

MAILERS CONFERENCE  
PO BOX 1773  
COLUMBIA MO 65205-1773

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Postage & Fees  
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USPS  
Permit No. G-10

## Only Notice!

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



Design compliments of  
Shelter Insurance Companies.

## ENTERTAINMENT BY



### Seasoned Wood

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

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

# 2018

## MAILERS CONFERENCE

— INFORMED DELIVERY AND VISIBILITY —



## The Lodge at Old Kinderhook

678 Old Kinderhook Dr Camdenton MO 65020

888-346-4949

[www.oldkinderhook.com](http://www.oldkinderhook.com)

## OCTOBER 17-19, 2018



Presented by:



# SCHEDULE OF EVENTS

## WEDNESDAY, OCTOBER 17, 2018

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

## THURSDAY, OCTOBER 18, 2018

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

## SPECIAL SESSION

10:00 am - 2:00 pm	<b>Academic Outreach</b> .....	Creek View Conference
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\*\*See description next page

## BUSINESS SESSIONS

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

# NOMINATIONS FORM

Award Nominated For: \_\_\_\_\_  
Nominee Name and Title: \_\_\_\_\_  
Employer Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City/State/Zip Code: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_  
Qualifications: \_\_\_\_\_  
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Reason you or person nominated should be considered for Award:  
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**Mail by September 21, 2018 to:**  
Awards Committee, Mailers Conference, PO Box 1773, Columbia, MO 65205-1773  
(Attach additional pages if needed.)

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



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 Nominee Name and Title: \_\_\_\_\_  
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 City/State/Zip Code: \_\_\_\_\_  
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# SCHEDULE OF EVENTS



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

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

# SCHEDULE OF EVENTS

## BUSINESS SESSIONS

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

## FRIDAY, OCTOBER 19, 2018

7:00 am – 8:30 am	<b>BREAKFAST</b> .....Grand Ballroom
8:10 am	<b>Silent Auction Bidding Ends</b>
8:30 am – 10:30 am	<b>Opening Session</b> .....Grand Ballroom <b>This is your Brain on Paper</b> ..... Daniel Dejan, Sappi North America
	<b>M&amp;Ms... Mailing and Marketing Are Better Together</b> .....Grand Ballroom Angela Hayward, East Regional Sales Manager, Pitney Bowes
10:30 am	<b>Silent Auction Winners Announced</b> .....Grand Ballroom

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Employer Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City/State/Zip Code: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_  
Qualifications: \_\_\_\_\_

Reason you or person nominated should be considered for Award:  
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# THIS YEARS AWARDS

## MAIL MANAGER OF THE YEAR AWARD

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

### Eligibility Requirements

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

## ZEN THOMAS FRIEND OF THE PCC INDUSTRY AWARD

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

### Eligibility Requirements

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

## POSTAL MEMBER OF THE YEAR

### Eligibility Requirements

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

## PREVIOUS AWARD WINNERS

### MAIL MANAGER OF THE YEAR

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

### ZEN THOMAS FRIEND OF THE PCC

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

### POSTAL MEMBER OF THE YEAR

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

# REGISTRATION FORM



Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone, Fax and Email \_\_\_\_\_

**FULL REGISTRATION: \$160**

Includes: All meals, all business sessions and entertainment.

**ONSITE REGISTRATION: \$200**

**THURSDAY ONLY: \$125**

Includes: Lunch, dinner, business sessions and entertainment.

### ADDITIONAL MEAL TICKETS

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

### GOLF TOURNAMENT - SHOTGUN START: \$70 EACH PLAYER

Wednesday, October 18, 2018 at 12:00 noon: \$70 each player Qty: \_\_\_\_\_

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

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

Please make copies of this registration form and submit one copy for each person attending.  
**Make checks payable to and mail to: Mailers Conference, PO Box 1773, Columbia, MO 65205-1773**

For questions, special dietary needs, or additional information, please contact:  
**Lisa Brock (lbrock@shelterinsurance.com) at 573-214-4810 or Cathy Rupard (mms@socket.net) at 573-474-8877**

You can also visit our website and register with your credit card at [centralmopcc.com](http://centralmopcc.com) and click on “Register Online Now”.  
 Note: There will be a processing fee.

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

# GOLF TOURNAMENT

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

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

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

## REGISTRATION FORM

October 17, 2018

Attendee	Company Name and Address	Phone
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____

Please make check payable to:

**Mailers Conference • PO Box 1773 • Columbia, MO 65205-1773**



# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSOR: \$1,000.00

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

**ALL FOR ONE YEAR!**

## GOLD SPONSOR: \$500.00

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

**ALL FOR ONE YEAR!**

## VIRTUAL SPONSOR: \$400

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

## GOLF SPONSOR: \$75 PER HOLE

- Company sponsorship at each hold paid for

- PLATINUM SPONSOR @ \$1000 each = \$ \_\_\_\_\_
- GOLD SPONSOR @ \$ 500 each = \$ \_\_\_\_\_
- VIRTUAL SPONSOR @ \$ 400 each = \$ \_\_\_\_\_
- GOLF SPONSOR @ \$ 75 each = \$ \_\_\_\_\_

Name	Company Name and Address	Phone
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

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

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

Or visit our website and pay for sponsorship online at [www.centralmopcc.com](http://www.centralmopcc.com)  
Click on "Register Online Now" **There will be a processing fee.**