

United States Postal Service  
 Western Area Joint  
 Areas Inspiring Mail &  
 Postal Customer Council (PCC) Meeting  
 Thursday March 22, 2018  
 8:00am – 12 noon

**Location:**

Arizona District Office  
 4949 E Van Buren Street  
 Phoenix Arizona 85026-9992

Time	Subject	Presenters
8:00 - 8:30am	Registration, Consultation and Networking Breakfast	
8:35 – 8:45am	Welcome & Housekeeping PCC updates	<i>PCC Postal Co-Chair</i> <i>PCC Industry Co-Chair</i>
8:45 – 8:50am	Welcome & Introductions	<b>Gail Hendrix</b> <i>District Manager</i> <i>Arizona</i>
8:50 - 9:15am	State of the Business	<b>Greg Graves</b> <i>USPS Western Area</i> <i>Vice President</i>
9:15 - 10:00am	Leveraging Mail and Social Media	<b>Chris Karpenko</b> <i>USPS Headquarters</i> <i>Executive Director Brand</i>
10:00 – 10:15am	Break	
10:15 - 11:00am	Irresistible Mail	<b>Vicki Stephen</b> <i>USPS</i> <i>Director of Mailing Services</i>
11:00 - 11:50am	Mailers' Technical Advisory Committee (MTAC)	<b>Bob Schimek</b> <i>MTAC Industry Vice Chair &amp; Treasurer</i> <b>Lindsey Taylor</b> <i>USPS Program Manager/Secretary</i>
11:50 - 12 noon	Raffle/ Closing	<b>Debbie Persico</b> <i>Postal Co-Chair</i> <i>USPS Western Area</i> <i>Marketing Manager</i> <b>Dan O'Brien</b> <i>Pitney Bowes Industry Co-Chair</i>