mailcom
LAS VEGAS

Annual Fall Convention
October 2-4, 2017
Tuscany Suites Hotel

the art & science of mail communications
Welcome To MAILCOM Las Vegas!

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

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

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

Morning Keynote – Tuesday, October 3, 2017 – 9:00-10:00am
The Future of Physical Mail
This presentation will review the question of when is the “end of physical mail” right for your organization. It will explore recent trends of mail to digital communication and how companies are wrestling with the issue of what is right for their organization. But more importantly, what is right for their customers and clients and how do they feel about physical vs. electronic communication. Presented by Tony Kuchta, General Manager, Lineage

Leadership Luncheon Keynote – Tuesday, October 3, 2017 - 12:30-2:00pm
Security 2017: Issues & Answers
Security is a frequent topic discussed at every corporate meetings, management emergency response meetings and today, in all mail and distribution centers. Security became much more important after the anthrax and ricin attacks with the continuing threat of such attacks. Organizations today have been forced to implement plans to protect their employees and facilities. This presentation, developed especially for MAILCOM, will discuss a wide range of potential threats that can be introduced by way of the mail and distribution centers. Threats may be chemical, biological, radiological, nuclear, or explosive substances (CBRNE) and are dangerous and disruptive. This session addresses ways to prevent theft in the mail center, emergency planning, and comprehensive security management. Presented by, Sally Pfabe, CMDSS, BrightKey and Marshall “Keith” James, JGW Group

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

Educational Session Tracks & Management Certificates
These educational tracks will be offered and attendees can earn a management certificate in two of them:

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

www.mailcom.org
systems to manage and control
implement process control
continually using data to optimize your processes, you are probably
creating an operations guide then
considered or are looking at
operating today? If you are not
mail systems are responsible for the management of millions of
dollars in postage and expenses, not to mention the movement of
important hardcopy communications that large, medium, and small
call for answers on topics that include selecting equipment,
installing work measurements, managing staff and overcoming
space restrictions.

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
delivery services is critical to its success and to ensure that every
employee has a document of services rendered. It also benefits
in the training process of new employees to learn how things are
done and how to operate the equipment located in the operation center. If you ever
or are looking at creating an operations guide then this session is for you.

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

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

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.

Leadership & Team Building Sessions

Reinventing Site Logistics for the “Agile” Workplace
Tuesday, October 2 – Round Three, 4:45-5:45 pm

SESSION MS258:
Challenges of Managing the Small/ Mid-Size Operation
Join your colleagues and share war stories about running mail

distribution and support services departments in a small to

mid-size company. This course will offer answers on topics that

include selecting equipment, installing work measurements,
managing staff and overcoming space restrictions.

Creating a Mail/Delivery Services Operations Guide
Tuesday, October 3 – Round Four, 10:15-11:15 am

SESSION MS260:
Mail Services: Can You Survive?
Companies now are looking for ways to reduce costs more than
ever before. How will you make
sure your team is able to weather
the storm that is approaching?
Can you take on other service
opportunities? How cross
functional is your team or how
cross-functional can they become?
How do you add value to your business and to their
bottom line financials? In the end, the
paper volume of mail continues to decrease for most
businesses while more
companies are looking for ways to reduce costs. How can you
survive?

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

SESSION MS279:
Lowering The Costs Of Your Mail Center Operations
Costs remain high and manpower
low, as we are all expected to do
more with less people and less
budget money. This session will
review the methods to lower
specific costs in your mail
operation. Attendees will learn a step by step process to follow
and how to put together the results for management
evaluation.

Wednesday, October 4 – Round Nine, 10:55-11:50 am

SESSION MS383:
Graduated Discipline
Utilizing Graduated Discipline is a method to focus on personal
development and improvement in managing underperforming or
difficult employees. Identifying
underachievers and guiding them
towards acceptable productivity
can lead to greater productivity
and cost avoidance in recruiting.

Wednesday, October 4 – Round Eight, 5:40-10:40 am

SESSION LD135:
Rock Star Management
Everyone manages people; are you managing stars? Learn how
to mold the norm into exciting
career possibilities, goals and processes
to exceed expectations. Create an
operation that deserves a standing Ovation! Is managing
people and process any different
than managing rock stars and
producing concerts? Nope. Have fun and manage stars.

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

SESSION LD111:
Managing a High Volume Mail Production Environment
The challenge has never been greater to manage your high
volume mail environment. Between
data and regulations and the need to present content the
to your customer wants to see it
is changing. What are you doing
to comply? Have you thought
about the impact of Americans
With Disabilities (ADA section
508)? Redaction? We will look
into these changes and how we
have to rethink our printing and
mailing operations. In the past
deploying a new Automated
Document Factory (ADF) was a 7
figure investment, now the
investment is much lower and the
productivity gains, are much
higher. How will we cope with the
dynamics of a changing
demographic on how mail is
received? There are many ways to
accomplish the end result. Join us
as we explore the opportunities
that exist today to give your

customer the “customer
experience” they expect from you.

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

SESSION MS395:
The Many Facets of Mail Center Management
The cliché of the dark and dingy
mailroom located in the basement
is a thing of the past. Modern
Mail Centers require sensible
floor plan designs, well thought
out standardized processes
(including Operational Risk Detection), Cost
Savings goals, good employee
communication and recognition
programs, and many other
“facets” that, together, make up
a world class Mail Services Center. Attendees will be exposed to
systems, templates, techniques, and best practices
that they can take back to their
operations and begin
implementing and using
immediately.

Wednesday, October 4 – Round Nine, 10:55-11:50 am

SESSION MS400:
Sharpen Your Mail Expertise
In an industry that’s continuously
evolving and improving it’s
difficult to keep up to date on best practices. This
session will cover the foundation
of mailing, which includes classes of mail, processing
categories, address requirements and more.

Whether you are an expert or a
novice, this program will empower you to
build on your postal
knowledge.

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

Learn more about MAILCOM at www.mailcom.org

www.mailcom.org
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 premise 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 including supervisors and bring a positive impact to your operation.

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

SESSION LD250: Mystery Solved! Cracking the Case on Productivity
Achieving a high degree of productivity in a world full of distractions – phone calls, emails, texts, meetings and web conferences – is a greater challenge than ever before. Discover methods to "tame the technology beasts" that have come to consume each day. Learn how to streamline your daily to-do list to gain more out of your day and lower your stress level. Unleash the power of the word “No” and embrace the freedom that it brings! Explore the value of priority quadrants and the importance of blending the untapped “circular file” into your life.

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

SESSION LD263: Training for Success
Have you ever said to yourself as a manager, “Why don’t my employees know something? I think they should know?” Or, “If I know how to handle this task why don’t my employees understand it?” Training always seems to be a service that is not valued. Learning to “lead” will arm you with the tools to elevate you and your program to new heights that would never be achieved by just “managing” daily operations.

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

SESSION LD362: Can You Discipline Without Punishment
Motivating and correcting team members, without using fear or punishment is a key skill set in developing a self-motivated, punctual, productive team.

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

SESSION LD396: Mail Communications Manager: The Corporate Consultant
The mail center is the heart of any organization. Almost all communication flows through it. As a mail center manager you can and should position yourself as an internal corporate consultant for “all things mail.” This session will cover how to read the tea leaves and anticipate change, become a resource for responding to new initiatives and add value to your organization.

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

SESSION LD404: Building Your MailCenter’s Brand
Managing and Marketing your Mail Center has never been more challenging! This session will offer tactics and strategies to help you think “outside of the box” and make your College/University Mail Center the “go to” spot on campus. Get real-life examples of tools to use in keeping your costs down, while at the same time offering more services. Hear how you can offer more to your customers with the same or fewer resources and get ideas on how to move your mail center to the next level of service and value to your customers. Discover simple marketing techniques to make sure your campus customers know what you have to offer and how your mail center can meet their ever-changing needs! Be sure not to miss this lively session, as you will walk away with the secrets of how to leverage your expertise to become a service star!

Wednesday, October 4 – Round Ten, 12:15-1:15 pm
and how to overcome mailing challenges.
Wednesday, October 4 – Round Nine, 10:50-11:50 am

SESSION PR403:
Eludtion:  Simplifying Drop Shipping
Discover the Postal Service’s solution to simplifying the drop shipment process with eludtion. Learn how to leverage electronic mailing information to eliminate the need for hardcopy PS Forms 8125 and 8017’s 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 eludtion on-processing step and participation requirements.
Wednesday, October 4 – Round Ten, 12:15-1:15 pm

Safety & Security Compliance Training

SESSION SS126:
Detect and Protect: Mail Screening for all Budgets
Explore the options for blending mail screening techniques into your mail center, from basic inspection to full scope threat detection. The incorporation of mail screening initiatives and procedures into Mail Center operations is no longer “optional”. Federal entities are required to have all inbound mail and parcels inspected and reviewed for mail-borne threats. CBRNE threats and while powder hoaxes have become more and more prevalent and easy to introduce into facilities through the mail stream, creating a new sub-sector of mailroom management-mail screening services.
Monday, October 2 – Round Two, 3:40-4:30 pm

SESSION SS133:
Paranoid Persuasion: Understanding and Overcoming Our Addiction to Anthrax
An open discussion on the short and long term effects of the 2001 anthrax attacks on the nation’s approach to mail screening and how our fascination with, and addiction to, this singular threat weakened our defensive capabilities and made us more vulnerable than ever. We will discuss how this event impacted technology, protocols, training, and funding for mail security programs and first responders and what we need to redirect our efforts in order to counter the growing range of potential threats.
Monday, October 2 – Round Three, 4:45-5:45 pm

SESSION SS245:
Security Forum: Identifying Essential Training for Mail and Admin Personnel
As international and domestic terrorism events increase around the world, security directors and mail center managers face the constant challenge of providing personnel with up-to-date training with minimal disruption. This facilitated open forum addresses the most current security topics, the application of Federal regulations, and the role training plays in helping your organization mitigate risk. We will discuss a variety of training methods and how each can be used to enhance threat understanding and awareness.
Tuesday, October 3 – Round Four, 10:15-11:15 am

SESSION SS259:
Effective X-Ray Options: What’s Out There
Understand the fundamentals and motivations of bombing incidents, safety concerns and how these factors relate to mailroom screening and security. Properly utilize an installed X-Ray to recognize, identify and isolate the characteristic, components and compositions of mail bombs and other hazardous shipments in a mailroom environment. Be proactive and demonstrate a high level of proficiency in the safe containment, handling and avoidance of hazardous situations before they occur.
Tuesday, October 3 – Round Five, 11:30-12:30 pm

SESSION SS261:
Innovations in Personnel Safety
Safety in the mailroom has never been more critical to worker health and continued operations. During a time of tightening of budgets, the continued threat of mail-borne attacks, and a trend towards a paperless society, mailroom personnel are being asked to handle more with less, in the areas of both manpower and resources. Explore techniques to ensure the safety of lone workers, streamline work flow to handle “more with less”, and reduce mailroom injuries.
Tuesday, October 3 – Round Six, 2:30-3:30 pm

SESSION SS270:
How to Protect Employees and Customers from Mail Threats
This session covers facility safety measures to ensure safe working environment. What you should know and do to make the mail safe for your customers and employees.
Tuesday, October 3 – Round Seven, 3:45-4:45 pm

SESSION SS388:
Security 2017: Mail & Package Screening
Finding the perfect solution that meets your customers and your needs! In today’s world, one of the vulnerabilities of government mail is that it can be used as a way to create a malicious attack on a government official or department. In this workshop you will hear how the State of Colorado developed their screening program to keep the intended recipient out of harms way from powders, chemicals, incendiary devices, bombs, or any other malicious materials.
Wednesday, October 4 – Round Eight, 9:40-10:40 am

SESSION SS414:
Using Canines to “Sniff Out” Security Risks
A well-trained bomb dog is extremely difficult to fool or defeat. Explosive Detection Canine Teams provide the most effective, efficient and versatile explosive detection capability available. The high visibility of the Canine Teams also acts as an outstanding deterrent. No machine or manual search technique can even remotely compare with a canine team.
Wednesday, October 4 – Round Eleven, 1:30-2:30 pm

Postal Mail Management Sessions

SESSION PM128:
International Addressing Requirements for Capturing/Printing non-U.S. Addresses
Undeliverable As Addresses Mail is an expensive problem for mailers and delivery companies. The elements, their length and placement in addresses around the world vary. This presentation will discuss the problems with capture, storage and printing of proper international addresses formats, with recommendations on the space required.
Monday, October 2 – Round Two, 3:30-4:30 pm

SESSION PM130:
Informed Delivery Update
There is more than one way to optimize postage and in-home delivery to maximize direct mail results. Commingling, Cotransportation, and CoPalletization will be discussed to show opportunities to optimize postage results and allow delivery to meet client’s in home expectations.
Monday, October 2 – Round Three, 4:45-5:45 pm

SESSION PM246:
Tips for Effectively Working With the USPS
It’s not just what you know but sometimes it’s who you know that’s helpful. Knowing the right person in the right position at the USPS is one of the key elements in forming an effective relationship. Whether it is the BMEU Entry Clerk, the Plant Manager or the District Manager, identifying the proper person to address your specific issue is the beginning. Learn how and where to meet the right person, what information to provide, and how to interact with them in order to have positive resolution to any issues or concerns you have about your mail.
Tuesday, October 3 – Round Four, 10:15-11:15 am

SESSION PM255:
NCOALink — Finding The Right Vendor At The Right Price
Mailers need to have their addresses run through the National Change of Address database and that usually means using an outside vendor that is an NCOALink licensee. Too often, the selection process of the vendor is a quick decision without comparing costs. And issues like data security and customer data protection are not considered, especially with processing done over the internet. This course details current USPS-approved licensees and outlines steps every mailer should take before utilizing the services.
Tuesday, October 3 – Round Five, 11:30-12:30 pm

SESSION PM262:
Taking the Mystery Out of International Mailing
International mailings are handed off to a foreign mail operator after
clearing customs in the destination country. Learn how this affects your mail delivery and return and how to avoid them. Learn how to manage your mailings to ensure you are obtaining the best postage rates for First Class Mail. This session provides options for improving your mailing lists resulting in big postage savings. An explanation for each destination category and what is required to move up to the next discount threshold will be provided. Learn about the impact of address quality and how affects your postage expense. Come and learn the fundamentals and requirements that you need to understand about today’s postage management process. Wednesday, October 4 – Round Eleven, 1:30-2:30 pm

**SESSION PM384:**

*Are You Claiming the Best Postage Rate?*

This session will teach you the importance of 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 destination category and what is required to move up to the next discount threshold will be provided. Learn how to move your mail from Basic to Saturation & Basic or up to Mixed ADC. Discussions include deflection testing and how to save by moving from non-machinable to machinable.

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

**SESSION PM399:**

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

This workshop will discuss the latest information about 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 batch and process mail to meet current USPS mailing requirements. Come and learn the A thru Z process for a First Class Bulk Mail, Periodical or Standard Mail mailing.

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

**SESSION PM401:**

*The Easiest Way to Save*

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

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

**SESSION PM413:**

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

This session focuses on providing an understanding of many issues that impact your postage costs. A detailed review of the essentials every mailer should know about address quality and how affects your postage expense. Come and learn the fundamentals and requirements that you need to understand about today’s postage management process.

Wednesday, October 4 – Round Six, 2:30-3:30 pm

**SESSION GM115:**

*Government Mail: Issues & Solutions*

This session is for both government and mailing industry professionals. Learn about the latest information about DMM rules & regulations for meeting postal service requirements. Included will be discussions on complying with the Move Update Requirements, Last Known Address Initiatives within the industry/government and Best Practices.

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

**SESSION GM257:**

*How to Excel and Thrive in a Changing Workplace*

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

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

**SESSION GM266:**

*Safety & Security Training Requirements and Compliance*

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

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

**SESSION GM273:**

*Government Mail Operations Roundtable*

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

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

**SESSION GM380:**

*Infrastructure Protection & Mailroom Security*

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

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

**SESSION GM391:**

*Why You Need TNT in Your Government Mail Center*

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

Wednesday, October 4 – Round Nine, 10:59-11:50 am

**SESSION GM402:**

*Managing a Multi-Generational Workforce*

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

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

**Professional Development Sessions**

**SESSION PD112:**

*The Value of Staying Connected*

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

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

**SESSION PD129:**

*What Is Your Voice in the Company? Community vs Global*

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

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

**SESSION PD251:**

*From Stress to Success*

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

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

**SESSION PD277:**

*Network Like a Superhero*

Networking is an art form that anyone can learn, develop, and master, from the most gregarious extrovert to the more reserved introvert – it’s all about crafting and embracing your own style! Discover tips and techniques to make the most of formal and informal “schmoozing” events,
break through the barriers of that first introduction, and follow up like a pro. Learn to read body language, apply key lead-in techniques, and create comfortable and meaningful interactions that will grow your professional and personal networks.

Tuesday, October 3 – Round Seven, 2:30-3:30 pm
SESSION DD390:
Design Basics for an Effective Mail & Distribution Center
Identifies the essential design steps and analysis necessary in order to create an efficient mail and parcel distribution center for your corporation or university. Addresses ongoing impacts of cultural expectations and needs, security, and business realities in today’s world to show how to understand and leverage these change variables to optimize workflow efficiency and client satisfaction.
Wednesday, October 4 – Round Nine, 10:50-11:50 am

SESSION DD269:
Cost Savings Ideas to Beat Your Budget
Learn key cost savings techniques that will help you beat your budget. This session covers tracking mail center volumes, task-to-employee work-charts, definition of service performance standards and more. You will learn “best practices” that will help you shape your Mail Center into a lean, mean, efficient machine.
Tuesday, October 3 – Round Six, 2:30-3:30 pm

SESSION DD272:
Leveraging Technology for the 21st Century Mail Center
Just a few short years ago mail rooms were still tracking packages by hand as a demand of the mail centers develop so of the package tracking system that helps support them attend this workshop and learn how universities and colleges moved from tracking packages by hand to implementing a large-scale package tracking and locker system complete with address forwarding and virtual mailboxes.
Tuesday, October 3 – Round Seven, 3:45-4:45 pm

SESSION DD385:
Justifying a Hub/Spoke Concept
The session will help you justify a Hub/Spoke mail center environment. Includes aspects such as cost justification, security enhancements, value add benefits and even cost savings that can be achieved. Included will be an example of a business case to show Service Level Agreements and actual labor savings.
Wednesday, October 4 – Round Eight, 9:40-10:40 am

SESSION DD390:
Design Basics for an Effective Mail & Distribution Center
Identifies the essential design steps and analysis necessary in order to create an efficient mail and parcel distribution center for your corporation or university. Addresses ongoing impacts of cultural expectations and needs, security, and business realities in today’s world to show how to understand and leverage these change variables to optimize workflow efficiency and client satisfaction.
Wednesday, October 4 – Round Nine, 10:50-11:50 am

SESSION DD406:
Tips for Cutting Shipping Costs
Are you getting the best rates for your shipping services? Or is the business down the road paying a lot less for the same services? The fact is businesses that do not aggressively manage their express and package shipments are losing thousands of dollars a year. Come hear this panel of experts share some little known secrets for cutting FedEx, UPS and other shipper’s costs.
Wednesday, October 4 – Round Ten, 12:15-1:15 pm

SESSION SM117:
Industry Certifications: It’s Your Career
Are you considering going after a professional certification to increase your knowledge and enhance your career potential? Then this session is for you, as it will provide detailed information on the various mailing industry certifications programs available, the cost and how to apply/get started on earning one. Included will be a review of the application process for each and how to track industry points that may have to be earned in order to apply. And once certified, what then? How to leverage this knowledge.
Monday, October 2 – Round One, 2:15-3:15 pm

SESSION SM139:
Leadership Success at Every Level
An interactive journey into the heart of leadership where you will learn it’s OK to have a little fun at work. You will learn how to establish an internal mentoring program and how leaders can utilize the simple principles behind the ABC’s of leadership to become more successful.
Monday, October 2 – Round Three, 4:45-5:45 pm

SESSION SM240:
Supercharge Your Career!
In the world of social media, we tend to forget how to leverage those platforms in the manner to skyrocket our careers, resources, etc. Come and discover how we can navigate towards a field of dreams.
Tuesday, October 3 – Round Four, 10:15-11:15 am

SESSION SM254:
Bringing Accountability, Credibility & Professionalism to Your Mail Center
A Mail Center operation performs the impossible on a daily basis. Other people and departments poor planning becomes the Mail Center’s emergency; how do you handle this? Do you respond irrationally, having to apologize later or do you take the high road and be a true professional. This session details specifics and responses that will allow you to be the ultimate professional under any circumstance. Examples and open discussions will allow participant’s a full range of interactive collaboration.
Tuesday, October 3 – Round Five, 11:30-12:30 pm

SESSION SM265:
What It Takes To Earn CMDSM, CMDSS and MDC Certification
Are you ready to take your career to the next level? Certification is the key. The session begins with a brief discussion of the Mailpiece Design Consultant (MDC) certification program. It continues by outlining the 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.
Tuesday, October 3 – Round Six, 2:30-3:30 pm

SESSION SM392:
How to Optimize Your Mail Center Spend
Did you know that mail could account for more than 9% of a Fortune 500’s operating cost? In this session you will learn how to efficiently and effectively manage your mailroom workflow to ensure you stay within your budget. Topics to be covered include: production schedules/efficiencies, quality control, mailpiece basics, working with your service provider, data processing issues and how to put it all together.
Wednesday, October 4 – Round Nine, 10:50-11:50 am
SESSIONS MC123:

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

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

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

SESSIONS MC264:

**Anatomy of a Great Mailer**

Preparing and delivering effective direct mailers is not an advanced science, but it does require thought, preparation and effort. While is not a regimented set of exact procedure for effective direct mail campaigns, there are specific sound procedures and address standard which should be followed. In this session you will learn best habits and techniques for successful direct mail and how you can achieve them.

**Tuesday, October 3 – Round Two, 2:30-3:30 pm**

SESSIONS MC271:

**Fusion of Physical & Digital for Maximum Multichannel Results**

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

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

SESSIONS MC397:

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

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

**Wednesday, October 4 – Round Nine, 10:05-11:05 am**

SESSIONS MC408:

**Communication During a Time of Change**

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

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

SESSIONS MC410:

**Document Printing TCO’s: Comparing Apples, to Oranges, to Pears**

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

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

SESSIONS CU114:

**Excellent Customer Service: Who You Gonna Call?**

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

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

SESSIONS CU256:

**How to Unify Your Campus Logistics & Processes**

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

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

SESSIONS CU405:

**Challenges In Managing The College & University Mail Center**

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

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

SESSIONS CU411:

**College & University Workshop: Issues & Answers**

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

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

---

www.mailcom.org
You will learn what the impact is significant costs for eTailers. Ecommerce returns represent functions under one organization. This session explores how consolidating competencies and give you business critical or core challenges that are faced for functions that are not some of the challenges that are "catch all" for functions that fall outside of mail services. We will discuss all' for functions that fall outside of mail services. We will also discuss the benefits of re-branding your operation and implementing new color coded mail processes to improve delivery, internal accountability and security.

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

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

With this in mind, the session will provide an in-depth look into the following:

1. The benefits of implementing new color coded mail processes to improve delivery, internal accountability and security.
2. The importance of re-branding your operation and building a professional image.
3. The impact of outsourcing on business critical functions and how to determine if it is the right decision for your organization.
4. Tips for managing change and successfully transitioning to an outsourced mail center.
5. Strategies for generating communications and maintaining customer engagement.
6. Effective communication plans and the role of the mail center in the company's overall strategy.
7. Financial considerations and the impact of outsourcing on the company's bottom line.
8. The role of the mail center in the company's corporate identity and reputation.
9. The benefits of outsourcing for eCommerce Companies and how easy it is to take control of the problem to improve the bottom line as well as increase customer satisfaction and brand reputation.

This session is designed to provide a comprehensive understanding of the advantages and disadvantages of outsourcing mail operations, and to help attendees make informed decisions about whether or not to outsource their mail services.
TUESDAY, October 3, 2017

10:15-11:15am Sessions Round Four:
- MS244: Measuring Mail Workflow: A Must!
- SS245: Security Forum: Identifying Essential Training for Mail and Admin Personnel
- PM246: Tips for Effectively Working With the USPS
- LD247: Leadership Training for Supervisors & Managers
- PR249: Address Quality & Data Management Workshop
- OS240: From Mail Services to Business Support Services
- CU248: Issues In Printing & Mailing In Colleges/Universities
- SM240: Supercharge Your Career!

11:30-12:30pm Sessions Round Five:
- MS258: Challenges of Managing the Small/Mid-Size Operation
- SS259: Effective X-Ray Options: What’s Out There
- PM255: NCOALink — Finding The Right Vendor At The Right Price
- LD250: Mystery Solved! Cracking the Case on Productivity
- GM257: How to Excel and Thrive in a Changing Workplace
- OS252: Data Quality and E-commerce Returns
- CU256: How to Unify Your Campus Logistics & Processes
- PD251: From Stress to Success
- SM254: Bringing Accountability, Credibility & Professionalism to Your Mail Center

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

2:30-3:30pm Sessions Round Six:
- MS260: Mail Services: Can You Survive?
- SS261: Innovations in Personnel Safety
- PM262: Taking the Mystery Out of International Mailing
- LD263: Training for Success
- GM266: Safety & Security Training Requirements
- PR267: Full Service & Mailer’s Scorecard
- MC264: Anatomy of a Great Mailer
- SM265: What It Takes To Earn CMDSM, CMDSS and MDC Certification
- DD269: Cost Savings Ideas to Beat Your Budget

3:45-4:45pm Sessions Round Seven:
- MS279: Lowering The Costs Of Your Mail Center Operations
- SS270: How to Protect Employees and Customers from Mail Threats
- LD278: Manager vs. Leader
- GM273: Government Mail Operations Roundtable
- OS275: Outsource Compliance & Control
- PD277: Network Like a Superhero
- MC271: Fusion of Physical & Digital for Maximum Multichannel Results
- DD272: Leveraging Technology for the 21st Century Mail Center

WEDNESDAY, October 4, 2017

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

7:30-8:30am Continental Breakfast

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

9:40-10:40am Sessions Round Eight:
- MS383: Graduated Discipline
- SS388: Security 2017: Mail & Package Screening
- PM384: Are You Claiming the Best Postage Rate?
- LD382: Can You Discipline Without Punishment
- PR381: Seamless Acceptance
- OS386: Mail Ops. 101: Gateway to Company Communications
- DD385: Justifying a Hub/Spoke Concept
- GM380: Infrastructure Protection & Mailroom Security

10:50-11:50am Sessions Round Nine:
- MS395: The Many Facets of Mail Center Management
- PM399: Rules & Regulations for First Class Bulk, Periodical & Standard Mail
- LD396: Mail Communications Manager: The Corporate Consultant
- GM391: Why You Need TNT in Your Gov’t Mail Center
- PR394: PostalOne: Roadmaps and Updates
- PD398: Blink: How Do You Make Decisions
- MC397: From the Yellow Legal Pad to the USPS: The Life and Times of a Document
- SM392: How to Optimize Your Mail Center Spend
- DD390: Design Basics for a Mail & Distribution Center

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

12:15-1:15pm Sessions Round Ten:
- MS400: Sharpen Your Mail Expertise
- PM401: The Easiest Way to Save
- LD404: Building Your Mail Center’s Brand
- GM402: Managing a Multi-Generational Workforce
- PR403: elnduction: Simplifying Drop Shipping
- OS407: The Ins-and-Outs of Outsourcing and Insourcing
- CU405: Challenges In Managing The CU Mail Center
- MC408: Communication During a Time of Change
- DD406: Tips for Cutting Shipping Costs

1:30-2:30pm Sessions Round Eleven:
- SS414: Using Canines to “Sniff Out” Security Risks
- PM413: Everything You Need to Know About Postage
- CU411: College & University Workshop: Issues/Answers
- PD415: Mastering the Art of Body Language
- MC410: Document Printing TCO’sSM418: Service Levels and Key Performance Indicators

2:30pm Post-Conference Wrap-up & Farewell Salute
You will be amazed at MAILCOM’s Las Vegas address – an all-suites hotel that is ideal for professional conferences. Last year’s attendees raved about the facility. Tuscany Suites Hotel Room Rates are $69.00 (Sunday thru Thursday) and $129.00 (Friday & Saturday). Register online at www.mailcom.org.