FACING THE FUTURE
Together

Program Guide

May 15-18, 2022
Phoenix Convention Center
Phoenix, Arizona
MAKING WAVES

From Data Through Delivery

BlueCrest is changing how business gets done.

Providing comprehensive data-through-delivery technology solutions, BlueCrest changes how business is done within the postal and parcel industry. Building upon its long history of innovation and deep industry knowledge, BlueCrest is there as a partner to its worldwide client base delivering reliable results and continuous service excellence.
YOUR DIGITAL TOMORROW CAN’T WAIT FOR TODAY TO CATCH UP.

Rooted in strong cybersecurity, our digital experts go to work bringing your organization into the age of the modern mission, one where agility and scalability are key and everything is in the cloud. But we don’t stop at the technology — we bring your unique culture with it. Whether you need digital transformation, digital consulting, digital intelligence, or software, Peraton partners with you to ensure your organization’s journey to digital is a success.

peraton.com/digital
A new day is dawning. And we’re rising to meet the future with that same forward-thinking, collaborative spirit the NPF is famous for. Together, we’ll bask in a dazzling variety of success-oriented, inspirational events, witness the workings of cutting-edge innovations, and learn ever-more efficient mailing and shipping processes. All designed to help each other grow our businesses.

So grab your shades and start planning your itinerary at the hottest event in the Industry!

Use this Program Guide to customize your NPF schedule and participate in the activities and events most relevant to you. NPF newcomer? Direct your feet to the Sunday NPF Orientation session where you’ll learn helpful tips on making your first NPF event a most brilliant one!
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WHAT DO 31,000 PARCEL SHIPPING PROFESSIONALS KNOW THAT YOU DON’T?

For more than 28 years, PARCEL has delivered the information and solutions 1000s of industry decision-makers want and need to help them handle, package, ship, and deliver more small packages, more efficiently, and more effectively from coast to coast, across the borders, and around the world.

STOP BY BOOTH 108
to meet editor Amanda Armendariz and publisher Ken Waddell

ARE YOU AND YOUR COLLEAGUES MISSING OUT?
Sign up for a FREE SUBSCRIPTION today!

PARCELindustry.com/subscribe
VISIT US AT

Booth # 208
Meeting Room North 121A

Text 703.789.3763 for more info!

Let’s Get Solving

https://cloud.google.com/solutions/federal-government
Experience the U.S. Postal Service booth in the NPF Exhibit Hall and be captivated by our large media wall featuring educational overviews, and topics including Delivering for America, and USPS Connect. Play the new video game ‘USPS Operation on the Move’ and design your own stamp at the Stamp Art station! Plus, interact with the new USPS Next Generation Delivery Vehicle!

VOTED TOP 10 BOOTH
At the 2022 Consumer Electronics Show

Visit booth #415 and immerse yourself in the action!
Experience giveaways and opportunities to take your business to the next level.

Proud sponsor of the 2022 National Postal Forum
Welcome National Postal Forum Attendees:

Thank you for attending the 2022 National Postal Forum, the premier tradeshow for America’s mailing industry. After two years of virtual forums, we are excited to meet again in person in Phoenix, Arizona. It is my pleasure to have you with us as we share insights, showcase emerging technologies, and create invaluable connections to grow your business and career.

“Facing the Future Together” is our theme this year, and it is truly an appropriate one. Unprecedented challenges over the past two years have had a significant impact on the mailing and shipping industry, creating a need for new and innovative ways to do business.

I invite you to join us for Monday morning’s Keynote address where I will talk about how we are reimagining, reengineering, and redesigning the Postal Service for the future. I will share comprehensive strategies being taken to modernize our postal network, invest in infrastructure and improve operations for ongoing innovation – all tied directly to customer needs.

This year we are offering more than 100 workshops in five robust business categories all focused on helping you better navigate the future and increase your opportunity for success. There will also be some 100 exhibitors featuring the industry’s most innovative and forward-thinking mailing and shipping companies.

The National Postal Forum plays a vital role for us to continue to partner together and advance our industry toward a secure and prosperous future.

I look forward to seeing you over the next three days.

Sincerely,

Louis DeJoy

POSTMASTER GENERAL WELCOME

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Sincerely,

Louis DeJoy
Dear Forum Attendees:

Welcome to Phoenix, the Valley of the Sun. The theme of this year’s National Postal Forum is Facing the Future Together. Given the last two years, this Forum is a celebration of coming together and reuniting with everyone.

As we meet in person, the goal is to meet the future with the forward-thinking, can-do spirit and powerful partnerships that represents our industry. This will all be accomplished over the next four days through education and networking.

Please use this program as your guide to all the valuable opportunities at the Forum. On Monday, PMG DeJoy will share comprehensive strategies and key actions being taken to modernize the postal network, invest in infrastructure, improve operations, and create a platform for innovation tied directly to you. There are over one hundred workshops covering five educational tracks and led by USPS and Industry Leaders. Also, a highlight this year are the USPS Executive Leadership Team presentations.

Also, take advantage of the many networking opportunities every night at the Forum. Start with the NPF welcome reception on Sunday night and end with a wonderful closing event on Wednesday at the Phoenix Convention Center.

Be sure to leave ample time to stop by the Premier Mailing and Shipping Exhibit Hall. Do not miss this opportunity to network and exchange ideas with over one hundred exhibiting partners.

Welcome back!

Sincerely,

NPF Board of Directors

Pierce Myers, Chairman; Joyce McGarvy, Treasurer; Anita J. Bizzotto, Secretary; Michael J. Genick, Director; Dennis Farley, Director
2022 NPF PROGRAM OVERVIEW

SUNDAY, MAY 15
1:30 PM – 2:30 PM Period 1 Workshops
2:45 PM – 3:45 PM Period 2 Workshops
4:00 PM – 5:00 PM Period 3 Workshops
5:30 PM – 7:00 PM NPF Welcome Reception – Hyatt Hotel, Regency Ballroom

MONDAY, MAY 16
7:00 AM – 8:00 AM Continental Breakfast – Foyer 200 Level
8:00 AM – 9:30 AM Period 12 Workshops and Continental Breakfast
9:30 AM – 11:00 AM Exclusive Exhibit Hall Time
9:30 AM – 4:00 PM Exhibit Hall Open
11:00 AM – 12:00 PM Period 4 Workshops
12:00 PM – 1:00 PM Lunch – Exhibit Hall
1:00 PM – 2:00 PM Period 5 Workshops
2:15 PM – 3:15 PM Period 6 Workshops
3:15 PM – 3:45 PM Networking in Exhibit Hall
4:00 PM – 5:00 PM Period 7 Workshops
5:30 PM – 7:30 PM NPF Partnership Recognition Luncheon

TUESDAY, MAY 17
8:00 AM – 9:00 AM Period 8 Workshops
9:30 AM – 11:00 AM Exclusive Exhibit Hall Time and Continental Breakfast
9:30 AM – 5:30 PM Exhibit Hall Open
11:00 AM – 12:00 PM Period 9 Workshops
12:00 PM – 1:00 PM Lunch – Exhibit Hall
1:30 PM – 2:30 PM Period 10 Workshops
2:45 PM – 3:45 PM Period 11 Workshops
4:00 PM – 5:30 PM Exhibit Hall Reception

WEDNESDAY, MAY 18
7:30 AM – 8:30 AM Continental Breakfast – Foyer 200 Level
8:00 AM – 9:00 AM Period 12 Workshops and Continental Breakfast
9:15 AM – 10:15 AM Period 13 Workshops
10:30 AM – 11:30 AM Period 14 Workshops
12:00 PM – 2:00 PM NPF Partnership Recognition Luncheon
2:30 PM – 3:30 PM Period 15 Workshops
3:45 PM – 4:45 PM Period 16 Workshops
7:00 PM – 10:00 PM Closing Event – Phoenix Convention Center

All events are held in the Phoenix 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 2022 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 NPF Orientation Session at 1:30 PM in room 221AB to learn more about how to get the most out of your NPF experience!

US POSTAL SERVICE RETAIL STATION
Convention Center – 300 Level, outside the Exhibit Hall
After experiencing the Exhibit Hall and learning new mailing and shipping strategies in the various workshops offered, don’t forget to make your daily visit to the US Postal Service Retail Station. Each day the US Postal Service will be providing a “date unique” cancellation stamp commemorating the National Postal Forum. Browse and shop special items including USPS and Mr. ZIP t-shirts, tote bags, mini LLV trucks, stamped art and our most recent postage stamps. And don’t forget to take a selfie with our cactus sculptures! The US Postal Service Retail Station will be available for all of your shipping needs. Operating hours include:

Monday...........9:00 AM – 5:00 PM
Tuesday..........9:00 AM – 8:00 PM
Wednesday ..9:00 AM – 12:00 PM

FREE NPF MAILING SERVICE
While supplies last!
Take advantage of the free US Postal Service Priority Mail Flat Rate Box at participating exhibitors in the Exhibit Hall or the US Postal Service Retail Station. You’ll receive free $16.10 postage donated by the participating exhibitors below. After you collect your postage and box, drop your package off at the US Postal Service Retail Station outside the Exhibit Hall on the third floor of the Convention Center.

FP Mailing Solutions ....Booth #323
Pitney Bowes, Inc........Booth #609
Quadient, Inc..............Booth #200
Stamps.com/Endicia ...Booth #529

NPF FEATURED AREAS AND EVENTS

10 | May 15–18, 2022
**US POSTAL SERVICE SALES EXHIBIT BOOTH**

Exhibit Hall – Booth #415

The USPS booth places attendees in the middle of the action at the NPF Exhibit Hall. The award-winning booth features interactive content includes gaming and stamp art stations, educational kiosks, a large media wall, and a life-sized display of the Next Generation Delivery Vehicle. These touchpoints serve to educate visitors on the USPS 10-year Delivering for America Plan, which includes the latest information on USPS Connect™ – an affordable suite of services that helps businesses meet consumer demand for fast delivery. Come join the fun and discover how USPS can help your business grow.

**US POSTAL SERVICE CONSULTATION CENTER**

Exhibit Hall – Booth #729

Don’t miss the USPS Consultation Center, staffed with top postal subject matter experts to advise you on taking full advantage of current and new USPS innovations and technology. The Consultation Center gives you direct access to specialists on programs such as Address Management Systems, Informed Visibility and Product Tracking, Mailpiece Design, Enterprise Payment Systems, Informed Delivery, our new Customer Mailing Promotion Portal, eVS and Package Platform, the USPS Mailer Scorecard, and more! Make an appointment to meet with postal representatives who will offer insights on mailing, shipping and marketing with USPS. Bring a sample mailpiece and our Mailpiece Design Analysts will review and provide hands-on technical assistance to ensure that your mailpieces meet discount eligibility requirements. Make an appointment to maximize your ROI, or just stop by and meet with a postal advisor in the area(s) of your choice. The Consultation Center will be open during Exhibit Hall hours: Monday 9:30 AM – 4:00 PM and Tuesday 9:30 AM – 5:30 PM.

**US POSTAL SERVICE - SUSTAINABILITY/BLUE EARTH®**

Exhibit Hall – Booth #119

Discover detailed information on a suite of Blue Earth services, including Secure Destruction and Carbon Accounting, along with comprehensive details on USPS energy, sustainability and environmental initiatives.

**U.S. POSTAL INSPECTION SERVICE BOOTH**

Exhibit Hall – Booth #629

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 629.
**DAILY PRIZE DRAWING IN THE EXHIBIT HALL**

**$500 American Express Gift Certificate**

One lucky person will win a $500 American Express Gift Certificate each day. To be eligible to win, you must be a full, 3-Day, 2-Day or a 1-Day Registrant for the National Postal Forum. To enter your name for the drawing, you must “scan” your badge at each of the three prize drawing stations located in the exhibit hall EACH DAY. Each participant must “scan” prize drawing station #1, #2, #3 (in any order) to be a contestant for the drawing. To locate the prize drawing stations, refer to the Exhibit Hall layout located on in this Program Guide. Prize winners will be notified after the NPF.

*Sponsored by: Association for Postal Commerce – PostCom; GrayHair Software; Mailers Hub; RRD Marketing Solutions; Tritek Systems, Inc.*
EDUCATIONAL WORKSHOP PERIOD 1

Orientation Session
RM: 221AB | 1:30PM – 2:30PM
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

How MSPS and Mail Owners can Utilize IV and ID Data to Improve ROI on their Marketing Budgets
RM: 221C | 1:30PM – 2:30PM
The workshop will describe the basics of Business Intelligence and Visualization in non-technical terms to the mailing and shipping community. The workshop will also share use cases on how mailers and mail owners can improve customer insights, improve targeted marketing by utilizing the Informed Visibility and Informed Delivery data.
Bob Galaher, President, NAPM
Shariq Mirza, CEO & Founder, Assurety Consulting & Solutions, Inc.

Mitigating the Great Resignation with Automated Workflows
RM: 222AB | 1:30PM – 2:30PM
Let’s face it, the Covid pandemic has been a significant challenge for many companies and has now led to what is being called the Great Resignation. Finding and retaining key employees to operate the ever-increasing complexity of mail preparation technology is a substantial challenge. However, there may be an alternative path with automated mailing workflows to streamline processing, be future-ready for USPS changes, and reduce dependency on manual and costly processes. In this workshop, we will explore how some mailers have used the pandemic as a “pause of opportunity” to mitigate the challenges of the Great Resignation with enhanced automated workflows. We will also look at the latest in software and data technology that can ensure business continuity and reduce overall operating expenses.
Chris Lien, Executive Vice President of Postal Affairs, BCC Software - A BlueCrest Company

Sponsored by: BCC Software - A BlueCrest Company
Real-Time Package Tracking
RM: 223 | 1:30PM – 2:30PM
Where is my package is one of the most frequently asked questions of any customer? With the use of modern IoT tracking tools, we can answer that with even greater granularity than the usual package scans. Join us in this workshop as we take you through the process of real-time package tracking.

Bob Dixon, Product Technology Innovation, USPS
Ryan Luckay, Specialist Leader - Strategy and Analytics, Deloitte

Making the Most of the USPS Enterprise Payment System (EPS)
RM: 224AB | 1:30PM – 2:30PM
EPS provides businesses the ability to view their postage transactions, export reports, and manage accounts in a single portal. This workshop will cover the “nuts & bolts” of how to create, grant access, and manage your EPS accounts. It will also provide the perspective of Mailing Industry EPS users whether they be mail owners or mail service providers. Discussion will include best practices, what’s new in EPS, managing your EPS through Informed Visibility (IV), and other tools & tips to use EPS as effectively as possible. This workshop is intended to be interactive so please come with your questions!

James Duffy, Manager, Product Prep & Payment, USPS
John Whittington, Senior Manager, Business Solutions, Intelisent

CASS Cycle O: What You Need to Know!
RM: 224B | 1:30PM – 2:30PM
Learn how CASS Cycle O enhances your address information while providing other information that is critical in assessing the deliverability of an address.

Starlene Blackwood, Manager Address Technology, USPS

Sponsored by: GrayHair Software

EDUCATIONAL WORKSHOP PERIOD 2

USPS Connect Local: Connecting Communities
USPS OFFICER LED
RM: 301A West – Junior Ballroom | 2:45PM – 3:45PM
Kick off the National Postal Forum as we feature solutions for neighborhood businesses to reach their communities with same day and next day delivery options to strengthen that last mile. Learn more about a suite of affordable package and mail solutions to help businesses meet consumer demand for affordable, fast, local package deliveries and returns. USPS is already in your neighborhood 6 days per week so let us deliver those packages for you.

Sheila Holman, Vice President Marketing, USPS
Shavon Keys, Vice President Sales, USPS
Elvin Mercado, Vice President Retail and Post Office Operations, USPS

14 | Sunday May 15, 2022
Last but Certainly Not Least: Why the Last Mile is a Hotbed for Innovation

RM: 221AB | 2:45PM – 3:45PM

As eCommerce volumes continue to grow year-after-year, the importance of the last mile has become more evident. Across the industry, there has been a focus on innovations to improve the last mile of deliveries: from apps for delivery recipients, to futuristic drones and self-driving vehicles. This workshop will discuss why the last mile is spurring innovation and what this means for different technologies and models.

Josh Knight, Senior Manager, Customer and Marketing, Deloitte
Greg Lowell, Consulting Managing Director - Customer and Marketing, Deloitte

Authentically Inclusive Marketing

RM: 221C | 2:45PM – 3:45PM

While the marketing function is increasingly focusing on more inclusive advertising, consumers—who are increasingly diverse—expect brands to follow through on these promises. Learn more about three ways marketing can do this.

Emily Carr, Specialist Leader - Customer and Marketing, Deloitte

Creating Your New Digital Marketing Channel with Informed Delivery Package Campaigns

RM: 222AB | 2:45PM – 3:45PM

Package Campaigns provide a new opportunity for personalized customer engagement to merchants shipping with the Postal Service. Now available through an online portal and an API back end. Package campaigns let merchants create messages for individual packages. During this workshop, the Informed Delivery team will discuss the specifications for image creation and content, data needed to create package campaigns, and the data resulting campaigns. This workshop is appropriate for business users of Informed Delivery.

Bernard Fedor, Principal Business Analyst, Assurety Consulting & Solutions, Inc.
Fernando Mello, Manager, Digital Media, USPS
The Answer is Cloud-Powered Postal Data

RM: 222C | 2:45PM – 3:45PM

If you are a data company, and you face the reality that every company is a data company, the migration from an on-premise environment to the cloud can appear to be a monolithic endeavor. Moving to the agility and malleability of a cloud service, such as AWS, can be the difference between corrupted customer data and having the forward-looking features and functionality that allows an organization to move to a new and better horizon. Postal data has been growing year after year for the past decade. The number of data points, insights, and intelligence housed is game-changing intelligence. Data needs to be protected in a single location where it can gain a rigorous defensive system and manage the privacy of different clients, different customer sets, and more. In this workshop learn right questions to ask your IT team and the correct answers to understand how this massive change needs to begin now.

Jeffrey Hummel, COO/CIO, GrayHair Software

MTAC 101: What is MTAC and How to Get Involved

RM: 223 | 2:45PM – 3:45PM

This workshop will focus on the ins and outs of the Mailers Technical Advisory Committee (MTAC). MTAC members serve at the pleasure of the Postmaster General. Our mission is to advise on ways that we can help USPS improve its products and services for the industry to help it grow its revenues and reduce its costs. Attendees will walk away with a good grasp of how it is organized, what gets discussed, how changes are implemented, membership advantages, how to access the right subject matter expertise, and submitting recommendations. Whether you are a mail owner, shipper, software or hardware vendor, Mail Service Provider, USPS employee, Government employee or media, you will all benefit from some aspect of MTAC 101. You will learn how you can get to interact with the USPS and industry members on topics pertinent to both.

Bob Rosser, MTAC Industry Co-Chair and Director, Postal Affairs, IWCO Direct
Lisa Wurman, MTAC Industry Vice Chair and Postal Affairs Manager, Quad

Direct Mail 101: Mailing Made Easy

RM: 224A | 2:45PM – 3:45PM

This workshop is geared toward those with little or no experience in the business of mailing services, including anyone looking to get into direct mail or to add direct mail services to their existing business. The workshop will cover everything you need to know to start offering mailing services, from mailpiece design, using elements such as QR codes and CTAs, postal terminology you need to know, to applying for a postal permit. In addition, we will touch on Presorting, CASS certification and NCOALink® as well as general types of postal software and printing equipment required to turn your print shop into a complete direct mail shop!

Eric Lambeth, Senior Support Engineer, AccuZIP, Inc.
Kristen McKiernan, President, AccuZIP, Inc.

Sponsored by, AccuZIP, Inc.
Does Your Returns Strategy Line up with Consumer Preferences?

RM: 224B | 2:45PM – 3:45PM

Join us for a workshop on the challenges of meeting consumer preferences around returns. We’ll share the latest poll research, which shows how consumer preferences have shifted and continue to change during the Covid pandemic. How does your return strategy line up with delivering a great customer experience? How do you do this cost-effectively? It turns out that you need to offer more choices and we provide a practical road map for leveraging the USPS to help your business adapt.

**Vijay Ramachandran**, VP Go-To-Market Enablement and Experience, Pitney Bowes

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**EDUCATIONAL WORKSHOP PERIOD 3**

**PCC General Session**

RM: 301A West – Junior Ballroom | 4:00PM – 5:00PM

The Postal Customer Council® (PCC®) serves local communities of business mailers and shippers by fostering close working relationships between USPS and its industry partners through educational and networking events. At this year’s PCC General Session, the Postal Customer Council Advisory Board will provide updates on the state of the PCC throughout the pandemic, how to attract the next generation of PCC members, and the importance of USPS leadership to PCCs, featuring USPS Chief Retail & Delivery Officer Dr. Joshua Colin. As a prelude to his Monday Keynote Address, Postmaster General Louis DeJoy will address attendees to discuss the importance of PCCs and to set the stage for what will be covered throughout the week at NPF. This session is open to all Forum attendees, including current and future postal and industry PCC members.

**Innovative Technology Driving the Future Postal Service**

RM: 221AB | 4:00PM – 5:00PM

Take a look behind the curtain at innovative technology solutions driving the future of the Postal Service. From artificial intelligence to virtual agents to computer vision to self-service, this session will focus on some of the technology enhancing USPS’ mission and customer experience as well as provide a behind-the-scenes peek at how USPS is leveraging core technologies such as identity services, addressing and geospatial to create new opportunities to serve government, business, and the American public.

**Sachin Agarwal**, Manager, Innovation & Product Solutions, USPS

**Peter Klausner**, Director, Emerging Business Technology, USPS

**Jeff Tackes**, Director, Digital Business Services, USPS
Quality: Meeting or Exceeding Customer Expectations by Reducing Waste in your Operations
RM: 221C | 4:00PM – 5:00PM
In order keep your external customers happy, understanding the eight potential wastes of an organization is the first step. In this workshop we will take you through DOWNTIME – the eight wastes in an organization. Defects, Overproduction, Waiting, Non-value added behavior, Transportation, Inventory, Motion and Extra processing. Focusing only on things a customer is willing to pay for, and removing all those non-value added items is the key to producing products that exceed customer expectations and keep your business thriving.

Kerry Hannify, Director of Account Services, Data-Mail, Inc.

How to Grow Your Business Using Data Science: No Degree Required
RM: 222AB | 4:00PM – 5:00PM
Buzzwords like “Artificial Intelligence” and “Data Science” are hot topics in today’s marketing circles. But what can AI-technology paired with marketing data actually do for printers, direct response marketers and agencies? Join this workshop if you want a practical, step-by-step strategy on how on-demand platforms are helping companies harness the power of data science to build predictive, high-performance audiences. You’ll learn: 1) Four quick steps to create AI-driven audiences for direct mail targeting. 2) How printers are using on-demand data tools to unlock new revenue streams without growing headcount. 3) Why AI models can grow the volume of your data-driven campaigns without sacrificing performance. 4) A simple hack to seamlessly launch direct mail + digital campaigns. 5) How AI-technology can help direct mail providers attract digital-first buyers. No training. No coding. No big budgets. Just the power of data science for everyone!

Lindsey Harju, Head of Product, TRAK Data
Brie Pinnow, Head of Go-To-Market, TRAK Data

USPS Expedited Packaging Supplies
RM: 222C | 4:00PM – 5:00PM
Success in business is often defined by the bottom line. The bottom line with shipping is that supplies come at a cost which impact profits. Free is always a great price point to generate solutions for your shipping business needs. Come learn more about how USPS Expedited Packaging Supplies can help you reach your bottom line and the requirements for obtaining them.

Jon Goodrich, Victory Packaging
Jim Lee, Packaging Specialist, USPS
Turning up the Volume on your Transactional Mail

RM: 223 | 4:00PM - 5:00PM

First-Class Mail can be the most personal communication method for you to use with your customers. Find out best practices that not only leverage your mail budgets but make bills and statements an effective customer engagement tool. USPS will review the latest trends and share information about the latest, newest mail product and Connect Local Mail.

Krista Becker, Director, Mailing Services, Product Management, USPS
Margaret Pepe, Executive Director, Product Management, USPS

Power your Clients’ Direct Response Campaigns with Predictive Analytics

RM: 224A | 4:00PM - 5:00PM

Take the guesswork out of campaign performance! Predictive Analytics enables direct marketers to determine precisely which prospects to target for the highest response possible. In this workshop, we’ll share real-world examples of marketers that leveraged Predictive Analytics to improve campaign response by up to 26% and experienced long-term success, campaign after campaign.

Sean Kellum, Vice President of Sales, AccuData Integrated Marketing

Treating Return Mail with the Care it Deserves

RM: 224B | 4:00PM - 5:00PM

So much care, creativity and compliance go into the mailing process. From address hygiene, quality control processes, planning delivery windows to tracking mail through the supply chain. But what happens when the mail piece you invested in doesn’t make it to the intended audience? Does it just sit in a closet and gather dust? Or is the process you use today seem cumbersome and expensive? Join us as we provide tips on how to get organizational alignment on your return mail goals. We will then walk through the options and considerations as you develop a solution to reach those goals. Through real life examples, we will help the group understand the practical application of digital options such as Secure Destruction and ACS solutions. We will also explore managing the physical aspects return mail such as security, culling the return mail to storing and archiving images.

Judy Kalus, Product Specialist, Pitney Bowes
Paula Stoskopf, Product Management, Pitney Bowes

NPF Welcome Reception

Hyatt Hotel, Regency Ballroom | 5:30PM - 7:00PM

All NPF attendees are encouraged to join the official 2022 NPF Welcome Reception. The perfect opportunity to reconnect with colleagues, meet new like-minded industry professionals and share in the camaraderie of being together once again. Celebrate the NPF and the mailing and shipping industry and let’s embrace face the future together!

Sponsored by: Peraton
DAILY ACTIVITIES

MONDAY, MAY 16

**Continental Breakfast**

**North Ballroom Foyer 100 Level | 7:00AM – 8:00AM**

Enjoy a complimentary continental breakfast to start your Monday. Network with fellow attendees and look forward to an exciting general session!

**Sponsored by:**


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**USPS Postmaster General Keynote Address**

**RM: North Ballroom 100 Level | 8:00AM – 9:30AM**

Join Postmaster General Louis DeJoy for the Monday morning General Session. The Postal Service has embarked upon a 10-year transformation to dramatically improve on-time delivery performance, to be financially self-sustaining, and to operate as the high performing organization customers expect and deserve. Postmaster General DeJoy will peel back the curtain on the implementation of the Delivering for America plan. The current state of progress with business and growth strategy – and new organizational structure, network, infrastructure, and investment approaches – will be shared as part of this engaging talk. The Delivering for America transformation has put the Postal Service on a new trajectory with new opportunities for the mailing and shipping industry. Hear straight from our Postmaster General about the journey toward a modern Postal Service better able to support the growth of the industries and businesses it serves.

*Louis DeJoy,* Postmaster General and Chief Executive Officer, USPS

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**Exhibit Hall – Official Opening**

**300 Level Exhibit Hall**

**9:30AM:** Get ready for innovation, technology, and solutions at every turn. Enjoy the opening festivities and celebrate the 2022 NPF Exhibit Hall!

**9:30AM – 11:00AM:** Recharge your batteries and indulge in a complimentary refreshing beverage during this exclusive Exhibit Hall time.

Monday exclusive Exhibit Hall time includes: 9:30AM – 11:00 AM, 12:00PM – 1:00PM, 3:15PM – 3:45PM.

The Exhibit Hall closes at **4:00PM** until Tuesday morning.
Modernizing USPS Network: Facility Investments & Operational Redesign for Service Improvement

**USPS OFFICER LED**

**RM: 301A West – Junior Ballroom | 11:00AM – 12:00PM**

The USPS Network continues to evolve. Part of the Postal Service’s vision is to innovate to deliver operational efficiencies and create a competitive advantage by leveraging emerging technology. Hear an in-depth look into how realigning the USPS mail and package processing network with volume demand will provide resiliency and adaptability to volume spikes and marketplace needs to take the USPS to the next level and beyond.

**Scott Bombaugh,** Chief Technology Officer and Executive Vice President, USPS  
**Luke Grossmann,** Senior Vice President Finance and Strategy, USPS  
**Benjamin Kuo,** Vice President Facilities, USPS

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New Data Requirements For Cross-Border Shipping in 2022

**RM: 221AB | 11:00AM – 12:00PM**

This workshop will feature current US Customs officials and cross-border shipping experts from the public and private sectors. Learn about new approaches to pre-clearance that reduce the amount of transit time consumed by the clearance process, and the uncertainty associated with cross-border delivery, by carefully assessing the character of the merchandise being shipped - before the shipment leaves the warehouse.

**Shoshana Grove,** Chief Executive Officer, International Bridge  
**Thomas Overacker,** Executive Director, Cargo and Conveyance Security Office of Field Operations, CBP  
**John Wagner,** Strategic Advisor, Safe Package

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Customer Experience’s (CX) Next Horizon: Human Experience (HX)

**RM: 221C | 11:00AM – 12:00PM**

Human beings commonly crave enduring experiences that connect them. In recent years, technological developments have enabled us to connect in new and amazing ways never previously possible, and yet, have left us feeling less...human. Come learn about the new frontier of CX - HX - and how mail and parcels can elevate the “human experience” by creating and fostering more human connections in an overly digital world. Understanding CX impacts can aid decision-making regarding the cost/benefit analysis of improvements to services provided, from payment policies, to fulfillment processes, to issue resolution, and ongoing loyalty/relationship optimization.

**Imelda Bruce,** Director Customer Experience & Strategy, USPS  
**Eric Cawley,** Manager - Customer and Marketing, Deloitte  
**Josh Knight,** Senior Manager - Customer and Marketing, Deloitte
The USPS delivers more than a package — we deliver the information our customers need. The USPS provides the package marketplace with improved service, better visibility and more useful package data. Package-level detail is captured throughout the USPS delivery network (from package entry to final delivery) to provide automated calculation of postage and enterprise payment. Customers may use this data to plan their own operations and make better decisions about how to use their resources.

Garrett Hoyt, Vice President, Technology Applications, USPS

The Future of Direct Mail: Marketer and Consumer Attitudes About the Response Rate Champion

RM: 223 | 11:00AM – 12:00PM

In this workshop, we will reveal 2022 research on what role direct mail plays for consumers and B2B marketers. What are direct marketers doing to reach today’s consumer? Which marketing tactics are resonating with consumers? And how does direct mail fit in? We’ll also cover direct mail engagement across generations, what direct mail feature inspires the most action, and what consumers feel could make their marketing mail more useful for them. We’ll share, from a marketer’s perspective, which channels have worked best for them during the pandemic, what omnichannel tactics they are employing to support direct mail campaigns, and where direct mail fits compared to other channels in their future marketing plans.

Melanie De Caprio, Vice President Marketing, SG360
Michael McCormick, Marketing Specialist, SG360

Boot Camp for Mail Center Managers Part 1

RM: 224A | 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, Director Mail Services, Boston University
The Post-Covid Mail Center
RM: 224B | 11:00AM - 12:00PM
As employees return to the office, many mail operations will need to pivot to accommodate new, and future processes as the Covid-19 pandemic comes to an end. In this workshop, mail center managers will discuss new processes that will support both the return to the office and a hybrid workforce. Intelligent lockers, touch-free delivery/pick-up, on-demand requests, digital mail, mail forwarding preferences, and desktop shipping are all workflows that any post-Covid mail center can implement.
Lauren Schene, Customer Success Manager, SCLogic

NPF Lunch
Exhibit Hall | 12:00PM - 1:00PM
Enjoy lunch in the back of the Exhibit Hall and take the opportunity to network with your fellow attendees!


EDUCATIONAL WORKSHOP PERIOD 5

Direct Mail Technology: The Key to Delivering the Right Message to the Right Audience at the Right Time
RM: 221AB | 1:00PM - 2:00PM
Why do 2/3 of marketers say that direct mail is the best performing channel? Because when done right, direct mail response rates dwarf those of other channels. In this workshop learn how Direct Mail technology makes mail campaigns more effective and easier to manage by: 1) Sending personalized mail in hundreds of variations in a matter of days. 2) Triggering messages to prospects who have visited a website or reached a critical stage in their customer journey. 3) Using lookalike models to identify prospects similar to their best customers. 4) Warming up prospects with digital channels before a mail piece arrives, and remind them about it afterwards. 5) Using QR codes, SMS text, voice response, vanity phone numbers, and matchback to track direct mail's effectiveness.
David Fink, CEO, Postie
Keith Goodman, VP Corporate Sales and Marketing, Modern Postcard
Summer Hahnlan, Direct Mail Expert, LOB
Jason Ross, CEO, PebblePost
Leading and Mentoring During Challenging Times
RM: 221C | 1:00PM – 2:00PM
In this workshop, we will cover how even in stressful times you can still successfully lead and mentor your mail services staff. We’ll review policies and procedures for mail center operations and what we’ve added since going through the pandemic. We’ll further discuss the strengths needed for a good manager to succeed during a major crisis, and how even a strong manager can near a breaking point. These last couple of years have been challenging so we will be stressing the positives over the negatives. By talking about lessons learned we will identify flaws in our operations and what changes we made to improve them.

James Burns, Operations Manager, Mass General Hospital
Betsy Shortell, Director, Harvard University Mail & Distribution Services

Postal Customer Councils and the Next Generation of Mailers
RM: 222AB | 1:00PM – 2:00PM
As we enter the post-pandemic phase of the last few years, the mailing and shipping industry has experienced significant changes in the way it does business, and the people that it does business with. Logistical restructuring, telework scheduling, and mass retirements have permanently altered our infrastructure. Come learn how the Postal Customer Councils (PCC) are playing a pivotal role in maintaining the strength of our community through its network, and what you can do to ensure that the next generation of mailers take our industry to new heights. We are rebuilding our success by working together, come find out how you can help.

Joe Banks, Postal Director, Consolidated Postal System, USMC
Sharon Barger, Customer Outreach Specialist, USPS
Judy Caldwell, Customer Outreach Specialist, USPS
Kathy Hall, President, ATIME4Marketing
Katrina Raysor, Customer Outreach Specialist, USPS

Adapting to Ever-changing Consumer Habits by Improving Technology
RM: 222C | 1:00PM – 2:00PM
Over the past 24 months, the eCommerce market has experienced a huge shift in consumer buying at an accelerated rate few expected or planned for. During this workshop, we will explore the impact of the global pandemic and how it is changing consumer behaviors. As consumer habits change, this influences every aspect of eCommerce, including, marketplaces, D2C, brand loyalty, logistics and returns. Learn how technology companies are quickly and efficiently providing the tools necessary to keep up with the ever-changing eCommerce environment.

Amine Khechfé, Chief Strategy Officer/Co-founder, Endicia

Sponsored by: Stamps.com/Endicia
Maximizing Your Mail Experience Through Commingle

RM: 223 | 1:00PM – 2:00PM
Discover the many benefits – for your company and the USPS – of using commingle to maximize your mail experience. Even if you plan to presort your own mail, using commingle for your residual can bring postage savings and service improvements for your mail. Learn how commingled mail achieves the lowest postage rates, improved delivery service from USPS, helps reduce the USPS’ costs and improve its profitability. Today’s commingle mail environment is not one-size-fits-all, there are options and programs designed to suit all types of mail and mailers — attend this workshop to find out how your company can improve its mailing experience with commingle and how to find quality Commingle Mail Service Providers!

Brian Bowers, CTO/COO, Fluence Automation, a BlueCrest Company
Rich Gebbie, CEO, Midwest Direct
Mark Kolb, President, United Mailing Services
Steve Krejcik, Senior Director of Postal Initiatives, Pitney Bowes
Michelle Zalewski, Manager, ALG Worldwide Logistics

Sponsored by: National Association of Presort Mailers – NAPM

Informed Delivery Program Update: Review and Forecast

RM: 224A | 1:00PM – 2:00PM
Join the Informed Delivery Team to discuss where we’ve been in the last twelve months and where we’re going in the next twelve. During this workshop, we’ll share the latest user and mailer statistics, talk about participant demographics data, and review the outcomes of testing for our recent innovations in Informed Delivery. We’ll also provide insights into current development initiatives, including Package Campaigns and campaign submission via API. Finally, we’ll offer a glimpse into what’s being planned for 2023, including streamlined tools for smaller mailers and shippers. This workshop is appropriate for anyone interested in an overall snapshot of Informed Delivery trends and objectives.

Bob Dixon, Director, Product Technology Innovation, USPS
Fernando Mello, Manager, Digital Media, USPS

How to Get a Piece of Political Campaign Dollars Spent in 2022

RM: 224B | 1:00PM – 2:00PM
Political campaigns will create billions of pieces of direct mail around the 2022 elections. In this workshop we’ll share what you need to do capture your share of this lucrative market. We’ll talk about how the political mail market is structured, and what their needs are: 1) Running voter registration campaigns. 2) Connecting other marketing channels to direct mail. 3) Identifying and marketing to voter characteristics. 4) Using mail tracking to coordinate and control complicated campaign and vendor relationships. 5) Chasing Vote by Mail outbound ballots and outstanding ballots. 6) Increasing response and saving postage with Informed Delivery. You will come away from this session with the knowledge you need to add campaign direct mail to your services.

Dave Lewis, President, Snailworks
Jim Richard, Sales Operation and Planning Specialist, USPS
Latest and Greatest Innovation in Postal Technology
RM: 221AB | 2:15PM – 3:15PM
Discover what the industry is doing today to stay on top of the accelerating eCommerce market. Anyone who wants to continue improving the customer experience they offer to their online shoppers will want to attend this valuable workshop. This session will offer a high-level summary of key technology advances by the USPS professionals who manage them.

Augustin Ceyrac, Co-Founder, EasyShip
Matthew Melvin, Strategic Partnership, ChitChats
Tiberiu Motoc, International Bridge, Inc. (Panel Moderator)
Peter Klausner, Director, Emerging Business Technology, USPS

Data Driven: The Key Attribute that makes Mail a Viable Marketing Channel
RM: 221C | 2:15PM – 3:15PM
Not all marketing channels are created equal—costs, response rates, reach, and ability to segment varies. This workshop will discuss the data-driven attributes of mail including identity mapping, profiling, and predictive modeling. Learn strategies for capturing the true value of mail—through tracking direct results, attribution, calculating return on investment. Learn how mail can be a catalyst to engagement in other channels.

Stephen J. Grech, Strategic Accounts/National, USPS
Lucie Jameson, Assistant Director, Direct Mail Marketing Programs, The Hartford

Customer Data: Your Greatest Tool or Hindrance
RM: 222AB | 2:15PM – 3:15PM
In today’s economy, customer data should be KING. Yet, with approximately forty million Americans moving annually, it can also be your greatest challenge. Learn which tips and tricks can help ensure the integrity of your organization’s data. This workshop will talk about the various data sources and techniques beyond address correction that are available to you; managing multiple address types, to address, email, and phone verification to better refine your mailing lists and focus in on reaching your ideal customer.

Christine J Erna, VP Professional Services, TEC Mailing Solutions
Scott Holton, Business Systems Consultant/Postal Affairs Liaison, Progressive Insurance
Mark Rheaume, Solutions Engineer, Ricoh USA
Hot Topics for Mail Industry
RM: 222C | 2:15PM – 3:15PM
In this workshop we’ll discuss the most important issues facing the mail industry today. We’ll engage audience in conversation, harnessing the collective knowledge in the room with an interactive session. Topics include security and privacy, Adapting Mail and Business Process to adjust for changes under the DFA plan, Legislation and PRC issues, Promotions, Informed Delivery, Secure Destruction, getting involved with Industry Associations, and audience generated topics. The workshop panel is composed of industry leaders with a strong First Class Mail knowledge and business expertise who are also mail owners. These experts will share their knowledge and experience as well as providing real world examples of how manage business and mailing process.
Darlene Wolf, Process Analyst, Progressive Insurance

Best Practices of Great Leaders
RM: 223 | 2:15PM – 3:15PM
Organizations are crying out for effective leaders, and here is your opportunity to taking another step to become one. This presentation will identify and display the proven practices of effective leaders, so come prepared to achieve a new level of leadership excellence. Included will be an overview of the Best Practices from top performing leaders and managers based on recent comprehensive research. Twenty best practices and the Five absolutes to get high performance and results will be shared. Come prepared to learn and to be motivated to achieve a new level of leadership excellence!
Wes Friesen, President, Solomon Training & Development

Where Did My Customers Go Now?
RM: 224A | 2:15PM – 3:15PM
Keeping up with customers on the move has been especially challenging during the Covid pandemic. As employees have transitioned to home offices, it leaves many mailers wondering where is my customer physically located now, and how can I effectively message to them? In this workshop, we will review the latest best practices in address quality including change of address processing using both USPS and industry sourced data. As “data detectives”, we will seek for key clues that can help us determine how to keep up with customers on the move in a post-pandemic world.
Chris Lien, Executive Vice President of Postal Affairs, BCC Software - A BlueCrest Company
Fulfillment Trends in 2022 and Beyond
RM: 224B | 2:15PM – 3:15PM

Third party fulfillment has been a topic that has garnered a great deal of attention during the pandemic. Long a tool for shippers when volume became unwieldy, it is now being used to locate inventory closer to end consumers, among many other reasons. This workshop will explore the growth of fulfillment providers, trends to watch in 2022 and beyond, including microfulfillment, kitting/bundling, local delivery/same day, how to segment inventory for the right channels and a host of other trends and criteria shippers should use when selecting a fulfillment provider.

Krish Iyer, Vice President, Strategic Partnerships and Industry Relations, Auctane

Afternoon Break – Because you deserve it.
Exhibit Hall | 3:15PM – 4:00PM

It’s time to recharge! Head on to the Exhibit Hall and enjoy a refreshing beverage.


EDUCATIONAL WORKSHOP PERIOD 7

Impacts of Transformation: Better Structured to Match Service Performance Customer Needs
USPS OFFICER LED
RM: 301A West – Junior Ballroom | 4:00PM – 5:00PM

Join us for a focused look at driving operational discipline and predictability by recalculating letter, flat, package processing operating plans. Leaders from the USPS processing, retail and delivery operations will lay out a new structure to transform delivery capabilities to meet customer needs.

Dane Coleman, Vice President Regional Processing Operations Eastern, USPS
Tim Costello, Vice President Area Retail & Delivery Operations Southern, USPS
Angela Curtis, Vice President Delivery Operations, USPS
Where’s My Mail? Creating Business Efficiencies and Customer Engagement with Informed Visibility®

RM: 221AB | 4:00PM – 5:00PM

Informed Visibility® (IV®) provides near-real-time tracking of mailpieces. The value of IV is more than mail-tracking data, it drives true business intelligence. In this workshop, you’ll hear customer success stories about how this powerful platform is used to make better business decisions and improve mail ROI. Come learn how you can get actionable data out of your mailings and campaigns.

Angelo Anagnostopoulos, VP Postal Affairs, GrayHair Software
Steve Jones, Program Manager, Mail & Package Information Technology, USPS

Where to Begin: Bringing an Offline Touch to an Online Experience

RM: 221C | 4:00PM – 5:00PM

Getting started connecting your direct mail to an online experience can be a process full of “where to start questions”. In this workshop we will provide an overview of several opportunities where you can increase the response rate on your direct mail. It is proven a multi-channel approach and follow up can significantly increase the response rate. With the incentive discounts available from the USPS these strategies can also help reduce your postage bill. The discussion will provide a high-level introduction to Informed Delivery, QR Codes, Retargeting, Smart speaker technology, and enhancing direct mail with email.

Jon Bowman, Director of Business Development, Direct Marketing, Salem One, Inc.

USPS Connect Returns

RM: 222AB | 4:00PM – 5:00PM

A growing segment of today’s customer experience is the returns process. In fact, most customers agree the way retailers handle returns influences whether they will purchase from that retailer in the future. This workshop will examine the process of USPS Connect Returns, how USPS services make it easy for customers to return products so they keep coming back, and how retailers can restock and resell even faster.

John Gregory, Manager Technical Integration & Solutions, USPS
John Samuels III, Product Management Specialist, USPS

Empowering Frontline Workers for the Next Generation

RM: 222C | 4:00PM – 5:00PM

While frontline workers make up over 70% of the workforce, there is still a lack of focus on leveraging modern technology to streamline and improve operations. In this workshop, we’ll discuss cost-effective technology that is helping to modernize frontline work for the digital age.

Kofi Bawuah, Modern Work Specialist, Microsoft

Sponsored by: Microsoft
Responding to Covid: How a Mail Company Changed to Keep Personnel Safe and Working
RM: 223 | 4:00PM – 5:00PM
When Covid-19 first arrived, buildings were closed and operations were interrupted. In this workshop learn how a mail operations company effectively adapted and responded to these challenges by going digital. And find out how using technology to support a safe remote workforce, is also making mail more accessible and trackable than ever before.

Brian Fox, VP of Delivery Services, Sole Solutions, Inc.
James Keough, Account Executive, Sole Solutions, Inc.

Simple Options for Simple Mailing
RM: 224A | 4:00PM – 5:00PM
This workshop will demonstrate how to create electronic documentation using Postal tools, (e.g., Postal Wizard and iMsb) and it is designed for smaller volume mailers that have not adopted any electronic documentation processes or methods yet.

James Duffy, Product Preparation & Payment, USPS
Roshanda Jackson, Exec Mgr Product Acceptance, USPS

On Becoming My Better Self
RM: 224B | 4:00PM – 5:00PM
This workshop is designed to teach the principles which make up self-esteem, confidence and self-actualization, so that participants can begin improving their outlook on life while reaching a higher level of self-satisfaction.

Sean Joyce, President, Omega Consulting

PCC Reception
Sheraton Phoenix Downtown, Phoenix Ballroom | 5:30PM – 7:00PM
All NPF attendees are welcome to attend the PCC Reception located at the Sheraton Hotel. Enjoy an evening of networking, entertainment, food and good spirits as the PCC plays hosts to this wonderful event. The PCC community is an invaluable resource for business mailers and postal leadership to share ideas, collaborate and grow the mailing and shipping industry together.
The Fast Lane to Success Heads Directly to Charlotte, NC

Your Destination to the 2023 NPF
May 21-24, 2023 | Charlotte Convention Center | NC
Empowering Our People: Realigning to Support USPS Mission

**USPS OFFICER LED**

**RM: 301A West – Junior Ballroom | 8:00AM – 9:00AM**

As outlined in the Postmaster General’s Delivering for America plan, “Our people are our greatest asset, and our success depends on investing in their future”. Join us to learn how the Postal Service is improving the employee experience and focusing on employee retention and career development to build a capable and diverse workforce. We’ll also have a discussion on how we realigned our organization to best serve our customers and the American people.

**Dr. Joshua Colin,** Chief Retail and Delivery Officer and Executive Vice President, USPS

**Isaac Cronkhite,** Chief Logistics and Processing Operations Officer and Executive Vice President, USPS

**Doug Tulino,** Deputy Postmaster General and Chief Human Resources Officer, USPS

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Boot Camp for Mail Center Managers Part 2

**RM: 221AB | 8:00AM – 9:00AM**

Attend this Part 2 workshop and hear from leading speakers in the industry. Here 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,** Director Mail Services, Boston University

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Keys to Building Great Workplaces

**RM: 221C | 8:00AM – 9:00AM**

An organization will only achieve its fullest potential when people are engaged and inspired to do their best work. Research shows highly engaged employees on average are 50% more likely to exceed expectations than the least engaged workers. Companies with highly engaged people outperform organizations with the most disengaged workers – by 54% in employee retention, 89% in customer satisfaction and by nearly 2 to 1 in financial performance. How do we create great workplaces that maximize our employee’s engagement and potential – and the potential of the larger organization? In this workshop we will explore recent research and 15 imperatives to build great work places that will inspire our people and help them achieved their fullest potential.

**Wes Friesen,** President, Solomon Training & Development
Ensuring Superior Supply Chain Solutions, Today and Tomorrow!

USPS OFFICER LED
RM: 222AB | 8:00AM – 9:00AM
Join Postal Service VP Supply Management (SM) Mark A. Guilfoil for this workshop on doing business with the Postal Service, and learn how SM deploys continuous improvements, new technology and innovative supply chain solutions that provide best value and competitive advantage to the Postal Service. Hear how SM responded and supplied the Postal Service through the COVID-19 pandemic, and continues to mitigate supply chain disruptions to support the Postal Service in its mission and service to the mailing public.

Mark Guilfoil, Vice President, Supply Management, USPS

Package Visibility and Barcoding Innovations
RM: 222C | 8:00AM – 9:00AM
Attend this workshop and learn how to attain optimal visibility of your packages by practicing some key techniques and by using a two-dimensional barcode on your shipping labels. You’ll learn the relationship between labels and package visibility and labeling tips. You’ll also learn about USPS’ 2D Barcode pilot; what it means for visibility and what it means for shippers. We’ll also discuss how shippers can utilize 2D barcodes on their labels as well as exploring additional possibilities with 2D barcodes.

Peter Klausner, Director, Emerging Business Technology, USPS
Josen Punnosse, Manager, Mail & Package Visibility, USPS

Oop$ Goof$ & Flub$
RM: 223 | 8:00AM – 9:00AM
This workshop will take you through a fun session of what NOT to do in Data, Production, and Mailing and how some of these mistakes can affect the USPS Scorecard. The workshop panel will start with Data Flubs, Printing Goofs, and Mailing Oops. They’ll explore folding issues, presorting issues to incentive programs gone bad. Did a third party take the time to set up the ID campaign? Did the Creative Agency get too creative with a black envelope? Do you use the USPS Scorecard to make business decisions or ignore it until you get an assessment email? They’ll cover UAA, Scan Rates, Read Rates, and incorrect STIDS, MIDS and CRIDS. They’ll cover what not to do in Data, Production (imaging), Bindery (fold and Tabs), Presort (wrong class), Seamless and Edocs and much more, including USPS tools and tips along with best practices for Quality Control and the best outcomes.

Tom Glassman, Director Services Programs, Ricoh USA
Michael Patterson, Senior Program Analyst, Ricoh USA
Mailing Innovations and Promotions

RM: 224A | 8:00AM – 9:00AM

Learn how the 2022 promotions continues to incent mailers to innovate in the mail with new print techniques, interactive designs to better engage consumer with the mail and drive higher ROIs.

Krista Becker, Director, Mailing Services, Product Management, USPS
Ezana Dessie, Product Development Specialist, USPS
Heather Snead, Principal Product Development Specialist, USPS

Smarter, Faster, Cheaper

RM: 224B | 8:00AM – 9:00AM

The Postal Service offers generous incentives to lower the per-piece cost mailing commercial letters and flats as well as electronic options to make the process easier. In this workshop learn the processes and systems required to ensure a great experience with commercial mail. The Postal Service is consistently improving options for commercial mailing through electronic programs such as Full-Service, Seamless Acceptance, and the Enterprise Payment System. These programs harness vast amounts of data, which allow customers new insights into their mailings and provide for greater control over payment as well as the ability to deposit money electronically. This workshop will guide you through the steps for today’s streamlined commercial mail, in order for your organization to be successful in leaving the era of hard copy statements and manual processes behind.

Michael Filipski, Commercial Acceptance Analyst, USPS
Randy Workman, Sr. Director Product Acceptance & Support, USPS

Exhibit Hall – Tuesday Hours

Exhibit Hall | 9:30AM – 4:00PM, 4:00PM – 5:30PM Reception

Continental Breakfast

Exhibit Hall | 9:30AM – 11:00 AM

Enjoy a complimentary continental breakfast in the Exhibit Hall.


Tuesday exclusive Exhibit Hall time includes: 9:30AM – 11:00AM, 12:00PM – 1:00PM, 4:00PM – 5:30PM.

4:00PM – 5:30PM: Don’t forget to join your fellow attendees during the Exhibit Hall Reception.

Sponsored by: Simpler Postage, Inc., dba EasyPost
USPS Connect Regional: A Case Study Featuring USPS Covid Test Kit Fulfillment

USPS OFFICER LED
RM: 301A West – Junior Ballroom | 11:00AM – 12:00PM
This session provides a fascinating look at the story behind USPS efficiently packaging and delivering some 330 million COVID test kits to American households, based on strategic investments and operational improvements as part of the Delivering for America plan. Hear how the Postal Service expertly leveraged its existing capabilities, developed new capabilities, and demonstrated its world class service — stepping up to meet the pressing needs of the American public. Themes and topics include technology, order and inventory systems, logistics services, processing and delivery capabilities, customer care, package labeling and more.

Scott Bombaugh, Chief Technology Officer and Executive Vice President, USPS
Linda Malone, Vice President Engineering Systems, USPS
Marc McCrery, Vice President Customer Experience, USPS
Pritha Mehra, Chief Information Officer and Executive Vice President, USPS

Sponsored by: General Dynamics Information Technology – GDIT

Labor and Logistics: Strategies to Mitigate Challenges Brought on by the Pandemic
RM: 221AB | 11:00AM – 12:00PM
More than 50% of in-plant mailers are struggling to fill open positions. Logistic costs have increased exponentially and finding providers continues to be a challenge. What can a mailer do? Attend this workshop to hear strategies your peers are deploying to lessen the impact to their businesses. Learn about logistics options, ways to retain and recruit qualified labor and best practices you can implement to ensure your mailing operation runs effectively while maintaining a positive client experience.

Jim Beaudoin, Director of Logistics and Mailing Services, Prisma Graphic
Rich Domagala, Director of Postal Affairs, Mystic Logistics
Derek Johnson, Regional VP Marketing Mail, Pitney Bowes
Paula Stoskopf, Product Management, Pitney Bowes (Moderator)

Time Management in the Hybrid Work Environment
RM: 221C | 11:00AM – 12:00PM
The new Covid-19 present hybrid work environment (in-person work, remote work, and a mix of both) has us busier than ever. Learn practical tips and methods to focus your and your team’s energy and time to make the most impact.

Bruce Gresham, Principal Strategic Advisor, Applied Vision Works
Glen Swyers, Director of Marketing Integration, The Imagine Group
**NCOA Versus ACS: One or the Other or Both?**

**RM: 222AB | 11:00AM – 12:00PM**

This workshop will cover comprehensive detail about best practices using NCOA and ACS. It will relate use cases for meeting the Move Update standard and offer tips for using NCOA and ACS return information to implement a robust Address Quality Practice for pre-mailing NCOA and post mailing ACS. The use of proper STID’s will be discussed when using ACS – and will discuss why electronic ACS is the way to go.

**Bill Marsh,** Business Analyst, Data-Mail, Inc.  
**Lloyd Moss,** Postal Subject Matter Expert, Window Book

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**The Ever-Changing Landscape of eCommerce**

**RM: 222C | 11:00AM – 12:00PM**

The rise of eCommerce is the greatest agent of change in our industry. As more consumers adopt online shopping, the battle to offer the best customer experience has escalated. Faster and more flexible delivery options are on the rise while pressure to deliver in shorter timeframes challenges shippers to rethink their strategy. See how consumer attitudes toward shopping online are changing and how retailers and carriers alike are adapting their approach to provide the most value at the lowest cost.

**Koraima Alzate,** Market Insights Analyst, USPS  
**Kriti Vichare,** Director Customer Insights Marketing Strategy, USPS  
**Doug Wiggins,** Manager, Customer Insights, USPS

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**Elevating the Hybrid Marketing Experience**

**RM: 223 | 11:00AM – 12:00PM**

As brands deliver new digital experiences that meet changing customer preferences, the next step is to enhance hybrid customer experiences—and mail can be part of that solution. In this workshop, learn how contemporary brands are using hybrid experiences to build customer relationships using personalization, rapid feedback and data infrastructure.

**Emily Carr,** Specialist Leader - Customer and Marketing, Deloitte  
**Ken Nelson,** Consulting Managing Director - Customer and Marketing, Deloitte  
**Mark Singer,** Principal - Customer and Marketing, Financial Services, Deloitte
Consumer Perspective – Returns are Hard: How Technology and Open Network can Solve their Pain

RM: 224A | 11:00AM – 12:00PM

Everyone – customers, retailers, small business shippers, carriers – can all agree that eCommerce returns are a major and growing problem. From the customer’s perspective, there are a lot of options which can be confusing, overwhelming, and down-right annoying when you have multiple returns at the same time, often with a less than great customer experience. This workshop will focus on how the industry can effectively and efficiently solve this problem from the point of view of the customer by embracing an open network of returns. The speaker will share customer stories, current practices, and discuss the technology that exists today to support an open network for returns and how it can solve the return pain points.

Gary Winter, Vice President, Strategic Initiatives, Parcel Pending, Quadient, Inc.
Veronica Wolf, Quadient, Inc.

2022 State of Direct Mail Marketing

RM: 224B | 11:00AM – 12:00PM

In this workshop we’ll present insights on the state of direct mail marketing and shed new light on the approach, effectiveness, and best practices of modern direct mail marketers. Join us as we explore how software is streamlining the direct mail processes and making it easier for marketers to run targeted personalized campaigns with complete analytics and campaign attribution. We’ll share how top mailers are increasing time to value by 150% with automation and technology how utilizing hyper-personalization and trigger-based direct mail to significantly improve response rates, and how to use direct mail to increase the ROI of your acquisition and retention omnichannel campaigns by as much as 27%.

Summer Hahnlen, Direct Mail Expert, LOB
Josh Roth, Sr., Director of Sales, LOB

NPF Lunch

Exhibit Hall | 12:00PM – 1:00PM

Enjoy lunch in the back of the Exhibit Hall and network with your fellow attendees and exhibitors!

Winning More Political Campaign Dollars in 2022 Amidst a Paper Crisis

RM: 221AB | 1:30PM – 2:30PM
In this workshop, we will explore the challenges of getting the most value from Political Campaign Dollars. This workshop will share how to leverage additional exposure through USPS Informed Visibility and Informed Delivery, discuss what potential incentives are available, logistics for Destination SCF drop shipments, outline the concept of new size ideas focusing on resources available and the Postage Rate increases of 2022.

Tom Mackel, President, Engage Marketing, Inc.
Jim Richard, Sales Operation and Planning Specialist, USPS

The Future Is Adaptive: How to Leverage Design Excellence to Create a Personalized and Effective Omni-Channel Communication Strategy

RM: 221C | 1:30PM – 2:30PM
In today’s world where consumers are inundated with communication across a variety of channels it can be difficult to crack the code on customer engagement. Customers expect every interaction to be personalized and relevant to them. Marketers who combine USPS Marketing Mail with digital marketing show more effective campaign metrics. How do you ensure your print strategy adapts to the digital evolution and ultimately drives exceptional customer experience? In this workshop learn how industry-leading businesses effectively leverage their print and mail communications with digital tactics that eliminate customer confusion and deliver real business results. You’ll learn how to: Leverage customer-centric design to create clear and effective print and mail communications; Know your customer better than they know themselves and understand how print communications fit into their customer experience; Implement effective personalization and targeting tactics that impact marketing campaign growth; Ensure your brand is future-proofed and equipped with technology and tools to adapt.

Lois Ritarossi, President, High Rock Strategies
Mike Woods, VP, Head of Output Product Line, CSG

Sponsored by: CSG
The USPS Connect platform simplifies interactions and promotes a seamless, secure, and interconnected delivery experience for customers to digitally connect and transact with the USPS for their shipping solutions. The USPS is fostering greater community innovation via an API ecosystem that leverages a robust set of tailored capabilities and features such as labels, visibility, pricing, pickup and drop-off intelligence, address validations, etc. The USPS is accelerating solution development to increase flexibility and adaptability to changing business needs, reduce customization of backend services with direct integration options for eCommerce businesses, platforms and marketplaces as well as support open standards and seamless entry for developers.

Garrett Hoyt, VP Technology Application, USPS
Jerry Wheeler, Executive Director CIO Architecture/Strategy, USPS

Measure What You Treasure
RM: 222C | 1:30PM – 2:30PM
Attend this workshop to learn why keeping and increasing the amount of mail in service performance measurement is beneficial to you and your customers. Learn what you can do to make sure your mail is included in measurement, understand the common exclusion reasons and how to prevent them, and why quality and accurate mailer documentation matter. Learn how to access and utilize the new external Service Performance Measurement (SPM) Exclusions by CRID tool to view data about your mail so you can investigate resolutions for identified exclusions. Take the time to engage with the experts in this informative workshop and walk away with valuable insights on how to measure what you treasure.

Wayne Palmiter, Program Manager Mail & Package Information Technology, USPS
Arslan Saleem, Manager, Service Performance Measurement, USPS

Integrated Direct Mail
RM: 223 | 1:30PM – 2:30PM
Proving effectiveness of direct mail can be a challenge and can often lead to questions as to how well the offline strategy is actually working. Learn how you can eliminate the guessing game with technology integration strategies that allow you to seamlessly track the results of direct mail while enhancing the overall conversion rate by an average of 23-46% with multiple touch points. Also learn more about technology that can identify anonymous website visitors to build 9-18% response rate mailing lists in addition to identifying direct mail recipients who responded and went to the website to prove the effectiveness of direct mail. Key takeaways include: 5 ways to improve your direct mail response rate with inexpensive technology add-ons; using marketing metrics to validate direct mail ROI and adding incremental revenue with direct mail retargeting strategies.

Jason Weber, Channel Sales Manager, Direct Mail 2.0
“My Direct Mail Campaign Didn’t Work!”
RM: 224A | 1:30PM – 2:30PM
If you are an industry professional then you are no stranger to hearing this on both sides of the sale starting with “if it works I will spend way more money with you...” to “my direct mail campaign didn’t work, I received zero business from it.” If you are a marketer there is no doubt that you have struggled with proving attribution and true return on your investment with direct mail. The vicious circle of offline marketing attribution has been a challenge for decades; it’s time to break the wheel. Join this myth-busters workshop that uncovers the REAL attribution of direct mail and breaks down all barriers to proving what we all know to be true – DIRECT MAIL WORKS!

Erica Switzer, Chief Revenue Officer, Spectrum Marketing Companies

USPS Connect
RM: 224B | 1:30PM – 2:30PM
This workshop will elaborate on the set of four delivery solutions that are a part of USPS Connect and how they have been designed to meet the evolving needs of all businesses.

Steve Jarboe, Director, Shipping & Commerce Strategy, USPS

EDUCATIONAL WORKSHOP PERIOD 11

Data + Delivery = A Stronger Mail and Package Proposition for Customers
USPS OFFICER LED
RM: 301A West – Junior Ballroom | 2:45PM – 3:45PM
Companies have more data than ever before, but not everyone is using it to their advantage. In this session we will share how USPS is harnessing data to improve every aspect of the organization, including how we serve you, our valued customer. You’ll hear about new data tools, how we are using data to generate more value with enhanced services to meet our commitment to deliver every day, at every address, and to connect our communities to improve the customer experience.

Dr. Joshua Colin, Chief Retail and Delivery Officer and Executive Vice President, USPS
Tom Foti, Vice President Product Solutions, USPS
Jeff Johnson, Vice President Enterprise Analytics, USPS
Sponsored by: Zonos
The Importance of Mailpiece Design

The Importance of Mailpiece Design
RM: 221AB | 2:45PM – 3:45PM
Who’s going to pay for it? The rising cost of postage rates and failing to meet minimum mailing dimensions for commercial mail can bust your budget. Let’s discuss the common mistakes of mailpiece design and how to avoid them. As the Postal Service moves to seamless acceptance this discussion is crucial for printers and mailers as the marketing landscape of a mailpiece’s competitive edge and the need for organizational sustainability increases.

Floyd Creecy, Portfolio Manager, HeiTech Services, Inc.

Using Address Quality to Improve UAA

Using Address Quality to Improve UAA
RM: 222AB | 2:45PM – 3:45PM
The way to improve Address Quality and reduce Undeliverable-As-Addressed (UAA) mail to generate more deliverable mail, reduce compliance and fraud risks, and improve overall business operations is to connect and close the loop of the available tools and data. In this workshop, we will discuss both standard and best practice processes to use Address Quality to reduce UAA and to use UAA data to improve Address Quality to the benefit of your business operations (not just mail).

Adam Collinson, Director of Address Intelligence, GrayHair Software

Delivering the Infrastructure of the Future: How 5G Keeps you Connected Down to the Last Mile and Beyond

Delivering the Infrastructure of the Future: How 5G Keeps you Connected Down to the Last Mile and Beyond
RM: 222C | 2:45PM – 3:45PM
As the world around us continues to change rapidly, it’s important for organizations – including USPS to find innovative ways to modernize their operations, drive efficiencies and reduce spend. The next era of business transformation requires new technologies and digital tools that can help automate systems and provide near real-time communication based on data driven insights. A Transportation & Public Sector Industry Segment Advisor will share how the right 5G network can provide the infrastructure needed to support best-in-class solutions while providing the security, support, and consistent unlimited connectivity that every organization needs. Learn more about how the right 5G network can enable telematics, asset tracking and fleet management solutions that will keep you connected down to the last mile and beyond.

Shawn Corey, MTS, Cybersecurity Engineer, T-Mobile
Wayne Corum, Industry Segment Advisor, Transportation & Public Sector, T-Mobile
Informed Delivery and Commingling: How to Make Everything Work as Intended

RM: 223 | 2:45PM – 3:45PM

Numerous companies have taken advantage of Informed Delivery interactive campaigns with great success. In this workshop, hear from a company as they share their successes and how they helped many customers of all sizes across multiple verticals do the same. They’ll share best practices, lessons learned, and tips to enable you to optimize your participation in Informed Delivery even if you are using or considering a Commingler. They’ll also review how to achieve a postage discount with the Informed Delivery promotion, including ample time for Q&A.

Steve Krejcik, Senior Director of Postal Initiatives, Pitney Bowes
Paula Stoskopf, Product Management, Pitney Bowes

Leading in the New World

RM: 224A | 2:45PM – 3:45PM

Socrates comes to the National Postal Forum! This workshop is centered on you and your skills as a leader in this ever-developing world of change. The presenters will answer your questions on: Learning new ways of communicating, Embracing new opportunities and attitudes toward work, Developing a sense of emotional safety, Building inclusive and connected hybrid teams, and Owning your own destiny.

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

USPS Connect Regional

RM: 224B | 2:45PM – 3:45PM

Many customers say the delivery experience directly impacts their decision to shop with a merchant again in the future. USPS Connect Regional provides solutions for these delivery needs. Learn more about the power of regional entry points – Network Distribution Centers, Plants and Hubs – to reach your customers in one to two days.

Devin Qualls, Strategy & Development Specialist III, USPS

Exhibit Hall Reception

Exhibit Hall | 4:00PM – 5:30PM

Take advantage of this great opportunity to meet and greet with the industry’s top innovators of mailing and shipping products and services. The NPF Exhibitors are hosting an evening reception for all to attend. Enjoy appetizers, beverages and entertainment in a relaxed no-pressure atmosphere – located in the Exhibit Hall.

Sponsored by: Simpler Postage, Inc. dba EasyPost

Get an Exhibit Hall Reception complimentary drink ticket when you visit Simpler Postage, Inc. dba EasyPost Booth# 530.
Redesign your mail service with America’s largest 5G network.

Asset Tracking | Fleet Management Telematics | Voice and Data

Visit Booth 709 to learn how tailored solutions from T-Mobile® for Government can help the United States Postal Service reduce costs and increase mobility with last-mile connectivity.

T-MOBILE FOR GOVERNMENT

Capable device required for 5G; coverage not available in some areas. Some uses may require certain plan or feature; see T-Mobile.com. T-Mobile, the T logo, and the magenta color are registered trademarks of Deutsche Telekom AG. © 2022 T-Mobile USA, Inc.
As more consumers expect faster, more affordable shipping, Engineering Innovation provides solutions that can scale as you do. Our customizable products utilize automated **scanning**, **dimensioning**, **weighing**, **label application**, and **sortation technology** to optimize your processing workflow.

**Customize Your Business Today**

Take a drive in one of our racing simulators and see how you can increase your speed and accuracy with our automated solutions in booth #501!
Sustaining Our Future: Pricing and Product Strategies

USPS OFFICER LED

RM: 301A West – Junior Ballroom | 8:00AM – 9:00AM

In this session you will hear how the Postal Service is aligning products and pricing to improve its financial condition and have the opportunity to interact with USPS leadership. Postal officers will delve factors influencing USPS expenses such as rising inflation, transportation, and workforce costs and the headwinds and tailwinds impacting revenue. Learn insights about future pricing, promotions and new products based on customer needs to better engage consumers with the mail and drive higher ROIs.

Joe Corbett, Chief Financial Officer and Executive Vice President, USPS
Steve Monteith, Chief Customer and Marketing Officer and Executive Vice President, USPS
Sharon Owens, Vice President Pricing and Costing, USPS

Sponsored by: Assurety Consulting and Solutions, Inc.

Continental Breakfast

Foyer 200 Level | 7:30AM – 8:30AM

Enjoy a complimentary continental breakfast. Network with fellow attendees and look forward to an exciting final day!

Sponsored by:

The Future of Marketing

RM: 221AB | 8:00AM – 9:00AM

This workshop offers solid foundational knowledge of marketing automation and how it can support your business far into the future. Learn some of the industry-best practices to help create the best marketing automation experience for your business and your customers, and see the powerful impact mail can have on successful marketing automation campaigns.

Joseph Boyce, Account Director, MRM
Seamless Acceptance and Informed Visibility Work Together
RM: 221C | 8:00AM – 9:00AM
Commercial mailers are now beginning to take advantage of Seamless Acceptance – improved workflow, easier mail induction, and a postage discount. Integrating Informed Visibility with it can make it even better. Use Informed Visibility with Seamless Acceptance to document mail dates for your customers, investigate undocumented assessments, and keep better control of your mail induction process. Of course, this is in addition to all the other benefits of mail tracking with Informed Visibility you already enjoy. This workshop will provide specific examples and processes you can use to make your mailing operations better today.

Lisa Bowes, Director Postal Affairs and Product Insights, Snailworks
Dave Lewis, President, Snailworks

Value Add Opportunities to Increase Package Visibility and Decrease Fraud
RM: 222AB | 8:00AM – 9:00AM
Learn about value-added services the USPS is currently working on to provide increased package visibility, digital delivery verification, and early potential fraud detection. Programs include: Advanced Expected Delivery™, USPS VeriPoint™, USPS Tracking Plus™ and VeriPoint Plus Fraud Detection APIs.

Matthew Dodd, Program Manager, Mail & Package Information Technology, USPS

Implementing Digital Transformation Initiatives to Automate In-Bound Mail Processing
RM: 222C | 8:00AM – 9:00AM
As companies have gone to a remote work force the in bound mail hasn’t stopped. Companies have struggled delivering communications to the remote workers on a daily basis and have also struggled maintaining employees. In this workshop, learn new solutions and technologies to help provide communications to the remote workers by means of email or any type of electronic transmission. This will keep the business running and create a manageable mail center as we move forward.

Kevin Goss, Vice President of Postal Affairs and Enterprise Solutions, Postal Source
USPS Connect: Solutions Reaching Every Door

**USPS OFFICER LED**

**RM: 301A West – Junior Ballroom | 9:15AM – 10:15AM**

Join this session for a comprehensive look at how businesses and organizations of all sizes can have direct access to the unmatched delivery network of USPS. USPS Connect is a set of four affordable delivery solutions that help businesses of all sizes meet growing consumer demand for fast delivery and convenient returns. We’ll showcase new product features and technology options across several capabilities to include, Package Preparation, Payment Options, Package tracking, Returns, and more.

**Pritha Mehra**, Chief Information Officer and Executive Vice President, USPS

**Jakki Krage Strako**, Chief Commerce and Business Solutions Officer and Executive Vice President, USPS

**Sponsored by:** World Wide Technology, Inc.

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Improving PCC Member Participation

**RM: 221AB | 9:15AM – 10:15AM**

Successful PCCs need active participation of members from all levels. Unless people are directly involved, they don’t know what your PCC needs. If we don’t ask people, we can’t expect them to participate. What’s the best way to get volunteers? Ask people – directly. Do you want people to join the PCC? Call them up and ask them. Do you want people to join the board? Ask them. Do you want people to participate in committees? Ask them. It isn’t always easy to be direct. It’s just the best path to success.

**Mark Fallon**, The Berkshire Company

**Lewis Johnson**, Customer Outreach Specialist, USPS

**Suzi Oswald**, Data Services Expert, SeaChange

**Da Shiek Woodard**, Customer Outreach Specialist, USPS

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USPS Special Services: Security and Accountability at Your Service

**RM: 221C | 9:15AM – 10:15AM**

A must-see workshop to discover how Special Services add value to your mailings by providing security and accountability. Added benefits permit you to verify mail receipt and delivery, obtain signatures, insure mail contents, and register mail for additional protection. Adding services such as Certified Mail, Registered Mail, Hold Mail, and Certificate of Mailing will add value, increase effectiveness and protect yourselves and your customers. Learn how Qualified Business Reply Mail with Intelligent Mail Barcode Accounting can streamline and maximize your returns. Finally, learn how services such as Premium Forwarding Service Commercial can play a significant role in continuity of operations.

**Lynne Hallett**, Principal Product Manager, USPS

**Sheila Marano**, Mgr. Product Management Special Services, USPS

**Margaret Pepe**, Executive Director Product Management, USPS
Mail Marketing in the Post-Cookie World: Informed Delivery as a Tool to Enhance Your First Party Data

RM: 222AB | 9:15AM – 10:15AM

Cookies are changing – and not from chocolate chip to oatmeal. What was the industry standard for gathering third party consumer data across online channels is going to go away in 2023. In its place, in-house, first party data will take a new prominence in targeting the right message, to the right consumer, in the right channel. Using in-house data to drive your omnichannel marketing mix is more important than ever in making sure your message is driving the consumer response you desire. Informed Delivery with Mail not only adds a digital channel to your physical marketing, but also provides a wealth of information about the performance of your mail message that can enhance the first-party data you already have. During this workshop, we’ll talk briefly about the changes happening in the digital marketing space and how mail with Informed Delivery can – and should – take new prominence in your omnichannel marketing mix. This workshop is appropriate for a business audience interested in identifying and using marketing insights data.

Todd Black, Managing Director - WebTrack Division, Intellisent
Bob Dixon, Director, Product Technology Innovation, USPS

The Invisible Network Strategies of Successful People: Counterintuitive Ways to Innovate, Execute and Thrive at Work

RM: 222C | 9:15AM – 10:15AM

Understanding the Basics of Human Social Networks and their role in leadership development, this workshop introduces the concept of network perspective: what it is, why it matters, and how to develop it. We’ll discuss how developing a network perspective can foster learning, growth, and change for individuals, groups and organizations. People with network perspective understand the dynamic web of connections that have an impact on their work, their leadership, and the leadership culture of their organization. They can identify patterns of relationships and people in their personal network and the broader organizational network that will foster strategic success—and those that will inhibit or undermine it.

Paul Flatin, Specialist Leader-Organization Transformation, Deloitte

What’s in the Mail: DMM 101

RM: 223 | 9:15AM – 10:15AM

This workshop is intended for attendees new to the mailing industry as well as shippers. We’ll discuss content and preparation limitations found in the DMM: What can be mailed, Hazmat, Lives, Perishables, Lithium batteries, PACT Act products, Library/Media mail, etc.

Dale Kennedy, Director Product Classification, USPS

Technology Initiatives that Drive Address Quality

RM: 224A | 9:15AM – 10:15AM

In this workshop, learn how USPS is driving Address Quality by optimizing Delivery Point Sequencing, redefining Preferred Last Line practices and leveraging Mobile GPS Device technology.

Elizabeth Flake, Manager of Address Quality Programs, USPS
Transforming Transportation & Logistics: Paving the Way to Performance & Growth

USPS OFFICER LED

RM: 301A West – Junior Ballroom | 10:30AM – 11:30AM

Attend this Officer-led session to hear how the Postal Service plans to transform and modernize its logistics and transportation networks to improve the customer experience in an increasingly competitive environment. Leaders will discuss current network challenges and outline a roadmap for an improved, dynamic logistics and transportation ecosystem, through adoption of progressive technology strategies, that will strengthen the Postal Service’s competitive advantage with enhanced agility, network performance, on-time delivery, and delivered value for our customers.

Robert Cintron, Vice President Logistics, USPS
Isaac Cronkhite, Chief Logistics and Processing Operations Officer and Executive Vice President, USPS
Peter Routsolias, Vice President Transportation Strategy, USPS

Sponsored by: LSC Communications

Cybersecurity: Enabling and Protecting Business

RM: 221AB | 10:30AM – 11:30AM

USPS OFFICER LED

Cybersecurity touches every aspect of modern business and can lead to devastating impacts on an organization’s bottom line. In a world riddled with cyber threats, how do we both protect and enable our businesses? The USPS’s Corporate Information Security Office provides insights on managing cybersecurity risk and offers practical approaches to reduce your risk.

Heather Dyer, VP, Chief Information Security Officer, USPS
Dorin Methfessel, Director Cybersecurity Risk, USPS

Case Study in Customer Satisfaction

RM: 221C | 10:30AM – 11:30AM

One bad piece of mail is too many. If a high-value mail piece does not reach a customer, that could lead to a damaged relationship. The larger the organization, the more diverse and more priorities there are regarding goals, purposes, needs, restrictions, regulations, and requirements. It makes sense that larger organizations implement multiple “Best Practices” regarding customer satisfaction and addressing. This workshop 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. You will learn how a large company manages its mail and how that makes a difference.

Samantha Ewald, Client Success Manager, GrayHair Software
Moira Mach, Director of Client Operations, GrayHair Software
Who Would Have Thought? Mail Centers During & Beyond the Pandemic

RM: 222AB | 10:30AM – 11:30AM
Managing the mail center for a large organization during the past several years certainly brought a whole set of new problems and issues that needed to be overcome! This workshop will explore the ways that two large institutions adapted and implemented creative measures to maintain mail operations during the pandemic and what to expect into the future.

Patrick Ring, Director Mail Services, Boston University
Betsy Shortell, Director, Harvard University Mail & Distribution Services

The Changing World of Periodicals

RM: 223 | 10:30AM – 11:30AM
Periodicals play an important role in our country. Market forces and technological changes are impacting many publications. Learn what the Postal Service is doing to keep Periodicals as the “Anchor in the Mailbox” Find out about recent changes to pending Periodicals and other best practices.

Tonya Dodson, Senior Product Management Specialist, USPS
Jackie Erwin, Classification Specialist, USPS
Eric Kisgen, Director Postal Operations, Dotdash Meredith

Direct Mail: The Key to Marketing Success

RM: 224A | 10:30AM – 11:30AM
Marketers are showing renewed interest in direct mail—and for good reason. The recently released ANA Response Rate Report 2021 identified letter-sized, enveloped mailpieces delivered to prospect lists as producing the highest ROI (112%) across all marketing channels studied. In addition, Winterberry Group predicts marketers will spend $43.4 billion on direct mail in 2022, an increase of 3.5% compared to 2021. Successful direct mail is engaging, compelling, and relevant—one might say irresistible—but it doesn’t stand alone. When properly integrated with companion channels and propelled by creativity, data, and analytics, direct mail is a premier channel for driving consumer response. This workshop will explore the strategies, techniques, and technologies now available to create a personalized experience for each prospect and deliver the best return on investment for campaigns.

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

Package Trackology 2022

RM: 222C | 10:30AM – 11:30AM
Learn the latest about USPS Tracking enhancements and how this intelligence is progressing towards the future. Gain an understanding on various features that improve the customer experience and value.

Juliaann Hess, Director, Mail & Package Information Technology, USPS
Nicole Wilson, Program Manager, Mail & Package Information Technology, USPS
Partnership Recognition Luncheon
RM: North Ballroom | 12:00PM – 2:00PM
NPF attendees with Full-Registration privileges are invited to join a seated luncheon honoring NPF Sponsors and Partners, including a special USPS award ceremony recognizing companies that have demonstrated extraordinary innovation and growth in the business of mailing and shipping. Next, get ready for an exceptional guest speaker described as a cross between “Einstein and Elvis Costello,” Adam Steltzner is a leader heralded for making the impossible possible. An aspiring rock star turned Ph.D. rocket scientist and Chief Engineer of the current Mars 2020 Mission & Rover Perseverance, Adam has mastered the art of managing complex teams and the concept of making ideas reality. Sit back, relax as he inspires you to dare greatly - to embrace the power of curiosity, creativity, and courage to do what others say is impossible.

Sponsored by: Pitney Bowes

EDUCATIONAL WORKSHOP PERIOD 15

How E-Tailers Have Helped Customers Cope
RM: 221AB | 2:30PM – 3:30PM
Covid-19 has altered how the entire globe transacts and trades. This workshop will touch on and present case studies on: how the adoption of modern software usage has accelerated tremendously during the pandemic, enabling retailers that were forced to shut down store fronts to sell online and over the phone; companies that shifted their entire business line; B2B shifts to B2C; and the elder population being forced to stay indoors yet still stay connected with their social groups and families.

Amine Khechfê, Chief Strategy Officer/Co-founder, Endicia

Sponsored by: Stamps.com/Endicia

Top Trends Affecting International Mailing
RM: 221C | 2:30PM – 3:30PM
Emerging technology is driving some of the biggest changes we’ve seen yet on the global stage. Transportation and supply chain problems have created unusual disruptions. While looking into the future on a global scale is an uncertain proposition. In this workshop, we will tackle the big disruptors and the major regulatory changes for international mailing and customs duties and sales taxes obligations.

Steve W. Smith, President, Base 60 Consulting

Direct Effect Ambassador Program: You Can Make an Impact
RM: 222C | 2:30PM – 3:30PM
This fast-paced program will give you everything you need to know on how you can impact the next generation of Direct Marketing Professionals. We will discuss goals for the program, resources available, and formal online training. Take this opportunity to join us and recruit the next generation.

Glen Swyers, Director of Marketing Integration, Classic Graphics - Imagine!
Peer-to-Peer Roundtables
RM: 224AB | 2:30 PM – 3:30 PM
Here is your opportunity to sit down with your colleagues to learn and share innovative ideas 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. Participants can select their table topic(s) upon arrival. Come early, roundtables will be filled on a first-come, first-served basis.

EDUCATIONAL WORKSHOP PERIOD 16

The Benefits of a Commercial Payment System for Package Services
RM: 221AB | 3:45PM – 4:45PM
Attend this workshop and hear the advantages of mailing packages with the United States Postal Service using a commercial payment system. We’ll discuss the systems and tools that will support and help grow your package business. We’ll also share new technologies that will enhance the Package Mailing's Customer Experience.

John Gregory, Manager, Technical Solutions Department, USPS
Kellie Painter, Manager, Product Preparation & Payment, USPS

Thinking about Outsourcing your Print Production?
RM: 221C | 3:45PM – 4:45PM
Hear from the trenches the real-life considerations you need to keep in mind when considering outsourcing your print production operations - the multitude of workflows, processes and functions across an enterprise that need to be involved in the decisions.

Christine J. Erna, VP Professional Solutions, TEC Mailing Solutions
Scott Holton, Business Systems Consultant/Postal Affairs Liaison, Progressive Insurance
Mark Rheaume, Services Engineer, Ricoh USA

From Stress to Success
RM: 222AB | 3:45PM – 4:45PM
Take time to explore who you are, where you are going and how you will 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 personal stress profile; develop techniques to identify the stressors of work; identify motivators of success; create a personal vision of success.

Sean Joyce, President, Omega Consulting
Sustainability and Environmental Commitment at USPS

RM: 222C | 3:45PM – 4:45PM

The presenters will highlight how the Postal Service is committed to sustainability and environmentally focused solutions and targets to reduce greenhouse gas emissions, energy, fuel, and waste. The workshop will also provide an overview of our sustainable packaging and environmentally preferable products in our supply chain that reduce the environmental footprint of our customers.

Carolyn Cole, Manager, Energy Initiatives, USPS
Ronald Robbins, Sustainability Project Integration, USPS

Leadership in Artificial Intelligence (AI) and Machine Learning (ML)

RM: 223 | 3:45PM – 4:45PM

In this workshop, learn how USPS is leveraging responsible AI and ML to improve safety, increase operations and transportation efficiency. All while improving customer experience. Learn how these capabilities impact your business and how you can help improve them.

Dan Houston, Executive Manager, Data Science & Exploration, USPS
Earl Johnson, Manager, Geospatial Analytics, USPS
Ernest Onody, Executive Manager, Inventory Scheduling and Workhour Efficiency, USPS

Closing Event

RM: North Ballroom | 7:00PM – 10:00PM

Join us as we applaud the 2022 NPF – Facing the future together. Celebrate, network and revel with your fellow NPF attendees. This is the perfect opportunity to share stories of innovation, new solutions and discoveries while indulging in food, good spirits and entertainment. As we say farewell for now, we’ll all look forward NPF in Charlotte, NC! May 21-24, 2023.

Sponsored by: Microsoft
ConfirmDelivery saves substantial time by eliminating the need to fill out Green Cards associated with Certified Mail as well as reducing postal fees. Users easily log on, key in the outgoing address, and produce address labels right from their printer. Use with an existing meter for even more savings. With ConfirmDelivery you have an efficient, accurate system with tracking at your fingertips. There are no monthly fees or forms to fill out, simply use per mail piece as needed.

Simplify the Procedures  Enhance Tracking  Expedite Proof of Delivery

See us in booth #601
ENSURE THE MAIL YOU SEND, ACTUALLY GETS READ.

Today’s consumers are inundated with communication across a variety of channels.

Cracking the code on customer engagement is challenging.

Are you meeting your customer’s needs so they open what you send?

Leveraging digital tactics and personalization in your print strategy will give you real business results.

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Top 10 USPS First Class Mailer, 1 billion documents delivered annually, Nationwide Printing Footprint
WELCOME TO THE 2022 NPF EXHIBIT HALL!

Discover innovative technologies, products and services that will help grow your business. It’s all here, 100+ exhibitors ready to help you meet your goals and objectives.

WHO WILL YOU MEET AND COLLABORATE WITH?

All NPF Exhibitors are included in the Exhibitor Listing including a convenient foldout Map sharing their booth number and location.

MAKE YOUR PLANS!

Exhibit Hall Reception:
Tuesday May 17, 4:00 PM - 5:30 PM

All attendees are encouraged to attend the always-popular Exhibit Hall Reception. Enjoy appetizers, beverages and entertainment while getting better acquainted with Exhibitors in a relaxed and comfortable setting.
AccuZIP, Inc. S
Booth 115
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.

ALG Worldwide Logistics A S
Booth 719
Distribution Services, Consolidation to USPS Entry Points, Truck Load, LTL and Air Freight options, Commingle Services, Co-Mailing and Co-Palletization. Their top priority is to provide you with exceptional service and savings. Their team manages your mailings and always communicates on-time details. They believe this is one of many things that sets ALG Worldwide Logistics apart from others in the industry.

Amsive
Booth 810
Amsive is a data-centric, omnichannel marketing services agency that delivers market share growth with innovative customer acquisition and engagement solutions. Amsive brings marketing to life by shaping strategy, identifying audiences, developing impactful messaging, and executing omnichannel communications while measuring and analyzing results.

Anchor Software, LLC S
Booth 328
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) S
Booth 118
The mission of Association for Postal Commerce (PostCom) is to represent those who use mail and postal shipping services, or support others in those services for business communication and commerce, before those who influence the development and implementation of policies and procedures that affect postal services.
Assurety Consulting & Solutions, Inc.  
**Booth 918**  
Solve your most complex business and technical problems through cost-effective and timely business/IT professional services. Leverage Assurety’s deep analytics and modeling capabilities in operational analysis, marketing insights, and fraud detection. Assurety also offers an innovative Post Presort Mail.dat software platform that is easy to use, blazingly fast, and cost-effective.

**BCC Software - A BlueCrest Company**  
**Booth 801**  
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.

**BlueCrest**  
**Booth 701**  
BlueCrest provides comprehensive data-through-delivery technology solutions, changing how business is done within the postal and parcel industry. Building upon its long history of innovation and deep industry knowledge, BlueCrest is there as a partner to its worldwide client base delivering efficient results and continuous service excellence.

**Burdiss/Print-My**  
**Booth 916**  
Two companies, one team! Burdiss and Print-My collaborate to forge a powerhouse for direct mail and magnetic marketing. Burdiss and Print-My always come through with extraordinary customer service and prompt delivery of economical, high-quality direct mail products. Their goal is to help businesses and individuals enhance their promotions or personal messages by providing a wide variety of unique, effective and timely direct mail and magnetic marketing solutions.

**CapStone Technologies**  
**Booth 914**  
Providing Business Engineering and automated solutions since 1999, Capstone is your expert partner for both USPS Mailer Scorecard compliance and Operational excellence. CapStone’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.

**Certified Mailing Solutions, Inc.**  
**Booth 434**  
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.
ConfirmDelivery, an EII Company
Booth 601
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 116
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. Visit them at Booth 116 to find out more.

CSG
Booth 406
CSG Output Solutions is a leading provider of documents in print and electronic communications within the B2B and B2C arenas. They specialize in developing solutions for the composition and fulfillment of critical, time-sensitive transactional documents in the telecommunications, utilities, financial, insurance, home and security markets. With over 35 years of providing customer engagement and billing solutions, they have a long-standing reputation for delivering outstanding quality and service.

DatabaseUSA
Booth 355
DatabaseUSA is the country’s leading provider of Business & Consumer Databases, Email Services and Database Marketing Solutions. Their 15 Million U.S. Business database is Triple-Verified and includes over 50 Million Executive Emails. They also offer a 250 Million Consumer Database. DatabaseUSA also offers Email and Database Append, Enhancement and Analysis services. Plus, a Money-Back Guarantee.

Data-Pac Mailing Systems Corp.
Booth 106
Data-Pac is a provider of elite high quality American Made Mailing Systems and Solutions. Products include weigh in motion mailing systems and batch mailing systems. The Advanced Curve reads and process mail for postal discounts. Data-Pac is featuring the NEW Summit Series High Speed Digital Inserter Base. Their products and associated software are designed with the highest degree of technology and the lowest ink cost in the industry. They touch every envelope with software for the ultimate in accuracy and control.

Delivery Technology Advocacy Council (DTAC)
Booth 120
The Delivery Technology Advocacy Council (DTAC) was formed by leaders in the mailing and shipping industry who recognized the increasing importance of technology in delivery services as well as Postal Operations. DTAC is a member driven organization who has focused on driving advances in postal and transportation technologies across the supply chain.
Digital Print, Inc.
Booth 925
Their expertise for over 35 years is High Speed-High Resolution UV Inkjet Systems. Cresson, TX USA

DirectMail2.0
Booth 809
DirectMail2.0 is a fully integrated marketing solution that combines the proven success of direct mail with in-demand features like online advertising and automated campaign tracking. It’s comprised of a suite of 7 digital technologies bundled together to deliver maximum results with every direct mail campaign. With DirectMail2.0 added to your direct mail campaign, you can boost revenue and increase response rates and ROI 23-46%.

DPS - Digital Postal Service
Booth 535
NFT POSTAGE SERVICE Brands can now create lifetime relationships with their customers using their NFT postage service and immutable NFT certificates of authenticity (COA) chained to their merchandise. COAs are digitally transferred between brands and customers using crypto wallet technology assuring products are authentic. Furthermore, when a brand’s merchandise is resold, the new owner is registered with the brand. META POSTAGE Ship VR & augmented reality digital assets chained to physical assets.

EAM-MOSCA Corporation
Booth 814
EAM-MOSCA is a high-performance strapping systems provider with a substantial product and market base in mail and parcel distribution. They offer a full range of strapping and bundling systems specifically designed for all mail room operations, including the USP-2 high-speed system that straps trays lengthwise without turning. MOSCA systems continually evolve to offer the best means of securing trays, tubs and pallet loads.

Eco-Mail
Booth 824
Eco-Mail is the leading enterprise software provider that digitizes an organization’s mail. Their solution eliminates sorting in the mailroom and physical delivery to recipients facilitates remote work by both individuals and groups. In addition to tremendous cost savings, Eco-Mail streamlines operations; improves process, audit and compliance controls; and allows businesses to be more flexible and responsive.

eHub
Booth 437
Their goal at eHub is streamline fulfillment by providing a shipping solution designed to work with a variety of shopping carts, websites, and other software. Clients can bring their own platform or choose from one of eHub partners to get started (both free and paid software options available). With over 200 integrations, there’s no monthly fees to use the eHub API, shipping optimization advice, or support (available by phone, text, email, or video).
Elastic  
Booth 431
With proven enterprise search, observability, and security solutions built on a single technology stack, Elastic helps public sector customers reimagine digital government, optimize IT infrastructure, and prevent, detect, and respond to cyber threats.

Engineering Innovation, Inc.  
Booth 501
Engineering Innovation, Inc.’s expertise in postal automation design helps you take the lead with solutions that automate, improve accuracy, and increase throughput. They develop cost-effective products that work for any size mailing and shipping operation. Whether you need modules that adapt to your current system or a completely new setup, they are dedicated to providing cutting-edge products that offer automated mail-piece processing, maximum postage savings, and excellent service and support.

Envypak  
Booth 818
EnvyPak is an Ohio based manufacturer of clear envelopes and packaging products that make an everyday impact in dozens of industries worldwide. EnvyPaks are the ONLY clear envelope approved by the USPS for Automation Letter Rate postage, are recyclable, and are available in biodegradable versions. Most EnvyPaks will work with machine insertion systems, and can be customized with full color print to interact with your printed inserts. For more information, visit their website at www.envypak.com.

eProductivity Software  
Booth 534
eProductivity Software is a leading global provider of industry specific business and production software technology for the packaging and print industries. The company’s integrated and automated software offerings and point solutions are designed to enable revenue growth and drive operating and production efficiencies.

Esri (Environmental Systems Research Institute, Inc.)  
Booth 736
Esri’s ArcGIS software allows businesses to use location and advanced geospatial analytics to minimize transportation costs, enhance safety and situational awareness, track the impact of policy changes, maintain assets, and much more. As the leading global provider of spatial analytics in the logistics, post and parcel industries, their software is used by a wide array of global corporations as well as many postal organizations around the world, including USPS. Visit their booth 736 to learn more!

F|Staff  
Booth 330
F|Staff is the quick and easy solution for finding qualified drivers and getting your trucks back on the road fast. The F|Staff driver staffing app allows you to set your own rates, track drivers in real time and post jobs in seconds. Their marketplace is simple to use and has DOT verified drivers ready to work whenever and wherever you need them. F|Staff makes finding and hiring drivers easy, visit them at fstaff.com/start-today to schedule a free demo.
Let Us Drive Your Results Through Direct Marketing.

Freedom is your collaborative strategic partner. Our philosophy has always been to understand our clients’ needs and fulfill them in the most cost-efficient manner. Visit us at www.fgs.com to learn how our direct marketing experience provides “peace of mind” and exceptional results — from concept development through timely delivery to consumers’ mailboxes.

We’re Providing the Tools You Need to Achieve Successful Results:

- Strategy and Format Design
- Data-Driven Solutions
- Lettershop and Fulfillment Services
- Direct Mail Project Management
- Traditional and Digital Print Services
- Mailing and Delivery Solutions

www.fgs.com 800-334-3540
FastMail Direct  
Booth 331
FastMail Direct is an online tool that helps companies efficiently manage and execute their direct mail marketing campaigns. In a few simple steps, a user can customize a corporate approved direct mail piece, upload or select a targeted list, and launch a direct mail campaign from a desktop computer or tablet. They are 100% vertically integrated, with all production done in-house, meaning that their turnaround time is typically one business day. Its mailings made simple!

Firstlogic Solutions LLC  
Booth 702
Firstlogic Solutions delivers Firstlogic Data Quality (DQ) and SAP Data Services (DS) software to data-driven companies. The software performs data preparation & profiling, address cleansing & geocoding, data cleansing & enhancement and data matching & consolidation. Firstlogic products include FirstPrep, ACE, Mover IQ, GeoCode IQ, DataRight IQ, Address IQ, Enhance IQ and Match/Consolidate. SAP products include SAP Information Steward, SAP Data Quality Management and SAP Data Integrator.

FP Mailing Solutions  
Booth 323
FP Mailing Solutions offers a full range of innovative mailroom, digital, and shipping solutions designed to not only streamline your business but to grow to fit your expanding business needs. Their products perfectly complement your business and pair well with one another to provide you a complete mailroom solution. As the fastest growing mailing solutions provider in the US, they believe their success comes from valuing their customer’s needs and delivering high-quality products, services, and support.

Freedom  
Booth 500
Freedom has developed & 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.

GAPCO  
Booth 637
GAPCO provides cutting edge strapping innovations to the postal industry that reduce plastic waste approximately 10% and eliminate dusting in bundlers almost 90%.

Google Cloud  
Booth 208
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.
LIGHTEN YOUR LOAD!
MAIL YOUR FORUM MATERIALS TO ANY US DESTINATION

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![Booth 200](https://example.com/booth200)
![Booth 609](https://example.com/booth609)
![Booth 529](https://example.com/booth529)

For mailing convenience, drop your package off at the US Postal Service Retail Station located outside the Exhibit Hall on the third floor of the Convention Center.
GrayHair Software
Booth 402
Since 2000, they have become the leading consumer and provider of postal data, processing over 55 billion data points annually. Today, their mission focuses on turning data into Business-Ready Intelligence, enabling decision-makers to reduce fraud, enhance client experience, improve marketing effectiveness, and optimize mail operations.

ibml
Booth 715
ibml is the world-class market leader in high-volume, mission-critical intelligent document processing capture solutions. Through the power of speed, intelligence and unsurpassed experience, they help organizations extract valuable information from large volumes of complex documents and accelerate it for immediate use in business applications. The world’s largest enterprises in finance, insurance, healthcare, government and BPOs rely on us to help overcome core information management challenges.

In-Plant Printing & Mailing Association (IPMA)
Booth 123
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.

Intelisent
Booth 322
Their mission is to deepen the impact of mail. They do that by helping customers achieve precision in-home targets, removing the wasted spend of undeliverable mail, optimized postage spend and implementing various automations so that customers can spend all their time making their impact. Intelisent’s WebTrack platform will do the rest.

Intelligent Audit
Booth 820
Intelligent Audit is a technology company that specializes in reducing transportation costs through freight audit and payment, business intelligence, spend optimization, and advanced network modeling. Intelligent Audit’s proprietary technology enables shippers to become smarter by making data-backed decisions to reduce costs and improve efficiency through over 750 standard and customizable reports. They partner with some of the largest Fortune 500 companies to help achieve their strategic goals.

International Bridge, Inc.
Booth 405
International Bridge develops a breadth of innovative international and regional shipping solutions that offer small, medium and enterprise ecommerce shippers the lowest costs, fastest delivery and best consumer experience. Unlike other providers, they deliver both software and customized transportation services to meet your specific needs today, with the capacity to grow with you tomorrow.
International Delivery Solutions

Booth 822
International Delivery Solutions is a full-fledged international mail and package consolidator with postal solutions to the world. They offer specialized options and can design a cost-effective mail program for mailers with any volume to virtually all foreign countries. International Delivery Solutions’ relationship with the U.S. Postal Service is well-established. As a U.S. Postal Qualified Wholesaler (PQW), IDS offers additional discounts for IPA and other parcel mail services.

International Mailers’ Advisory Group (IMAG) S

Booth 125
The International Mailers’ Advisory Group (IMAG) is the premier representative of U.S. 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, hardware and software solution providers, platforms and marketplaces.

Kenmore Envelope Company, Inc.

Booth 817
Kenmore is the premier leader in litho print and convert envelopes. They are committed to providing a quality product that is driven by their passion for their industry and their people.

Kern, Inc.

Booth 823
Kern International is here to serve whatever your companies 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 408
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.

Linemods

Booth 809
Solutions & Systems for Mail Processing, Packaging, Vision, Inkjet, & Card Marketing. Factory trained Technicians & Engineers share a combined 250+ years of knowledge & experience. Increase Profits and Raise your ‘Revenue Per Direct Labor Hour’ with their labor-saving, space saving innovative solutions. Inserters, Feeder/Accumulator/Folders, Output Verification, Plow-Folding, Folder-Gluers, Affixing, Vision systems, etc. Razor-focused and driven to exceed the desired end-result on projects of any size.
Lorton Data, Inc.
Booth 104
Lorton Data offers Mailing software solutions for on premise installation and cloud access to help enable the highest level of automation and flexibility. Their platform provides four methods to process: desktop, web, command, and FTP.

MagnetStreet
Booth 131
From the very beginning, they've made it their business to delight customers with exceptional care, exclusive designs and creative freedom. Through an array of extensive personalization options and superior printing technologies, their customers the ability to quickly and easily personalize their magnetic and paper communications according to their style, business and brand. They strive to provide only the highest quality products and designs for life’s major milestones and professional endeavors. Their belief is that only when their customers succeed, do they succeed.

Mailers Hub
Booth 129
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, webinars, training, consultation and other resources.

Mailing Systems Technology Magazine/PARCEL
Booth 108
Mailing Systems Technology Magazine and Media is your premiere source of information and solutions to help you improve your print/mail operations work flow 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!

mailing.com
Booth 218
They specialize in providing quality printing and mailing services for companies that believe in the power of direct mail marketing. hello@mailing.com 1-833-4-MAILING.

MAR
Booth 528
They help customers attract, serve and retain clients via the print, mail and distribute mediums.

MCS, Inc.
Booth 907
MCS is the leading provider of Industrial Inkjet Systems, Industrial Tracking Systems, High-Speed & Ultra-High-Speed Inserting & Finishing Equipment used in the mail manufacturing industry. MCS’ product line offers solutions for all areas of mail manufacturing. • Inkjetting on plastic cards • High-speed inkjet addressing • High-speed & ultra-high-speed page printing mono color • Process color • Page printing process color Visit their booth to learn about the latest in process color inkjet and much more.
ARE YOU AND YOUR COLLEAGUES MISSING OUT?

What do more than 46,000 mail production and workflow professionals know that you and your colleagues do not?

Every month, Mailing Systems Technology delivers information and ideas for improving the production, quality, workflow, and delivery of your company’s printed customer communications and direct mail.

STOP BY BOOTH 108
to meet editor Amanda Armendariz and publisher Ken Waddell

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Melissa
Booth 329
Melissa Direct is the one source for all the direct marketing tools you need to improve customer communications and drive response rates. From SaaS and desktop mailing software, to list hygiene services, to targeted mailing lists and sales leads, and email marketing and data append services, Melissa Direct will help you boost sales, increase conversions, and achieve maximum ROI – whatever your budget. Be direct. Be Melissa Direct.

Modular Millwork LLC
Booth 109
Modular Millwork is the flexible solution for Mailrooms, Copyrooms & Document Storage. Their unique product adapts to your ever-changing needs while providing superior ergonomics, scalability, endless designer options, and meaningful bottom-line benefits. Modular Millwork’s HD Mail & Parcels Solutions let you conquer the challenge of distribution logistics by efficiently delivering mail and assets with security and convenience across your global network.

National Association of Presort Mailers (NAPM)
Booth 124
The National Association of Presort Mailers (NAPM) is a mailing industry Trade Association. They have a diverse membership of Full-Service Mail Service Providers, Mailing Industry Equipment and Software Vendors and Logistics Companies.

NPF Charging Station
Booth 915
Stop by the NPF Charging Station and charge your devices! Sponsored by Booz Allen Hamilton...For more than 100 years, military, government, and business leaders have turned to Booz Allen Hamilton to solve their most complex problems. As a consulting firm with experts in analytics, digital solutions, engineering, and cyber, they help organizations transform. They are a key partner on some of the most innovative programs for governments worldwide and trusted by its most sensitive agencies. They work shoulder-to-shoulder with clients, using a mission-first approach to choose the right strategy and technology to help them realize their vision. With global headquarters in McLean, Virginia, their firm employs approximately 29,500 people globally as of December 31, 2021 and had revenue of $7.9 billion for the 12 months ended March 31, 2021. To learn more, visit www.boozallen.com.

NPF Lounge
Booth 134
Relax at the NPF Lounge. Use this area to meet up with friends and colleagues, catch-up on email or simply rest before you take another round through the Exhibit Hall.
Get Answers. Get Results!

USPS Consultation Center Booth #729 in the Exhibit Hall

Consult one-on-one with USPS representatives and discover new innovations and technologies that will take your business to the next level. Get advice on a variety of topics, including:

- Address Management Systems
- Enterprise Payment Systems
- e-VS
- Informed Delivery
- Mailpiece Design
- New Customer Mailing Promotion Portal
- Package Platform
- USPS Mailer Scorecard
- And more

Consultation Center Hours
Monday: 9:30 AM – 4:00 PM
Tuesday: 9:30 AM – 5:30 PM

Peer-to-Peer Roundtables

Participate in Peer-to-Peer Roundtables and learn and share innovative ideas from USPS leaders and Industry attendees. Choose among several roundtable topics including:

- Business Mail Entry Methods
- Informed Delivery & Informed Visibility
- Mailing Promotions
- Periodicals
- And more

Peer-to-Peer Roundtables take place after the NPF Partnership Recognition Luncheon on Wednesday in room 224AB from 2:30 PM – 3:30 PM. Roundtables are filled on a first-come, first-serve basis.

Visit the USPS Consultation Center and participate in Peer-to-Peer Roundtables. You’ll be glad you did!
NPI
Booth 222
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 parcel sorter the Xstream which we will have at the show. NPI will have information on their complete line of sorters at booth #222 or visit their website at www.npisorters.com.

OnTrac International
Booth 430
OnTrac International is an approved USPS partner and a Postal Qualified Wholesaler. Customers benefit from more economical mail and parcel processing, pre-negotiated shipping discounts, and the expertise of a team of professionals who understand the latest in international delivery—that means more savings, more sales, and satisfied customers.

OPEX Corporation
Booth 209 and 309
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 506
OSM Worldwide provides shipping solutions that help businesses deliver packages faster and more cost-effectively. Their OSM Premium Network and partnership with the U.S. Postal Service allow customers to ship packages anywhere in the nation in as few as 1–5 business days and globally by partnering with leading postal authorities around the world. Their commitment to customer service means clients can expect custom delivery options, simple invoicing, and personal assistance to help their businesses succeed.

Parkland Direct
Booth 229
Envelopes That Get Opened. Parkland Direct specializes in large volume production of high quality, litho-printed envelopes. By eliminating much of the inefficiencies associated with the industry, they have developed THE FASTEST and MOST EFFICIENT manufacturing process for envelopes. As a result, they offer quick turns for direct mail envelopes including: enhancements such as foiling, embossing, and specialty coatings. Come see the creative work they produce and what it can do for your brand!

Pen Point Technologies
Booth 429
They supply companies and individuals with the ability to produce handwritten mail in large quantities extremely efficiently.
Pitney Bowes, Inc. S
Booth 609
Pitney Bowes (NYSE:PBI) is a global shipping and mailing company that provides technology, logistics, and financial services to more than 90 percent of the Fortune 500. Small business, retail, enterprise, and government clients around the world rely on Pitney Bowes to remove the complexity of sending mail and parcels. For additional information visit Pitney Bowes at www.pitneybowes.com.

Popout, Inc. dba Shippo
Booth 815
Shippo is the leading API and dashboard that empowers ecommerce retailers, platforms, and marketplaces with the shipping technology they need to succeed. They process millions of monthly shipments for over 20,000 businesses. With instant access to multiple shipping carriers for real-time rates, label creation, package tracking, facilitating returns, and many other world class features, companies around the world trust Shippo to power their shipping.

Postal Centers International (PCI)
Booth 114
Renowned as one of the nation’s largest, state-of-the-art transactional printing, postal, and mail processing service organizations, PCI’s national headquarters is in Weston, Florida and a new production facility is now open in San Antonio, Texas. PCI delivers marketing and creative, e-business, print, promotional, fulfillment, mail, signs, and packaging solutions and is HIPAA-compliant, Certified Minority Supplier, HITRUST CSF®; TruSight; FDR; PCI DSS; SOC 2 (Type 2); FSC; SFI; PEFC; and G7.

Postal Customer Council Advisory Committee S
Booth 121
The PCC mission is to foster a close working relationship between the USPS and Commercial Mailers.

Postal Products Unlimited
Booth 411
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 504
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.
Printing United Alliance
Booth 128
PRINTING United Alliance is the most comprehensive member-based printing and graphic arts association in the U.S.; serving industry professionals across market segments with education, training, events, research, government & legislative representation, environmental sustainability guidance and more! PRINTING United Alliance also produces the PRINTING United Expo, the most dynamic and comprehensive printing event in the world - bringing together the entire printing industry under one roof.

Prize Drawing Stations #1, #2, #3
Located adjacent to Booth 102, 536, 905
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.

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Association for Postal Commerce (PostCom) S
GrayHair Software S
Mailers Hub S
RRD Marketing Solutions S
Tritek Systems, Inc. S

Quadient, Inc. S
Booth 200
Quadient is the driving force behind the world’s most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-related Solutions, and Parcel Locker Solutions, Quadient helps simplify the connection between people and what matters. Quadient supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence.

Red Hat
Booth 307
Deliver capability faster with less risk with Red Hat. Red Hat continues to serve as a trusted partner for government agencies, providing modern practices and technologies that can help your agency innovate while meeting regulatory requirements and reducing risk. They’re the world’s leading provider of enterprise open source solutions, using a community-powered approach to deliver high-performing Linux, cloud, container, and Kubernetes technologies. Visit them at Booth 307 or explore RedHat.gov.

Royal Alliances
Booth 228
Royal Alliances technology is a web-based platform to streamline the mailing process. They provide mailers, printers, and presort shops a solution to manage their mail, including accounting, logistics, tracking, and several types of reporting. Make the smart choice and use Royal Alliances Inc. for all your mail.
Check Out TODAY’S NAPM and DISCOVER How We’ve GROWN

Today’s NAPM includes a diverse set of members, businesses like yours, that offer a long and growing list of services for all types of mail and packages. NAPM is working hard to support our members’ businesses and shape a future where they continue to succeed. We work hard to:

- Promote the value our members bring to the USPS and industry
- Collaborate with the USPS on streamlined mail programs, mail prep/entry changes, and more
- Educate members on USPS programs, including operations-level training
- Act as liaison between our members and USPS to resolve issues

If you commingle or presort, join your peers at NAPM to help shape our future!

Visit our booth #124 in the Exhibit Hall to learn about our special NPF Membership Offer!

presortmailer.org
Salsbury Industries - Mailboxes.com
Booth 819
Established in 1936, Salsbury Industries is the industry leader in manufacturing and distributing quality Mailboxes and Lockers. Mailboxes include USPS Approved Cluster Box Units (CBU’s) & Outdoor Parcel Lockers (OPL’s), 4C Horizontal Mailboxes, Custom 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 508
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 511
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!!!

Simpler Postage, Inc. dba EasyPost
Booth 530
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.

Smiths Detection
Booth 808
Smiths Detection is the global leader in threat detection and security screening technologies to detect and identify constantly evolving CBRNe threats, to civil, military and federal markets worldwide.

SnailWorks
Booth 603
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!
**Sole Solutions, Inc.**

**Booth 337**

Sole Solutions, Inc. (SSI) is leading the way in federal digital transformation solutions. Their technical solutions are used by large federal agencies to empower their workforce to work from any location. Listen in to their NPF conference presentation on Monday afternoon to hear how they digitally transformed mail operations for a large federal agency. Going digital has never been more important. With their digital mail solutions, it has never been easier to go digital. Sole Solutions, Inc. Front Royal, VA United States http://www.ssinc.com.

**Specialty Print Communications**

**Booth 311**

They are direct marketers offering a full spectrum of solutions for national brands. They focus on the quality of ideas and workmanship, transparency, agility, and new ways to enrich your print communications. SPC is an award-winning, single-source direct marketing resource for national marketers, with expertise in direct mail, loyalty kits, card issuance, hybrid print production, in-line printing, digital imaging, lettershop, postal logistics, and digital channel integration.

**Stamps.com/Endicia**

**Booth 529**

Stamps.com/Endicia is the leading provider of internet-based postage services. Their online postage services enables small businesses, enterprises, and online retailers to print U.S. Postal Service® approved postage with just a computer, printer and internet connection. Stamps.com/Endicia is a member of the Auctane family of companies. Visit Booth 529.

**Streamworks**

**Booth 102**

Streamworks is a trusted partner and innovative leader in direct marketing and secure mail communications. Their experienced team produces print, mail and fulfillment programs—as well as related data and delivery services—using a secure data workflow with built-in accountability throughout the job life cycle. If you are looking for an innovative partner accustomed to meeting tight deadlines, fulfilling unique projects, automating programs or a site for disaster recovery—consider Streamworks.

**TEC Mailing Solutions LLC**

**Booth 301**

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® Flex Systems® 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.
**Tension Corporation**

**Booth 428**

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.

**T-Mobile for Government Business**

**Booth 709**

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.

**Tritek Systems, Inc.**

**Booth 721**

Providing complete mailing solutions since 1988, Tritek’s full range of products includes highspeed flat sorters, letter sorters, mixed mail sorters, parcel sorters, digital mail delivery and vote by mail processing equipment. Tritek’s patented technology is used to provide innovative solutions for inbound, presort and custom mail applications. Tritek operates a return mail and document scanning center.

**TZ SMArt Lockers**

**Booth 117**

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.

**U.S. Postal Inspection Service**

**Booth 629**

America’s First Federal Agents – Postal Inspectors.

They protected mail during colonial times, and they protect your mail today. And they do more. Inspectors investigate drugs in the mail, mail fraud, mail theft, cybercrime, dangerous mail, robberies, and burglaries of Post Offices and protect the nation’s 600,000 postal employees. Let them take you behind the scenes and show you how they can protect your business by securing your mail center. The work Postal Inspectors do, every day, ensures America’s confidence in the U.S. Mail. See their specialty response vehicle at Booth 629.

**United Business Mail**

**Booth 303**

United Business Mail (UBM) is the largest, independent provider of standard commingle services in the industry. UBM continues to grow with 48 High Speed Sorters in their Chicago facilities, and remains the only commingle provider driving mail to Carrier Route qualification. UBM is fast, reliable, transparent and will get your mail out on time, every time. If you want to drive your postage costs down and require fast and consistent delivery of your mail, visit them at booth 303!
U-PIC Shipping Insurance
Booth 610
U-PIC Shipping Insurance is the leader in providing low cost shipping insurance to businesses and individuals. Packages are covered against damage, loss, and theft with savings up to 90% less than the carriers charge. Continue to ship with your preferred carriers and insure with U-PIC for less. U-PIC offers low competitive rates, referral programs and an expedited online claims process.

US Postal Service
Booth 415
The USPS booth places attendees in the middle of the action at the NPF Exhibit Hall. The award winning booth features interactive content includes gaming and stamp art stations, educational kiosks, a large media wall, and a life-sized display of the Next Generation Delivery Vehicle. These touchpoints serve to educate visitors on the USPS 10-year Delivering for America Plan, which includes the latest information on USPS Connect™ - an affordable suite of services that helps businesses meet consumer demand for fast delivery. Come join the fun and discover how USPS can help your business grow.

US Postal Service - MTAC
Booth 122
MTAC is a venue for the United States Postal Service to share technical information with mailers and to receive their advice and recommendations on matters concerning mail-related products and services.

US Postal Service - Sustainability/Blue Earth®
Booth 119
They will provide detailed information on their suite of Blue Earth services, including Secure Destruction and Carbon Accounting, along with detailed information on USPS energy, sustainability and environmental initiatives.

USPS Consultation Center
Booth 729
Don’t miss the USPS Consultation Center, staffed with top postal subject matter experts to advise you on taking full advantage of current and new USPS innovations and technology. The Consultation Center gives you direct access to specialists on programs such as Address Management Systems, Informed Visibility and Product Tracking, Mailpiece Design, Enterprise Payment Systems, Informed Delivery, their new Customer Mailing Promotion Portal, eVS and Package Platform, the USPS Mailer Scorecard, and more! Make an appointment to meet with postal representatives who will offer insights on mailing, shipping and marketing with USPS. Bring a sample mailpiece and our Mailpiece Design Analysts will review and provide hands-on technical assistance to ensure that your mailpieces meet discount eligibility requirements. Make an appointment to maximize your ROI, or just stop by and meet with a postal advisor in the area(s) of your choice. The Consultation Center will be open during Exhibit Hall hours: Monday 9:30 AM - 4:00 PM and Tuesday 9:30 AM - 5:30 PM.
Valpak
Booth 436
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 436 and discover the latest innovations and solutions for your business.

Victory Packaging
Booth 314
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 their 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.

Vitronic Machine Vision Ltd.
Booth 407
Vitronic develops, manufactures and integrates machine vision systems for logistics, traffic and vision inspection solutions globally. Logistics solutions provide 1 and 2D barcode decoding, image capture, OCR, dimensioning and video coding.

Whittier Mailing Products, Inc.
Booth 214
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 223
Wilmer is a highly respected print and mail partner with a proven track record of over 95 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. - A BlueCrest Company
Booth 901
Improved Efficiency + Increased Productivity = Higher Profitability Their proven solutions will save you time and money throughout your workflow: - Automate processes - Simplify tasks - Reduce the potential for costly errors. Their full-featured Post-Presort solution includes: - Mail.dat Editor - Freight-Planning - Hot Folders - Submissions Engine - 1-PASS Prep - Daily Scorecard - Intelligent Mail Assessment Platform.
Contact us: 800-524-0380 sales@windowbook.com www.windowbook.com
WIPOTEC-OCS, Inc. 🍪
Booth 401
WIPOTEC-OCS is an internationally recognized partner for efficient DWS systems, checkweighers, letter scales, catchweighers, and industrial parcel 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. We offer NTEP Certified scales with DWS (Dimensioning, Weighing and Scanning) for Distribution Centers, Bulk Mail Center, Retail and Postal Facilities.

Zebra Technologies
Booth 225
Zebra Technologies offers tracking and visibility solutions needed to create the data streams businesses need to simplify operations and empower their mobile workforce. For transportation and logistics companies, they offer barcode scanners and RFID readers to track items through the supply chain to improve efficiencies in facilities, mobile computers that support electronic proof of delivery and route management, and printers to easily create labels and receipts in facilities and in the field.

Zonos 🍪
Booth 717
Zonos’ scalable cross-border technology allows businesses to simplify international ecommerce. Level up cross-border trade with APIs, plugins, and software that provide businesses with the tools and data they need to scale globally, including the only true landed cost solution on the market. Zonos’ cross-border APIs are powered with data sourced and simplified by their in-house Trade Data and Decoder teams.
The National Postal Forum expresses gratitude and appreciation to the following organizations that contributed to the success of the 2022 NPF!

AccuZip, Inc.
ALG Worldwide Logistics
Anchor Software LLC
Association for Postal Commerce (PostCom)
Assurety Consulting and Solutions, Inc.
BCC Software - A BlueCrest Company
The Berkshire Company
BlueCrest
Bookyourdata.com
Booz Allen Hamilton
Canon Solutions America, Inc.
Click2Mail.com
ConfirmDelivery
CSG
Dell Technologies
DirectMail2.0
ECS Federal LLC
Engineering Innovation, Inc.
Firstlogic Solutions LLC
Flagship Software Ltd.
Florence Corporation
FP Mailing Solutions
Freedom
General Dynamics Information Technology - GDIT
Google Cloud
GrayHair Software
International Mailers’ Advisory Group (IMAG)
Kirk-Rudy, Inc.
LSC Communications
MagnetStreet
Mailers Hub
Mailing Systems Technology Magazine
Microsoft
National Association of College and University Mail Services (NACUMS)
National Association of Presort Mailers (NAPM)
OSM Worldwide
Package Shippers Association
PARCEL
Postal Customer Council – PCC
Peraton
Pitney Bowes, Inc.
Quadient, Inc.
RRD Marketing Solutions
SCLogic
ShipShapes
Siemens Postal Parcel & Airport Logistics
Simpler Postage, Inc. dba EasyPost
Stamps.com/Endicia
TEC Mailing Solutions LLC
T-Mobile for Government Business
Tritek Systems, Inc.
US Postal Service
US Postal Service – MTAC
Victory Packaging
Vitronic Machine Vision Ltd.
Window Book, Inc. - A BlueCrest Company
WIPOTEC-OCS, Inc.
World Wide Technology, Inc.
Zonos
Making a Splash FROM DATA THROUGH DELIVERY

BlueCrest family of brands work together to deliver a full spectrum of postal and parcel solutions.

Fluence Automation
A BlueCrest Company
The industry’s leading provider of automation for postal, parcel and eCommerce fulfillment.

BCC Software
A BlueCrest Company
A leader in postal and presort software solutions to deliver low postage, reduced return mail, and increased efficiency.

WindowBook
A BlueCrest Company
Innovative mailing and shipping solutions that reduce manual labor, improve mailing accuracy, and maximize postage discounts.

BLUECRESTINC.COM
Thank you for attending the 2022 NPF.

We’ll see you next year in Charlotte, North Carolina
May 21-24, 2023!