

2018

MAILERS CONFERENCE

— INFORMED DELIVERY AND VISIBILITY —



The Lodge at Old Kinderhook

678 Old Kinderhook Dr Camdenton MO 65020

888-346-4949

www.oldkinderhook.com

OCTOBER 17-19, 2018



Presented by:



SCHEDULE OF EVENTS

WEDNESDAY, OCTOBER 17, 2018

12:00 pm	Golf with Shotgun Start	Old Kinderhook
12:00 noon – 4:00 pm	Set Up	Grand Ballroom
3:00 pm – 6:00 pm	Registration Table Open	Grand Ballroom
6:00 pm – 10:00 pm	Networking Event	Creek View Room

THURSDAY, OCTOBER 18, 2018

7:00 am – 5:00 pm	Registration Opens	Grand Ballroom
8:00 am – 9:30 am	Opening Session	Grand Ballroom
	Introductions	Charley Miller, Gateway District Manager, U.S. Postal Service
	Social Media; Protecting your Professional Profile	Mark Fallon, President, The Berkshire Company

SPECIAL SESSION

10:00 am - 2:00 pm	Academic Outreach	Creek View Conference
	**See description next page	

BUSINESS SESSIONS

10:00 am – 11:00 am	Enterprise Payment/Mailers Scorecard	Hearth Room
	Cheryl Hudson, Manager, Business Mail Entry USPS	
	Staying Alive	Cypress Board Room
	John Jackman, United States Postal Inspection Service	
	Bob's 12 Direct Mailing Musts	Grand Ballroom
	Bob Ellis, Manager, Business Alliance, USPS	
11:15 am – 12:00 noon	How to Engage your Customer Using Direct Mail	Hearth Room
	Dina Kessler, President Kessler Creative	
	Leila LeVan, President & CEO Innovative Strategic Alliance, Inc.	
	International Mail	Cypress Board Room
	Julie Aitken, National Account Manager, IMEX Global Solutions	
	Leadership and Mentoring for your Future Success	Grand Ballroom
	Jim Burns, Operations Manager, Massachusetts General Hospital	
12:15 pm – 1:30 pm	LUNCH	Grand Ballroom
	Presentation of Awards	

SCHEDULE OF EVENTS



Explore how to develop relationships with marketing and graphic communications departments at local colleges and universities.

- Inspire and empower the next generation of mailers to understand the value print has upon the marketing industry. Encourage marketing and graphic communications departments to include direct mail coursework as a way to enrich their omni-channel curriculum. Inform students about the power of direct mail in an integrated marketing campaign – from both a marketing and a graphic communications perspective. Recruit new talent into the mailing industry.
- Identify marketing and graphic communications points of contact at local colleges and universities in your geographic area. Create an outreach strategy for developing relationships with institutions that currently provide relevant courses in marketing and graphic communications and print.
- Learn how other professors use tests or direct mail challenges in their course curricula by connecting them with companies seeking improved marketing methods for their products and services.
- Reach out to university mail services managers and leverage their relationships to establish inroads with related academic departments and associations to help mentor your programs.

SCHEDULE OF EVENTS

BUSINESS SESSIONS

1:45 pm – 2:30 pm	Informed Delivery and Visibility Cypress Board Room Kim Caldwell-Harvey, Manager, Marketing USPS
	Technology and Direct MailGrand Ballroom David Mastervich, Client Executive, World Wide Technology
	Non-Profit Mailing and MarketingHearth Room Lisa Roth & Kyle Moore, NCED Training Support, USPS
2:45 pm – 3:30 pm	ROI on Multi Channel MarketingHearth Room Lisa Roth & Kyle Moore, NCED Training Support, USPS
	Postal Jeopardy and TriviaCypress Boardroom Glendia Ayers, Business Development Specialist, USPS
	Leading with Emotional IntelligenceGrand Ballroom Gina Greco, Manager of Data Services, CTRAC Direct
3:45 pm – 4:30 pm	Marketing in Mail: Concepts for College StudentsHearth Room Ian Cross, Professor, Berkley University
	Innovations in Personal SafetyGrand Ballroom Sally Pfabe, Vice President of Business Development, Bright Key, Inc.
5:30 pm – 6:30 pm	Networking ReceptionGrand Ballroom
6:30 pm – 8:00 pm	DINNERGrand Ballroom
8:00 pm – 11:00 pm	Entertainment by Seasoned Wood Outdoor Patio Area

FRIDAY, OCTOBER 19, 2018

7:00 am – 8:30 am	BREAKFASTGrand Ballroom
8:10 am	Silent Auction Bidding Ends
8:30 am – 10:30 am	Opening SessionGrand Ballroom Daniel Dejan, Sapi Paper
	M&Ms... Mailing and Marketing Are Better TogetherGrand Ballroom Angela Hayward, East Regional Sales Manager, Pitney Bowes
10:30 am	Silent Auction Winners AnnouncedGrand Ballroom

REGISTRATION FORM

30th
Anniversary

Name _____
Company _____
Address _____
City, State, Zip _____
Phone, Fax and Email _____

☐ **FULL REGISTRATION: \$160**

Includes: All meals, all business sessions and entertainment.

☐ **ONSITE REGISTRATION: \$200**

☐ **THURSDAY ONLY: \$125**

Includes: Lunch, dinner, business sessions and entertainment.

ADDITIONAL MEAL TICKETS

Thursday Lunch: \$40	Qty: _____	Name _____
Thursday Dinner (& entertainment): \$50	Qty: _____	Name _____

GOLF TOURNAMENT - SHOTGUN START: \$70 EACH PLAYER

Wednesday, October 18, 2017 at 12:00 noon: \$70 each player Qty: _____

Make your room reservations at Old Kinderhook by calling **888-346-4949** or **573-317-4314** – Use group code: **181016CENT**

Be sure to request the “Central MO Postal” rate of \$135.00 per night for the Lodge (available until Sept 21); Single Bedroom/ one bathroom Condo for \$199.00 per night; OR the Two Bedroom with an on-suite bathroom Condo for each at \$270.00 per night. Please make your hotel reservations as soon as possible to ensure space availability at this special rate. The hotel will have limited rooms available at this rate for Monday and Tuesday if you want to bring the family for some vacation time.

Please make copies of this registration form and submit one copy for each person attending.

Make checks payable to and mail to: Mailers Conference, PO Box 1773, Columbia, MO 65205-1773

For questions, special dietary needs, or additional information, please contact:

Lisa Brock (lbrock@shelterinsurance.com) at 573-214-4810 or Cathy Rupard (mms@socket.net) at 573-474-8877

You can also visit our website and register with your credit card at centralmopcc.com and click on “Register Online Now”.

Note: There will be a processing fee.

Note: The group code below is NOT to be put in the Promotional Code box. It is the Group ID and Password. Your group code is: Group ID: 181016CENT Password: 181016CENT

GOLF TOURNAMENT

We will be playing at Old Kinderhook this year. The shotgun starting time will be 12:00 noon. The event includes golf cart, range balls, and prizes. Please meet at the Pro Shop at 11:30 am. To confirm your spot on a four-person team, include a check for \$70 per person. Please complete the form below and return it no later than October 6, 2018.

In addition, you may also sign up as a **GOLF HOLE SPONSOR** for only \$75.00.

If you have any questions, please contact Phil Berk at pberk@tribunepublishing.com.

REGISTRATION FORM

October 17, 2018

Attendee

Company Name and Address

Phone

1. _____
2. _____
3. _____
4. _____

Please make check payable to:

Mallers Conference • PO Box 1773 • Columbia, MO 65205-1773



SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR: \$1,000.00

- Registration for TWO (2) at the Annual Mailers Conference
- Name recognition at our annual Conference
- Name recognition at monthly meetings
- Name recognition on all mailing correspondence
- Name recognition on the Postal Council Website as a Platinum Sponsor of the PCC
- Full page advertisement or description of your business at our Conference
- All recognition as a Platinum Sponsor

ALL FOR ONE YEAR!

GOLD SPONSOR: \$500.00

- Registration for ONE (1) at the Annual Mailers Conference
- Name recognition at our annual Conference
- Name recognition at monthly meetings
- Name recognition on all mailing correspondence
- Name recognition on the Postal Council Website as a Gold Sponsor of the PCC
- Half page advertisement or description of your business at our Conference
- All recognition as a Gold Sponsor

ALL FOR ONE YEAR!

VIRTUAL SPONSOR: \$400

- Registration for ONE (1) at the Annual Mailers Conference
- Distribution of marketing collateral
- Consultation area provided
- Round of golf for ONE (1) attendee

GOLF SPONSOR: \$75 PER HOLE

- Company sponsorship at each hold paid for

☐ **PLATINUM SPONSOR**

@\$1000 each = \$ _____

☐ **GOLD SPONSOR**

@\$ 500 each = \$ _____

☐ **VIRTUAL SPONSOR**

@\$ 400 each = \$ _____

☐ **GOLF SPONSOR**

@\$ 75 each = \$ _____

Name

Company Name and Address

Phone

1. _____
2. _____
3. _____

PLEASE SEND US HIGH RESOLUTION LOGO THAT MAY BE USED FOR YOUR SPONSORSHIP

Please make checks payable to Mailers Conference, and return this form along with the check to:
Mailers Conference, PO Box 1773, Columbia, MO 65205-1773

Or visit our website and pay for sponsorship online at www.centralmopcc.com

Click on "Register Online Now" **There will be a processing fee.**

THIS YEARS AWARDS

MAIL MANAGER OF THE YEAR AWARD

Nominations are being sought for Mail Manager of the Year. This award honors individuals who have achieved significant cost reductions or revenue growth through the innovative use of postal products and services.

Eligibility Requirements

1. Must have been employed in the Mail Industry five years.
2. Must have attended a postal Conference in the last five years or be a member of your local PCC.
3. Must manage a Mailing Center.

ZEN THOMAS FRIEND OF THE PCC INDUSTRY AWARD

Nominations are being accepted for The Zen Thomas Friend of the PCC Industry Award. Over a period of time, this person has made a significant contribution of time, knowledge, talent and enthusiasm to the Mailing Industry. This has become an annual award to recognize a person chosen from the nominees.

Eligibility Requirements

1. Must have been employed in the Mail Industry five years.
2. Must have attended a postal Conference in the last five years or be a member of your local PCC.
3. Be employed by a company or vendor who supplies mailing products, or
4. Be employed by a business that provides a mailing service.

POSTAL MEMBER OF THE YEAR

Eligibility Requirements

1. Be employed in the U.S. Postal Service.
2. Must have attended a postal Conference in the last five years or be a member of your local PCC.

PREVIOUS AWARD WINNERS

MAIL MANAGER OF THE YEAR

2005	Ron Feilner
2006	Robert White
2007	Debbie Reynolds
2009	Shawn Cunningham, EMCM
2010	Judy Donnell
2011	Pam Clark
2012	Zen Thomas, CMDSM
2013	Phil Berk
2014	Rich Brugnara
2015	Mike Edison
2016	Roger Marsh
2017	Matt Stockman

ZEN THOMAS FRIEND OF THE PCC

2005	Zen Thomas, CMDSM
2006	Bob Reinagel
2007	Stan Fredrick
2009	Cathy Rupard
2010	Kim Harrison
2011	Dale Woody
2012	Bob Frossard
2013	Pat Gamp
2014	Judy Donnell
2014	Pam Clark
2015	Eddie Hudson
2016	Mark Fallon
2017	Anna Metzger

POSTAL MEMBER OF THE YEAR

2010	Cheryl Hudson
2011	Don Knoth
2012	Glendia Ayers
2013	David Martin
2014	John Boeger
2014	Cathy Boeger
2015	Linda Bergland
2016	Rick Ayers
2017	Cindy Bolles

NOMINATIONS FORM

Nominee Name and Title: _____

Street Address: _____

City/State/Zip Code: _____

Phone Number: _____

E-mail Address: _____

Qualifications: _____

Mail by September 21, 2018 to:

Awards Committee, Mailers Conference, PO Box 1773, Columbia, MO 65205-1773
(Attach additional pages if needed.)

A panel made up of two Postal Employees, two Board members from the Central MO PCC and two people from private industry who work in the Mailing field will review the applications. To be considered OR to nominate someone, please complete and return this nomination form.

NOMINATIONS FORM

Nominee Name and Title: _____

Street Address: _____

City/State/Zip Code: _____

Phone Number: _____

E-mail Address: _____

Qualifications: _____

Reason you or person nominated should be considered for Award:

Awards Committee, Mailers Conference, PO Box 1773, Columbia, MO 65205-1773
(Attach additional pages if needed.)

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NOMINATIONS FORM

Nominee Name and Title: _____

Street Address: _____

City/State/Zip Code: _____

Phone Number: _____

E-mail Address: _____

Qualifications: _____

Awards Committee, Mailers Conference, PO Box 1773, Columbia, MO 65205-1773
(Attach additional pages if needed.)

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MAILERS CONFERENCE
PO BOX 1773
COLUMBIA MO 65205-1773

Presorted
First-Class Mail
Postage & Fees
Paid
USPS
Permit No. G-10

Only Notice!

This is the only Registration and
Nomination form that will be sent out!
Please keep in a safe place!



Design compliments of
Shelter Insurance Companies.

ENTERTAINMENT BY



Seasoned Wood

Mike Cooke: Vocals, Guitar
Anita Cooke: Vocals, Keyboard, Recorder
Chris Ring: Vocals, Percussion
Arjen Cloake: Vocals, Ukulele, Harmonica

For over 25 years, Seasoned Wood, an acoustic rock music group has showcased a unique delivery of some of the best classic rock the 60's, 70's and 80's has to offer. With a 4 part harmony, rhythmic blues guitar, keys, percussion, ukulele and harmonica, Seasoned Wood offers something for everyone to enjoy.