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Des Moines, IA 50301

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BUSINESS MAILERS AND SHIPPERS SYMPOSIUM

SEPTEMBER 27, 2018

**START PLANNING
NOW TO ATTEND!**



BUSINESS MAILERS AND SHIPPERS SYMPOSIUM

SEPTEMBER 27, 2018

FARM BUREAU FINANCIAL SERVICES CORPORATE OFFICES
5400 UNIVERSITY AVE, WEST DES MOINES, IA 50266

INFORMED DELIVERY!

Sign-up for the program, learn best practices, and get tips to optimize your participation.

VENDORS!

Technology, innovation, resources and what's more – solutions! It's all in the Vendor Hall.

POSTALPRO DEMONSTRATION!

For aspiring mailing pros and those who already are, this demo unlocks the power of PostalPro.

VARIETY OF TOPICS!

Key Postal and Industry leaders cover a broad range of topics.

SPONSORED BY: DES MOINES POSTAL CUSTOMER COUNCIL AND UNITED STATES POSTAL SERVICE

SESSIONS



WHO PROTECTS YOUR MAIL? POSTAL INSPECTORS

You'll learn about security issues and how to respond. Inspectors cover physical security issues and risks associated with your mailing operation, such as internal theft, protecting sensitive data, and dangerous mail. Learn from the experts to quickly identify potential hazards in the mail, keep employees safe and minimize hazards.



DIRECT MAIL'S RELEVANCE IN A MULTI-CHANNEL WORLD- WHY IT IS STILL THE MOST EFFECTIVE

Direct Mail is thriving in today's multi-channel environment. With the confluence of "screen options" and media choices, Direct Mail continues to outperform all other marketing options, regardless of the measurement you want to use - ROI, cost per campaign, speed to market, delivery percentages, open rates, and address accuracy.



TALENT MANAGEMENT AND THE ART OF LEADERSHIP

Talent management and the concept of "human capital" is more than just buzz words within an organization. It is a business strategy that organizations will employ to hire, retain, and mentor their top talented employees. We will look at how managers can ensure their operations are meeting the organization's strategic commitment to hire, develop, and retain talented employees.



WHAT'S GOING ON?

What's going on with the United States Postal Service? What's going on with Congressional action to bring changes? What's going on with new technologies impacting our industry? What's going on with changes in what print and mail organizations are doing for their customers? We'll discuss what the USPS leadership has announced, the state of the legislative process, as well as trends and technologies impacting the industry.



SHIPPING - HOW TO INCORPORATE THE US POSTAL SERVICE INTO YOUR CARRIER MIX

We will discuss the value of adding US Postal Service services into your carrier mix to control costs and improve service. Using real shipping examples, we will quantify areas where the US Postal Service can be more cost effective than UPS and FedEx, and provide better transit times to your customers.



MAIL CENTER OPERATIONS - STRATEGIES, INSIGHTS, AND FORWARD DIRECTION

A Mail Center operation is critical to the overall mission and strategic goals of an organization. This includes internal and external communications, mail piece designs, postage allocations, workflow efficiency, and the development of future leaders. Learn how to evaluate your current mail center processes and develop new paths for future directives within your organization.



NO BIG WINS

During this talk, you will be challenged to set aside the idea of achieving one major goal and instead focus on the little lessons taking place every day. The little lessons that will lead to sustainable, long-term success include:

- Defend Your People
- Learn to Sell
- Network for Success
- Know What You Want
- There Are No Shortcuts
- And most importantly - Don't Take Yourself Too Seriously!

SEPTEMBER 27, 2018

**Held at: FBL Financial Services
5400 University Ave
West Des Moines, IA 50266**

ATTENTION VENDORS!

**Are you interested in exhibiting
at the symposium? Contact
pat.logan@copysystemsinc.com**

AT-A-GLANCE SCHEDULE

8:00 AM - 9:00 AM **Registration and Continental Breakfast**

9:00 AM - 9:30 AM **Opening Remarks - Hawkeye District**

9:30 AM - 10:30 AM **Sessions**

10:45 AM - 11:45 AM **Sessions**

11:45 AM - 12:45 PM **Lunch**

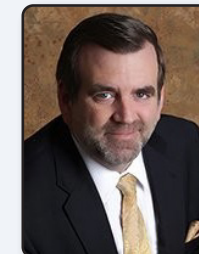
1:00 PM - 2:00 PM **National PCC Day Presentation**

2:15 PM - 3:15 PM **Sessions**

3:15 PM - 4:00 PM **Wrap Up and Door Prizes**



Chris Kula, Director of Managed Services Programs with Ricoh-USA, has over 36 years within the mail and shipping industries. Driving the focus on mail industry education, Chris administers industry best practices to increase efficiencies and process improvements within managed mail centers. He is an active and well-known industry speaker for several national mailing conferences including the National Postal Forum, MailCom, and local PCC events.



Mark M. Fallon is President and CEO of The Berkshire Company, a consulting firm specializing in mail and document processing strategies. The company develops custom solutions integrating proven management concepts with emerging technologies to achieve total process management. A frequent speaker at the National Postal Forum, Xplor and local MSMA and PCC chapters, he has received numerous top speaker awards.

Plus, several speakers from the USPS Speakers Bureau!

(please, complete, detach and return)

REGISTRATION

Name: _____

Company: _____

Phone: _____

Email: _____

Mail to: Des Moines PCC
Post Office Box 8475
Des Moines, IA 50301

Make copies as needed for additional attendees.

Questions? Contact scott@theadigroup.net

Full Day

- Early Bird by August 15 \$75.00
 After August 15 \$85.00

Half Day

- Early Bird by August 15 \$45.00
 After August 15 \$55.00

Form of Payment

- Check enclosed
 Check sent separately
 Paid via Paypal at www.DMPCC.com
 (Checks payable to: DMPCC)