct mail and mobile advertising for maximum multichannel campaign response. An understanding of the technology and tools used as well as details of this case study will be discussed. Instructors: Alison Hall, Pitney Bowes Presort Services and Nat Cooper, Solutions Principal, Pitney Bowes.

Tuesday, April 11, 2017, Round Six, 3:30-4:30pm

SESSION DM301

Marketing Operations Can Support Compliance

Too often the relationship between Marketing and Compliance can be contentious. In addition, compliance is not just about disclosure and copy content. There is a whole world of data management that needs to comply with USPS, federal and state regulations. In this panel discussion, three experts from GrayHair Software talk about how data management and marketing information can help Compliance and Risk Management. Led by GrayHair's Angelo Anagnostopoulos, VP Postal Affairs and Adam Collinson, VP Data and Analytics, will focus on the regulations that marketing data strategies help support. Plus they'll brief the audience on what USPS regulations are taking effect, how to look at your data and best practices for marketing data management. We would develop a diagnostic tool (10 questions) to help attendees understand where they are vulnerable and discuss the results in the webinar. We would provide a glossary of terms of the regs and/or processes. We would offer a free data/file assessment for attendees so they have a snapshot of what they may be facing. We also have Postal Operations White Paper available that we've been using in our outreach to get that part of the organization connected to compliance and regulatory.

Tuesday, April 11, 2017, Round Five, 2:15-3:15pm

SESSION DM307

Beyond Business Forms: Growing Your Business with Full Color Variable Printing

Learn about print market dynamics, what is growing and why? Understand adding variable color digital printing can help you reduce costs, increase productivity and add new

revenues for your business growth. See real world examples of applications that are cutting edge today that can help as a guide to charting your course for the future Instructor: Richard Mazur, Kodak.

Tuesday, April 11, 2017, Round Seven, 4:45-5:45pm

Women In Management

SESSION WM109

Managing Change in a Constantly Changing World

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

Monday, April 10, 2017, Round Two, 3:15-4:15pm

SESSION WM201

Social Media vs. Traditional Mail

We all use social media, Facebook, Instagram, Twitter, LinkedIn and others. How are you using social media to your advantage. It is documented that the average user of social media spends over 2 hours per day on hand held devices (phones and tablets). In fact, for some, the only source of news and information is now social media. What changes are you making to reach these customers? Instructor: David Day, EDP, D3 Advisors.

Tuesday, April 11, 2017, Round Seven, 4:45-5:45pm

SESSION WM205

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

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workforce. Instructors: Marjorie Mitchell, CMDSM, and Jud Thurman, CMDSM/CMDSS.

Tuesday, April 11, 2017, Round Five, 2:15-3:15pm

SESSION WM301

Women in Management Panel Discussion

Join the leading women in management positions as they discuss the unique challenges women face in today's workforce. First offered in the early 1990's when women were just reaching the glass ceiling, this presentation is a popular networking venue as well as an excellent opportunity for you will meet and hear from leading women in mail management. Panel discussion led by Barbara Fahy, MDC, President, MSMA.

Wednesday, April 12, 2017, Round Nine, 1:00-1:50pm

Leadership/Staff Development

SESSION LD103

Customer Service? Really? Who's Responsible and What To Do About it?

Yeah right, customer service, I remember that term, what does it really mean? Is there such a thing as customer care and customer respect? Who is responsible for this mess? What are we; what are you, going to do about it? Sit in and learn how we got here and what we can do to get out of here and how we all may contribute to the best possible customer service. Instructor: Paul Dreifuss, CMDSM, MDC, Budd Larner, P.C.

Tuesday, April 11, 2017, Round Six, 3:30-4:30pm

SESSION LD 105

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. Instructor: Jim Barlow, Jr, CMDSM, EMCM, MDP, MDC, Mail Systems Management Consultants.

Monday, April 10, 2017, Round Three, 4:30-5:30pm

SESSION LD201

Bringing Accountability, Credibility & Professionalism to Your Mail Center

A Mail Center operation performs the impossible on a daily basis. Other people's and department's 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. Instructor: Joe Freeman, CMDSM, MDC, MDP, Canon Business Process Services, Inc.

Tuesday, April 11, 2017, Round Seven, 4:45-5:45pm

SESSION LD203

A Philosophy in Employee Management

Employee management is a difficult skill to master. In this information packed session, you will learn how basic philosophies and proven methodologies can lead to successfully managing and motivating employees. Learn how to build trust from the ground up, and why it is important that the process starts with you, the manager. These proven philosophies have a great track record of success, and can be the solution to the management and leadership dilemma faced in corporate America today. Instructor: Nick Staffieri, CMDSM, The MCS Group, Inc.

Wednesday, April 12, 2017, Round Ten 2:00-2:50pm

SESSION LD209

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.

Tuesday, April 11, 2017, Round Four, 11:15-12:15pm

Sessions & Workshops

SESSION LD301

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

Wednesday, April 12, 2017, Round Nine, 1:00-1:50pm

Incoming Mail, Digital Mail & Office Services

SESSION IC101

Design Basics for an Effective Mail & Distribution Center

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

Monday, April 10, 2017, Round One, 2:00-3:00pm

SESSION IC201

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. Instructors: Roger Brown and Mark Rheume, Novitex Enterprise Solutions.

Monday, April 10, 2017, Round Two, 3:15-4:15pm

SESSION IC209

Understanding What Return Mail is Telling You

Undeliverable Mail has a significant impact upon any business in postage costs, loss of business and valuable resources. Understanding the markings on a return mail piece can provide information to correct the mailing address

or determine why the piece was returned to allow you to develop a process to more efficiently manage return mail. This session will provide the basics for 'reading' return mail and methods for processing return mail. Instructor: Mark Hale, CMDSM, CMDSS, EMCM, MDP, MDC, OMG.

Wednesday, April 12, 2017, Round Eleven, 3:00-3:50pm

SESSION IC306

Digital Age of Mail & Distribution Services

Over the last few years, mail and distributions services has migrated into the Digital Age. The newest and most advanced mail centers are using digital technology to process and handle all of its incoming mail. Most systems vary with hardware and software that can be located on or off-site of the main facility and in a relatively small spaces. Learn how digital technology can protect and prevent personnel and facilities from any mail piece incident and decrease costs. Instructor: Sal Dassaro, MBA, CMDSM, Datamation Systems, Inc.

Wednesday, April 12, 2017, Round Nine, 1:00-1:50pm

SESSION IC 309

Digital Intake Center: Digital 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: David VanDereems, Director, Innovation and Business Process Centers, Canon Business Process Services, Inc.

Tuesday, April 11, 2017, Round Five, 2:15-3:15pm

SESSION IC401

Law Firm Mail Management

Managing and communications operations in a law firm is unique and quite challenging. Servicing lawyers, whiners, do for me-ers, do it now-ers and all that come with law firm management can . How to finesse, create effective processes and win most of the battles. Instructor: Paul Dreifuss, CMDSM, MDC, Budd Lerner, P.C.

Tuesday, April 11, 2017, Round Seven, 4:45-5:45pm

Questions?

Call the Help Desk at 609-264-0120 with any questions about attending MAILCOM '17!

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Professional Development

SESSION PD209

Industry Certifications: It's Your Career

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

Tuesday, April 11, 2017, Round Five, 2:15-3:15pm

SESSION PD301

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.

Wednesday, April 12, 2017, Round Ten 2:00-2:50pm

SESSION PD303

Impression Management

You only get one chance to make a First Impression. Learn tips and tricks for managing and presenting yourself with a professional persona. Instructor: Christine Erna, Novitex Enterprise Solutions.

Wednesday, April 12, 2017, Round Eleven, 3:00-3:50pm

SESSION PD306

What It Takes To Earn CMDSM, CMDSS and MDC Certification

Are you ready to take your career to the next level? Certification is the key. The session begins with a brief discussion of the Mailpiece Design Consultant (MDC) certification program. It continues by outlining the 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.

Monday, April 10, 2017, Round One, 2:00-3:00pm

SESSION PD401

How to Excel and Thrive in a Changing Workplace

In today's unstable and volatile workplace how do you put yourself in a position of value and strength to continue to succeed and remain employed? This session will discuss the do's and don'ts that will have a positive effect on your career and happiness in the workplace. Instructor: Mark Hale, CMDSM, CMDSS, EMCM, MDP, MDC, OMG.

Tuesday, April 11, 2017, Round Six, 3:30-4:30m

College & University

SESSION CU109

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

Monday, April 10, 2017, Round Two, 3:15-4:15pm

SESSION CU201

Issues In Printing & Mailing In Colleges/Universities

This roundtable reviews the technologies and strategies being used in the College & University environment to print and process mail with an eye on saving money and improving processes.

Tuesday, April 11, 2017, Round Five, 2:15-3:15pm

Sessions & Workshops

SESSION CU203

College & University Workshop: Issues & Answers

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

Wednesday, April 12, 2017, Round Nine, 1:00-1:50pm

SESSION CU301

Building Your Mail Center's Brand

Managing and Marketing your Mail Center has never been more challenging! This session will offer tactics and strategies to help you think "outside of the box" and make your College/University Mail Center the "go to" spot on campus. Get real-life examples of tools to use in keeping your costs down, while at the same time offering more services. Hear how you can offer more to your customers with the same or fewer resources and get ideas on how to move your mail center to the next level of service and value to your customers. Discover simple marketing techniques to make sure your campus customers know what you have to offer and how your mail center can meet their ever-changing needs! You will walk away with the secrets of how to leverage your expertise to become a service star! Instructor: Betsy Shortell, CMDSM, Harvard University.

Tuesday, April 11, 2017, Round Seven, 4:45-5:45pm

SESSION CU305

How to Unify Your Campus Logistics & Processes

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

Monday, April 10, 2017, Round Three, 4:30-5:30pm

SESSION CU309

Challenges In Managing The College & University Mail Center

Come and join your colleagues and share war stories about running mail, distribution and support services departments

in colleges and universities. This course will offer answers on topics that include selecting equipment, installing work measurements, managing staff and overcoming space restrictions.

Wednesday, April 12, 2017, Round Eleven, 3:00-3:50pm

International Mail

SESSION IM109

International Addressing Requirements for Capturing and 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 10, 2017, Round One, 2:00-3:00pm

SESSION IM201

Addressing the International Market

This session provides information on international address management and quality, as well as tips on ensuring delivery of your mail in the ever expanding global market. Instructor: Marsha Amato-Greenspan, CMDSM, Bank of America.

Tuesday, April 11, 2017, Round Six, 3:30-4:30m

SESSION IM206

Customs Efficiency for Customer Satisfaction and Cost Containment

Best practices for international shipments use industry techniques in conjunction with USPS guidelines to streamline workflow and improve delivery. Which industry resources support trouble-free delivery? What should your organization do to ease sending dutiable packages? In this workshop, learn the answers that will help you increase your efficiencies and improve delivery.

Wednesday, April 12, 2017, Round Nine, 1:00-1:50pm

SESSION IM301

How Will the 2016 UPU Congress Affect International Mailers in the U.S.?

The Universal Postal Union (UPU) met in September 2016 for its quadrennial Congress. Decisions made at the UPU Congress affect international mailers around the world. The USPS submits international postage rates adjustments to the PRC, makes changes to their international service offerings, and updates the International Mail Manual (IMM)

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based on the UPU Acts. A long-time observer of international mailing policy and attendee at UPU Congresses who works within the UPU on behalf of U.S. mailers will be interviewed on what happened at the 2016 Congress that will affect international mailers in the U.S. Instructors: Merry Law and Charles Prescott.

Tuesday, April 11, 2017, Round Four, 11:15-12:15pm

SESSION IM401

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 12, 2017, Round Eleven, 3:00-3:50pm

Government Mail Management

SESSION GM109

IMpb and the Meter Customer

Government meter mailers and Private industry meter mailers do you know if you are losing economic benefits for not having meet all IMpb requirements? Is there a penalty if you cannot comply? What are the benefits of implementing the IMpb requirements? What are my options to comply and what are the financial ramifications to my organization? These questions and more will be answered during this session. Meter mailers will be presented with options to allow users to make informed conscientious decisions to comply with the IMpb requirements. Take the time to get this valuable information, knowledge = power and time = \$\$.

Instructor: Floyd Creecy, CMDSM, EMCM, MDC, HeiTECH Services, Inc.

Monday, April 10, 2017, Round Two, 3:15-4:15pm

SESSION GM201

Federal Hot Topics: What's new in 2017 Federal Mail Policy?

In this session, you will learn more about recent changes and changes to come that may impact everyone in the federal government. Discussions will include the federal mail management regulations (FMR 102-192), data reporting, Last Known Address working group, e-learning training, small package shared services, and our outreach efforts.

Instructor: Lois Mandell, General Services Administration.

Wednesday, April 12, 2017, Round Eight, 9:45-10:45am

SESSION GM207

Federal Mail & Parcel Security Compliance Training

Mail Security is always a topic discussed at interagency meetings, management emergency response meetings, and in all mail centers. Mail center security became much more important after the anthrax and ricin attacks with the continuing threat of such attacks. Both federal and local government mail services are required to provide security and training to meet a wide range of potential threats that can be introduced by way of the mail center. Threats may be chemical, biological, radiological, nuclear, or explosive substances (CBRNE) and are dangerous and disruptive. This session addresses ways to prevent theft in the mail center, emergency planning, and more. Panel presentation.

Tuesday, April 11, 2017, Round Six, 3:30-4:30pm

SESSION GM301

Manage Like Santa

Celebrate the Holidays all over again this Spring! Ever wonder how each Holiday Season, Santa is able to produce and distribute millions of toys all around the world in one night? The secret is out. Santa is a Holiday Season Management Guru. If you missed it last Holiday Season, now is your chance to learn these valuable management tricks. Certified Mail and Distribution Systems Manager Nick Staffieri uncovers 8 valuable lessons we can learn from Santa's management experience, and how these lessons can translate into our own management processes.

Instructor: Nick Staffieri, CMDSM, The MCS Group, Inc.

Monday, April 10, 2017, Round Three, 4:30-5:30pm

SESSION GM303

Why You Need TNT in Your Government Mail Center

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

Tuesday, April 11, 2017, Round Seven, 4:45-5:45pm

SESSION GM401

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 12, 2017, Round Ten 2:00-2:50pm

Conference Agenda

Monday, April 10, 2017

9:00-1:00pm Certification Testing

12:00-6:00pm Registration Hours

1:00-2:00pm Delegate Orientation

2:00-3:00pm Sessions Round One:

MS105: Reengineering Mail Services to Eliminate Waste, Reduce Costs and Improve Efficiency and Service

SS306: Using Canines to Protect Your Operations

FS404: PostalOne: Roadmaps and Updates

MP407: Managing a High Volume Mail Production Environment in 2017

PM305: The 3 C's of Standard Mail

IC101: Design Basics for an Effective Mail & Distribution Center

PD306: What It Takes To Earn CMDSM, CMDSS and MDC Certification

IM109: International Addressing Requirements for Capturing and Printing non-U.S. Addresses

3:15-4:15pm Sessions Round Two:

SS403: The Real Value of Mail Screening

AD201: MailPiece Design: Tips to Ensure Your MailPieces Meet Design Requirements

DM201: Making Mail Modern

WM109: Managing Change in a Constantly Changing World

IC201: The Easiest Way to Save

CU109: Cost Savings Ideas to Beat Your Budget

GM109: IMpb and the Meter Customer

4:30-5:30pm Sessions Round Three:

MS301: Reinventing Site Logistics for Effective Change Management for the "Agile" Workplace

AD205: What's Your Address-ability?

FS209: Full Service & Mailer's Scorecard

MP207: Thinking About Outsourcing Your Print Production?

PM401: Are You Claiming the Best Postage Rate?

LD105: Moving from Manager to Leader

CU305: How to Unify Your Campus Logistics & Processes

GM301: Manage Like Santa

5:30-7:00pm Wine and Cheese Welcome Reception

Questions?

If you have any questions about the MAILCOM Conference call the help desk at 609-264-0120.

Tuesday, April 11, 2017

7:00am-5:00pm Registration Hours

7:30-10:00am Continental Breakfast & Keynote

Presentation: Top Ten Concerns Of Mail Managers

Roundtable moderated by Francis Ruggiero, Chief Editor, Official Mail Guide/MAIL Magazine

10:00-4:00pm Exhibition Hours

11:15-12:15pm Sessions Round Four:

SS409: Mail Center Security Forum: Identifying Essential Training for Mailroom and Administrative Personnel

FS109: Intelligent Mail Roundtable: Full Service, Mailer's Scorecard, Postage Assessments, And Other Critical Issues Facing Mailers

MP205: Is There a Million Dollars on Your Shop Floor?

PM101: PM101 Postal Reform, PRC & 2017 Rate Hikes: What You Need To Know

LD209: Leadership Training for Supervisors & Managers

IM301: How Will the 2016 UPU Congress Affect International Mailers in the U.S.?

12:30-2:00pm Leadership Luncheon & Keynote

Presentation: What's Ahead For USPS & Business Mailers: Postage Rates & Regulations Review presented by Robert G. Taub, Chairman, Postal Regulatory Commission

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

MS305: How to Optimize Your Mail Center Spend

SS201: How to Protect Employees and Customers from Mail Threats

MP405: Mining for Gold in Your Print and Mail Operations

PM103: USPS Pricing and Simplification, 2017-2018

DM301: Marketing Operations Can Support Compliance

WM205: Managing a Multi-Generational Workforce

IC309: Digital Intake Center: Digital Transformation of the Mail Center

PD209: Industry Certifications: It's Your Career

CU201: Issues In Printing & Mailing In Colleges/Universities

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

MS207: Creating a Mail/Delivery Services Operations Guide

AD207: NCOALink — Finding The Right Vendor At The Right Price

FS301: Enterprise Postal Strategies

MP301: Increasing the Value of Your Mail & Print Operations

DM209: The Fusion of Physical and Digital for Maximum Multichannel Campaign Results

LD103: Customer Service? Really? Who's Responsible and What do We do About it?

PD401: How to Excel and Thrive in a Changing Workplace

Conference Agenda

IM201: Addressing the International Market
GM207: Federal Mail & Parcel Security Compliance Training

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

MS309: Sharpen Your Mail Expertise
SS401: Using mmWave Technology for Mail Security
AD401: Your Software is Talking: But Who's Listening?
DM307: Beyond Business Forms: Growing Your Business with Full Color Variable Printing
WM201: Social Media vs. Traditional Mail
LD201: Bringing Accountability, Credibility & Professionalism to Your Mail Center
IC401: Law Firm Mail Management
CU301: Building Your Mail Center's Brand
GM303: Why You Need TNT in Your Government Mail Center

6:00-8:00pm Gala Reception – Hard Rock Cafe

Wednesday, April 12, 2017

7:00am-5:00pm Registration Hours

7:30-9:30am Keynote Breakfast & Keynote Presentation: Maintaining The Value Of Mail: A Report From The USPS Inspector General presented by Tammy Whitcomb, Acting Inspector General, USPS Office of Inspector General

10:00-3:00pm Exhibition Hours

9:45-10:45am Sessions Round Eight:

MS201: How to Write Effective Operating Procedures for Mail Services
SS407: Innovations in Personnel Safety in the Mailroom
AD301: Customer Data: Your Greatest Tool or Hindrance?
PM207: Informed Visibility: Knowing Where Your Mail Is & When It Will Be Delivered
DM203: USPS 2017 Promotions: Pushing The Envelope Of Innovation, Saving Money
GM201: Federal Hot Topics: What's new in 2017 Federal Mail Policy?

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

11:00am-12:00pm: Informed Delivery: Daily Emailed Pictures Of Your Mail That Is Being Delivered presented by Gary Reblin, USPS Vice President of Product Innovation

12:00-1:00 pm: Direct Mail Revolution: How New Technologies Are Reshaping Direct Mail In The 21st Century presented by Kevin Gilligan, Vice President, Structural Graphics

1:00-1:50pm Sessions Round Nine:

MS405: The Secret to a Stress-Free RFP
SS109: Rapid and Reliable Identification of Mailroom White Powder Hazards – CONOPS to Employee Capability

FS407: eInduction: Simplifying Drop Shipping
PM203: Tips for Effectively Working With the USPS
WM301: Women in Management Panel Discussion
LD301: Graduated Discipline
IC306: Digital Age of Mail & Distribution Services
CU203: College & University Workshop: Issues & Answers
IM206: Customs Efficiency for Customer Satisfaction and Cost Containment

2:00-2:50pm Sessions Round Ten:

MS401: Mail Communications Manager: The Corporate Consultant
SS205: Security 2017: Mail and Package Screening
FS401: Seamless Acceptance
MP401: All You Wanted to Know About Production Inkjet, But Were Afraid to Ask
PM201: Rules & Regulations for First Class Bulk, Periodical & Standard Mail
LD203: A Philosophy in Employee Management
PD301: Social Media 101
GM401: Government Mail Operations Roundtable

3:00-3:50pm Sessions Round Eleven:

AD403: Address Quality & Data Management Workshop
DM205: Irresistible Mail: How To Make Your Mail Irresistible
IC209: Understanding What Return Mail is Telling You
PD303: Impression Management
CU309: Challenges In Managing The College & University Mail Center
IM401: Taking the Mystery Out of International Mailing

4:00pm Final Salute

Get the most out of MAILCOM ... Go To Delegate Orientation!

Get the most out of your MAILCOM education by taking advantage of all the conference has to offer. The place to learn how is at Delegate Orientation, Monday, April 10 1:00pm-2:00pm.

Even if you have attended past MAILCOM's, the Delegate Orientation brings you up to speed on what's new. Don't miss this opportunity to get the most from MAILCOM.

Hotel Accommodations

Marriott Downtown Is MAILCOM 17's Host Hotel

MAILCOM 17's host conference hotel is the Philadelphia Marriott Downtown — a soaring landmark nestled in the city's historic center. This Marriott is one of the largest convention hotels in the Northeast and is steps away from the city's major attractions.

Best of all, the Marriott Downtown is connected directly by skywalk to the Convention Center and MAILCOM '17!

Each hotel room offers plush bedding, flat-screen TV, and some of the most striking views of Philadelphia. The Marriott also offers full room service, a cutting-edge fitness center, a heated indoor pool, and numerous on-site dining options.

Special MAILCOM Conference Room Rate: \$186 per night. Call Marriott at 215-625-2900 and say "MAILCOM" for the \$186 rate.

Or go to www.mailcom.org and click the hotel link to register online.

Besides having great restaurants in the hotel, the Marriott is steps away from a wide range of dining options include the many outlets in the Reading Terminal, the Hard Rock Cafe, Starbucks. Plus excellent dining at City Tavern, DiNardo's Famous Seafood, El Vez Mexican Restaurant, and Maggiano's Little Italy is around the corner.

CONFIRMATION: Hotel confirmations are directly sent to you by the hotel.

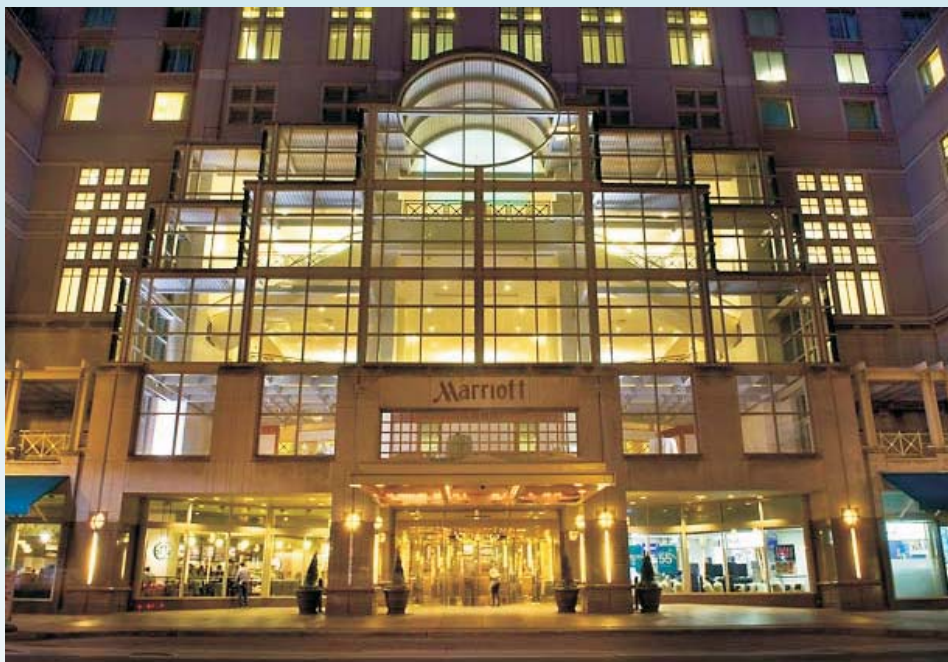
CONFERENCE REGISTRATION: Use the form provided in this catalog or register online at www.mailcom.org.

GROUP RATES: Special group rates are available so you can bring additional staff. See the registration form for group rate details.

TRAIN SERVICE: Via Amtrak to 30th Street Station, Philadelphia

AIR SERVICE: Fly into Philadelphia International Airport <http://www.phl.org>.

ADDRESS: Marriott Downtown, 1200 Market Street, Philadelphia, PA 19107



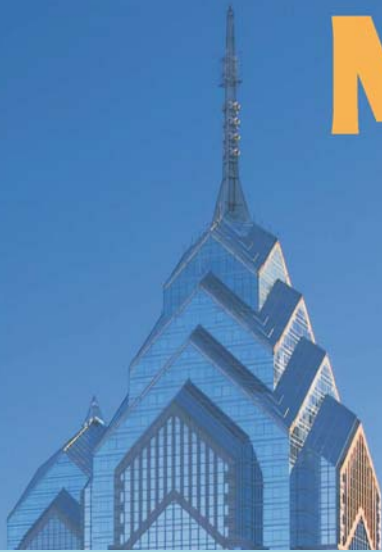
Marriott Downtown Philadelphia is the host hotel for MAILCOM '17. It is conveniently connected by skywalk to the Pennsylvania Convention Center.



PARKING: Valet parking at hotel available. Discount parking \$20 a day at Autopark at 8th & Filbert. Other parking is available at a higher cost.



EXPLORE PHILADELPHIA: The Marriott Downtown is centrally located within walking distance to dozens of major attractions including Independence Hall, the Liberty Bell, National Constitution Center, Franklin Institute, Betsy Ross House, and much more! Go to www.mailcom.org for details.



MAILCOM '17 philadelphia

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Cancellation: If you must cancel, notify the Registration Dept. in writing by 3/10/17 for refund. After this date only conference credit will be issued.

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B FULL CONFERENCE ENROLLMENT

For days registered, each option includes entry to seminars, keynotes, exhibition hall, meals and receptions; and supporting documentation.

Regular Rate \$995 Large Group (2-4 same co.) \$845
 Group Rate (2+ same co.) \$865 Extra Large Group (4+) \$795

C TWO AND ONE-DAY ENROLLMENTS

Two Day: Monday-Tuesday \$795 One Day: Tuesday Only Pass \$495
 Two Day: Tuesday-Wednesday \$795 One Day: Weds. Only Pass \$395
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D PAYMENT INFORMATION

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