

United States Postal Service®

INDUSTRYALERT

June 25, 2021

REMINDER...

You are cordially invited to attend the WestPac AIM Virtual Meeting on Friday, June 25, 2021 at 12:00 PM (PDT).

We have fantastic speakers scheduled featuring:

- Dr. Joshua Colin, Acting Chief Retail and Delivery Officer and Executive Vice President
- Donald Nichols, USPS National Lead, Political & Mailing Services
- Raymond Jeff Poli, USPS Sr. Sales Performance Analyst, Small Business Marketing

Topics include Mail Innovations, Political & Election Mail - Next Steps, and USPS Loyalty Program.

Make sure you scan the QR Code or click the link below to register and join.

If you have any questions, please email florem.rodil-separa@usps.gov.

We hope you will be able to attend.

AIM WESTPAC	AGENDA	12:00 -2:30 PM
Welcome and Introductions	Deborah Brady, Postal Co-Chair; Director, Customer Relations, USPS	
Opening Remarks	Al Santos, District Manager, California 3, USPS	
Keynote Speaker – Mail Innovations	Dr. Joshua D. Colin, Chief Delivery and Retail Officer, Executive Vice President (A)	
Political & Election Mail – Next Steps	Donald Nichols, National Lead, Political & Mailing Services, USPS	
ZIP Talk – Mailing Industry	Carol Kliever, Vice President, Logistics & Distribution, Vericast, Valasis	
ZIP Talk – Seamless Conversion For Mail Service Providers	Ellen Koch, Vice President, Moonlight BPO	
Loyalty Program	Jeff Poli, Sr. Sales Performance Analyst, Small Business Marketing, USPS	
Postal Customer Council (PCC) & National Postal Forum (NPF)	Jonathan Castillo, PCC Postal Vice-Chair, Sierra Coastal PCC, USPS	
Closing Remarks	Deborah Brady, Postal Co-Chair, USPS	

AREAS INSPIRING MAIL

Scan QR Code or [Click Here To Register](#)



###

*Please visit us on the USPS [Industry Outreach/USPS Corporate Affairs](#) website.
Thank you for your support of the United States Postal Service.
Industry Engagement & Outreach/USPS Marketing*

*To subscribe or unsubscribe to Industry Alerts, please hit reply and send us your request. Or mail your request to:
Attn: Industry Engagement & Outreach
475 L'Enfant Plaza, RM 4411
Washington DC 20260*

Privacy Notice: For information regarding our privacy policies, visit www.usps.com/privacypolicy