Growth Driven
Fueling Your Mailing and Shipping Success

PROGRAM GUIDE
MAY 5–8, 2019
Indianapolis, IN
We would like to welcome Satori Software customers to the BCC Software family!

BCC Software boasts an EXPANDED TECHNOLOGY platform that combines the two most trusted suites of mail preparation technology – including BCC Mail Manager™, Architect, and Ignite – all focused on improving the overall quality of the mail.

Stop by Booth #201 and learn what our Expanded Technology is all about.

bccsoftware.com/npf
Email marketing@bccsoftware.com for more information.
Modern marketing is defined by its complexity. Producing connected, 360-degree customer experiences with measurable results may be the ultimate objective, but achieving this high-minded goal requires an extraordinary alignment of brand messaging, creative, marketing channels, management principles, data, and technology.

This brand new elite summit is designed for visionary marketers that want to drive real business results by unifying branding objectives with measurable marketing performance. BRAND United will provide the tools, insights, and relationships needed to maximize return on marketing investments.

BRAND United is designed to arm attendees with the strategic and actionable insight needed to develop a unified marketing strategy:

• How Leading Marketers Are Producing Compelling Customer Experiences
• How Data + Technology Can Propel Marketing Objectives
• How the Media World is Evolving + The Impact on Marketing
• How Visionary Marketers Are Leading Digital Transformation
Welcome to Indianapolis and NPF 2019 where we are all Growth Driven!

Poised at the starting line, NPF 2019 is all revved up, ready to fuel your mailing and shipping success! Coming at you fast at every turn will be all the tools you’ll need to keep you up to speed on the industry’s latest happenings. By gaining first-hand knowledge of the newest wow-inspiring innovations, strategies, and ever-more efficient processes, you’ll have the inside track on how to optimize operations, increase customer engagement and enhance your bottom line!

So fasten your seatbelts. Start your engines. And prepare to get your business roaring!

Use this Program Guide to customize your NPF schedule and participate in the activities and events most relevant to you. New to the NPF? Head straightaway to the NPF Orientation session where you’ll learn helpful tips on making your first NPF event a victorious one!
TABLE OF CONTENTS

US Postal Service Postmaster General Welcome ......................................................... 7
NPF Chairman Welcome .................................................................................................. 8
2019 NPF Program Overview ...................................................................................... 9
NPF Featured Areas and Events .................................................................................. 10
Daily Activities ............................................................................................................. 14
2019 NPF Exhibitor Listing ......................................................................................... 60

© 2019 United States Postal Service. The following are among the many trademarks owned by the United States Postal Service: USPS®, US Postal Service®, United States Postal Service®, Postal Service™, ACSTM, APCTM, CASS Certified™, CONFIRM®, e-VS®, Express Mail®, FASTTM, First-Class Mail®, NCOALink®, Parcel Select®, PostalOne®, Priority Mail®, Standard Mail™, Critical Mail™, Delivery Confirmation™, Signature Confirmation™, Informed Visibility®, IV®, vInteligent Mail®, IMb™ and PCC®. This is not a comprehensive list of all Postal Service marks. See our privacy policies at usps.com.
Welcome to the cognitive era.

A new era of technology.
A new era of business.
A new era of thinking.

ibm.com/federal
BE YOUR OWN AMAZON

Competing with the biggest brand names isn't hard when you have the right partner, particularly one with the buying power to save you on average 20% on shipping.

Visible's multi-carrier solutions, custom packaging, and bicoastal warehousing also allow us to offer you two-day shipping.

Call us for your free shipping audit at 877.506.0433

VisibleSCM.com/npf
WHEN RACING TOWARD THE CHECKERED FLAG, DON’T FORGET YOUR WINGMAN!

Download the 2019 FREE NPF APP and get the help you need to win at NPF!

Navigate your way to success with fingertip access to:

• Workshop/Session Schedules
• Speaker Information
• Exhibitor Information
• Interactive Maps
• Networking Events
• Gaming function for a chance to win prizes!

Available now at the Apple App store or Google Play. Get yours today!
Dear 2019 National Postal Forum Attendee:

Welcome to Indianapolis and the 2019 National Postal Forum. We are excited to have you join the preeminent annual gathering of the mailing and shipping industry.

Our theme this year, “Growth Driven” is an Indy-nod to the focus of the Postal Service and the National Postal Forum on generating growth opportunities for attendees. Our industry which plays an indispensable role in the economy and the lives of American consumers is composed of an extensive value chain of millions of people and thousands of businesses that create, design, prepare, and deliver content to every home and business. And we’re gathering this week to connect, share, and celebrate the innovations and insights powering our industry forward.

This year, we are offering more than 100 workshops across six tracks including sessions led by Postal Service executives. The many networking events and venues designed to connect people and drive business value, give you an opportunity to engage with leading experts, and hear about the latest innovations and trends. Everything from our professional certification education courses to the latest technologies featured at the exhibit hall are designed to give you valuable information to share with your business colleagues and partners.

At our general session on Monday morning, we will give a fresh look at the power of mail, the critical role it plays in increasing awareness and influencing customer purchasing decisions and how mail drives conversations today with America’s marketers. Together, we are creating new opportunities for growth in a quickly changing world, and strengthening the value that mail plays to meet expectations of America’s consumers and businesses along the customer journey.

Thank you for your partnership and for joining us at the National Postal Forum. I look forward to seeing and speaking with you over the next few days.

Sincerely,

Megan J. Brennan
Dear Forum Attendees:

Welcome to Indy, the racing capital of the world! Get behind the wheel with your Program Guide and NPF App as we return to the Midwest. We are geared up to host you in the Crossroads of America at the beautiful Indiana Convention Center and JW Marriott Hotel. When the green flag drops the 2019 National Postal Forum will get you up to speed on the latest happenings in the Mailing and Shipping Industry!

Race heats begin Sunday morning and continue through Wednesday afternoon. Industry leaders will team with USPS Executives presenting more than 100 workshops, fine-tuned to help you grow your business and advance your career.

Our two featured events are General Sessions led by the leaders of the US Postal Service. Postmaster General and Chief Executive Officer, Megan Brennan and her Executive Team will set the pace with the Monday Keynote event. On Tuesday Jakki Krage Strako, Chief Customer and Marketing Officer and Executive Vice President will bring together thought leaders for Tuesday’s General Session.

Also, take advantage of the many networking opportunities at the Forum. Gas up at the Welcome Reception on Sunday evening, as you speed to the finish line on Wednesday evening at the Dallara IndyCar Factory!

Be sure to leave ample time for pit stops in the Premier Mailing and Shipping Exhibit Hall. Don’t miss this opportunity to network and exchange ideas with over 130 exhibiting partners.

Start your Engines and Welcome to Indy!

Sincerely,

Pierce Myers, Chairman of the Board, National Postal Forum
2019 NPF PROGRAM OVERVIEW

SUNDAY, MAY 5

8:15 AM – 10:00 AM  National Meeting of Areas Inspiring Mail (AIM)
9:00 AM – 10:00 AM  Period 1 Workshops
10:15 AM – 11:15 AM  Period 2 Workshops
10:15 AM – 11:45 AM  PCC Opening Session
11:30 AM – 12:30 PM  Period 3 Workshops
12:30 PM – 1:30 PM  Lunch
1:30 PM – 2:30 PM  Period 4 Workshops
2:45 PM – 3:45 PM  Period 5 Workshops
4:00 PM – 5:00 PM  Period 6 Workshops
5:30 PM – 7:00 PM  Welcome and Areas’ Reception – JW Marriott, White River Ballroom

MONDAY, MAY 6

8:00 AM – 9:30 AM  Opening General Session: PMG Keynote Address – JW Marriott, Grand Ballroom
9:30 AM – 4:00 PM  Exhibit Hall Open
11:00 AM – 12:00 PM  Period 7 Workshops
12:00 PM – 1:30 PM  Lunch – Exhibit Hall H & I
1:30 PM – 2:30 PM  Period 8 Workshops
2:45 PM – 3:45 PM  Period 9 Workshops
4:00 PM – 5:00 PM  Period 10 Workshops
5:30 PM – 7:30 PM  PCC Reception – Indiana State Museum

TUESDAY, MAY 7

8:00 AM – 9:30 AM  Tuesday General Session – JW Marriott, Grand Ballroom
9:30 AM – 2:00 PM  Exhibit Hall Open
11:00 AM – 12:00 PM  Period 11 Workshops
12:00 PM – 1:30 PM  Lunch – Exhibit Hall H & I
1:30 PM – 2:30 PM  Period 12 Workshops
2:45 PM – 3:45 PM  Period 13 Workshops
4:00 PM – 5:00 PM  Period 14 Workshops
5:00 PM – 6:30 PM  Exhibitors’ Reception in Exhibit Hall H & I

WEDNESDAY, MAY 8

8:00 AM – 9:00 AM  Period 15 Workshops
9:00 AM – 12:00 PM  Exclusive Exhibit Hall Time
12:00 PM – 2:00 PM  NPF Partnership Recognition Luncheon – JW Marriott, Grand Ballroom
2:30 PM – 4:00 PM  TED Talks, Junior Ballroom, 137
7:00 PM – 10:00 PM  Closing Event – Dallara IndyCar Factory (Transportation Provided)

All events are held at the Indiana Convention Center, unless otherwise noted.
Throughout the next four days you’ll find extraordinary NPF opportunities from which to benefit, including comprehensive educational workshops, special sessions, industry exhibits, and access to industry and USPS experts. Here are several special features to include in your 2019 NPF agenda.

FIRST-TIME ATTENDEES
Helping those who are new to the NPF or the mailing industry is an important part of the NPF mission. That’s why first-year attendees have a blue dot on their name badges – so veteran attendees can welcome them and offer assistance! If this is your first year at the NPF and have questions, look for anyone wearing a “STAFF” ribbon or an NPF badge and they’ll be happy to help you out. Make sure to attend the Sunday Forum Orientation Session at 1:30 PM in room 136 to learn more about how to get the most out of your NPF experience!

US POSTAL SERVICE RETAIL STATION
Convention Center – Hoosier Hallway
After you have made a few laps in the Convention Center attending the various workshops and perusing the vendors, don’t forget to make your daily “pit stop” at the US Postal Service Retail Station. Each day the US Postal Service will be providing a “date unique” cancellation commemorating the National Postal Forum. And while you are browsing through our unique items to purchase like the Mr ZIP T-shirts or our most recent postage stamps, don’t forget to take your selfie in front of the enlarged Hot Wheels Car Stamp that will be on display. The US Postal Service Retail Station will be available for all of your shipping needs as well. Our operating hours will be:

Monday .................... 9:30 AM – 4:30 PM
Tuesday .................... 9:30 AM – 4:30 PM
Wednesday .............. 8:30 AM – 4:00 PM

CONVENIENT NPF MAILING SERVICE
Take advantage of the free US Postal Service Priority Mail Flat Rate Box at participating exhibitor booths or the US Postal Service Retail Station. You’ll receive free postage ($14.35) donated by the exhibitors below. After you collect your postage and box, drop your package off at the US Postal Service Retail Station at the Convention Center in Hoosier Hall.

FP Mailing Solutions .............Booth #301
Neopost.................................Booth #700
Pitney Bowes Inc .................Booth #329
Stamps.com/Endicia .............Booth #633

US POSTAL SERVICE SALES EXHIBIT BOOTH
Exhibit Hall – Booth #421
Whether you are looking to enhance your marketing and advertising platforms or generate consumer impressions and interactions, stop by USPS booth #421. At the exhibit you will have the opportunity to learn more and experience the latest developments around the customer mail journey. The USPS invites all attendees to see the latest in USPS innovations and technology and take part in our interactive
engagement stations. The “Mail Moments” photo opportunity includes a post card giveaway with a commemorative Hot Wheels stamp to mail on the spot. There is an Informed Delivery station – which allows you to create your own Informed Delivery content rich campaign. Vote on the Next Generation Campaign Awards and compete in several games against fellow NPF attendees. At the booth, mailers will have the opportunity to interact in one on one discussions with postal leaders and business solution experts.

US POSTAL SERVICE CONSULTATION CENTER
Exhibit Hall – Booth #639
The USPS Consultation Center is another exciting way to make an Informed Connection. Get expert advice from Industry and Postal Representatives on Mailpiece Design, Addressing, Seamless Acceptance, Full-Service, eInduction, Move/Update, PostalPro, Payment Modernization and the Business Customer Gateway Refresh. Consultation Center hours include: Monday 9:30 AM – 4:00 PM Tuesday 9:30 AM – 2:00 PM, 5:00 PM - 6:30 PM Wednesday 9:00 AM – 12:00 PM

U.S. POSTAL INSPECTION SERVICE BOOTH
Exhibit Hall – Booth #826
Who protects your mail? They do! The U.S. Postal Inspection Service is one of the Postal Service’s best-kept secrets. Let them take you behind the scenes and show you how they can protect your business by securing your mail center. The work they do, every day, assures millions of postal customers that they can depend on the security, privacy, and reliability of U.S. Mail. They add value that no other mail service can provide. Come see their specialty response vehicle at booth #826.

USPS CORPORATE SECURITY INFORMATION OFFICE
Exhibit Hall – Booth #816
Welcome to CyberSafe at USPS®
A self-supporting, independent federal agency, the U.S. Postal Service is the only delivery service that reaches every address in the nation: 155 million residences, businesses and Post Office Boxes. The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations. The Postal Service mission is to provide a reliable, efficient, trusted and affordable universal delivery service that connects people and helps businesses grow. Everyone living in the United States and its territories has access to postal products and services and pays the same for a First-Class postage stamp regardless of their location. The Postal Service puts information and technology at the center of its business strategies. It’s finding ways to harness analytics and insights and information to empower employees and customers. The U.S. Postal Service continues to play an indispensable role as a driver of commerce and as a provider of delivery services that connects Americans to one another — reliably, affordably and securely, and to every residential and business address.
US POSTAL SERVICE - NOCC
Exhibit Hall – Booth #139
Network Operations Command Centers are mission control. Located in every USPS area and at headquarters, NOCCs get the “big picture” of their operations. They make sure those millions of letters and packages are handled efficiently and economically. NOCCs are in constant communication with each other; equipped with state-of-the-art technology, receiving real-time data. How’s the mail moving by air? On the ground? How much volume is there? How many packages are being processed? And when issues arise, NOCC team members from transportation, processing and maintenance jointly to respond with solutions to fix them.

INFORMED DELIVERY SOLUTIONS STUDIO
Exhibit Hall - Booth #839
Visit the Solutions Studio to learn how Informed Delivery®, Informed Visibility®, and other data-driven tools can provide valuable insights from beginning to end of the mailing process:

- Meet with Informed Delivery representatives who will show you how to create interactive campaigns and how to use campaign results to boost customer engagement.
- Explore interactive dashboards to get the latest data on campaign performance.
- Attend small group sessions to learn more about the 2019 Informed Delivery promotion, upcoming enhancements, and more.
- Learn how Informed Visibility Mail Tracking & Reporting provides real-time, actionable data about your mail in the USPS supply chain—from acceptance to delivery.

The USPS has reserved exclusive space on the Exhibit Hall floor—a separate enclosed studio—dedicated to all things Informed Delivery and Informed Visibility. Stop by any time during regular exhibit hall hours to stay in the know!

MAILING INDUSTRY RESOURCE PAVILION
Exhibit Hall
The gathering place for all mailing industry professionals, the Mailing Industry Resource Pavilion consolidates an incredible assortment of organizations from the mailing community all in one place. This is where you’ll find the resources to help develop your career and increase your knowledge – providing services and education to individuals and businesses involved in the mailing profession.

WIN PRIZES WITH THE 2019 NPF APP!
New and improved for 2019, the NPF App is the ultimate planning tool designed to enhance your Forum experience. Available for free in the Apple App store or Google Play, the NPF App allows you to personalize and update your daily schedule with workshops, sessions and networking events. It also includes an interactive Exhibit Hall floor enabling you to search for products and services from over 130 companies. Plus, use your APP for your chance to win prizes! Use the built in QR code reader and scan codes at the following booths for your chance to win!
**BCC SOFTWARE:** Booth #201 – Win Wireless Headphones!

**SCLOGIC:** Booth #820 – Win a new iPad Mini with the iPad pencil!

**VICTORY PACKAGING:** Booth #320 – Win an iPad Air 64gb!

Download the App on to your smart device today and make your NPF experience the best it can be! Winners will be announced on Wednesday at 11:00AM in the Exhibit Hall in the Hub booth #439.

**DAILY PRIZE DRAWING**

**PRIZES! Exhibit Hall**

In addition to the Wednesday Prize Drawings, a Daily Prize Drawing will be made. One lucky winner will be chosen daily to win a $500 American Express Gift Certificate. Make sure you scan your badge each day at all Prize Drawing Stations (#1 Booth #112, #2 Booth #907, #3 Booth #335) to be eligible for that day’s drawing.

**Sponsored by:** GrayHair, NPI, SCLogic

**EXPERIENCE THE HUB!**

**Exhibit Hall – The NPF HUB – Booth #439**

This year, we’ve carved out a special space dedicated to making it easier to engage with your fellow NPF attendees, swap ideas...or simply chill. Welcome to the 2019 NPF Hub, a new central gathering place divided into distinct areas. You’ll find a convenient charging lounge zone, meeting tables, and an activities area where the Grand Prize Drawings will take place on Wednesday, all conducive to energetic networking!

**Included in The Hub - USPS Hot Wheels - USPS crosses every finish line by providing shipping and mailing services everywhere in the United States and beyond. This year, they celebrate the 50th anniversary of Hot Wheels with commemorative stamps. Come to booth #439 to check out life-sized Hot Wheels and the stamps that let them shine.**

**GOLF COMPETITION SIMULATOR**

**Exhibit Hall – Booth #345**

Visit this booth and take a shot at the Closest to the Pin contest through the state-of-the-art golf simulator!

**Sponsored by:** Visible Supply Chain Management

**NPF LEARNING LAB**

**Exhibit Hall – Booth #241**

Be an Informed Customer at the NPF Learning Lab – located in the Exhibit Hall NPF in booth #241. Participate in conversation or relax and enjoy a variety of mini-sessions scheduled throughout the Forum. Find the solutions you seek, plus have the opportunity for one-on-one time with various Industry and Postal experts. Don’t miss it, admission is free! Detailed schedule on page 79.

**Sponsored by:** Mailers Hub
DAILY ACTIVITIES

SUNDAY, MAY 5

NATIONAL MEETING OF AREAS INSPIRING MAIL (AIM)
USPS OFFICER LED
RM: 137 Junior Ballroom | 8:30AM–10:00AM
Join Dave Williams, Chief Operating Officer and Executive Vice President, as he leads an “inspiring” meeting highlighting industry trends along with advancements in service, technology, and growth. Maynard Benjamin, President and CEO of EMA (formerly Envelope Manufacturers Association) will kick things off with a review of trends in the industry. Next Dave and Sharon Owens, Acting VP of Sales, will each host panels joined by industry members and postal executives. The panels will discuss the solutions between the US Postal Service and our industry partners. This National meeting builds upon the best solutions that occur throughout the year at the Area meetings. Begin your forum experience here as this plenary session gives you the opportunity to begin networking early with US Postal Service operation executives from around the country.
Dave Williams, Chief Operating Officer and Executive Vice President, USPS
Sharon Owens, (A) Vice President Sales, USPS

EDUCATIONAL WORKSHOP PERIOD 1

FROM STRESS TO SUCCESS
RM: 134 | 9:00AM – 10:00AM
Take time to explore who you are, where you are going and how will you get there. This interactive workshop will teach you a systematic process of self-discovery to help control your life by examining how personality, self-fulfilling prophecies and personal expectations impact success. At the conclusion of the workshop, each participant will: complete a self-scoring personality profile; develop techniques to identify the stressors of work; identify motivators for success; and create a personal vision for success.
Sean Joyce, President, Omega Consultants

HOW TO BETTER YOURSELF FOR PROMOTIONAL OPPORTUNITIES WITHIN THE MAILING INDUSTRY
RM: 132 | 9:00AM – 10:00AM
This workshop will discuss pathways to improve yourself as a manager but more importantly, through open discussion, you will learn how to prepare for future promotional opportunities within your organization and within the mailing industry. Education, mail certification, and personal improvement will be discussed. The goal is to prepare you for the next step in your career. This session is a must for all levels of managers within the mail industry.
James Burns, Operations Manager Receiving & Mail Services, Massachusetts General Hospital
Chris Kula, Director, Services Programs Managed Service Operations, Ricoh USA, Inc.

INCREASE YOUR ROI WITH AR: HANDS ON EXPERIENCE
RM: 140 | 9:00AM – 10:00AM
Come find out how to best use AR to increase your response rates and ROI. Also, get a hands-on demo on how to create your own AR Campaign from an innovative and exciting AR company.
INFORMED VISIBILITY – HOW DID WE GET HERE, WHY DID WE GET HERE AND WHERE ARE WE GOING?

RM: 131 | 9:00AM – 10:00AM
Are you wondering what Informed Visibility is all about? Come and learn about what it is, why the USPS built it, how it’s used by both the USPS and the Mailing Industry and what the future holds for Informed Visibility. Be prepared to see why you should jump on the bandwagon to enhance the value of your mail.

Angelo Anagnostopoulos, VP Postal Affairs, Grayhair Software

PACKAGE TRACKOLOGY 101

RM: 135 | 9:00AM – 10:00AM
Learn the latest and greatest on USPS tracking enhancements and how this intelligence is headed for the future.

Amanda Kirschner, Mail & Package Information Systems Specialist Sr., USPS
Nancy Peters, President, N&D Consulting LLC

SEAMLESS ACCEPTANCE – WHY IT WORKS FOR YOU

RM: 133 | 9:00AM – 10:00AM
Seamless Acceptance automates the entry and verification of commercial mailings by leveraging electronic documentation, Intelligent Mail barcodes, and information collected from handheld sampling devices and mail processing equipment scans. Learn how this program can help move your mail from production to processing through the elimination of manual steps in the acceptance process.

Angela Dyer, Manager BusinessMailer Support, USPS

EDUCATIONAL WORKSHOP PERIOD 2

PCC OPENING SESSION

RM: 137 Junior Ballroom | 10:15AM – 11:45AM
Postal Customer Councils (PCCs) – local communities of business mailers and USPS experts continue to be one of the most significant networks of the mailing and shipping industry. Attend this session to learn how you can benefit from the PCC community to grow your business, advance your leadership skills, and receive insightful information to enhance your PCC’s performance.

On center stage, you’ll hear from the USPS and PCC Advisory Committee leaders regarding industry trends facing the PCCs, including modern learning, changing workforce demographics, corporate social responsibility, and the expansion of digital communications. Guest speakers will share their knowledge and research on media trends affecting industry today. In addition, join us for an engaging panel with academic leaders, and the team driving the USPS’ Academic Outreach initiative. This strategic initiative is all about teaching millennial university and college students about Direct Mail as an integral part of omni-channel marketing campaigns. Be sure to attend the PCC Booth #128 on the Exhibit Hall floor to ask your questions, and to network with current and future PCC members.

The session is open to all Forum attendees, including current and future postal and industry PCC members. Participants will recap PCC successes and highlights from the year, and share strategic direction on membership growth, effective communication, and value-added education.

USPS Leadership, PCC Advisory Committee Members, University and Media Professionals
Sponsored by: American Bank Note Company
A DEEPER DIVE INTO MAIL QUALITY DATA THROUGH INFORMED VISIBILITY

RM: 135 | 10:15AM – 11:15AM

Mail Quality Data (MQD) gives you more information about errors in one central location. With MQD, you have the ability to receive uncapped data for errors and warnings. You can also setup daily, weekly, or monthly Secure FTP feeds to be dropped right in to your internal server and customize how your data is presented in the files. In this session, original members of the MQD pilot program will provide a deep dive into what we’ve learned after working with the data for nearly two years. We’ll review tips for navigating the MQD area in Informed Visibility and discuss how to setup feeds online and download reports using different roles—and explain the differences. We’ll also review some of the key data areas in the reports for troubleshooting MQD errors.

Nancy Garrison, USPS Compliance & Monitoring Analyst, IWCO Direct
Anne Skroch, Application Analyst, IWCO Direct

DELIVERY PARTNER PROGRAM: SCANNING FOR YOUR CUSTOMERS AND YOU

RM: 130 | 10:15AM – 11:15AM

What is the Delivery Partner Program? How does it affect your customers? Who can participate? How does it impact YOU? Come learn about the procedures surrounding the Delivery Partner Program and how you can help your customers provide better visibility to their packages and trackable items.

Cindy Venable, Mail & Package Info Systems Specialist Sr., USPS

FIRST-CLASS MAIL – THE PERSONAL TOUCH

RM: 133 | 10:15AM – 11:15AM

First-Class Mail can be the most personal communications method for you to use with your customers. Find out best practices that not only leverage your mail budget but make bills and statements an effective customer engagement tool. The USPS will review latest trends and research findings that help your company make the most of this mail. Also, learn how recent price changes make mailing bills and statements more affordable.

Pat McGrew, Senior Director, Info Trends Production Software and Services
Elke Reuning-Elliott, Director, Product Management Mailing Services, USPS

GIVE THEM WHAT THEY’RE ASKING FOR: WHAT MARKETERS WANT FROM MAIL

RM: 131 | 10:15AM – 11:15AM

Marketers and advertisers are looking for channels that offer flexibility, ease of use, high return on investment, and measurability, especially when compared to the multitude of digital channels that are available. Mail can be all of these things, but marketers are often not aware of the tools that can make direct mail a valuable channel. We’ll review the characteristics that marketers are looking for in their channels, how direct mail meets those needs, and how to show marketers that direct mail delivers the value proposition they are looking for.

Emily Carr, Specialist Leader, Deloitte Consulting
RJ Krawiec, Principal, Deloitte Consulting
Eric Uhlir, Senior Manager, Deloitte Consulting
MAILING AND SHIPPING SOLUTIONS CENTER

RM: 140 | 10:15AM – 11:15AM

The mailing and shipping solutions center will streamline the customer experience through a centralized contact number for mailing and shipping solutions, requirements, and preparation questions. This will provide standardized responses and increase overall customer satisfaction.

Heather Dyer, Manager Mail Entry, USPS

MARKETING MAIL & SHIPPING TRENDS – TODAY AND TOMORROW

RM: 141 | 10:15AM – 11:15AM

E-commerce continues to be one of the fastest growing segments in the worldwide economy. As the industry has grown, consumer expectations and shopping behaviors have swiftly evolved. The share of e-commerce shopping through smartphones has nearly doubled in the past two years, free shipping on high-value items has become more common, and more and more packages are delivered directly to one’s home. As this landscape changes, explore what major innovations are occurring in the shipping space both domestically and internationally. How will the major carriers keep up? Marketing Mail plays an important role in advertising and serves as a catalyst in generating sales that create package shipments. In this session you’ll also get an in-depth look at what drives consumer engagement with mail and what businesses are doing to meet those expectations. What’s driving business and consumer satisfaction with Mail and how the Omni-Channel advertising model is working and where. Research shows that direct mail, when used in combination with digital, drives consumer-purchasing behavior.

Markes Lucius, Manager, Market Research and Insights, USPS
Doug Wiggins, Market Insights Consultant, Sr., USPS

THE RISE OF ON-DEMAND DELIVERY AND THE LAST MILE OF THE FUTURE

RM: 132 | 10:15AM – 11:15AM

This session will share out new on-demand delivery services can potentially disrupt our last mile package delivery business. Discussion will include, drones, self-driving delivery vans, neighborhood parcel lockers, neighborhood parcel pick up points. Come hear the latest news and expert predictions for the future.

Sachin Agarwal, Manager Innovation Solutions, USPS

WILDS: THE FUTURE OF BLOCKCHAIN IN TRADE AND LOGISTICS

RM: 134 | 10:15AM – 11:15AM

Managing today’s logistics supply chains is extraordinarily complex. Ensuring the efficient flow of goods, data, and payments across multiple locations still requires lengthy paper trails, various intermediaries and many manual processes, which makes it difficult to manage critical information such as the origin and status of shipments, causing frictions in global trade. Blockchain technology promises to reduce these frictions through greater process digitization, automation, traceability and transparency. Come join our panelists who will share insights on the unique attributes of Blockchain, its impact on our industry, and how it will transform global logistics.

Beth Fluto, Director of Web Services, Optimo
Wendy Henry, Senior Manager, Deloitte
Lauren Lee, Blockchain Lead, USPS
Harry Whitehouse, Chief Innovation Officer, International Bridge
FEDERAL REGISTER NOTICES – THE PROCESS AND RESPONSIBILITIES

RM: 141 | 11:30AM – 12:30PM

The Federal Register Notice serves a prescribed role for comment on a proposed change, response and final ruling. Not all USPS changes or modifications are required to be published in the Federal Register. This session will identify which proposal categories are Federal Register worthy and which are “published” in companion locations. And will ensure you know the compliance responsibilities presented in the notice. We review the comment process to be an efficient and helpful partner in the discussion.

Trista Niswander, Postal Manager, Our Sunday Visitor
Steve W. Smith, President, SG360 Consulting

FINDING YOUR BEST PROSPECTS USING LISTS, LOOK-ALIKE MODELS, LOCATION DATA, AND BEHAVIORAL TARGETING

RM: 134 | 11:30AM – 12:30PM

New marketing technology and all sorts of data have made this the golden age of audience targeting. Direct Mail response rates are increasing year after year. Prospects can now be targeted based on their demographics, their real-world behavior and their online behavior. Hear from audience experts how to identify prospects that are like your best current customers and reach them both offline and online.

Chris DeMartine, Founding Partner, ProgrammaticB2B
Stacy Griggs, CEO, El Toro
Ajay Gupta, CEO, Strista
Sheldon Smith, CEO, Twenty-Ten
Ray Van Iterson, Manager of Innovation and Product Development, USPS

HAZMAT 101: PUB 52 – HOW TO SAFELY MAIL HAZARDOUS MATERIALS/ LITHIUM BATTERY MAILING STANDARDS

RM: 140 | 11:30AM – 12:30PM

This presentation will provide an overview of the use and applicability of USPS Publication 52: Hazardous, Restricted, and Perishable Mail. Special emphasis will be placed on demonstrating the proper use of Pub 52 when preparing mailable hazardous materials, preventing non-mailable hazardous materials from entering the mail, mailer responsibilities, and corrective actions that are taken when non-mailable packages are encountered. Lithium batteries are a common source of power for cell phones, computers, and even our cars. Regulations relating to these items change frequently and continue to increase in complexity. This presentation provides an overview of the types of lithium batteries permitted in the mail, and instructions for using Publication 52, to determine quantity limitations, packaging and marking requirements.

Mary Collins, Classification Specialist, USPS
Vincent J. Desiderio, Hazardous Materials Specialist, US Postal Service Inspection Service
William K. Gunther, General Dynamics Information Technology

INFORMED DELIVERY: HOW TO CONDUCT INTERACTIVE CAMPAIGNS

RM: 135 | 11:30AM – 12:30PM

USPS’ Mailer Campaign Portal allows mailers to easily upload digital content to conduct an Informed Delivery interactive campaign. This workshop will cover how to initiate interactive campaigns, view campaign data and results, upload and store digital media, and more, using the Portal.

Robert Dixon, Director Product Technology Innovation, USPS
Navigating the Postal Landscape

RM: 131 | 11:30AM – 12:30PM

The mailing industry is evolving and changing at an unprecedented pace and your company needs to evolve along with it. In this workshop, you’ll get exclusive insight into the state of the industry and what it means for your company. You’ll learn: • The best sources of information from the USPS, industry, and vendor sources to keep you informed and ahead of the curve all year long • The latest updates for what’s going on in the industry and how it impacts your company • How to establish an expert within your company that can keep up with industry trends, postal shifts, and lead real change.

Chris Lien, President, BCC Software
Anita Pursley, Senior Manager of Industry Affairs, BCC Software
Sponsored by: BCC Software

Stay Informed

RM: 130 | 11:30AM – 12:30PM

In this workshop learn how to leverage IV intelligence along with Informed Delivery to drive return on investment.

Steve Dearing, Director Corporate Reporting, USPS
Juliann Hess, Manager Mail & Package Information Systems, USPS
Amanda Kirschner, Mail & Package Information Systems, USPS

The Strategy and Tactics of a Winning Informed Delivery Campaign – Creating and Measuring Success

RM: 132 | 11:30AM – 12:30PM

Informed Delivery gives mailers the opportunity to make their mail more effective by reaching their prospects more than once. The delivery of an informed Delivery ad can boost response and interest, as well as giving prospects another avenue of response. This workshop will discuss the strategy and of tactics setting up an Informed Delivery campaign. How and why to create special web links, customized web landing pages, and how to use a unique URL for each piece to personalize the message your prospects see. There will also be a discussion on how to measure meaningful response far beyond visits and click-through rates. Attendees will leave this workshop with all the tools they need to create their own campaign both within ID and online, and how to measure and optimize results.

David Lewis, President, Snailworks

The Voice Assistant: A New Addition to the Inbound Mail Center?

RM: 133 | 11:30AM – 12:30PM

For years, technology in the inbound mail center as it relates to packages and mail delivery has largely remained unchanged. These services and traditionally staffed by employees who build a wealth of information on things that impact mail and package delivery, such as promotions, staffing changes, desk moves and even employees traveling or working remotely. This localized knowledge can lead to inefficiencies, missed deliveries and worst case, lost mail and packages. Enter the voice assistant! This workshop starts by looking at how consumer-based technologies can be deployed into the enterprise to enhance the deliverability of mail and packages. As the workshop continues, we will investigate use cases for specific technologies such as Voice Assistant, Mixed Reality and next generation messaging.

Steve Cousins, Advanced Services Strategy Manager – CCM & Mail Services, Ricoh USA
NPF LUNCH
Indiana Convention Center – Exhibit Hall J | 12:30 PM – 1:30 PM
Take time out of your busy day to join your peers at a lunch in the Indiana Convention Center. Located right across the hall from the workshop rooms.

EDUCATIONAL WORKSHOP PERIOD 4

NPF ORIENTATION SESSION
RM: 130 | 1:30 PM – 2:30 PM
This session is a must-attend for first-timers or if you haven’t been to a National Postal Forum in a few years! Learn about the workshops being offered and networking events scheduled over the four days. Don’t miss this opportunity to meet peers and find out how to make the Forum experience valuable to you and your business!

Mark Fallon, President, The Berkshire Company
Sean Joyce, President, Omega Consultants

ADDRESS QUALITY BEST PRACTICES – ONE SIZE DOES NOT FIT ALL
RM: 131 | 1:30PM – 2:30PM
No two businesses are the same. Within a business, not all mailings are the same. They have different priorities in regard to the goals, purposes, needs, restrictions, regulations, and requirements. So, it makes sense that they may have different “Best Practices” when it comes to Address Quality. In this session we will explore the tools, services, processes and real-life examples around address quality and the best practices on when, where, and how to use them.

Adam Collinson, Director of Research and Development, Grayhair Software

IN THE KNOW: STAY INFORMED WITH POSTAL AND INDUSTRY RESOURCES
RM: 140 | 1:30PM – 2:30PM
The session will focus on how to keep up-to-date with postal changes and industry events. Learn how to use the secret features of Postal Explorer and PostalPro. In addition, this session will provide insight into other industry resources from association websites and social media sites. Learn how-to take advantage of free news feeds from top notch industry publications and blog sources. If you want to keep your company informed with the changing postal world, this is the session to attend.

Erv Drewek, Postal Affairs Sales Manager, Freedom

PCC WORKSHOP – BOOT CAMP REFRESH
RM: 134 | 1:30PM – 5:00PM
A New approach! Consolidated into one special session, this Boot Camp refresh builds on the successful PCC Boot Camps 1.0 and 2.0 – which were well-received nationwide. The refresh session will focus on PCC Education, Policy Administration, and Marketing to Grow Your Membership. If you are a PCC leader, a leader to be, or interested in becoming a PCC member, this session is the place to be. All NPF attendees are encouraged to attend. Leaders in the industry and from the PCC Advisory Committee will be available to share their talents and skills. Join us in hearing from these dedicated PCC partners:

Judy Antisdel, President, AT Direct; PCC Advisory Committee National Vice-Chair
Allen Aven, Vice President Sales, G&C Direct Mail Marketing, PCC Advisory Committee National Vice-Chair
David Mastroianni, District Manager, CT Valley District, USPS; PCC Advisory Committee Field Co-Advisor
POWER OF VISUALIZATION AND DATA STORIES

RM: 135 | 1:30PM – 2:30PM

Data visualization has been part of understanding our world since the first maps were drawn. The maps told the story of the cartographer’s understanding of their world through the data they collected in an illustrative way. Today the stories our data can tell us are innumerable. But the story is only as good as the medium and the storyteller. We can either continue to rely on our slow interpretation of thousands of rows of numbers on a traditional report or use our innate human ability to quickly find patterns in what we see. Data visualization helps to boil down complex ideas into simple, actionable views that can be both beautiful and highly informative. Here, we will give an overview of why you should use visualizations to tell your data stories and why you need the speed to action it provides.

Thad Wellington, Product Manager, Grayhair Software

QUANTIFYING THE VALUE OF MAIL IN AN OMNI-CHANNEL MARKETPLACE

RM: 141 | 1:30PM – 2:30PM

Please join us to discuss the drivers of marketing for the decision makers that choose the marketing spend, the CMO. What are their challenges and why do we have to ensure that when we communicate with the CMO, we use their language, which is the overall ROI. Related to this, many of us have seen the studies that reflect the value that physical mail has over its digital counterpart. We’ll discuss the potential value of mail to the overall marketing strategy.

Nat Cooper, Principal Consultant, Marketing Location Analytics and Data Team, Pitney Bowes
Greta Wilson, VP, Brand Strategy and Transactional Marketing, Pitney Bowes

USING INFORMED DELIVERY TO ENHANCE YOUR NEXT OMNICHANNEL CAMPAIGN

RM: 133 | 1:30PM – 2:30PM

Please join us to discuss the drivers of marketing for the decision makers that choose the marketing spend, the CMO. What are their challenges and why do we have to ensure that, when we communicate with the CMO, we use their language, which is the overall ROI. Related to this, many of us have seen the studies that reflect the value that physical mail has over its digital counterpart. We’ll discuss the potential value of mail to the overall marketing strategy.

Bob Rosser, Director Postal Affairs, IWCO Direct
Kurt Ruppel, Director Postal Policy and Marketing Communications, IWCO Direct

MEDIA OUTLOOK 2019: UNINTENDED CONSEQUENCES

RM: 132 | 1:30PM – 2:30PM

The IPG Media Lab studies how consumers interact with media. This session will cover media trends today and how they impact consumer behavior, particularly how consumers identify with brands and the level of trust consumers have with technology and how those relationships are managed.

Joshua Mallalieu, Vice President and Group Partner, Client Services, IPG Media Lab, Universal McCann
2019 MAILING PROMOTIONS
RM: 133 | 2:45PM – 3:45PM
Hear about the three promotions currently underway and three upcoming promotions that allow mailers to obtain an upfront postage discount on mailpieces that integrate technology or innovative print techniques.

Krista Becker, Manager, New Solutions, USPS
Jeff Tackes, Manager, Mail Innovation, USPS

BENEFITS OF END-TO-END PIECE VISIBILITY: PRACTICAL APPLICATION
RM: 135 | 2:45PM – 3:45PM
It is now possible to see where each piece of mail is from the beginning of production to delivery. How is this visibility achieved and what value is this data to mail service providers and mail owners? Learn about ways to get this data during the production, acceptance and transportation phase of the job and how this data can dovetail into Informed Visibility data for an end-to-end view. Use the date/timestamps of these events to develop KPI’s on your production, your vendor’s transportation and the USPS’s delivery. Identify opportunities to take action early on in the process to ensure timely delivery of mail.

Lloyd Moss, VP Product Management and Strategy, Window Book, Inc.
Dylan Purse, VP Product Management, Grayhair Software

ENHANCING THE eCOMMERCE EXPERIENCE WITH USPS TECHNOLOGY
RM: 141 | 2:45PM – 3:45PM
Take a tour of USPS technology solutions which you can leverage in your ecommerce website, warehouse fulfillment or returns processes. From simple queries to complex integrations, USPS offers online and offline solutions to help you meet customer expectations, choose the best products, prepare shipments, track packages, assist in returns and even provide labels to customers without a printer.

Peter Klausner, Manager, Digital Media, USPS

HOW TO MAKE TECHNOLOGY WORK FOR YOUR DIRECT MAIL
RM: 140 | 2:45PM – 3:45PM
This course will offer insights to the “How” to build the technologies that will make your direct mail explode with responses that will increase your ROI. Technologies covered will be Variable Data Print, Augmented Reality, and QR codes. We will start with a brief discussion on “Why Print” We will discuss in some detail how to secure your data, and your web presence to comply with the guidelines developed by the National Institute of Standards and Technology. As Marketers increase their usage of customer data to build more responsive Direct Mail, they need to know how to protect that data, this session will offer a top ten list of actions every SMB should take to protect their data.

Brandon Bullidis, Chief Technologist, World Wide Technology
David Mastervich, Client Executive, World Wide Technology

MAILING OPERATIONS FOR BEGINNERS
RM: 130 | 2:45PM – 3:45PM
New employees may have learned their specific assignment, but do they understand the big picture? This end-to-end guided tour takes attendees through the mail production process,
from mail piece design and list selection through address hygiene, data management, and production, concluding with an overview of work share discounts (presort, automation, and destination entry). Presented by two veterans of the mailing industry who will offer real-life examples of both best practices and pitfalls to avoid, the course will provide a foundational understanding for those who are new to the mailing industry and equip them with the basics for further education and professional advancement.

Tom Glassman, Services Engineer, Ricoh USA
Leo Raymond, Owner, Managing Director, Mailers Hub

MISTER CRABB’S NEIGHBORHOOD: KEEPING OUR CYBER NETWORK SAFE

USPS OFFICER LED

RM: 137 Junior Ballroom | 2:45PM – 3:45PM

It takes an average of 205 days to discover a data breach. The average cost of a data breach is $36,000 for a small business and up to $26.4 million for a major enterprise. Cyber threats are growing in volume and magnitude every year, and given the complexity of the mailing industry, a cyber threat can have a costly impact on not only the individual organization, but the entire mailing network. In this session, attendees will learn about the state of cyber risk within the mailing network, including sources of risk and what organizations are doing to mitigate those risks. Learn which cyber threats pose a risk to your organization and what you can do to defend against them in order to keep the cyber ”neighborhood” safe.

Greg Crabb, Vice President Corporate Information Security Office, USPS

THE POSTMASTER GENERAL’S MAILERS’ TECHNICAL ADVISORY COMMITTEE (MTAC): UPDATE: WHAT’S ON THE HORIZON?

RM: 132 | 2:45PM – 3:45PM

The Postmaster General’s Mailer’s Technical Advisory Committee (MTAC) is a venue for the US Postal Service to share technical information with mailers, and to receive their advice and recommendations on matters concerning mail-related products and services. This Committee’s purpose is to enhance customer value and expand the use of these products and services for the mutual benefit of Mailing Industry stakeholders and the USPS. Attend the MTAC Update session to learn more about the progress made by the MTAC Task Teams, User Groups and Work Groups with the current technology changes and near-term solutions impacting the Mailing Industry.

Bob Schimek, MTAC Vice Chair (2018 - 2019)
Wanda Senne, Postal Affairs Liaison, DHL eCommerce

WHAT ARE THE LATEST TRENDS IN eCommerce FULFILLMENT

RM: 131 | 2:45PM – 3:45PM

With the advent of same-day shipping and the popularity of Fulfillment by Amazon (FBA), there’s now a need for every online retailer who wants to stay competitive and profitable to consider third-party fulfillment options. To do so, eCommerce merchants and retailers need to know what to look for in a fulfillment provider, technologies to consider, and how to effectively benchmark providers. This session will offer tips around how to find and determine the right fulfillment partner for eCommerce merchants, and how this will affect USPS shipping. It is becoming more and more critical for independent retailers to know their
fulfillment options and how to find the right partner that will help them to stay competitive in the eCommerce industry.

Justin Hayes, Noram Partners
Jenn Hunt, Senior Director of Business Development, Shipstation

EDUCATIONAL WORKSHOP PERIOD 6

DATA DRIVEN: THE KEY ATTRIBUTE THAT MAKES MAIL A VIVABLE MARKETING CHANNEL
RM: 135 | 4:00PM – 5:00PM
Not all marketing channels are created equal – costs, response rates, reach, and ability to segment varies. This workshop will promote and discuss the key attribute that makes mail a viable marketing channel.
Stephen Grech, Sr. Direct Marketing Executive, Major Accounts / National, USPS
Lucie Jameson, AD Direct Mail Marketing Programs, The Hartford

DATA VISIBILITY: THE KEY TO GROWING YOUR BUSINESS
RM: 132 | 4:00PM – 5:00PM
Now is the time to understand and apply the powerful information obtained from USPS Intelligent Mail and Informed Visibility programs. What does visibility truly mean to a mail owner? How can visibility increase response rates to your marketing campaigns or remittance programs? For mail service providers, learn how visibility enhances your ability to manage operations from inception to in-home delivery. Join this session to see how visibility can actually disrupt the norms within the mailing supply chain and reshape processes. By defining visibility, stakeholders can reduce operational costs, empower business owners, and transform the customer experience.
Jerry Lammons, Co-Founder/CIO, Royal Alliances
Aaron McDaniel, President/CFO, Royal Alliances
Arlene Zisow, Vice President of Postal Affairs, Royal Alliances
Sponsored by: Royal Alliances

DEVELOPING YOUR PROFESSIONAL PERSONA – TIPS AND TRICKS TO ENHANCE YOUR AUTHENTIC SELF.
RM: 131 | 4:00PM – 5:00PM
You only get one chance to make a First Impression. Learn tips and tricks for managing and presenting yourself with a professional persona. Learn to read non-verbal cues. Be an active, fully engaged listener. Learn how to ‘brag’ in a way that garners respect, not looks of disdain. Speak with confidence. Learn to handle conflict with grace and empathy, not anger. Be authentic in your relationships. Maintain clear personal/professional boundaries at work.
Christine Erna, Director, Postal Affairs, Exela Technologies
Mark Rheaume, Solution Architect, Exela Technologies

INFLUENCE OF DOCUMENT MANAGEMENT IN TODAY’S (DIGITAL) MAILROOM
RM: 141 | 4:00PM – 5:00PM
As mail processing operations/centers are called on to expand their role within organizations, how can document management practices be incorporated into the collection of information immediately? Mailrooms need to explore new ways to leverage technology and develop methods to process inbound content as transactions, with the needed metadata for subsequent processing. Developing processes that incorporate technology as soon as possible will embed business logic during the digital transformation of content and assist in driving greater operational efficiencies.
Lant Cotton, National Sales Director, Capture Solutions, ibml
INTERNATIONAL ADDRESSING REQUIREMENTS FOR SHIPPING SUCCESSFULLY TO FOREIGN CUSTOMERS

RM: 133 | 4:00PM – 5:00PM
Addresses differ around the world. Learn the differences and requirements for successful delivery in other countries, including the elements of addresses, their length and placement when written on an envelope or label and how many lines and characters per line are needed.
Merry Law, President, WorldVu LLC

OPEN AND DISTRIBUTE: GETTING LIGHTWEIGHT PACKAGES TO YOUR CUSTOMERS FASTER

RM: 140 | 4:00PM – 5:00PM
Companies with multiple distribution centers and print shops around the country reduce their shipping costs by fulfilling orders from locations closest to the customer. Others have to rely on package and letter consolidators to induct their product deeper in the network. What can be done when the volume is too low for LTL freight? Come to learn how others use USPS Priority Mail and Priority Mail Express Open and Distribute to reduce shipping and mailing costs for low volume package shipments and lower density mailings.
Denis Baranov, Senior Product Management Specialist, USPS
Joe Radgowski, Mailing Systems Specialists, Windowbook, Inc.
Sponsored by: Window Book, Inc.

WHY PRINT IS STILL AN IMPORTANT COMMUNICATION TOOL

RM: 130 | 4:00PM – 5:00PM
For 15-20 years we’ve heard the prediction that print is dead, but the reality is – it is not going away any time soon. In fact, direct mail marketing pieces are on the rise and electronic delivery adoption rates for certain communications have flattened. This presentation will discuss why print is still an important communication channel - whether it is for marketing purposes or transactional mail - and how print is a critical part of an overall omnichannel communications strategy. Bottom line? Consumers still open and read their mail; however the trick is to grab their attention and increase engagement with your brand. Topics to be covered will include how to use print to drive consumers to digital channels as well as how to utilize the latest innovations of the USPS such as Informed Delivery and Informed Visibility to your advantage by increasing customer engagement and improving the overall customer experience.
Gina Ferrara, Senior Analyst, Madison Advisors

NPF WELCOME AND USPS AREAS’ RECEPTIONS

JW Marriott – White River Ballroom | 5:30PM – 7:00PM
The NPF and the US Postal Service Area Leadership teams will host a Welcome Reception for all NPF attendees. Acquaint yourself with colleagues and meet new industry professionals as we celebrate the commencement of the 2019 NPF.
Sponsored by: Perspecta
CONTINENTAL BREAKFAST
JW Marriott – Grand Ballroom Foyer | 7:00AM – 8:00AM
Fuel-up and ready your body and mind for a spectacular and riveting Opening General Session!

PMG OPENING GENERAL SESSION
JW Marriott – Grand Ballroom | 8:00AM – 9:30AM
The mailing and shipping industry is a dynamic ecosystem committed to anticipating, aligning and exceeding customer expectations at every touchpoint along the customer journey. Yet, marketers and senders are challenged with keeping up with customer expectations that are shaped by the pace of cultural and technological change. How do we connect with empowered consumers to provide them with what they want, while also building trust to turn them into loyal customers? Don’t miss the opening keynote session featuring Postmaster General of the United States and the Chief Executive Officer, Megan J. Brennan, and her executive team, as they share new ways mail—when integrated with digital solutions and enabled by USPS’ Informed Platform—strengthens customer engagement, spurs action and drives business growth.

EXHIBIT HALL OFFICIAL OPENING
Indiana Convention Center – Exhibit Halls H & I | 9:30AM – 4:00PM
This is where the tire meets the road, and true innovation is on display! Enjoy the festivities as we celebrate the opening of the 2019 NPF Exhibit Hall.

AUTOMATED RETURNS: USPS SHIPPING PRODUCTS AND RETURNS ROADMAP
RM: 135 | 11:00AM – 12:00PM
Attend this workshop and learn the latest about USPS Returns. Featuring automated data capture, assessment and billing, postage due, and weight requirement on shipping labels. Don’t miss this new innovation for returns shipping solution that can more than prepare your company for the future. Attend this workshop and learn about the latest innovations and management initiatives that supports USPS Shipping and Returns products. Featuring Payment Options, USPS Tracking, new Delivery and Processing Technology, Informed Delivery and Informed Visibility.
Vicki Bosch, Manager Product & Payment Technology Systems, USPS
Karen Key, Director Shipping Products and Services, USPS
BOOT CAMP FOR MAIL CENTER MANAGERS PART 1
RM: 131 | 11:00AM – 12:00PM
In today’s mail center environment, managers face daunting challenges – multiple areas of responsibility, disruptive technologies, and changes in the US Postal Service operations and regulations. The talents and skills that got you to where you are today may not be enough to bring you to the next level. Attend this two-part workshop and hear from leading speakers in the industry. In Part One, learn how to effectively navigate the US Postal Service organization and regulations, and mail center management.

Mark Fallon, President, The Berkshire Company
Patrick Ring, Associate Director Mail Services, Boston University

EVERYTHING IS ADDRESSABLE
RM: 141 | 11:00AM – 12:00PM
An Address is more than just a physical location. It anchors thousands of data points on people who inhabit or pass through it, places that are at the address and in close proximity, and things such as connected devices, mobile phones, sensors, and beacons. As your customers pursue a connected delivery experience the need to maintain clean and trusted data about your customers increases. In this session we’ll speak to best practices with current solutions to connect a location, name, address, email and social information. We’ll also examine how addressing is evolving so you can prepare for the future of addressing.

Amy Metz, Director, Addressing and Enrichment Data, Pitney Bowes
Jeff Stangle, Director of Enterprise Innovation, Pitney Bowes

HOW HAS POLITICAL MAIL BECOME MORE DYNAMIC AND WHY IT’S A BIG OPPORTUNITY IN 2020
RM: 142 | 11:00AM – 12:00PM
Political advertisers spent $5.25 billion on the 2018 midterm election, 17% more than 2016. And that number is expected to skyrocket as we head into the 2020 election cycle. What does this mean for you? Growth opportunity. In this session, we’ll dive into the promise of “new mail” in the political arena; how it can drive action across the voter journey fueled by tech innovations such as automation, CRM, Informed Delivery, and Informed Visibility; and why political mail is the real winner when it comes to converting voters. While campaigns continue to spend on digital ads, they’re having a harder time converting due to oversaturation. Also, the state of politics has led to a lack of trust in media, creating voter desire for a physical, direct, and conversational medium they can trust. Political mail connects and resonates in ways that digital mediums simply can’t even with digital natives like Millennials and GenZers. Don’t miss this opportunity to learn how you can turn “new mail” into growth by partnering with campaign managers in the 2020 election cycle.

Don Nichols, National Lead, Political & Mailing Services, USPS
Tracey Sutherland, Strategy Director, McCann Worldgroup

INFORMED DELIVERY WORKS FOR MARKETERS
RM: 132 | 11:00AM – 12:00PM
Daily advances in digital technology mean that marketing strategies must keep evolving to stay ahead of the curve. This workshop will introduce Informed Delivery as a part of an effective omni-channel marketing strategy and will demonstrate how marketers can leverage the feature’s unique blend of digital and print to connect with consumers in innovative ways.

Robert Dixon, Director Product Technology Innovation, USPS

NPF 2019 | 27
INNOVATING TODAY FOR TOMORROW’S CUSTOMERS

USPS OFFICER LED

RM: 137 Junior Ballroom | 11:00AM – 12:00PM

In the more than two centuries since Benjamin Franklin was appointed our first Postmaster General in 1775, the Postal Service has grown and changed with America, boldly embracing new technologies to better serve its customers. Join VP of Product Innovation Gary Reblin as he shares progress on features such as Informed Delivery and discusses new innovations that are laying the groundwork for the digital future of USPS.

Gary Reblin, Vice President Product Innovation, USPS
Sponsored by: General Dynamics Information Technology

PARCEL LOCKERS: DESIGNING A HOLISTIC SOLUTION TO MANAGE THE LIFECYCLE OF INCOMING PACKAGES AND MAIL

RM: 140 | 11:00AM – 12:00PM

Parcel lockers have been around for many years. The industry has finally caught up with the technology to drive real efficiencies in the solution. How? Mobile workforces, “hoteling”, demand for 24-hour service and availability and other changes that are driving businesses away from the traditional mail/package delivery at the cubicle models. In this session, the presenters will share real life examples and experience of how to optimize this change. The lockers can be wonderfully versatile if configured and planned appropriately. The factors that make this possible are not always obvious. In this session they will be identified and tools to optimize each shared.

Garrett Adams, Senior Manager, Enterprise Services Sales Engineering, Ricoh USA
Mark Rheaume, Solutions Design Architect, Exela Enterprise Solutions

POSTMARK: DANGER

RM: 133 | 11:00AM – 12:00PM

“Postmark: Danger” The chances of receiving a suspicious or dangerous item in the mail at your home or where you work are extremely rare. With the USPS processing 150 billion pieces of mail each year, your chances are literally one in a billion. But what do you do if it does happen like it did last fall? Are you prepared for panic in your workplace? Employees feeling unsafe? Without a response plan, there can be a huge impact on your business or organization. This workshop provides information on how to develop a response plan, educating mail center employees on how to handle suspicious mail and general tips on how to improve security for your business and employees. Invite a Postal Inspector to visit your business and review your mail center operations. Their security reviews can pinpoint problems that could lead to mail theft or open the door to other security issues. Learn from the experts to quickly identify potential hazards in the mail, keep employees safe and minimize threats.

David Bowers, Deputy Chief Inspector, United States Postal Inspection Service
Maria Kelokates, Deputy Chief Inspector, United States Postal Inspection Service

TALENT MANAGEMENT AND THE ART OF LEADERSHIP

RM: 130 | 11:00AM – 12:00PM

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. This workshop will look at how managers can ensure their operations are meeting the organization’s strategic commitment to hire, develop, and retain talented employees.

James Burns, Operations Manager Receiving & Mail Services, Massachusetts General Hospital
Chris Kula, Director, Services Programs, Managed Service Operations, Ricoh USA
WHAT’S IN? WHAT’S OUT? 10 HOTTER AND NEWER LOGISTICS TRENDS FOR 2019

RM: 134 | 11:00AM – 12:00PM

Join our panel of industry experts as we discuss what’s in and what’s out for 2019 in the world of postal logistics. We all know that being able to respond quickly to new trends and to leverage them into your portfolio is the difference between company growth and company stagnation. Our panel will discuss the challenges of implementing these trends and how practical solutions can benefit retailers by staying relevant with the shopping-savvy consumer. We will be sure to save time for audience participation so please bring your own practical trends that you would like to share and discuss and/or be ready to pose organizational challenges that need to be addressed in your own company around small-parcel shipping.

Moderator: Don Viti, Vice President Sales, International Bridge
Amanda Armendariz, Editor, Parcel Magazine
Augustin Ceyrac, Co-Founder, EasyShip
Mike Indresano, Senior Vice President Information Management, Walmart
Carly Wood, CEO, ChitChats Express

NPF LUNCH & DESSERT BREAK
Indiana Convention Center – Exhibit Hall H&I | 12:30PM – 1:30PM
Enjoy Monday’s Exhibit Hall lunch and take this opportunity to network with fellow NPF fans!

EXCLUSIVE EXHIBIT HALL HOURS
Exhibit Hall H & I | 12:00PM – 1:30PM

EDUCATIONAL WORKSHOP PERIOD 8

GAINING A COMPETITIVE ADVANTAGE WITH EMERGING USPS GLOBAL SOLUTIONS

RM: 141 | 1:30PM – 2:30PM

The growth of eCommerce has changed the way all of us shop and do business, both here in the US and across the globe. Doing business in multiple countries requires knowledge and flexibility and what works with one country can vary greatly in another...there is no one size fits all to the shipping process. With this in mind, the USPS is developing new products and services that extend beyond traditional postal boundaries to enhance both you and your customer’s experience. In this session, we will review the latest statistics and trends in the global shipping and eCommerce market and USPS will review both current and brand-new creative solutions to help you succeed in this changing global economy.

Frank Cebello, Manager Business Alliances (Regional), USPS
Darren Lamb, Director of Research, The Colography Group, Inc
GAINING MAXIMUM PRODUCTIVITY BASED ON PERSONALITY TYPE

RM: 133 | 1:30PM – 2:30PM

In our world of technology, we must remember that it is the “people” running the devices that make things happen every day. Personality traits have a direct and substantial impact on job performance. Research suggests that between 20% and 25% of an individual employee’s effectiveness on the job is attributable to his or her personality. Join us to explore how your personality and those of your team members impact individual and overall workplace productivity and how to harness the differences of each team member to yield the highest rate of return!

Sally Pfabe, VP, Business Development, Brightkey

INFORMED VISIBILITY SIMPLIFIED – SHOW HOW TO GENERATE INTELLIGENCE FROM A ONE-TIME DOWNLOAD

RM: 130 | 1:30PM – 2:30PM

Want a hassle-free, uncomplicated way to get the mail tracking information that’s important to you? Get the data you want, when you want, and how you want it from Informed Visibility® Mail Tracking & Reporting (IV®-MTR). Join us as we discuss how the IV-MTR application improves ease of use for mailers through flexible data provisioning, customizable one-time queries, and recurring data feeds. Intelligence made simple through IV gives you expanded insight into growing your business.

Steve Jones, Mail & Package Information Systems Specialist Sr., USPS

MAKING MARKETING MAIL WORK FOR YOU

RM: 142 | 1:30PM – 2:30PM

Attend this workshop to learn about USPS Marketing Mail and how to choose the product that is best for your business purpose. Whether you mail catalogs, donation requests, or other customer communication, you will find this workshop useful to determine what works best for your business. The USPS included marketing mail as an integral part of the omni-channel B2C Holiday 2018 marketing campaign, reaching every household in America using New Mail and digital technologies. During the workshop the Postal Service will also review marketing trends and research findings that help you to extract the greatest value from your marketing mail.

Verdonna Hudson, Principal Product Management Specialist, USPS
Tony Jones, Vice President, McCann Worldgroup

MANAGE AND PAY FOR USPS SERVICES THROUGH A SINGLE ACCOUNT

RM: 135 | 1:30PM – 2:30PM

The U.S. Postal Service is upgrading its payment architecture for enterprise and business customers. The new Enterprise Payment System (EPS) will replace the current product and location centric payment process with a centralized account management system enabling customers to pay and manage their services online using a single account.

William Craig, Business Systems Analyst Principal, USPS
NUTS & BOLTS – THE APPLICATION PROCESS FOR PERIODICALS

RM: 140 | 1:30PM – 2:30PM

This workshop will provide an overview of the Periodicals application process. USPS will explain how to apply for Periodicals (including New Launch), circulation and content restrictions, qualifying categories, financial implications and the Product Classification/PCSC roles in the application process. Enhancing the customer experience begins long before the initial transaction. This session will explain the advantages and disadvantages of applying for Periodicals, the challenges around the application process, marking/reporting advertising content and circulation restrictions and circulation growth.

Tonya Dodson, Senior Product Management Specialist, USPS
Steve W. Smith, President, SG360

“STAYING ALIVE!”

USPS OFFICER LED

RM: 134 | 1:30PM – 2:30PM

If you read the newspapers or watch the news, a sadly recurring event in our society is a shooter killing innocent people. High profile shootings can happen anywhere – and they take place in just minutes. What would you do? In this workshop, learn strategies from U.S. Postal Inspectors—the Postal Service’s own federal law enforcement agents—as they provide some simple actions you can take to protect yourself, co-workers and loved ones in an active shooter situation. Knowing what to do before it happens could help save your life, as well as those around you. BE PREPARED – SURVIVE!

Gary Barksdale, Chief Postal Inspector, USPS Inspection Service
Thomas Noyes, Deputy Chief Inspector, USPS Inspection Service

THE RETURNS PROCESS: ENHANCING THE CUSTOMER EXPERIENCE WORKSHOP

RM: 131 | 1:30PM – 2:30PM

With the final data of eCommerce sales expecting to exceed a staggering $525 billion in 2018, returns are a critical component to a company’s business model. More than ever, customers’ expectations for a quick and easy returns process has reached an all-time high. This workshop provides an overview of how making the returns process quick, easy and convenient could lead to greater sales and an increased level of customer loyalty. In this highly competitive eCommerce marketplace, returns should be at the forefront of every company. Enhancing the customer experience begins long before the initial transaction. We share how USPS offers a returns option for companies of all sizes. The proven network provides timely and efficient processing to help enhance the customer experience. Participants can also hear first-hand from one of our PRS partners, and how the shipping and fulfillment companies can help to streamline the last mile process and avoid costly return processing errors through logistics.

Corey Adams, Senior Product Management Specialist, USPS
Colleen Darby, USPS Carrier Manager, Target
Bruce Klein, Senior Product Management Specialists, USPS
Aaron Moore, Director of Operations, One Click
Dr. Ian Stanford, Public Policy Specialist, Office of Inspector General
WHAT’S NEW IN PRICING AND PRODUCT?

USPS OFFICER LED

RM: 137 Junior Ballroom | 1:30PM – 2:30PM

May you live in interesting times – 2019 marks a pivotal time for the mailing industry. Join USPS Vice Presidents Steve Monteith and Steve Phelps as they discuss key market and regulatory forces driving future pricing and product decisions. The landscape presents a combination of industry, regulatory and legislative changes that could shape the mailing industry for years to come. Insights into product assessments and suggested changes and improvements will also be discussed.

Steve Monteith, VP Marketing, USPS
Steve Phelps, (A) VP Pricing and Costing, USPS

Sponsored by: Assurety Consulting, Inc.

WHY DIRECT MAIL STILL WORKS

RM: 132 | 1:30PM – 2:30PM

The largest living generation, millennials were born and raised in the digital age. However, this does not mean they are “digital addicts, and the impact of “digital fatigue” is very real. Direct mail is proven to work with millennials, and recent studies have shown that 90 percent of millennials surveyed find direct mail trustworthy. Moreover, 92 percent of those surveyed shared that mail influenced their purchasing decision. It’s time for savvy marketers to understand mail and millennials, and how to market to this important demographic. In this workshop, you’ll learn: • The importance of personalized messaging • How to keep up with millennials on the move • How to leverage multichannel marketing to improve response rates with millennials.

Chris Lien, President, BCC Software

Sponsored by: BCC Software

EDUCATIONAL WORKSHOP PERIOD 9

BUSINESS CUSTOMER GATEWAY (BCG) – A NEW LOOK AND FEEL

RM: 141 | 2:45PM – 3:45PM

Learn about new Business Customer Gateway features designed to simplify and improve the customer experience. Simplified account management is a key feature along with the enhanced display of Mailer quality metrics and PostalOne! information placing key information about your mailings at your fingertips. The Business Customer Gateway refresh improves the usability, presentation, and accessibility to USPS services.

Mike Filipski, Business Systems Analyst Senior, USPS

DELEVERING THE RIGHT MESSAGE TO THE RIGHT AUDIENCE AT THE RIGHT TIME – AUTOMATICALLY

RM: 134 | 2:45PM – 3:45PM

If you could put a personalized message in the mail within 24 hours of an event, would you do it? Triggered direct mail can send a message to people who visit your website, or visit a competitor’s store, or sign up for your service, or earn elite loyalty status, or who doesn’t read your emails – all without you doing a thing.

Tom Gibbons, Cofounder and VP of R&D, Pebble Post
Greg Hewitt, Director of Demand Generation and ABM, Emplify
Eva Jackson, Demand Generation Marketing Manager, PFL
Michael McCarthy, CEO, Inkit
Ray Van Iterson, Manager of Innovation and Product Development, USPS
HOT TOPICS FOR MAIL OWNERS
RM: 140 | 2:45PM – 3:45PM
The Mail Owners Workshop is a panel discussion for and by Mail Owners. With industry leaders from AT&T, Bank of America, Progressive and more, our panel will cover hot topics impacting Mail Owners today. Plus we will have a robust Q&A with the audience to see what is on your mind and help you with your questions as a Mail Owner. Topics will include how programs like Informed Delivery, Green and Secure/Secured Destruction, Informed Visibility, Seamless Acceptance, Move Update and much more are utilized by Mail Owners. Plus we will provide ideas and suggestions to help you as a Mail Owner as well as engaging with industry associations to help improve your mail process and operations.

Sharon Harrison, Vice President of Postal Strategy, AT&T Communications
David Marinelli, Process Consultant, Postal Affairs Liaison, Progressive Insurance
Mike Tate, SVP, Enterprise Postal Strategy, Bank of America

INFORMED VISIBILITY – REAL SCENARIOS – REAL RESULTS
RM: 132 | 2:45PM – 3:45PM
Mail tracking results can have significant impacts on current mailings that could make or break campaigns. Informed Visibility data, and its associated historic data, used correctly can ensure a successful campaign. Learn how by using historic data, mailers can project delivery across the country before anything is mailed. IV tracks behind the scene details such as USPS facility processing times as well as obvious issues like weather disruptions. Use this knowledge to enhance your mailings and results. While historic data is helpful, real time updates lets mailers track and adjust based on today’s intelligence. This includes confirming what was delivered today, defining next steps, and the very important post campaign analysis. Learn real scenarios that used IV to not only ensure that mailings were delivered per government regulations, but gave companies the ability to track, learn and execute marketing campaigns successfully.

Dan Browne, Manager, SourceLink
Sponsored by: SourceLink

INFORMED DELIVERY: USING AND UNDERSTANDING DATA
RM: 130 | 2:45PM – 3:45PM
It’s all about the numbers, and Informed Delivery offers a lot of them. This workshop will explore the robust data that Informed Delivery provides, bringing data elements, timing, and potential use cases to life.

Carrie Bornitz, Product Development Specialists Sr., Alliances and Partnerships, USPS

LEADERSHIP IN THE AGE OF ROBOTS: HOW TO BE BETTER HUMANS
RM: 142 | 2:45PM – 3:45PM
Technology is rapidly changing our industry. Tasks that were once performed by people are now completed by machines and software, changing and eliminating jobs in the process. The greater the uncertainty, the greater need for personal leadership. Join us for a discussion on how to connect at the human level and meet the psychological and emotional demand of your employees.

Mark Fallon, President, The Berkshire Company
Sean Joyce, President, Omega Consultants
SEAMLESS FULFILLMENT: WINNING THE FIGHT FOR THE FRONT DOOR
RM: 133 | 2:45PM – 3:45PM
As competition to provide last mile delivery heats up, there is growing interest in new initiatives to create new products and services to help keep package fulfillment in the mailbox. In Europe, the posts have been experimenting with a new type of envelope/package for the small parcel. The vision of such a hybrid Mail Stream has captured the attention of leaders in the mailing community throughout the world. How would such a Parcel vision work? How could it be good for mailers and consumers to make eCommerce fulfillment seamless and swift? Hear from industry leaders on what it means for the future.

Maynard Benjamin, President, Global Envelope Alliance
Robert Reisner, Director, Guidehouse

THE COMPLETE GUIDE TO DEVELOP WINNING eCOMMERCE PACKAGING!
RM: 135 | 2:45PM – 3:45PM
Whether you’re launching a new product for an eCommerce channel or rethinking your current packaging for eCommerce shipments, designing winning eCommerce packaging requires a holistic view and consideration beyond ensuring the protection of the item. Through an engaging series of stories, samples, pictures and case studies, participants in this workshop will explore the emerging world of eCommerce packaging and will leave with a checklist to eCommerce packaging success.

Murray Rundle, VP & GM, eCommerce Packaging, SupremeX Inc

TOMORROW’S MAILING AND SHIPPING SOLUTIONS TODAY
USPS OFFICER LED
RM: 137 Junior Ballroom | 2:45PM – 3:45PM
In this fast-paced, advanced technological age, USPS is striving to ensure our customers’ evolving expectations are met. From consolidating financial interactions into the centralized and secure Enterprise Payment System, to enabling customizable, piece-level data subscriptions through Informed Visibility, we have heard our customers desire to provide timely, modern-day solutions. We’ll also discuss the Mailing & Shipping Solutions Center and the improved Business Customer Gateway, both of which are designed to provide streamlined, consistent interactions through multiple communication channels (in person, online, or over the phone), and finally we’ll talk about the enhancements USPS has made to the Package Platform, which enables increased visibility into verification and package processing. The future of mailing and shipping is in development today, so join us for this informative session where you’ll learn about all the ways USPS is working to help you meet your business needs.

Marc McCrery, (A) Vice President Mail Entry Payment Technology, USPS
Sponsored by: myMailHouse

TOP 5 FACTORS INFLUENCING YOUR INTERNATIONAL MAIL DECISIONS
RM: 131 | 2:45PM – 3:45PM
In this workshop attendees have the opportunity to interact with a panel of international mailing experts. Learn best practices, factors that may affect your international mail and what you need to consider and more.

Jody Berenblatt, Executive Director, Continuity Shippers Association
Merry Law, President, WorldVu LLC
Steve W. Smith, President, SG360
EDUCATIONAL WORKSHOP PERIOD 10

ADDITION VALUE, SERVICES AND RECOGNITION TO YOUR CAMPUS MAIL CENTER
RM: 132 | 4:00PM – 5:00PM
This workshop will offer tactics and strategies to help you think “outside the box” and make your College/University mail center the “go-to” spot on campus. Get real-life examples of tools to use to keep your costs down, offer more services and get ideas on how to move your mail center to the next level of service and value to your customers.
Patrick Ring, Director of Mail, Boston University
Betsy Shortell, Director Harvard University Mail & Distribution Services, Harvard University

BEAT THE COMPETITION WITH BETTER DIRECT MAIL DATA
RM: 140 | 4:00PM – 5:00PM
In an increasingly tech-savvy world, customer expectations are higher than ever. Marketers who wish to attract and engage these customers must rely on customer data. Learn to identify and use the many types of data available, leverage third-party data to achieve better marketing results, and discover breakout data solutions to give you a competitive edge.
Nate Petel, EVP Sales & Service, AccuData Integrated Marketing

CYBER SAFETY STARTS WITH YOU: THE POSTAL SERVICE’S APPROACH TO CULTIVATING SAFE CYBER BEHAVIOR
RM: 130 | 4:00PM – 5:00PM
USPS boasts a 450-person team devoted to mitigating cyber risks and responding to cyber threats within the mailing network. However, the volume of cyber risks within an organization is much too large for any single team to handle, which is why it is crucial for the entire workforce to share the responsibility. Employees must continually practice good cyber hygiene to keep the organization safe. In this session, learn what the USPS is doing to develop accessible and effective training that cultivates safe cyber behavior. Explore what you can do to educate your employees on cyber risk and create a culture of vigilance.
Lisa Holman, Deputy Chief Information Security Officer, US Postal Inspection Service

DIGGING FOR DIAMONDS...HOW TO UNLOCK HIDDEN GEMS IN YOUR DATA
RM: 141 | 4:00PM – 5:00PM
An effective mail campaign doesn’t start when the ink hits the paper – it starts with the quality of the data. Data can be like a diamond in the rough: apply the right adjustments here and there and its value and effectiveness goes up tremendously. Of course, address cleansing and presorting are critical components to any mail campaign, but stopping there undermines the real potential in your data. That’s why repeatable and high-quality data hygiene that goes beyond standard cleansing is critical to optimizing data in ways that produce successful campaigns time and time again.
Gina Greco, Manager of Data Services, CTRAC Direct / Midwest Direct
Tony Mass, Principal Consultant, Firstlogic Solutions, LLC

EMERGING TECHNOLOGIES IN THE MAIL
RM: 131 | 4:00PM – 5:00PM
This session will provide a review of the latest emerging technologies and how they might be applied to a printed mail piece in the future to help drive engagement and response rates. The Postal Service will present concepts to inspire marketers and mailers about the
ways in which we may leverage the printed piece to bridge between the physical and digital, and realize all the benefits through the capabilities of mail and the convergence of paper and pixels. Also, learn what direct mail could look like beyond the year 2020. Determine what you can do now to be ready for the future.

Ted Mann, CEO, Slyce
Vicki Stephen, Director Mail Services, USPS

KEYS TO MAXIMIZE YOUR EFFECTIVENESS

**RM: 135 | 4:00PM – 5:00PM**

We all desire to be more effective and successful at work and in our personal lives. In this presentation we will learn tried and proven methods to be more effective as leaders, workers and individuals – and learn how to help others be more effective too! Come and learn tips to improve the communication, relationships and performance of you and your team. We’ll be pulling wisdom from the bestselling business book of all-time (Dr. Covey’s “Seven Habits of Highly Effective People”) and from other leading edge research and writings including Undercover CEO star Joel Manby’s new classic “Love Works: Seven Timeless Principles for Effective Leaders”.

Wes Friesen, President, Solomon Training & Development

PACKAGE PLATFORM/NETWORK RETURNS

**RM: 142 | 4:00PM – 5:00PM**

USPS has upgraded its Package Platform with a new, modern IT architecture model to provide more value to customers than ever before. Learn how the program simplifies interactions with USPS while increasing the customer experience with extraordinary package and pricing detail in near-real time. This platform automates the collection of package attributes to price packages midstream to provide greater visibility and enhanced delivery times.

Vicki Bosch, Manager Product and Payment Tech. System, USPS
Randy Workman, Manager Major Mailer Support, USPS

TRADE, TARIFFS, AND TREATIES: IMPACT ON INTERNATIONAL MAIL AND PARCELS IN 2019 AND BEYOND

**RM:134 | 4:00PM – 5:00PM**

Cross-border ecommerce presents a huge opportunity for volume and revenue growth for postal operators. What are the implications of international trade agreements and tariffs on the market and providers in this space? How are trade tariffs affecting cross-border eCommerce growth? Will a new NAFTA agreement benefit cross-border eCommerce or present new challenges? Companies like WISH and eBay are staying abreast of the latest geopolitical trends to make sure they are delivering the best possible experience to their customers. Come join our panelists that will share insights on the challenges and opportunities of international trade agreements and tariffs.

Moderator: Shoshana Grove, International Bridge
Abby Martin, Director, Global Trade Compliance, USPS
Kate Muth, Executive Director, IMAG
Donald Ross, Executive Director, International Sales, USPS
James Swanson, Director, Customs Border Patrol
UTILIZING ANALYTICS TO DRIVE PERFORMANCE AND FUEL INNOVATION

USPS OFFICER LED

RM:137 Junior Ballroom | 4:00PM – 5:00PM

Come hear how USPS is creating predictive and prescriptive insights and business intelligence across the enterprise through the use of data analytic tools, geospatial technology, and predictive models. At every turn, USPS is innovating new ways to utilize its rich dataset to improve visibility into its service, performance, and customer experience.

Jeff Johnson, (A) Vice President Enterprise Analytics, USPS

Sponsored by: Assurety Consulting, Inc.

WHERE’S MY PACKAGE? HOW ARTIFICIAL INTELLIGENCE CAN HELP IMPROVE THE CUSTOMER EXPERIENCE

RM:133 | 4:00PM – 5:00PM

In managing nearly half of the world’s mail delivery service, with a reach of 157 million residences, businesses and P.O. boxes, the U.S. Postal Service makes the customer experience a top priority. As successful service strategies evolve, this independent federal agency continues to handle an extraordinary volume of retail visits, incoming calls and mail inquiries. In order for customers to continue receiving high-quality, efficient and affordable delivery service now and in the future, we’re exploring how modern technology can help. Artificial intelligence (AI), designed to effectively handle an enormous amount of processes and information, can improve efficiency and provide better experiences for postal customers globally.

Andy Murphy, Customer Engineering Manager, Google Cloud

PCC RECEPTION

Indiana State Museum | 5:30PM – 7:30PM
650 W. Washington St. – within walking distance of NPF Hotels!

One of the annual events held at the NPF is the Monday evening PCC Reception. This is an evening of engaging discussions, appetizers, and refreshing beverages. Spend time with USPS headquarter executives and local postal leaders. The PCC community is an invaluable resource for business mailers to share best practices to maximize the performance of your PCC – small or large. The reception welcomes all attendees.

A special surprise giveaway for those who arrive first.
Hurry, there’s a limited supply!
NPF in FLA

We’ll save you a spot in the shade!

April 26–29, 2020
Marriott World Center | Orlando, FL
CONTINENTAL BREAKFAST
JW Marriott – Grand Ballroom Foyer | 7:00AM – 8:00AM
Fuel-up and ready your body and mind for another spectacular and riveting Opening General Session!


TUESDAY GENERAL SESSION
JW Marriott – Grand Ballroom | 8:00AM – 9:30AM
While the future customer experience is increasingly driven by emerging technologies like robotics, wearables, artificial intelligence and digital transformation, the connection between brands and their customers can increasingly feel uncertain. Marketers must stay attuned to future trends while creating more meaningful experiences for today’s customers. Jakki Krage Strako, Chief Customer and Marketing Officer and Executive Vice President at the US Postal Services, brings together leading thought leaders and creative thinkers to present the future of meaningful human connections and brand experiences. Learn about the latest technological developments and consumer shifts brands must anticipate in order to stay ahead of customer expectations. And while technology will remain a driver of change, learn how to spark creativity and explore new ways of strengthening human connection across channels, time and place.

Come to Tuesday’s General Session keynote – Real Connection in the Digital Age – to hear from futurists, artists, agency leaders, and global brands exploring future megatrends and how not to lose sight of the art of connection.

EXHIBIT HALL HOURS
Exhibit Hall H & I | 9:30AM – 2:00PM

EDUCATIONAL WORKSHOP PERIOD 11
11 TIPS FOR MORE EFFECTIVE DIRECT MAIL
RM: 135 | 11:00AM – 12:00PM
Marketers are renewing their interest in direct mail as consumers suffer from email fatigue. Applying strategies such as precise targeting, customized offers, and personalized communications, marketers are leveraging direct mail’s ability to convert. Mail continues to outpace digital alternatives in this regard. Though direct mail use is resurging, sending the same old postcards to the same old list won’t cut it anymore. To take advantage of the medium, marketers must combine their new data-crunching and content-generation tools with creative design and innovative presentation. This workshop will cover tips for getting consumer attention, encouraging recipients to open their mail, and enticing them to take action.

Kristen McKiernan, President, AccuZIP Inc.

Sponsored by: AccuZip, Inc.
B2B ADVERTISING – CUTTING THROUGH THE CLUTTER
RM: 134 | 11:00AM – 12:00PM
Email boxes are overflowing, display ads are ignored, webinars are undersubscribed – How do you connect with prospects anymore? Hear from our panel how packages with personalized gifts and letters with the recipient’s picture on them get opened, and how hard copy thank you notes get read. And all of this can be done through automation.

Brad Beutler, Director of Marketing, Sigstr
Paul Blaylock, CEO, Enthusem
Jim Lurie, Partner, o2kl
Stacy Monahan, VP Marketing, Zelis Health Care
Ray Van Iterson, Manager of Innovation and Product Development, USPS
Braydon Young, Head of Growth and CoFounder, Sendoso

BOOT CAMP FOR MAIL CENTER MANAGERS PART 2
RM: 131 | 11:00AM – 12:00PM
In today’s mail center environment, managers face daunting challenges – multiple areas of responsibility, disruptive technologies, and changes in the US Postal Service operations and regulations. The talents and skills that got you to where you are today may not be enough to bring you to the next level. Attend this two-part workshop and hear from leading speakers in the industry. In Part Two, you’ll learn mail center management trends and technology, as well as additional focus on Management 101 and professional development.

Mark Fallon, President, The Berkshire Company
Patrick Ring, Associate Director Mail Services, Boston University

COMMUNICATION IS ABOUT PERSONALITY, NOT GENERATIONAL DIFFERENCES
RM: 142 | 11:00AM – 12:00PM
Success in communication is based on the understanding of interpersonal dynamics as they relate to the Big Five characteristics of personality. Using these key dimensions of psychological science, this seminar will help you develop a keener sense of self-awareness, so you can capitalize on your understanding of attitudes, behaviors, motivation and accountability.

Sean Joyce, President, Omega Consultants

EVOLUTION OF DELIVERY – ACCOUNTABLE ITEM BARCODE TRACKING & INTELLIGENT “SMART” LOCKERS
RM: 141 | 11:00AM – 12:00PM
The Evolution of Delivery in 2019 has dictated that for virtually all package operations, your tools and systems must include Accountable Item Barcode Tracking. Now more than ever, your operations should also consider the benefits of Intelligent and “Smart” Lockers. In this workshop we will discuss the history, the present day, and the future of accountable item tracking. We will explore the use of barcodes, the combination of traditional and RFID uses, analytics, reporting, and real-time access to your data. The workshop will also give you a working knowledge of intelligent/smart lockers, and how they are being employed by so many companies, agencies, and the USPS. Learn how the use of text/SMS/e-mail can connect your customers with their accountable items, all while streamlining your internal delivery processes.

Scott Eaton, Regional Manager, Winn Solutions
HOT TOPICS IN ADDRESSING: AN INDUSTRY PERSPECTIVE
RM: 133 | 11:00AM – 12:00PM
From new Move Update rules to address processes during natural disasters, address quality is never a static topic. In this workshop we’ll review some of the most noteworthy changes, hottest topics and biggest controversies over the last year. Get a sneak peek into what’s next for the addressing group for MTAC and the upcoming CASS Cycle O. Bring your addressing challenges for discussion.
Bob Schimek, MTAC Vice Chair (2018 - 2019)

INFORMED DELIVERY AND COMMINGLING: HOW TO MAKE EVERYTHING WORK AS INTENDED
RM: 140 | 11:00AM – 12:00PM
This session will discuss how Informed Delivery interactive campaigns with their own mailings and has helped many customers of all sizes and across many verticals do the same. They will share best practices, lessons learned, and tips to enable you to optimize your participation in Informed Delivery when you use a Commingler or are considering using a Commingler.
Steve Krejcik, Director of Strategic Operations Development, Pitney Bowes Presort Services
Elizabeth Trumbull, Enterprise Innovation, Pitney Bowes

IV ON-THE-GO: INTELLIGENT ANALYTICS HERE, THERE, EVERYWHERE
RM: 132 | 11:00AM – 12:00PM
Today’s world strives on real-time, abundant, and easily accessible information. The U.S. Postal Service is able to deliver through the availability of the application programming interface (API) for the Informed Visibility® Mail Tracking & Reporting (IV®-MTR) application. Bear witness to how this API enables the mailing industry to receive IV-MTR data and perform administrative functions through a lightweight data exchange. Attend this educational session to learn how mailers can use the API to integrate mobile and web-based applications with near real-time IV-MTR data – Providing you with the data at the speed of your need!
Blaise Steele, Program Manager Mail & Package Information Technology, USPS

VISUALIZING THE END TO END JOURNEY OF MAIL AND PACKAGES THROUGH THE OPERATIONS NETWORK
USPS OFFICER LED
RM:137 Junior Ballroom | 11:00AM – 12:00PM
The USPS is focused on using data and technology in order to enhance the informed customer experience, by providing real-time visibility of mail, packages and the logistics network. The ecosystem of mailers, logistics providers, MSPs, etc. in collaboration will greatly enhance the Customer Experience this year. Join Robert Cintron in exploring the latest in data, technology and future vision for the mailing industry.
Robert Cintron, Vice President Network Operations, USPS

YOUR TEAM CAN SOAR! POWERFUL LESSONS TO HELP YOU LEAD AND DEVELOP HIGH PERFORMING TEAMS!
RM: 130 | 11:00AM – 12:00PM
Wes has written a book called “Your Team Can Soar! Powerful Lessons to Help You Lead and Develop High Performing Teams”, and will share some highlights from the book. People in leadership roles have great potential to make a positive difference in the lives of their work teams and their organizations. Wes will be sharing the latest research and
practical ideas to help motivate people and build teams that are high performing! You will walk way inspired and equipped to lead your people to an even higher level of success. Presentation will include explanation of: • Important research on the 3 Characteristics of High Performance Teams • The 7 Key Needs that Motivate People • Top 10 Motivators for Workers • The magical 5 to 1 Ratio • 20 Ways to Retain Your Best Employees • The 12 question “Measuring Stick” • And more practical tools!

Wes Friesen, President, Solomon Training & Development

Indiana Convention Center – Exhibit Hall H&I | 12:30PM – 1:30PM

Enjoy Tuesday’s Exhibit Hall lunch and take this opportunity to network with fellow NPF fans!


EXCLUSIVE EXHIBIT HALL HOURS

Exhibit Hall H&I | 12:00PM – 1:30PM

Take this opportunity to walk, talk and browse the Exhibit Hall floor without workshop commitments and find the products and services you’ve been looking for.

EDUCATIONAL WORKSHOP PERIOD 12

7 INTEGRATION TECHNOLOGIES TO SEAMLESSLY TRACK DIRECT MAIL EFFECTIVENESS AND ENHANCE RESULTS

RM: 140 | 1:30PM – 2:30PM

The major buzz in the direct mail industry is that you need to integrate. Sure, we all understand the concept of utilizing several marketing channels to achieve the best results. But what are the best technologies to use in conjunction with direct mail? How can you prove attribution specifically from direct mail? And most importantly, with all of the growing technology options, which are the most complimentary to a direct mail campaign and will help to boost the overall results and return on investment? Come to this workshop to learn about the 8 technologies that need to be integrated with direct mail in order to seamlessly track the effectiveness of the direct mail campaign while enhancing the overall results by an average of 53%.

Erica Switzer, Vice President, DirectMail2.0

ACCURATE ADDRESS SOLUTIONS

RM: 130 | 1:30PM – 2:30PM

This workshop will prove beneficial to both the mailing industry and the USPS by ensuring more accurate addressees are captured sooner; thereby allowing more efficient mail processing and lower operation cost.

Jim Wilson, Director Addressing and Geospatial Technology, USPS

BECOME SMARTER AT MANAGING YOUR MAIL CENTER

RM: 132 | 1:30PM – 2:30PM

Corporate Training Programs are typically the first thing impacted by budget cuts. Travel and expensive seminars need a whole business case for approval to attend. There are resources and affordable options to become the Subject Matter Expert in an ever-changing industry. Lead your organization to mail center sustainability in 2019 and beyond by identifying the resources and opportunities available to you that won’t break the budget. Get in the loop and get in “the know.” There is help if you know where to look!

Shawn Lang, Business Process Analyst, Broadridge Mail, LLC
CROSS-BORDER ECOMMERCE SHOPPER SURVEY: KEY FINDINGS & IMPLICATIONS
RM: 135 | 1:30PM – 2:30PM

The 2018 International Post Corporation cross-border eCommerce shopper survey is based on 33,000 respondents across 41 countries (including the US, Mexico, Canada – and many more spread worldwide). Consumers are asked for their eCommerce delivery preferences and for a detailed overview of their most recent cross-border online purchase and delivery experience. This workshop focuses on a range of topics, such as parcel size and weight, parcel tracking, delivery cost, delivery location, customs and returns.


DEVELOPING COST EFFECTIVE MAIL SCREENING PROTOCOLS
RM: 133 | 1:30PM – 2:30PM

An open discussion on the changing scope of mail borne threats and how technology blends with skilled human resources to provide cost effective mail and parcel screening and security countermeasures. The discussion will be facilitated by the nation’s leading expert on the development and implementation of process-based mail screening protocols, will cover techniques used in the development of effective mail screening processes regardless of the level of technology available to the facility.

Marshal James, Director, JGW Group

JOURNEY MAPPING YOUR CUSTOMER EXPERIENCE DESIGN
RM: 142 | 1:30PM – 3:45PM (2-hour Session)

In a world where commoditization is the norm, differentiation is key. The kind of differentiation customers will notice doesn’t come from what they say, it comes more from what you do. Customer Experience is a new discipline that helps you figure out what to differentiate and how to do it in a way that benefits your customers and your bottom line at the same time. More than any other factor, your brand’s customer experience will determine whether you thrive and profit or struggle and fade. There is a strong business case for improving the customer experience especially when it leads to increased retention and referrals. In this workshop, you will learn the essential skill of journey mapping, which is the foundation of all differentiated customer experience design.

Association of National Advertisers featured speaker:
Stan Phelps, Founder of PurpleGoldfish.com

NEW DATA, NEW POSSIBILITIES
RM: 131 | 1:30PM – 2:30PM

The success of any company relies on customer retention. And in an ever-changing industry, it’s essential to keep your customers aware, informed, and empowered. In this workshop, you’ll learn how new data can create new possibilities, and the best ways to leverage this for your customers. including: • How Informed Visibility makes a major impact on your operations • How advocating for your customers can improve customer retention • Staying informed and empowered in an ever-evolving industry

Anita Pursley, Senior Manager of Industry Affairs, BCC Software
Sponsored by: BCC Software
ON THE ROAD TO GROWTH: FIRST AND LAST MILE PAVES THE WAY

USPS OFFICER LED
RM: 137 Junior Ballroom | 1:30PM – 2:30PM

The USPS’ unequaled capacity to pick up and deliver mail and packages at every address in America has long been one of its defining assets. From first touch to the moment it’s delivered, the USPS is committed to helping you grow your business. Now, as the USPS integrates new technologies into its delivery network, it’s applying this strength in new ways to benefit everyone. Join Kevin McAdams, as he discusses how Delivery Operations is leading the charge through innovation, emerging technology and our ENGAGED employees to keep you informed. It’s all about the mailing experience and our efforts to ensure customer satisfaction from the First Mile to the Last Mile.

Kevin McAdams, Vice President Delivery Operations, USPS

Sponsored by: Lytx Inc.

PUTTING THE DATA INTO DATA-DRIVEN DIRECT MARKETING
RM: 141 | 1:30PM – 2:30PM

Data is a powerful tool to help businesses make important marketing decisions, and many companies don’t know where to start with data or are seeking fresh new opportunities. This workshop will show you how to get started - with some simple methods to understand how to use data to drive you next direct mail campaign. We’ll share actual examples of how businesses have used data to change their mailing programs. mail smarter and improve their ROI. Learn about internal and external data sources and how they can help you jump-start into smarter Data Driven Direct Mail.

Gary Seitz, Executive Vice President, CTRAC Direct

WHAT IS SO NEW AND DYNAMIC ABOUT DIRECT MAIL?
RM: 134 | 1:30PM – 2:30PM

For marketers, getting people to act on their message is their top priority. While they have more channels and tools than ever before, it’s still as hard as ever to drive conversion. Luckily, new innovations have added digital intelligence to mail’s inherent magic, giving mail a dynamic and powerful digital/physical combination that drives action. This makes mail an indispensable tool to driving action across the customer journey, moving people from one stage to the next. Attend this session to learn about the dynamism of mail, and how to take advantage of mail innovations like Programmatic Mail, Informed Delivery, and Informed Visibility to turn each interaction with people into action.

Chris Cotter, Associate Director of Strategy, McCann Worldgroup
Kara Gera, Senior Vice President, Strategy Director, McCannn Worldgroup

EDUCATIONAL WORKSHOP PERIOD 13

AN INTEGRATED SUPPLY CHAIN
RM: 140 | 2:45PM – 3:45PM

With continued developments in Informed Visibility and Informed Delivery, getting the most out of the mail requires an integrated supply chain encompassing content development, mail production, logistics, software support, and transportation. A panel of industry experts covering the entire spectrum of mail related services will discuss the challenge of optimizing the benefits of mail and how that challenge can be met by developing a truly integrated supply chain.

Michael Plunkett, President & CEO, Association for Postal Commerce (PostCom)
HOW DIRECT MAIL CAN RAISE $1.5 BILLION FOR YOU AND YOUR ORGANIZATION
RM: 141 | 2:45PM – 3:45PM
In this advanced session, you will learn how personalized letters, cards, magazines, newsletters, acknowledgements, confirmations, acquisition packages, and other mailable collateral can generate significant revenue and operational support through the power of direct mail. Using actual strategies and tactics, this session will show you step-by-step how you too can gain significant growth, enlarge your file, and receive the stellar ROI that you deserve. In an age when online is the rage, direct mail when properly applied can, will, and does outperform digital platforms.
Paul Bigham, President, Bigham Agency

INFORMED DELIVERY: ADVANCED CAMPAIGN CREATION VIA POSTALONE!
RM: 130 | 2:45PM – 3:45PM
Take interactive campaigns to the next level using PostalOne! Electronic Documentation (eDocs), which make advanced campaign creation possible. This workshop will cover the “how to” of Informed Delivery interactive campaign creation via PostalOne!. 
Carrie Bornitz, Product Development Specialists Sr., Alliances and Partnerships, USPS

INFORMED VISIBILITY AND THE COMPLIANCE MAILER
RM: 131 | 2:45PM – 3:45PM
For many First-Class mailers, the costs and challenges of dealing with compliance requirements are significant. This is especially true in highly regulated industries like healthcare, finance, and insurance. Informed Visibility continues to add new features that allow mailers to benefit from this USPS service to meet regulatory requirements, provide accurate accountability at the recipient level and reduce the overall cost of compliance. In this workshop, learn how Informed Visibility, as well as other proven USPS tools can help you tackle the demanding job of meeting compliance demands for your mail.
Judy Kalus, TMM Product Specialist, Pitney Bowes

LEARN HOW SMART MAIL CENTERS INNOVATE AND IMPLEMENT GAME CHANGING SOLUTIONS
RM: 132 | 2:45PM – 3:45PM
Learn from a leader and innovator in the area of mail delivery at higher education mail centers and has worked very closely with its business partner to come up with innovative technologies to provide the total solution to the mail delivery problem. You can remove all traditional mailboxes and replace it with its one of a kind smart mail delivery system reducing the square footage required by over 90 percent. The advantages of the smart mailboxes over the traditional mailboxes will be covered. Areas covered will include 24/7 access, reduced processing time, elimination of mail delivery errors and manpower savings. At a time when every mail center is facing the issues of reducing space, cutting costs and personnel issues, this solution addresses these issues while increasing efficiency and customer service.
Don McCarty, Director, Postal and Passport Services, East Tennessee State University
PARTNERING WITH SUPPLIERS FOR SUCCESS

**USPS OFFICER LED**

**RM: 135 | 2:45PM – 3:45PM**

Learn about the processes and tools that Supply Management utilizes to identify suppliers that provide best in class and innovative goods and services to support Postal operations and drive competitive advantage in the marketplace. This Officer-led session explores the purchasing landscape at the Postal Service, and discusses the processes used to identify and partner with key suppliers to drive value. The session will focus on how the Postal Service partners with suppliers to implement continuous improvements and provide new innovative solutions to grow the business.

Mark Guilfoil, (A) Vice President Supply Management, USPS

Sponsored by: World Wide Technology

---

SECRET FROM THE NEXT GENERATION CAMPAIGN AWARD WINNERS

**USPS OFFICER LED**

**RM: 134 | 2:45PM – 3:45PM**

Join VP of Product Innovation Gary Reblin as he talks to this year’s finalists about the secrets to successful Informed Delivery campaigns and announces this year’s Grand Champion winner.

Hosted by: Gary Reblin, Vice President Product Innovation, USPS

Ethan Bynoe, Chief Experience Officer, UviaUS

Mariah Hunt, CEO, Hunt Direct

Dina Kessler, COO, Kessler Creative

Kristen McKiernan, President, AccuZip, Inc

Thanh Nguyen, CMO, The Standard Group

Kriti Vichare, Director Innovation, USPS

---

TIMING IS EVERYTHING: HOW MARKETING MAIL CAN DELIVER CUSTOMERS AT LIGHT SPEED

**RM: 133 | 2:45PM – 3:45PM**

Marketing Mail has proven itself to be a valuable component of any multichannel campaign. However, it’s often difficult to execute concurrently with digital, mobile and social media channels. How can marketers ensure that mailing will be targeted to the right prospects at the right time to be effective? How can mail service providers ensure that mailings are perfectly choreographed with other touch points (i.e. call centers) for time sensitive campaigns? Getting it right could mean the difference between conversion and confusion. Attend this session and learn how companies are effectively leveraging marketing mail with digital channels & analytics to improve retention, response rates, and conversion and grow beyond their mailing list. Discussion will focus on relevant topics such as message targeting, optimizing spend, tracking and measuring response across channels, and leveraging additional response channels such as USPS Informed Delivery. Gain insights on best practices for executing successful campaigns that drive more value from your mailings.

Nat Cooper, Principal Consultant, Marketing Location Analytics and Data Team, Pitney Bowes Global Services

Anik Jain, Product Manager, Direct Mail Solutions, Pitney Bowes Presort Services
TRANSFORMING THE CUSTOMER EXPERIENCE AT USPS
USPS OFFICER LED
RM: 137 Junior Ballroom | 2:45PM – 3:45PM

The USPS is working on making the customer experience better for all of its’ customers. In this session Kelly Sigmon will discuss customer experience market trends and insights. This session will also demonstrate how the USPS is incorporating these learnings to improve the customer experience.

Kelly, Sigmon, Vice President Customer Experiences, USPS

EDUCATIONAL WORKSHOP PERIOD 14

PEER-TO-PEER ROUNDTABLES
RM: 137 Junior Ballroom | 4:00PM – 5:00PM

Updated for 2019 with the latest – seize the opportunity to sit down with your colleagues in small groups to learn and share innovative ideas providing invaluable takeaways you can put to immediate use. Roundtable topics are selected based on their importance to the industry, and are led by US Postal Service and industry leaders and experts. Multiple topics will be covered, so take this opportunity to learn and share with mailing and shipping professionals like yourself – whether you are a seasoned NPF attendee or a first timer. This “networking with a purpose” session will also enable you to establish contacts for future benefit – recognizing these are the top experts in the industry today in their respective fields! Attendees can select their table topic(s) upon arrival. Come early, the tables will be filled on a first-come first-served basis.

Dr. Sean Joyce, President, Omega Consultants to Management
Sponsored by: American Bank Note Company

Table Numbers and Topics:
# 1 – Informed Delivery – Conducting Interactive Campaigns
# 2 – Informed Delivery 2019 Promotion
# 3 – Informed Visibility – Logical Scan Events and What You Can Learn About Your Mail
# 4 – Enterprise Payment System
# 5 – Seamless Acceptance
# 6 – Periodicals
# 7 – USPS Promotions - Creating Opportunities for New Growth Adopting New Emerging Technologies
# 8 – Delivery Partner Program for College, University and Business Mail Rooms
# 9 – Academic Outreach
# 10 – Nonprofit Mail
# 11 – The New Business Customer Gateway
# 12 – USPS First-Class Mail, Marketing Mail and Special Services Product Management
# 13 – USPS Shipping Product Innovation and Shipping Product Management / New Package Platform
# 14 – USPS Package Returns – New Developments
# 15 – USPS / Industry Transportation Messaging – Taking the Next Step With Logistics
# 16 – Standardizing Addresses for Optimal Address Matching & Move Update Results for Government Mailers and Others
# 17 – New Geospatial Solutions for Data Analytics – the Future is Here
# 18 – Market Insights – Guiding Our Future
# 19 – Priority Mail Open & Distribute (PMOD)
# 20 – Postal Customer Council Advisory Committee (PCCAC) – Get All Your Questions Answered and Join a PCC Today!
# 21 – Mailer Scorecard
# 22 – Business Service Network (BSN) and Memphis Help Desk - Resources for Mailers
AVOIDING ASSESSMENTS WITH SCAN BASED QA
RM: 141 | 4:00PM – 5:00PM
This session will discuss some of the common causes for Full Service and Seamless Acceptance assessments and how mailers can avoid them through better quality assurance, including scanning barcodes of printed mail pieces, tray tags and pallet placards and matching them back to the Mail.dat files being used to pay postage. Scan based Quality Assurance can identify incorrectly nested and undocumented mail at the earliest stages of production while there is time to do something about it. There are other QA tools readily available to help you spot other assessable mistakes such as incorrect Service Type ID’s (STIDs), invalid or incorrect mail owner identifiers, labeling list compliance and duplicate barcodes.

Lloyd Moss, VP Product Management and Strategy, Window Book, Inc.
Joe Radgowski, Mailing Systems Specialist, Window Book, Inc.
Sponsored by: Window Book, Inc.

DEMYSTIFYING INTERNATIONAL SHIPPING
RM: 131 | 4:00PM – 5:00PM
International shipping is complex. Every country has its own taxation policies, restrictions, rules and requirements. With global eCommerce estimated to hit US$4.8 trillion, this is a market that fewer and fewer sellers can choose to ignore. In this session, we will walk you through some of the key considerations that e-tailers need to take into account when planning to ship internationally. We’ll also discuss ways to overcome the challenges of international shipping including customs and duties, shipping costs, delivery times, and the returns process.

Krishna Iyer, Director, Strategic Partnerships, ShipStation

EMBRACING THE “WEIRD AND WONDERFUL” POSSIBILITIES OF MAIL TO DRIVE OMNICHANNEL SUCCESS
RM: 140 | 4:00PM – 5:00PM
With consumers exposed to thousands of ads each day, direct mail is proving effective at cutting through the clutter to play a starring role in omnichannel campaigns designed to acquire new customers. But presenting a unified, personalized message that starts with print and seamlessly integrates across digital platforms and devices requires the right data, a sound strategy, and eye-catching creative. Combining the insights that strategists provide with the artistic perspective of a creative director, this session will explore the weird and wonderful possibilities that direct mail provides for creating new customers by captivating your audience’s attention, driving response across channels, and improving your return on marketing investment.

Mike Dietz, Executive Creative Director, IWCO Direct
Debora Haskel, VP Marketing & Corporate Communications, IWCO Direct

EMERGING TECHNOLOGIES - WHY SHOULD YOU CARE?
RM: 132 | 4:00PM – 5:00PM
This workshop will provide a review of emerging technologies and how they can be applied to print mail pieces in the future to help drive engagement and response rates. Come and learn how to leverage bridging the gap between the physical and digital world and realize the benefits through its capabilities.

David Day, Sr. Architect and Engineer, Solimar Systems, Inc
LATEST AND GREATEST IMPROVEMENTS IN THE USPS PACKAGE DELIVERY NETWORK
RM: 134 | 4:00PM – 5:00PM

End-to-end package visibility at USPS has been vastly improved by the addition of dozens of new scan events within USPS operations and the deployment of new delivery scan units which can report last-mile events in real time. Dynamic routing has revolutionized the last-mile delivery efficiency and enabled cost-efficient Sunday package delivery. Informed Delivery services provide detailed package status information to recipients’ smart phones or computers. Geo-positioning devices installed in USPS vehicles allow command centers to monitor the route of each truck in real-time – identifying delays or other problems so they can be immediately addressed. This session will offer a high-level summary of these key technology advances.

Moderator: Tiberiu Motoc, Chief Technology Officer, International Bridge
Maia Benson, Global Head of Shipping and Fulfillment, Shopify
Mark McCrery, VP, Mail Entry & Payment Technology, USPS
Jay Smith, Product Management, USPS
Harry Whitehouse, Chief Innovation Officer, International Bridge

MAIL JUST WORKS: LEARN WHY AND HOW IT REMAINS RELEVANT
RM: 135 | 4:00PM – 5:00PM

In this workshop, the attendee will learn why mail works still today. The presentation will support this theory with documented statistics and industry experiences of the presenter. It will go a step further and present information about how mail works as far as driving response and generating ROI when used by itself and in conjunction with other media (E-mail, Social media, etc.) channels to supplement it effectively. Finally, throughout the session, attendees will gain insight into working with their internal partners to “sell” mail effectively and strategically to drive print and other core functions that many of the attendees also manage.

Christine Erna, AMD CEO and Founder, Strategy Postal Advisers
Scott Holton, Vice President, Strategic Sourcing, Enterprise Supply Chain, Citibank
Mark Rheaume, Services Engineer, RICOH

THE LAST MILE: HOW TO MAKE INFORMED VISIBILITY WORK FOR YOUR UNIVERSITY
RM: 133 | 4:00PM – 5:00PM

Are you stuck in the confusing cycle of students or employees picking up a package because they received a delivered notification from USPS, yet the package is nowhere to be found? Incongruent tracking notifications have caused more than their fair share of headaches. Luckily, package tracking software vendors have teamed up with USPS to provide that “last mile” tracking to ensure you and your recipients have the correct tracking information at all times. Attend this workshop to learn how to manage the integration between your package tracking vendor, USPS’ Informed Visibility, and your local Postmaster.

Bruce Little, Vice President of Emerging Markets, SCLogic
WHEN DIRTY DATA GETS YOU DOWN: GARBAGE IN = GARBAGE OUT

RM: 130 | 4:00PM – 5:00PM

Dirty data: unless it is from your client (or IT department) who swears it is the best data you have ever seen. Practically perfect in every way. Then what? Come take a tour of the inner city of addressing. From entry errors to questionable queries to droves of duplicates, be introduced to the bad records that ruin good data. Learn proactive ways to avoid creating these issues and best practices for dealing with the ones that make it through. CASS, DPV and the dreaded triangle of address hygiene will not be discussed, we promise. Get ready for some fun as we get that dirty data clean!

Kristi Kanitz, General Manager, Flagship Software, Ltd

EXHIBITORS’ RECEPTION

Exhibit Hall H & I | 5:00PM – 6:30PM

Join the NPF Exhibitors as they host an evening reception on the Exhibit Hall Floor! All attendees are invited. Meet and greet with top company representatives over appetizers and refreshing beverages.

Drink Ticket Sponsored by: Earth Class Mail
How do you get email open rates twice the industry average?

Send it in the mail.

When you combine digital intelligence with the magic of mail, the results are truly dynamic. See how every interaction can drive an action with ground breaking innovations like Direct Mail retargeting, Informed Delivery and Informed Visibility.

Booth #421
2D BARCODES: MORE THAN JUST A PATTERN
RM: 130 | 8:00AM – 9:00AM
A 2D Barcode is more than just a pattern on a mailpiece. It’s a collection of embedded data points that can help mailers improve the value of their mail. At the insertion process it can be used to ensure the integrity or piece count of each individual mail piece but have you ever thought of the ways to enhance the value of your 2D barcode during the commingling process? 2D barcodes are unique to every mailer, mailstream or individual print job. This flexibility provides the opportunity to leverage the 2D barcode data to capture information to help make your business more successful. By combining that data with Intelligent Mail Barcode data, mailers have a complete picture of that mailpiece. Captured data can be used to allocate job costs, track an individual mailpiece or close the loop on proof of delivery; the possibilities are endless.
Paula Stoskopf, Product Management, Pitney Bowes
Christopher Thompson, Sr. Manager, Postal Strategist, Shutterfly, Inc

GOING WHERE THE MONEY IS - SELLING DIRECT MAIL TO DIGITAL BUYERS
RM: 134 | 8:00AM – 9:00AM
With digital marketing budgets growing at double digits and traditional marketing budgets flat, selling to digital buyers is key to meeting growth targets. Learn from digital buyers what they are looking for, and how to position direct mail to meet their needs. Direct Mail response rates are 6 times that of any digital channel. Learn how to use SMS Text, cell phone cameras, and Informed Delivery to drive your prospects to your digital experiences.
Dennis Nicoski, VP of Sales (A), USPS – Panel Moderator
Lewis Gersh, Chief Stamp Licker, Pebble Post
Dennis Kelly, CEO, Postalytics
Manushika Yapa, Head of Partner Operations, Lob

HOW GEOSPATIAL TECHNOLOGY REVOLUTIONIZED POSTAL OPERATIONS
RM: 140 | 8:00AM – 9:00AM
In this workshop hear how the USPS uses geospatial data to help pave the way for new advancements in mail delivery operations and how it applies to your company. Concepts will be presented to inspire potential future states of the bridge between the physical and digital capabilities of the mail.
Fharon Hicks, Manager Geospatial Analytics, USPS

MAIL HOUSES TAKING OVER THE SHIPPING INDUSTRY
RM: 135 | 8:00AM – 9:00AM
Mail Houses need to get in to the shipping industry. If you are not jumping in to this industry now, you are missing out on a huge opportunity to service your customers not to mention missing out on a healthy revenue stream for you. You can service more than eCommerce clients. Banks, hospitals, universities, small businesses have packages too.
Aaste Palczewski, General Partner, My Shipping Post, LLP
Dillon Palczewski, General Partner, My Shipping Post, LLP
SHIPPING, RETURNS, REFUNDS & CLAIMS MADE EASY
RM: 132 | 8:00AM – 9:00AM
Attend this session to learn how the Postal Service has leveraged technology to improve our products and services offerings to include enhancements to our online refund application and online claims applications. In addition, attendees will learn about the benefits of Electronic Signature Online, Electronic Receipt, QR Codes for Expedited Packaging Supplies, Return Labels, Collection Boxes, and Package Pickup Improvements.
Tiffany Jesse, Manager New Product Implementation, USPS
Karen Key, Director Shipping Products and Services, USPS

SOCIAL MEDIA – PROTECTING YOUR PROFESSIONAL PROFILE
RM: 131 | 8:00AM – 9:00AM
Facebook – 2.3 billion users. LinkedIn – 546 million users. Twitter – 335 million users. At the speed of light, a single post can touch every one of these people. You can improve your professional reputation and expand your professional network, or you can be vilified and lose followers in droves. You can’t change the behavior of others, but you can take steps to create a positive, impactful presence on social media that reflects who you are, and how you want to be perceived. In this seminar, we'll review the “do’s” and “don’ts” for a powerful, professional, online profile.
Mark Fallon, President, The Berkshire Company

UNDELIVERABLE AS ADDRESSED MAIL PROCESSING METHODS
RM: 141 | 8:00AM – 9:00AM
Less than 5% of the billions of mail pieces handled by the USPS each year is determined to be Undeliverable as Addressed. But that 5% costs the mailing industry and the USPS time, frustration and many unanswered questions. This session will show you how the USPS identifies, handles and processes UAA Mail.
Kai Fisher, Address Management Support Analyst Sr., USPS

USPS SPECIAL SERVICES: ADDING VALUE TO LETTERS, FLATS, AND PACKAGES
RM: 133 | 8:00AM – 9:00AM
How adding certain Extra Services to your mail, can increase its value to you and your customer! Understand how customers can effectively use extra services like Certified, Restricted Delivery, Electronic Return Receipt, Certificates of Mailing etc. to add value to their mailings, increase effectiveness, and protect themselves and their customers. How using services such as Premium Forwarding Service Commercial can play significant role in continuity of operations after an emergency.
Dale Kennedy, Manager, Product Management Special Services, USPS

CONTINENTAL BREAKFAST
Exhibit Hall H & I | 9:00AM – 10:00AM
Fuel-up for the final lap and ready yourself for an exciting day!
EXCLUSIVE EXHIBIT HALL HOURS
Take this opportunity to walk, talk and browse the Exhibit Hall floor without workshop commitments and find the products and services you’ve been looking for.
Exhibit Hall H & I | 9:00AM – 12:00PM

GRAND PRIZE DRAWING
Exhibit Hall H & I | 11:00AM
Gather in The Hub, Booth #439 back of the Exhibit Hall at 11:00 AM to learn if you are a LUCKY NPF winner. The winner of the onsite NPF App game will be announced as well as prizes given away by NPF Exhibitors!
APP Gaming Sponsors: BCC Software – Booth #201, SCLogic – Booth #820, Victory Packaging – Booth #320

PARTNERSHIP RECOGNITION LUNCHEON – WITH SPECIAL GUEST SPEAKER MOLLY FLETCHER
JW Marriot – Grand Ballroom | 12:00PM – 2:00PM
NPF attendees with Full-Registration privileges are invited to join a special seated luncheon honoring NPF sponsors and partners. Join the NPF as they recognize outstanding contributions and support in helping make the NPF all it can be and the USPS will honor companies that have demonstrated unparalleled leadership and success in the business of mail.
Get ready to be inspired by special guest speaker – Molly Fletcher. Molly shares the unconventional techniques that helped her thrive as one of the first female sports agents in the high stakes, big ego world of professional sports. Hailed as the “female Jerry Maguire” by CNN she successfully negotiated over $500 million in contracts for hundreds of sport’s biggest names, including Hall of Fame pitcher John Smoltz, PGA TOUR golfer Matt Kuchar, and broadcaster Erin Andrews.
Sponsored by: Pitney Bowes, Inc.
EXCLUSIVE TED TALK – IMAGINING INFINITE FUTURES

RM: 137 Junior Ballroom | 2:30PM – 4:00PM

As life zooms by faster and faster, we strive to make informed decisions and ensure success. Amid endless options, where should we invest our energies and apply our resources? As we scan the horizon for innovation, invention and inspiration, we know there is no opportunity without risk, no growth without evolution. Luckily, we humans revel in all of the above.

USING DATA TO MAKE SOCIAL CHANGE

Jeff Kirschner, Entrepreneur
Jeff created a global community that’s eradicating litter one piece at a time.

HUMAN POTENTIAL

Anjali Kumar, General counsel, author, “idea acupuncturist”
Anjali is a Brooklyn-born, first-generation Indian American author, attorney, advisor, speaker and “idea acupuncturist.”

FUTURE OF BIOTECH AND DESIGN

Suzanne Lee, Designer
TED Fellow Suzanne Lee is a fashion designer turned biological conjurer, who gleefully plays with new materials and processes.

FUTURE OF MEDICAL CARE

Dr. Jimmy Lin, Geneticist
TED Fellow Jimmy Lin is developing technologies to catch cancer early.

BECOMING A SOCIAL ENTREPRENEUR

Paul Tasner, Entrepreneur
TED Resident Paul Tasner is the co-founder and CEO of PulpWorks, Inc., designers and manufacturers of biodegradable packaging for consumer goods.

Sponsored by:

NPF CLOSING EVENT

Dallara IndyCar Factory | 7:00PM – 10:00PM
1201 N Main St, Speedway – transportation will be provided!

Join us as we celebrate the 2019 NPF at the Dallara IndyCar Factory – where the secrets of design and implementation of a modern IndyCar are revealed. Engage, indulge and celebrate with your fellow NPF attendees as we take the checkered flag and close-out another successful NPF! The evening will include transportation to and from the Dallara IndyCar Factory, entertainment, appetizers and lively refreshments… it's a win-win for all NPF fans.

A free shuttle will depart the JW Marriott and the Indianapolis Marriott Downtown at 6:30 PM. Continuous shuttles from Dallara IndyCar Factory back to the hotels will also be provided.
ARE YOU MISSING OUT?

Sign up today to receive your FREE subscription to Mailing Systems Technology, the leading industry resource for professionals in the mailing industry.

MailingSystemsTechnology.com/subscribe
GET THE ANSWERS YOU NEED AT THE
USPS CONSULTATION CENTER
Booth #639 on the Exhibit Hall Floor

Bring your letter and flat mail prospective pieces to USPS Consultation Center and have a Mailpiece Design Analysts share advice and answer any questions you may have. The Mailpiece Design Analysts are only one of several subject matter experts on hand to handle your one-on-one consultation needs at NPF.

Subject matter experts from the following areas will be available to answer your questions:

- Pricing and Classification Service Center
- eVS & Package Returns
- Enterprise Payment System
- Mail Quality Metrics/Mailer Scorecard and Address Quality Hygiene
- National Customer Support Center (NCSC) and Address Management
- Informed Visibility® and Package Tracking
- Product Classification/Product Management

Appointments are encouraged. Schedule your appointment today:
Email: Industryfeedback@usps.gov and include “Consultation Center” in the subject line.

USPS Consultation Center Hours:
Monday, May 6, 9:30 AM – 4:00 PM
Tuesday, May 7, 9:30 AM – 2:00 PM and 5:00 PM - 6:30 PM
Wednesday, May 8, 9:00 AM – Noon
INNOVATION AT FULL SPEED: FEEL THE RUSH!

WELCOME TO THE 2019 NPF EXHIBIT HALL.

No sitting on the sidelines here! This is your chance to engage with 130 premier companies exhibiting innovation, technology and the solutions that will jettison your mailing and shipping objectives beyond your expectations.

Who will you meet and collaborate with? Chart a plan. Get your motor running!

All NPF Exhibitors are included in the Exhibitor Listing and Map following this page. For access to even more exhibit hall information, use the new NPF App, where you’ll find an exhibitor listing by category, specific exhibitor contact information and interactive maps. And do check out the gaming feature where you’ll be eligible to win prizes. It’s all on the 2018 NPF App. Download yours for FREE from the Apple App store or Google Play.

DON’T FORGET!

Exhibitors’ Reception: Tuesday May 8, 5:00PM - 6:30PM

All attendees are encouraged to attend the always-popular Exhibitors’ Reception. Enjoy appetizers, refreshing beverages and entertainment while getting better acquainted with the reigning champions of the mailing and shipping industry!
ACCUZIP INC.
Booth 502
AccuZIP, Inc., provides solutions to manage Contact Data Quality, Address Hygiene, USPS Postal Presorting and Mail Tracking and Reporting. The solutions are designed to be utilized across many industry verticals to streamline, standardize and simplify processes associated with direct mail, data management and multi-channel communications. Operating since 1992 and recognized in the Smithsonian National Postal Museum, AccuZIP has built an outstanding reputation for value, service and innovation.

ANCHOR SOFTWARE, LLC
Booth 805
Anchor Software provides seamless postal processing, data quality, and document design software solutions for the direct mail/marketing industry. These products provide nearly everything needed to create personalized documents, maximize postal discount, and keep mailing lists in the best possible condition. Their software is available as on-site applications, as SaaS, and now on Amazon Web Services.

ASSOCIATION FOR POSTAL COMMERCE (POSTCOM)
Booth 126
The Association for Postal Commerce (PostCom) is regarded in Washington postal circles as “the association for postal communication and commerce.” Since 1947, PostCom has been giving business mailers and mail service providers an essential voice in the Nation’s capital. The goal today, as it has been for nearly 70 years, is to assure that the needs of the nation’s business mailing community are not overlooked or undervalued.

AVANTI COMPUTER SYSTEMS LIMITED
Booth 317
From estimating to production planning and billing, Avanti Slingshot helps you better manage all of the complexity associated with Print and Mail. Avanti’s Direct Mail Management module enables you to plan, manage and track all elements of your Print and Mail campaigns. Gain efficiencies by automating redundant daily tasks and streamlining your processes to cut time, reduce errors. Avanti Slingshot now Integrates with BCC Software.

BCC SOFTWARE
Booth 201
BCC Software is an industry-leading postal software and data marketing services company. Its over 40 years of postal industry expertise gives customers a wealth of knowledge and best practices to create the best possible mail preparation process. BCC Software’s postal software solutions offer address presort automation, address quality, mail tracking, mail printing, and quality control tools. All BCC Software products and services are supported by USPS® Mail Piece Design Certified Professionals.
BEAR RIVER ASSOCIATES
Booth 107
BearTracks is the best-in-class internal tracking system for large enterprises offering extensive configurability, support for all mail/parcel processes and true objective performance management capabilities - all for a competitive price. Bear River not only understands mail services but also IT and IT security. Bear River created the MailCenter21 architecture to integrate all of the mailing equipment and software used in mail services.

CALUMET CARTON COMPANY
Booth 408
Back in 1930, Calumet Carton started as a small, family-owned manufacturer of folding cartons and rigid mailing envelopes selling to Chicago area companies. 85 years and four generations later, Calumet is still owned by the Inwood family, but is known in the industry as the inventor of the Stayflats® Mailers and has grown into a leading producer of stock and custom mailers and folding cartons, serving customers worldwide.

CAPSTONE TECHNOLOGIES LLC
Booth 513
Providing Business Engineering and automated solutions since 1999, Capstone is your expert partner for both USPS Mailer Scorecard compliance and Operational excellence. CaptStone's new AutoViri™ suite of patented robotic and software solutions is the missing link connecting your Physical and Digital workflows to be proactive for Mailer Scorecard errors.

CENVEO
Booth 810
Cenveo is the #1 Envelope supplier in the industry with over 75 years of experience meeting customer’s specific demands. They have a consultative approach with their customers through a dedicated support team, including a highly skilled engineering staff to support client-specific requirements, a diverse product line that consists of patented products, innovative envelope design services and flexible volume requirements.

CERTIFIED MAILING SOLUTIONS, INC
Booth 612
Learn why the State of Colorado, US Army, BlueCross BlueShield and others trust CMSI with their Certified and Special Service Mail. They started in 1997 and in 2001 as a Business Alliance Partner with the USPS. They are the only provider of ERR® - Electronic Return Receipt, through outsourcing to CMSI or streamlining yours in-house they can provide a better faster and more cost effective way to send Certified and all Special Services Mail through the US Postal Service. They are an approved GSA agent/contractor.

CHICAGO TAG & LABEL, INC.
Booth 632
Chicago Tag & Label has the industry’s largest selection of shipping labels, packing lists and return labels for Order Fulfillment Processing! Their MultiPlex™ Packing List Products will aid in the fast movement of products through your labeling process along with making returns quick and easy. They also manufacture custom integrated packaging lists and shipping labels along with barcode labels. Their tailored solutions will help streamline their process, reduce costs and deliver value.
CLICK2MAIL.COM/POPCORN

Booth 909
Complimentary Popcorn provided by...Click2Mail is the industry leader in outsourced printing and mailing on demand. Via free-to-install productivity apps and online cloud-based process automation tools, clients transmit files to Click2Mail for secure overnight printing and mailing of documents to any address in the world. With no upfront cost, no license fees and no minimum volume requirements, Click2Mail enables organizations of all sizes to optimize mailing processes and reduce in-house costs.

CONFIRM DELIVERY, AN EII COMPANY

Booth 116
ConfirmDelivery is a web-based program that simplifies processing certified mail. Their program saves substantial time by eliminating the need to fill out green cards as well as reducing the cost of postage. You can process one mail piece at a time or a batch of thousands. After the mail piece is delivered, the signed electronically captured signature is automatically sent back to the user’s email. With ConfirmDelivery you have an efficient, accurate system with tracking at your fingertips.

CPT INTELLIGENT TECHNOLOGIES, INC.

Booth 509
CPT Intelligent Technologies uses its expertise in Data Capture to develop solutions that eliminate manual data entry processes. Using a combination of leading edge hardware and software, CPT has been able to automate paper processes such as “Undeliverable As Addressed” mail. One client realized $750,000 in annual labor savings after automating returned mail. Whether you are looking for consulting or a turnkey solution to manual data entry, CPT can help.

DATA-PAC MAILING SYSTEMS CORPORATION

Booth 923
Data-Pac is a provider of elite high-quality American made mailing systems and solutions. Products include weigh in motion mailing systems, batch mailing systems, the Digital Inserter Base and The Advanced Curve that reads and processes the mail for postal discounts. Their newest product offering - an entry level low cost full-featured mailing system which has the options to print postage, return address and send to address. The system also prints USPS IMPB shipping labels. Their products and associates software are designed with the highest degree of technology and the lowest ink cost in the industry. They touch envelope with software for the ultimate in accuracy and control.

DIGITAL PRINT

Booth 102
A leading US manufacture of variable inkjets, DPI’s M6k is the fastest, highest resolution and most reliable system ever built. This operator friendly system is designed for maximum uptime and can be maintained by the operator. The LED UV ink dries instantly on aqueous and UV coated stocks.

DIRECTMAIL2.0

Booth 433
DirectMail2.0 offers a private label software for printers and direct mail companies that allows your clients to track their mail, the phone calls their mailing generates, and includes automatic Google follow up ads to exponentially increase clients’ direct mail results.
DOUBLE ENVELOPE
Booth 921
Founded in 1917, Double Envelope has established itself as one of the most reputable envelope companies in the industry. As a 100% employee owned company they are committed to providing exceptional quality and service which has allowed them to become the 3rd largest envelope manufacturer in the United States. Their goal is to create strategic partnerships with their core clients by developing process improvements and innovative solutions that increases their client’s efficiencies.

DUALDRAW, LLC
Booth 434
DualDraw’s market-leading Mail Screening Products & Services help protect facilities and personnel from dangerous mail and costly business disruptions. Their standard HEPA-filtered downdraft Mail Screening Platforms are used daily by hundreds of organizations concerned about the safety of their incoming letters, flats and packages. The standard screening model comes with multiple CBRNE detection options that seamlessly integrate into the final equipment configuration. All designs use the DualDraw patented symmetrical airflow design for maximum protection and efficiency. DualDraw also provides outsourced mail screening services for high risk organizations. These are performed using best-practices as adopted from 41 CFR 102.192§70-80 and The Department of Homeland Security Best Practices for Mail Screening and Handling Processes.

EAM-MOSCA CORPORATION
Booth 733
EAM-MOSCA is a high-performance strapping systems provider with a substantial product and market base in mail and parcel distribution. They combine innovative equipment with strapping materials manufactured to maximize machine performance and support programs that help customers achieve productivity goals. They offer a full range of strapping and bundling systems designed for all mail room operations. MOSCA systems continually evolve to offer the best means of securing trays, tubs and pallet loads.

EARTH CLASS MAIL
Booth 912
Earth Class Mail makes postal mail as powerful as email by getting it off your desk and into action. They also offer direct mail and business reply mail solutions that increase the efficacy of marketing campaigns. Visit them at Booth #912 to learn more and enter to win an Apple watch.

EASYPOST
Booth 725
EasyPost provides modern shipping APIs to help companies streamline operations, save money, and improve the customer experience. Some of the biggest names in retail rely on EasyPost to test or add new carriers, validate addresses, rate shipments, track parcels, run reports, and optimize shipping routes. EasyPost is also the newest PC Postage Provider.

ENGINEERING INNOVATION, INC.
Booth 111
Engineering Innovation, Inc. (EII) helps you adapt to your environment with solutions that control volume, workflow and technical needs. Using their expertise in postal and parcel automation design, EII develops custom solutions for letters, flats, and parcels. They are dedicated to providing cutting-edge automated mail-piece processing, maximum postage savings, and excellent service and support.
Pace through the Exhibit Hall with ease when you use the 2019 NPF App
Get access to an Exhibitor Locator Map and Exhibitor Information.

PLUS, A CHANCE TO WIN PRIZES
Visit participating Exhibitors and use your App to scan for prizes!

BCC Software, Booth #201 – Wireless Headphones
SCLogic, Booth #820 – iPad Mini w/iPad Pencil
Victory Packaging, Booth #320 – iPad Air 64gb

Go to the Apple App Store or Google Play and download your Free NPF App today!

WINNERS ANNOUNCED ON WEDNESDAY!

$500 DAILY PRIZE DRAWING
Sponsored by: GrayHair, NPI, SCLogic

A Daily Prize Drawing of $500 will be selected at random.
For your chance to win, scan your badge each day at all Prize Drawing Stations:
Monday, Booth #112, Tuesday, Booth #907, Wednesday, Booth #335

DON’T MISS THESE EXCITING PIT STOPS!

Booth 241
NPF LEARNING LAB
Participate in a variety of mini-workshops scheduled throughout the Forum.

Booth 345
“CLOSEST TO THE PIN CHALLENGE”
Test your skills, or just show off in front of your fellow attendees!
Sponsored by:
Visible Supply Chain Management

Booth 339
NPF HUB
Relax and Recharge, plus help celebrate Hot Wheels 50th Anniversary

Booth 909
“POPCORN”
Get your complimentary snack!
Sponsored by:
Click2Mail
ESRI Booth 712

Esri is the world’s leader in spatial analytics software with their platform, ArcGIS. ArcGIS is used by governments and organizations around the world, and almost all Fortune 100/500/1000 companies to solve spatial problems. Esri’s software uses Advanced Analytics & Artificial Intelligence to provide answers on questions around supply chain KPI improvement, advanced routing, asset management, investigations and audits, and demographic analyses to save organizations money and grow profitability.

ENVYPAK Booth 727

EnvyPak ALR is the only clear poly envelope that mails at automation letter rates AND it’s machine insertable! If you’re looking for an attention-getting envelope that’s sure to be opened, stop by booth #727 and you’ll find it. EnvyPak’s new ALR poly envelope formats mail at the exact same postage as less impactful, traditional paper alternatives. They will be exhibiting unique custom print samples and sharing insightful case studies from a variety of industries.

ESCHER GROUP Booth 716

Escher is transforming postal and courier operations worldwide, enabling posts to engage today’s digitally savvy customers across all points of engagement. With Escher’s unique, purpose-built customer engagement platform, posts drive superior customer experience, with greater speed and better economics.

EXELA TECHNOLOGIES, INC. Booth 928

Exela Technologies, Inc. (“Exela”) is a global business process automation (“BPA”) leader combining industry-leading enterprise software and services with decades of experience. Their BPA suite of solutions are deployed across banking, healthcare, insurance and other industries to support mission critical environments.

FIREEYE Booth 714

FireEye® has invented a purpose-built, virtual machine-based security platform that provides real-time threat protection against the next generation of cyber attacks. The FireEye platform provides real-time, dynamic threat protection without the use of signatures to protect across the primary threat vectors, including Web, email, and files.

FIRSTLOGIC SOLUTIONS, LLC Booth 709

Firstlogic Solutions, LLC is the leading SAP Gold Partner delivering Firstlogic Data Quality (DQ) and SAP Data Services (DS) solutions including data preparation & profiling; address cleansing & geocoding; data cleansing & enhancement; data matching & consolidation. Firstlogic Data Quality (DQ) includes: FirstPrep; ACE; DataRight IQ; Match/Consolidate and PAF Manager. SAP Data Services (DS) includes: SAP Information Steward (IS); SAP Data Quality Management (DQM); & SAP Data Integrator (DI).

FLAT WORLD HOLDINGS Booth 415

Excellence through industry expertise, best in-class customer service and leading-edge technology. At Flat World Holdings, they generate highly optimized and customized global supply chain solutions for their clients with unified technology systems integrated through their global network.
YOUR SOURCE FOR POSTAL OPTIMIZATION SOLUTIONS

Featuring Customized Mailing and Delivery Solutions:
- Copal
- Commingle
- Drop Ship
- CRRT
- On-Site Postal Expertise

VISIT US AT BOOTH #708

www.fgs.com
800.334.3540

Introducing EAGLETRAC, Freedom's sophisticated mail tracking system providing many valuable key features for your direct mail campaign and leveraging the USPS Intelligent Mail tracing service.
FLORENCE CORPORATION

Booth 717
Florence Corporation is your trusted partner in designing, manufacturing and supplying centralized mail and package delivery equipment, providing you solutions that add value to your business and university campus mail and package operations. Their USPS Approved mailboxes and parcel lockers combined with their Package Concierge® automated locker systems help you manage 100% of the packages for your customers that are delivered via your own staff or from any parcel carrier.

FLUENCE AUTOMATION

Booth 821
Fluence Automation is the former sorting and parcels division of Bell and Howell, with deep expertise in advanced imaging, sorting and parcels automation. Their Criterion Apex high speed sorter, ParcelMgr parcels automation system, SABRE imaging software and Raptor high speed labeler are all high performing products in their respective segments.

FP MAILING SOLUTIONS

Booth 301
FP is one of the leading postage meter, folder inserter, address management and mail stream solutions provider offering a wide range of mail center products and services designed to create seamless mailing solutions. The company is plugged into over 230,000 mailrooms worldwide, and is the fastest growing mail machines and systems vendor in the U.S.

FREEDOM

Booth 708
Freedom has developed and utilizes one of the industry’s most robust direct mail, best in class postal optimization (featuring in-house commingling equipment) and customized delivery platforms. Their manufacturing process features traditional web presses and 100% variable 4/color digital platforms (both sheetfed and wide web presses). Their experts develop and manage direct mail campaigns ranging from simple postcards to unique self-mailers and complex lettershop kits.

GABLE

Booth 721
As a leader in a new era of visual communications, Gable stands at the intersection of technology, and craftsmanship, integrating digital displays, audiovisual, signage, and lighting into the most complex environments. They have the people, technology and experience to develop, manage, and deliver every aspect of your project.

GH1

Booth 927
Private Meeting Room

GOLF COMPETITION SIMULATOR

Booth 345
Visit this booth and take a shot at the Closest to the Pin or Hole-in-One contest through the state of the art golf simulator! Sponsored by: Visible Supply Chain Management
Google is a trusted technology partner who understands how to help agencies transition from legacy architectures and utilize their data to fuel true mission success. Google Cloud Platform provides cloud-native infrastructure with layered security, machine learning and analytics at web-scale to rapidly innovate and advance agency goals.

GrayHair is the trusted partner and provider of mail tracking and address hygiene services to the largest mailers and mail service providers in the country. GrayHair solutions deliver insights and decision-ready business intelligence that enable its clients to define best mailing practices, enhance customer engagement, increase response rates, and decrease cost per acquisition.

Their production scanners are ideal for today’s mailroom and lockbox environments. They offer scalability ranging from the desktop models to best-in-class ultra-high-speed devices, co-mingled scanning of documents, in-line intelligent capture, automated document out-sorting, and strong reliability. ibml capture solutions classify and capture data from unstructured documents delivered to your organization across all input channels and export the information to any downstream system or process.

Visit the Solutions Studio to learn how Informed Delivery®, Informed Visibility®, and other data-driven tools can provide valuable insights from beginning to end of the mailing process: Meet with Informed Delivery representatives who will show you how to create interactive campaigns and how to use campaign results to boost customer engagement. Explore interactive dashboards to get the latest data on campaign performance. Attended small group sessions to learn more about the 2019 Informed Delivery promotion, upcoming enhancements, and more. Learn how Informed Visibility Mail Tracking & Reporting provides real-time, actionable data about your mail in the USPS supply chain—from acceptance to delivery.

Founded in 1964, the In-Plant Printing and Mailing Association is the only professional association dedicated exclusively to meet the needs of all segments’ in-house printers and mailers. The nearly 700 members of IPMA are managers and director from in-plant printing and mailing facilities throughout the United States. IPMA is headquartered in Kearney, MO.

Driving better outcomes through a unique synthesis of strategic thinking, data analytics, creative services, process optimization and production technologies.

International Bridge specializes in rapid and reliable small-parcel delivery for some of the world’s largest eCommerce retailers. Domestically they provide quality zone-skipping services to all points within the US, with specialized offshore services to Alaska, Hawaii and Puerto Rico. Internationally, they provide simplified cross-border shipping for both China-to-US and US-to-China eCommerce purchases. Their unique small-parcel solutions improve connections with consumers.
Are all your direct mail pieces being delivered and on time?

Reliable mail delivery is your most valuable marketing asset.

Are you wasting money on mailings that may not be delivered on time, in good condition—or delivered at all? Let us help you find out!

• **Now more real-time, custom reports**
• In-home delivery date & mail condition
• List tracking
• Email monitoring

Call Today
USmonitor.com (845) 875-6300

US MONITOR
Information that Makes a Difference.
INTERNATIONAL DELIVERY SOLUTIONS, LLC
Booth 602
International Delivery Solutions is a worldwide mail consolidator specializing in efficient and customized mail preparation for delivery for letters, direct mail, publications, catalog fulfillment and packages anywhere in the world.

INTERNATIONAL MAILERS’ ADVISORY GROUP (IMAG)
Booth 127
The International Mailers’ Advisory Group (IMAG) is the premier representative of US international mailing and shipping sector. Their core mission is to address barriers to the efficient flow of information and goods across borders for companies utilizing postal services. IMAG represents consolidators, marketers, vendors and international mailing organizations.

JANAM TECHNOLOGIES
Booth 914
Janam Technologies is a provider of rugged, handheld computing devices for mobile workers. Janam combines deep industry knowledge with advanced technologies to deliver products and accessories that increase productivity, reduce costs and improve customer satisfaction. Specializing in purpose-built mobile computers that scan barcodes and communicate wirelessly, Janam offers products that are designed to run mission-critical applications in postal and logistics, among other industries.

KERN, INC.
Booth 229
Kern International is here to serve whatever your company’s production needs may be. From the Swiss precision of their inserting systems, to the ingenuity of their card application machines, and to the many software solutions (both in the Cloud and not), Kern can take you to the levels and dreams that your company strive for. Their flexible solutions can fit any and all needs you may have and the Swiss made products will last for years longer than other market products.

KIRK-RUDY, INC.
Booth 200
Since 1967 Kirk-Rudy has manufactured innovative solutions for addressing, paper handling and packaging. From their state of the art 100,000 sq. ft. factory just north of Atlanta, GA, a complete product line of feeders, transport bases, conveyors, inkjet printers, inserters, labeling, tabbing, sorting, stacking, tip-on, pick-n-place, folders, bump turns, drying and matching/vision systems are engineered and produced with the highest standards of quality and value.

L5
Booth 533
When you choose L5, you choose the best. You’ll receive access to the largest delivery network in the country, FREE Saturday delivery, and NO residential surcharges. L5’s Parcel Optimization Model and state-of-the-art shipping technologies guarantee you the right service at the best price. L5 offers customized business parcel plans for your Fortune 500, E-commerce, mid-size or small business. Schedule a free parcel analysis today and start saving tomorrow!

LORTON DATA, INC.
Booth 507
Lorton Data was founded in 1989 as a data services company. They serve over 2,300 direct customers, and over 17,000 unique organizations annually. Their innovative suite of A-Qua Mailer solutions help organizations in all industries, including to direct marketing firms, educational institutions, government entities, finance and insurance entities and health care. Their long-tenured staff has deep expertise and knowledge in data management, and provides superior customer service. Meet them at Booth 507!
LUXMO LLC
Booth 334
Luxmo delivers customers to businesses by rideshare to increase sales. Luxmo ride vouchers are powerful direct mail offers for retail, travel, restaurants and other services. Businesses use Luxmo to sponsor rides for their customers. Customers receive ride vouchers by direct mail. The customer activates rides by phone, email or text messaging. The retailer is notified of ride activation, passenger pickup and customer arrival. Ride vouchers can be produced and mailed by any mail service provider.

LYTX INC.
Booth 904
Lytx® is the world’s leading provider of video telematics and safety solutions for commercial and public sector fleets. They harness the power of video, an unrivaled 100 billion miles of driving data and proprietary machine vision and artificial intelligence technology to improve fleet safety, efficiency, productivity and profitability. For more information, visit www.lytx.com, @lytx on Twitter, or our Facebook page or YouTube channel.

MAILERS HUB
Booth 239
Mailers Hub is a private subscription service that provides benefits and services to commercial mailers, similar to what would be provided by a trade association, including a newsletter, listserv, training, consultation and other services.

MAILING SYSTEMS TECHNOLOGY MAGAZINE/PARCEL
Booth 812
Mailing Systems Technology Magazine and Media is your premiere source of information and solutions to help you improve your print/mail operations workflow and optimize your direct mail and customer communications. PARCEL media is the must-have subscription for anyone involved in any aspect of the small shipment process. Through their print and digital issues, webinars, enewsletters, and more, they cover the topics that are important to logistics professionals. Sign up for your FREE subscription today!

MAR
Booth 614
They have the stability of a 57 year old company with the mindset and responsiveness of a start-up. They are in the top 70 on the list of direct mail providers in the USA. Their combination of UV web offset, inkjet web, digital print, bindery and lettershop is unique in the industry. They are a green company, their on-site solar array offsets the equivalent of: 1,100 barrels of oil or over 2 1/2 rail cars of coal or the carbon sequestered by 568 acres of US forest land. Their culture delivers timely, intelligent solutions to their customers across mixed media platforms.

MARKSYS HOLDINGS LLC
Booth 213
Print and Promotional Pieces build your name and brand identity in a tangible way. Business cards, envelopes, letterheads, publications, brochures, and other marketing collateral (even dimensional) is designed and printed in multiple formats. All of this and much, much more is available to you when you access the MarkSYS system.

MATRIX LABEL
Booth 403
Give them a challenge and they will exceed your expectations with innovative solutions. Their flexographic printing presses provide leading industry technology and allow them to serve customers in a wide variety of industries. At Matrix label, they take pride in being a full-service stock and custom flexographic and digital printing company. That full service extends to not only what they do, but how they do it.
MCADAMS GRAPHICS
Booth 911
At McAdams Graphics they will help your message look great and get noticed with start to finish production capabilities. From simple letters, printed self-mailers, to postcard direct mail marketing, they can handle and customize your job. Personalize your message with variable data printing, barcoding—even tailor-made images.

MCS, INC.
Booth 307
MCS is the leading solutions provider for Industrial Inkjet Systems, Industrial Tracking Systems High-Speed & Ultra-High-Speed Inserting and Finishing Equipment used in the mail manufacturing industry. They serve the professional mailing industry with the widest selection of product offerings for high-speed addressing, high-speed & ultra-high-speed inserting and forms printing. Visit our booth to learn about the latest in PDF workflow, variable drop grayscale & MyFont randomized handwriting fonts.

MICROGLUE (GMS VANSCO OF VALCO MELTON)
Booth 501
Gluing Systems & Machinery, Inc. is located in Petaluma, California. GMS® has been servicing the needs of the converting and graphic arts industries since 1977. They focus on providing American made, high quality, and performance-based hot glue systems and cold glue systems with flawless results. GMS understands your business and can provide you with a product that performs beyond your expectations.

MIDWEST DIRECT
Booth 824
Midwest Direct is an expert at creating and delivering print, mail and digital communications and has a team dedicated to each part of multichannel message creation and delivery. Midwest Direct maximizes postage savings by leveraging in house commingling, or combining mail from other organizations into one large presort mailing while providing visibility throughout the processing and delivery. The + means more, and that is what you get! More impact. More satisfaction. And fewer headaches.

NACUMS
Booth 135
National Association of College & University Mail Services a non-profit organization dedicated to serving the interests of college and university mailers.

NATIONAL ASSOCIATION OF PRESORT MAILERS
Booth 136
The National Association of Presort Mailers (NAPM) consists of members who share a common interest in mail and desire to be proactive in shaping the environment for using mail in the future.

NEOPOST
Booth 700
Neopost is a global leader in mail solutions, business process management, customer experience management and parcel locker solutions. Its mission is to deliver reliable solutions that create relevant and personalized interactions. With a direct presence in 29 countries and more than 5,800 employees, Neopost reported annual sales of €1.1 billion in 2017. Its products and services are sold in more than 90 countries.
LIGHTEN YOUR LOAD!
MAIL YOUR FORUM MATERIALS TO ANY US DESTINATION
FREE IN A USPS MEDIUM FLAT RATE BOX!

Pick up your USPS Medium Flat Rate Box at the USPS Retail Station located outside of Exhibit Hall H & I.
For Free postage, visit a participating exhibitor:

Booth 301
Booth 700
Booth 329
Booth 633

For mailing convenience, drop off your package at the USPS Retail Station located outside of Exhibit Hall H & I.
Less Work. More Shipping.

Better shipping starts here. Scale your business with the industry-leading tools found in ShipStation — a user-friendly, web-based shipping platform.

Wherever You Sell
Import your orders from anywhere you sell -- Amazon, Etsy, Shopify, you name it.

However You Ship
Print all your shipping labels and packing slips from any carrier.

Exceptionally Efficient
Manage and organize your orders any way you want.

Promo Code: NPF19
Visit Us at Booth 809
NPF LEARNING LAB THEATER

Booth 241
Be an Informed Customer at the NPF Learning Lab – located in the Exhibit Hall NPF in booth #241. Participate in conversation or relax and enjoy a variety of mini-sessions scheduled throughout the Forum. Find the solutions you seek, plus have the opportunity for one-on-one time with various Industry and Postal experts. Don’t miss it, admission is free!

Sponsored by: Mailers Hub

NPF1
Booth 931
Private Meeting Room

NPI
Booth 339
NPI is a prominent figure in the mail automation industry since 1977. Each year NPI continues to expand its visibility in the market with progressive, efficiently designed sorters including the revolutionary new sorter, the Crossfire w/ OpteSort software. NPI will have information on their complete line of sorters at booth #339 or visit their website at www.npisorters.com. You can also contact Michelle Benker, Marketing Manager at 214-634-2288 ex 209.

OKI DATA
Booth 916
OKI’s ProColor™ Digital Envelope Print Systems provide the capability to go beyond traditional, four-color printing with white toner technology that delivers cost-effective, color-rich text and graphics for envelopes of any size. Print any size envelope up to 13” wide efficiently and economically without sacrificing quality or color. Trust OKI’s line of ProColor™ Digital Envelope Print Systems top-of-the-line LED envelope printing solutions to open new revenue opportunities for your business.

ONTRAC INTERNATIONAL
Booth 504
OnTrac International is a worldwide mail distributor specializing in efficient mail preparation for delivery including, Letter mail, Direct mail, Publications, Catalog Fulfillment and Parcels to cover 240 countries.

OPEX CORPORATION
Booth 120 and 121
OPEX, a recognized global technology leader in high-speed mailroom automation and document imaging capture solutions. OPEX provides cost-effective, performance enhancing workflow solutions results to thousands of organizations. OPEX’s innovative workflow solutions serve customers in the financial services, insurance, health care, government, nonprofit, utilities, telecommunications, service bureau, institutional and service marketplaces.

OSM WORLDWIDE
Booth 313
OSM Worldwide® is a leading provider of package delivery services for eCommerce companies. Their award-winning OSM Premium Network® delivers packages nationwide within 1-5 days at economical rates. Businesses that partner with us enjoy reliable deliveries, customizable technology, and personalized service. Visit their booth and learn how they can improve your residential package delivery results.
PACKMAIL LIMITED

Booth 235
Award winning, eco-efficient Packmail, the ‘boxless’ format for packing and shipping envelopes. Reduced cardboard consumption by nearly 70%, no boxes to dismantle and waste. It is compact, optimising storage and shipping up to 40%. A must-see demonstration for mailing companies and envelope manufacturers. Reduce waste, emissions and costs.

PARCEL INSURANCE PLAN

Booth 416
Parcel Insurance Plan (PIP) offers deeply discounted rates on shipping insurance compared to declared value with UPS, FedEx, USPS or other small parcel or freight carriers. In business since 1966, PIP is the largest company in the country specializing exclusively in small package insurance. PIP insures your company’s packages for damage or non-receipt at low rates and with no country exclusions for international packages. Ship with the carrier. Insure with Parcel Insurance Plan®.

PARCEL SHIPPERS ASSOCIATION

Booth 131
The Parcel Shipper Association is a voluntary industry association whose primary mission is to foster competition in the parcel delivery market. They create value for their members by promoting the best possible service at the lowest possible costs.

PB2
Booth 933
Private Meeting Room

PEACHTREE DATA, INC.

Booth 715
Peachtree Data is a service bureau for the Direct Marketing industry offering data cleansing products, data appending products, presort, data fulfillment, email appending, demographic appending, and auto processing.

PITNEY BOWES INC.

Booth 329
Pitney Bowes (NYSE: PBI), is a global technology company offering innovative products and solutions that enable commerce in the areas of customer information management, location intelligence, customer engagement, shipping and mailing, and global ecommerce. More than 1 million clients in approximately 100 countries around the world rely on products, solutions and services from Pitney Bowes.

PLUG AND PLAY, LLC

Booth 312
Plug and Play is the ultimate innovation platform, bringing together the best startups and the world’s largest corporations. The Supply Chain and Logistics vertical is welcoming 5 start ups to booth 312: KiwiBot, Doddle, Boxbot, Darkstore, and Happy Returns.

POSTAL CUSTOMER COUNCIL (PCC) – USPS

Booth 128
Stop by to meet old friends and make new ones! Whether you’re a Postal Customer Council (PCC) member or not (yet), They will have goodies, games and giveaways throughout the Forum!
POSTAL PRODUCTS UNLIMITED

Booth 401
Postal Products Unlimited offers the most comprehensive selection of mail-related supplies and equipment in the industry today. Stop by their booth and pick-up a free copy of the following catalogs: Postal Unique Supply and Equipment Catalog for the United States Postal Service, Mail Center Supplies and Equipment for Commercial and Federal customers, the Mailboxes and Postal Specialties Catalog featuring USPS-approved mailboxes, and their Packaging and Shipping Supplies Catalog.

PRATT INDUSTRIES

Booth 829
Pratt Industries is the worlds largest privately held direct manufacture of 100% Recycled paper and packaging company. They are partnered with United States Postal Service for both the EPS and ReadyPost Packaging Programs.

PRIZE DRAWING STATION #1, #2 AND #3

Booth 112, 907 and 335
In addition to the Wednesday Prize Drawings, a Daily Prize Drawing will be made. One lucky winner will be chosen daily to win a $500 American Express Gift Certificate. Make sure you scan your badge each day at all Prize Drawing Stations (#1, #2, #3) to be eligible for that day’s drawing. Sponsored by: GrayHair, NPI and SCLogic

RED TAG NEWS PUBLICATIONS, INC.

Booth 134
Red Tag News Publications Association is a national trade association which helps its membership obtain the best delivery possible of their paid and controlled circulation publications, and communicates to its members through its meetings, newsletters, and highly-regarded monitoring services.

RESEARCH INTERNATIONAL - AMERICAN SAFE AIR

Booth 409
Research International (RI) and American Safe Air (ASA) are partners in the design, manufacture, and sales of CBRNE mail screening rooms. RI’s sophisticated air samplers, bio-detectors, and bio-assay systems are enclosed in ASA’s negative pressure rooms and equipped with downdraft tables to produce ASAP II, a customizable, contained, turn-key mail screening system for the safe detection of CBRNE threats. ASAP II protects key government agencies, banks, and corporations across the country.

RICOH USA, INC.

Booth 101
Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, commercial and industrial printing, digital cameras, and industrial systems.

RISO, INC.

Booth 900
RISO’s ComColor GD and FW series printers offer fast, affordable, environmentally friendly cut-sheet inkjet output at speeds of up to 160 pages per minute. Its line of digital duplicators includes one- and two-color systems that reliably produce millions of copies, are environmentally friendly, and are easy and inexpensive to use. To learn more about RISO’s ComColor GD and FW series, visit us.riso.com
Your Vote Counts!

Vote for the Next Generation Campaign Awards™ Grand Champion

The Next Generation Campaign Awards™ celebrate mail owners, agencies and printers who produce innovative and engaging campaigns. The Grand Champion is selected by a vote of NPF attendees, among entries that used our Informed Delivery feature.

Vote from 9:30 AM Monday through 1:30 PM Tuesday at the USPS booth #421 in the Exhibit Hall!

Harry's Mardi Gras

Hunt Direct Self-Promotion

Paper Rodeo Invite

Quality Plus Scratch-Off To Win

The winner will be announced on Tuesday at 2:45 PM in Room 134 by Gary Reblin, VP of Product Innovation, at the Secrets from the Next Generation Campaign Awards Winners session.

The Innovative B2B Award winning campaigns that feature video-enhanced print, NFC, scented varnish, and a UV textured coating are also on display at the USPS booth.
Discover new perspectives, innovation and actionable insights at NPF Learning Lab on the Exhibit Hall floor. All are invited to participate. Plan your Learning Lab pit stop and fuel-up on mini-workshops that will make your engine hum!

**PROPOSED SCHEDULE AND SESSIONS**

<table>
<thead>
<tr>
<th>Day/Date</th>
<th>Time</th>
<th>Session Title/Topic</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday, May 6</strong></td>
<td>10am</td>
<td>Developments in mailing equipment</td>
<td>Dan Goodkind</td>
</tr>
<tr>
<td></td>
<td>11am</td>
<td>International mail developments</td>
<td>Merry Law</td>
</tr>
<tr>
<td></td>
<td>1pm</td>
<td>Is your data safe?</td>
<td>Dave Lewis</td>
</tr>
<tr>
<td></td>
<td>2pm</td>
<td>Optimized data means optimized discounts</td>
<td>Tom Glassman</td>
</tr>
<tr>
<td></td>
<td>3pm</td>
<td>Selling to nonprofits</td>
<td>Joy Zerbach</td>
</tr>
<tr>
<td><strong>Tuesday, May 7</strong></td>
<td>10am</td>
<td>Automating the mailing operation</td>
<td>Dan Goodkind</td>
</tr>
<tr>
<td></td>
<td>11am</td>
<td>Innovations in mail production software</td>
<td>Christine Erna</td>
</tr>
<tr>
<td></td>
<td>1pm</td>
<td>Dispelling the Digital Myth</td>
<td>Holly Harle</td>
</tr>
<tr>
<td></td>
<td>5pm</td>
<td>Wine appreciation</td>
<td></td>
</tr>
</tbody>
</table>
Established in 1936, Salsbury Industries is the industry leader in manufacturing and distributing quality Mailboxes, Lockers & Storage Solutions. Mailboxes include USPS Approved Cluster Box Units (CBU's) & Outdoor Parcel Lockers (OPL's), 4C Horizontal Mailboxes, Custom 4C Horizontal Mailboxes, Surface Mounted & Free Standing 4C Horizontal Mailboxes, Aluminum Mailboxes, Brass & Americana Mailboxes and a full line of Residential Mailboxes. 1-800-MAILBOX (624-5269) or www.mailboxes.com.

SCLogic
Booth 820
Founded in 1996 SCLogic is a leading provider of innovative in-building logistics software systems that leverage the latest barcode scanning, printing, mobile computing and wireless technologies. The company has thousands of enterprise, government and university users around the world. For more information about SCLogic, please visit www.SCLogic.com. Or contact marketing at 888-700-7027 x235 or send an email to marketing@sclogic.com.

ShipShapes
Booth 417
NO ENVELOPES REQUIRED! ShipShapes is the originator of Shaped Mailers and the first ever to mail CMM (Customized Market Mail). ShipShapes provides a distinct nontraditional, direct mail product that captures the attention of your target market and result in a dramatic lift in response rates. ShipShapes’ mailers can be ClearCard pieces that resemble a rectangular mailer with unique clear areas, peel-out redemption card features, and die-cut shapes. ShipShapes leads the way in unique direct mail!!!

ShipStation
Booth 809
Does it feel like you spend all your time fulfilling and shipping your orders rather than running your business? ShipStation can help! They automatically import your orders from wherever you sell and help you create labels for however you ship! Automate your processes with product and store settings, as well as customizable, hierarchical rules to have their APP make some decision points for you. Interested? Star a 30-day free trial today and Get Ship Done.

Smurfit Kappa North America
Booth 505
Smurfit Kappa is a world leading producer of paper-based packaging with around 46,000 employees across 35 countries. They manufacture paper-based packaging, with their locations supported by a network of paper, recycling and forestry operations. They have approximately 370 operations in 22 countries in Europe, and 13 countries in the Americas.

SnailWorks
Booth 506
SnailWorks™ - offering Mail Tracking, Informed Delivery Campaign Management and Coordinated Marketing services for printers and mailers. SnailWorks turbo charges direct marketing by coordinating and triggering additional channels with direct mail. Triggered emails, landing pages and PURLS work with the direct mail, reinforcing core marketing messages and streamlines response paths. SnailWorks allows you to be a multi-channel marketer today!

Solimar Systems, Inc.
Booth 405
Solimar Systems is a leading developer of Customer Communication Management and Delivery solutions that provide visibility into workflows and operations while driving value and revenue generating opportunities by adding conditional messaging to documents via digital inserts, onserts and augmented reality (AR) experiences. With thousands of clients worldwide, including 70% of the Fortune 100, Solimar has integral, proven IT solutions that have benefited print and data centers for over 25 years.
SourceLink’s multichannel solutions offerings include document print and mail, statement redesign, mail tracking, electronic presentment, customer intelligence and analytics. They combine strengths in secure document management and print technology to transform the customer experience while minimizing expenses. SourceLink has redundant production and data facilities in South Carolina, Mississippi and Ohio.

Stamps.com maximizes efficiency and reduces costs for businesses that send mail or ship parcels, domestically or internationally, regardless of volume. They offer low USPS rates, inventory management, customer marketing tools, and more. Users access their services via the web, APIs, or through integrations with over 400 e-commerce platforms and marketplaces. For high-volume shippers, they offer sophisticated automation tools, targeted delivery options, and expert technical support.

Stirista is a digital marketing agency that specializes in target audience data, email services, and digital display advertising. Their multi-channel marketing approach gives you real results for conversions, leads and company growth. Stirista’s comprehensive real-time database, allows over 360 segmentation options, getting your company in front of the right people.

Straight Shooter® manufactures high quality state of the art feed systems for ink jets, tip on systems, tabbers, inserters and more in a variety of continuous, demand and batch counting configurations. Their patented technology brings unprecedented and innovative feeders to the mailing, print, bindery, duplication and packaging industries. For more information come and visit them in Booth #110 to see what is new and fill out a survey to enter in our NPF giveaway! OR contact them at (800) 785-4177.

Strapack has been supplying the strapping equipment to the United States Postal Service for two decades and is recognized as a proven and preferred supplier in the US mailing industry.

SupremeX is one of the largest envelope, packaging, label and specialty product manufacturers in North America. Their US divisions: Buffalo Envelope (NY), Classic Envelope (MA) and Bowers Envelope (IN) allow them to be your best choice for everything in the mail mans bag from the Mid West to the North East USA. With the backing of over 200 machines and dozens of support staff their service and quality cannot be beat!

TEC Mailing Solutions LLC is the premier cloud vendor with the only certified USPS cloud solution for address hygiene and mail sortation. TEC’s API powers a myriad of solutions provisioned through Pitney Bowes® Ricoh® Flex Systems® EFI® and others, including TEC’s own MailPreparer.com® portal. Whether you’re seeking truly “lights out” automation or replacing burdensome on premise postal software TEC likely has the solution to fit your needs.
TELEZYGOLOGY, INC.
Booth 106
TZ’s Packaged Asset Delivery Business unit offers innovative logistics solutions that automate “last mile” parcel delivery for customers across a range of usage scenarios, including corporate mail management, retail and automated secure parcel delivery for high density residential complexes, corporate environments, and universities.

TENSION CORPORATION
Booth 414
Tension Corporation is a leading manufacturer of custom envelope solutions and printed goods, selling directly to businesses and organizations nationwide. They make many of the envelopes you see every day, including direct mail envelopes, transactional envelopes, and business communication products. Founded in 1886 and privately-owned and -operated, Tension produces billions of envelopes a year and has production operations and regional sales offices across the country and internationally.

THE HUB
Booth 439
This year, we’ve carved out a special space dedicated to making it easier to engage with your fellow NPF attendees, swap ideas...or simply chill. Welcome to the 2019 NPF Hub, a new central gathering place divided into distinct areas. You’ll find a convenient charging lounge zone, meeting tables, and an activities area where the Grand Prize Drawings will take place on Wednesday, all conducive to energetic networking! Included in The Hub - USPS Hot Wheels - USPS crosses every finish line by providing shipping and mailing services everywhere in the United States and beyond. This year, they celebrate the 50th anniversary of Hot Wheels with commemorative stamps. Come to booth #439 to check out life-sized Hot Wheels and the stamps that let them shine.

THE MAIL GROUP
Booth 503
The Mail Group provides exceptional value to its customers by providing a wide array of logistics, delivery and many other supply-chain solutions. The Mail Group’s domestic and international network is far-reaching, flexible and cost-effective. By providing great service at a fair price, they offer the best value in the industry. They encourage you to learn more about their solutions as well as who they serve to see how The Mail Group can use their expertise to benefit your operation.

THINK INK, INC.
Booth 311
No one sells more ink at competitive prices to mail shops nationwide than Think Ink! They are one of the largest OEM ink partners of both HP & Collins, and a supplier of FlexPrint brand inks one of the fastest growing segments of the inkjet ink market. FlexPrint inks are specifically formulated for challenging mail applications. They have the industry’s best inventory of cartridges & ink products that utilize only genuine HP print head technology & NEVER provide refilled products of any kind.

THINKSHAPES MAIL
Booth 817
ThinkShapes Mail is a digital printer specializing in custom die cut “shaped” mail campaigns. They use variable data to make each piece personalized and relevant to the recipient. They can run any quantity from 500 pieces to 5 million pieces! ThinkShaps Mail makes shaped mail affordable!! Ask about their PURL campaigns.
GrayHair’s solutions deliver insights and business intelligence that enable our clients to define best mailing practices, enhance customer engagement, increase response rates, and decrease cost per acquisition.

**IMb™ Assignment and Management**
Generate Intelligent Mail® barcodes and keep them unique beyond the standard. Supported by a dedicated, knowledgeable client services rep.

**Mail Tracking**
Give yourself the power to track each and every mailpiece to its final destination. Gain valuable insight on your outbound and inbound mail.

**Standard Address Hygiene**
Empower yourself to cut the high cost of mailing. Both standard and proprietary solutions will improve the quality of your addresses, stop bad addresses from going to print, and keep you compliant with the USPS®.

**Proprietary Address Hygiene Solutions**
Use enhanced data and analysis to update addresses, identify known bad addresses, and universally apply business rules to ensure compliance with industry regulations and business best practices.

**Postal Support and Consulting**
Partner with a team of experts with unsurpassed postal knowledge. Get incomparable customer support that is always there when you need it.

**Data Visualization**
Access fast and powerful business intelligence reports through our visual dashboards.

Contact us now to find the solution that works for you:

856.727.9372
GrayHairSoftware.com
ARE YOU MISSING OUT?

Sign up today to receive your FREE subscription to PARCEL, the leading industry resource for professionals in the small-package industry.

PARCELindustry.com/subscribe
THOMPSON DIRECT, INC
Booth 122
Thompson Direct is a supplier of direct mail equipment and supplies. They provide the industry with high quality products and service. Ink jet addressing, camera verification systems, read / write systems, vacuum transports, feeders, gluing systems, plow folding, tabbers, tray strappers, shrink wrap systems, custom integrated systems, service, parts and supplies.

T-MOBILE FOR GOVERNMENT AND BUSINESS
Booth 813
As America’s Un-carrier, T-Mobile US, Inc. (NASDAQ: TMUS) is redefining the way consumers and businesses buy wireless services through leading product and service innovation. Their advanced nationwide 4G LTE network delivers outstanding wireless experiences to 72.6 million customers who are unwilling to compromise on quality and value.

TRAX
Booth 934
Trax is a global leader in Transportation Spend Management solutions. Combining industry leading cloud based applications with expert services, they are transforming traditional freight and parcel audit to help customers better manage and control their global transportation costs and drive enterprise wide efficiency.

TRIMBLE MAPS
Booth 600
Trimble Maps is a transportation technology company dedicated to defining the optimal route to success through innovative routing, mileage, mapping and mobile navigation solutions.

U.S. POSTAL INSPECTION SERVICE
Booth 826
Who protects your mail? They do! The U.S. Postal Inspection Service is one of the Postal Service’s best-kept secrets. Let them take you behind the scenes and show you how they can protect your business by securing your mail center. The work they do, every day, assures millions of postal customers that they can depend on the security, privacy, and reliability of U.S. Mail. They add value that no other mail service can provide. Come see their specialty response vehicle at booth #826.

U.S. SMALL BUSINESS ADMINISTRATION
Booth 130
The Small Business Administration makes the American dream of business ownership a reality. SBA empowers entrepreneurs and small business owners with the resources and support they need to start, grow, expand and recover their businesses.

UNITED BUSINESS MAIL
Booth 915
United Business Mail is one of the largest providers of the US. With 4 locations across the US, they offer the lowest postage and move mail closer to its final destination. For more information visit their website at www.unitedbusinessmail.com.

UNITED ENVELOPE
Booth 316
United Envelope has been an invaluable supplier to both direct and transactional mail for over 80 years. They are a unique company that has both tremendous firepower (over 6 billion envelopes produced annually) and unparalleled customer service. Big runs or small, black ink or ten colors, they can handle it all. Please stop by their booth and learn what differentiates them from their competitors.
U-PIC SHIPPING INSURANCE
Booth 731
U-PIC Insurance is the leader in providing low cost shipping insurance to businesses and individuals. Packages are covered against damage, loss and theft with a savings up to 85% less than the carriers charge. U-PIC is the provider of choice for package insurance for leading eCommerce companies and their clients. Continue to ship with your carrier and insure with U-PIC for less. U-PIC offers low competitive rates, referral programs and an expedited online claims process.

US CENSUS BUREAU
Booth 913
The Censuses Bureau’s mission is to serve as the leading source of quality data about the nation’s people and economy. They honor privacy, protect confidentiality, share their expertise globally, and conduct their work openly. They are guided on this mission by scientific objectivity their strong and capable workforce, their devotion to research-based innovation, and their abiding commitment to their customers.

US DOT
Booth 831
Shipments containing undeclared hazardous materials represent a significant danger to the general public. It is all too common for these materials to find their way into the Postal network where they represent an even greater danger to employees and customers as they directly handle and transport potentially dangerous parcels. In order to raise greater public awareness, the U.S. Department of Transportation’s Pipeline and Hazardous Materials Safety Administration (PHMSA) recently launched an awareness campaign: “Check the Box”. The Check the Box initiative seeks to prevent serious accidents by increasing the public’s awareness of everyday items which are considered hazardous materials (hazmat) and require specific classification, packaging, marking, and labeling to ship safely.

US POSTAL SERVICE
Booth 421
Whether you are looking to enhance your marketing and advertising platforms or generate consumer impressions and interactions, stop by USPS booth #421. At the exhibit you will have the opportunity to learn more and experience the latest developments around the customer mail journey. We invite all attendees to see the latest in USPS innovations and technology and take part in our interactive engagement stations. The "Mail Moments" photo opportunity includes a post card giveaway with a commemorative Hot Wheels stamp to mail on the spot. There is an Informed Delivery station – which allows you to create your own Informed Delivery content rich campaign. Vote on the Next Generation Campaign Awards and compete in several games against fellow NPF attendees. At the booth, mailers will have the opportunity to interact in one on one discussions with postal leaders and business solution experts.

US POSTAL SERVICE – MTAC
Booth 133
The Postmaster General’s Mailers’ Technical Advisory Committee (MTAC) is an association of 53 Mailing Industry associations. MTAC members work jointly with USPS leadership to provide technical feedback and advice on the products, services, mail processes, and programs of vital interest to the mailing industry and USPS.
US POSTAL SERVICE – NOCC

Booth 139
Network Operations Command Centers are mission control. Located in every USPS area and at headquarters, NOCCs get the “big picture” of their operations. They make sure those millions of letters and packages are handled efficiently and economically. NOCCs are in constant communication with each other; equipped with state-of-the-art technology, receiving real-time data. How’s the mail moving by air? On the ground? How much volume is there? How many packages are being processed? And when issues arise, NOCC team members from transportation, processing and maintenance jointly to respond with solutions to fix them.

USA IMAGES (FORMERLY UNITED SYS. OF ARK.)

Booth 413
When you face the challenge of turning data into mail communications, you need experts on your side to work quickly, minimize costs and overcome challenges. USA Images, LLC delivers more than twenty-five years of experience to meet your printing and mailing goals including Certified Mail® solutions. For customers seeking rapid mail processing, document imaging and custom inserting, USA Images is the company for you!

USPS CONSULTATION CENTER

Booth 639
The USPS Consultation Center is another exciting way to make an Informed Connection. Get expert advice from Industry and Postal Representatives on Mailpiece Design, Addressing, Seamless Acceptance, Full-Service, eInduction, Move/Update, PostalPro, Payment Modernization and the Business Customer Gateway Refresh. Consultation Center hours include: Monday 9:30 AM – 4:00 PM Tuesday 9:30 AM – 2:00 PM 5:00 PM - 6:30 PM Wednesday 9:00 AM – 12:00 PM

USPS CORPORATE INFORMATION SECURITY OFFICE

Booth 816
The US Postal Service faces ongoing cyber threats and challenges that directly impact customers, partners, and employees. CyberSafe at USPS® was established to improve employee, supplier, and customer awareness of cyber threats and ensure cybersecurity best practices are in place to support a first-rate customer experience. For more information about the USPS CISO initiatives and how to stay “cybersafe” at work and at home, visit our website at USPSCyberSafe.com.

USPS HOT WHEELS

Booth 439
USPS crosses every finish line by providing shipping and mailing services everywhere in the United States and beyond. This year, they celebrate the 50th anniversary of Hot Wheels with commemorative stamps. Come to booth #439 to check out life-sized Hot Wheels and the stamps that let them shine.

USPS SMALL BUSINESS

Booth 137
USPS Small Business offers products and services to small and micro businesses from informed delivery, EDDM, priority mailing and shipping to international shipping resources.

VALPAK

Booth 835
Since 1968, Valpak has been in the heart of communities and a staple in the mailbox nationwide. From the Valpak Blue Envelope to Luxe, Savings.com, Solo Mail, Digital, and Data & Analytic Solutions, Valpak helps tens of thousands of companies annually connect with the right audiences. Each month, their Blue Envelope of savings is mailed to nearly 39 million households in 45 states with a 92% open rate. Stop by Booth #835 and discover the latest innovations and solutions for your business.
VICTORY PACKAGING
Booth 320
They are Architects of Packaging Solutions. They create a solution that meets your individual requirements by focusing on your unique needs. No other company can combine our level of expertise with the capacity for innovation to deliver unsurpassed quality and service. They offer the experience and expertise to optimize the total cost of packaging. With 65 locations, 6 million square feet of warehouse space and over 400 company owned trucks, they have both the strength and focus to exceed expectations.

VIRTUAL SYSTEMS
Booth 407
Midnight is a cloud based print & mail MIS software designed for production management and integrated workflows. You can access your information from anywhere using a web browser, tablet, or mobile device. The combination of a super-intuitive interface and sophisticated job management tools means companies can easily manage all facets of their business.

VITRONIC MACHINE VISION LTD.
Booth 901
Vitronic develops, manufactures and integrates machine vision systems for logistics, traffic and vision inspection solutions globally. Logistics solutions provide 1 and 2 D barcode decoding, image capture, OCR, dimensioning and video coding.

WHITTIER MAILING PRODUCTS, INC.
Booth 204
Whittier Mailing Products leads the industry with exceptional quality print/mail production supplies: wafer seal tabs, tray tags, address/meter ink, labels and much more! They ensure low shipping rates and next day ground shipping to locations around the country by shipping from strategically located warehouses. They are still the only provider of a Stand-A-Lone and On-Demand barcode tagging system, for tray/sack tags and pallet/container labels for basic and FULL SERVICE.

WILMER
Booth 608
Wilmer is a highly respected print and mail partner with a proven track record of over 90 years in the industry. They are dedicated to providing outstanding products, service and support. Along with a nationwide production and distribution network, their popular products include Snap-Pack Pressure Seal Mailers, Cut Sheets, Envelopes, Labels and Jumbo Rolls. Wilmer’s Sales and Customer Service Experts are committed to your success.

WINDOW BOOK, INC.
Booth 207
Window Book Inc. (Booth #207) is a supplier of modern technologies for the mailing industry, improving clients’ profits through automating their mailing operations. They offer user friendly tools to create streamlined workflows with high performance address correction, batch processing of data, Mail.dat file editing & submissions to PostalOne! and customizable reports. World class technical and professional services support. For more information, call 800-524-0380 or visit www.windowbook.com.

WINN SOLUTIONS, LLC
Booth 315
Winn Solutions, LLC is the leading provider of barcode tracking technology. The Winn Item Tracking System (WITS) is a cloud-based solution designed to track any accountable item within a company from its entry point to its delivery point. Sophisticated in capability, yet simple to operate, WITS will improve all aspects of your receiving and tracking process. Any industry, any accountable item, WITS has you covered with Tracking Technology That Delivers! For more info visit www.witstracking.com
WIPOTEC-OCS, INC.
Booth 215
WIPOTEC-OCS is an internationally recognized partner for efficient checkweighers, catchweighers, as well as in-motion scales. Their name is synonymous with high-quality, ultra-fast solutions and outstanding service. WIPOTEC-OCS products stand for 100% in-line control in a wide variety of postal applications. They also offer complete turnkey solutions that are NTEP Certified with DWS (Dimensioning, Weighing and Scanning) for Distribution Centers, Bulk Mail Center, Retail and Postal Facilities.

WOMEN IN LOGISTICS AND DELIVERY SERVICES COUNCIL
Booth 132
Women in Logistics and Delivery Services is a nonprofit organization created to promote womens leadership in the postal and delivery industries. The organization provides networking, mentoring and training opportunities to address issues that women in these industries regularly face.

WTU SYSTEMS
Booth 114
They provide variety of health care services and products for pain management.

XANTE’ CORPORATION
Booth 406
Xante is showcasing its En/Press Digital Multimedia Press and its award-winning iQueue 13 workflow software in booth #406. The En/Press delivers sharp 4800 dpi resolution and low-cost, full-color prints. Powered by iQueue 13 workflow software, the En/Press produces up to 4,000 full-color #10 envelopes per hour. The new iQueue 13 software now includes iQueue+Mail enabling fast certified address validation and presorting for the simplest mail preparation experience yet for print providers.

YUL TECHNOLOGIES INC.
Booth 906
Made in Canada YUL Technologies’ electric paper cutters are smart, intuitive, precise and robust. YUL will showcase its most recent models available in formats from 17 1/8” up to 26 1/2”. YUL’s small footprint, low energy consumption and ease of operation make them the perfect cutter for graphic designers, print shops, copy centres and in-plants.

ZEBRA TECHNOLOGIES
Booth 604
Zebra Technologies makes businesses as smart and connected as the world we live in. Zebra tracking and visibility solutions transform the physical to digital, creating the data streams businesses need in order to simplify operations, know more about their business, and empower their mobile workforce. For Transportation and Logistics companies, Zebra barcode scanners and RFID readers track items through the supply chain to improve efficiencies in facilities. Zebra mobile computers support electronic proof of delivery and route management. Zebra printers create labels and receipts both in facilities and in the field.
THANK YOU
To the 2019 NPF Affiliate Partners for your extraordinary contributions and support helping make the 2019 NPF the best it could be.

2019 AFFILIATE PARTNERS

Association for Postal Commerce (PostCom)
The Berkshire Company
DirectMail2.0
International Mailers’ Advisory Group (IMAG)
Mailers Hub
Mailing Systems Technology Magazine
National Association of College and University Mail Services (NACUMS)
Parcel
Parcel Shippers Association
Postal Customer Council (PCC)
Red Tag News Publications, Inc.
ShipShapes
SupremeX
Target Marketing
TEC Mailing Solutions LLC
ThinkShapes Mail
US Postal Service
US Postal Service MTAC
US Postal Service/Small Business
The National Postal Forum expresses gratitude and appreciation to the following organizations that contributed to the success of the 2019 NPF!

THANK YOU FOR YOUR SPONSORSHIP.

AccuZip, Inc.
ALG Worldwide Logistics
American Bank Note Company
Anchor Software LLC
Assurety Consulting, Inc.
BCC Software
The Berkshire Company
Bookyourdata.com
Canon Solutions America, Inc.
CapStone Technologies LLC
Click2Mail.com
Confirm Delivery, an EII Company
Dell EMC
Deloitte
DirectMail2.0
Earth Class Mail
ECS Federal LLC
Engineering Innovation, Inc.
Firstlogic Solutions LLC
Flagship Software Ltd.
Flat World Holdings – Air2Post
Florence Corporation
FP Mailing Solutions
Freedom
General Dynamics Information Technology
Google Cloud
GrayHair
IBM Global Business Services
Kirk-Rudy, Inc.
L5
Lytx, Inc.
Mailers Hub
Midwest Direct
myMailHouse
National Association of Presort Mailers – NAPM
Neopost
NPI
OSM Worldwide
Perspecta
Pitney Bowes, Inc.
Royal Alliances
RRD
SCLogic
SG360°
Siemens Postal, Parcel & Airport Logistics
SoBran, Inc.
SourceLink
Stamps.com/Endicia
TEC Mailing Solutions LLC
Tension Corporation
US Postal Service
Victory Packaging
Visible Supply Chain Management
Vitronic Machine Vision Ltd.
Window Book, Inc.
WIPOTEC-OCS, Inc.
World Wide Technology, Inc.
Creating solutions.
Making a difference.
Building better outcomes.

The National Postal Forum expresses appreciation and gratitude to The Berkshire Company for their generous support and contributions to the 2019 NPF, including sponsorship of the Habitat for Humanity Build.

Please join The Berkshire Company President, Mark Fallon as he imparts his knowledge and expertise during the following special workshops:

SUNDAY
RM 130, 1:30 PM - 2:30 PM:
Orientation

MONDAY
RM 131, 11:00 AM - 12:00 PM:
Boot Camp for Mail Center Managers (1)

RM 142, 2:45 PM - 3:45 PM:
Leadership in the Age of Robots: How to be Better Humans

TUESDAY
RM 131, 11:00 AM - 12:00 PM:
Boot Camp for Mail Center Managers (2)

WEDNESDAY
RM 131, 8:00 AM - 9:00 AM:
Social Media: Protecting Your Professional Profile
EXPANDED TECHNOLOGY

PERSONAL SUPPORT

We would like to welcome Satori Software customers to the BCC Software family!

All of BCC Software’s products and services come with our PERSONAL SUPPORT. That’s a US-based team of industry professionals who are experts on our software technology as well as postal regulations, compliance, and mail piece design.

Stop by Booth #201 and learn what our Personal Support is all about.

bccsoftware.com/npf
Email marketing@bccsoftware.com for more information.
Mailing and Shipping Fans, thank you for attending!

We’ll see you next year in Orlando, FL April 26-29, 2020!