

National PCC Day 2011 Agenda at a Glance

- 7:00–8:00 AM Registration/
Exhibit Hall/
Continental Breakfast**
- 8:00–8:45 AM Sessions**
- 8:45–9:15 AM Exhibit Hall Time**
- 9:20–10:05 AM Sessions**
- 10:05–10:30 AM Exhibit Hall Time**
- 10:30–11:00 AM Keynote Address:
Jo Ann Feindt, VP, Area
Operations, Great Lakes**
- 11:00–12:00 PM National Broadcast:
Patrick R. Donahue
Postmaster General,**
- 12:00–1:00 PM Lunch/Exhibit Hall**
- 1:00- 2:00 PM Chicago Comedy Co.**
- 2:00–2:45 PM Sessions**
- 2:45–3:15 PM Drawings/Adjourn**

**Must attend the live broadcast and
at least two sessions to earn the
'Enhancing Mail Value' Certificate**

Session Room Locations

8:00 – 8:45 a.m.

- **Music Room:** Improving Cross-Departmental Communication and Teamwork
- **Room B:** Essentials of Great Addressing
- **Room C:** Safety & Security in Your Mailing Operation
- **Room D:** Every Door Direct Mail
- **Room E:** USPS Consultation

9:20 – 10:05 a.m.

- **Music Room:** Cost Savings through Mailpiece Design
- **Room B:** Essentials of Great Addressing
- **Room C:** Safety & Security in Your Mailing Operation
- **Room D:** The Power of Trans-Promo
- **Room E:** USPS Consultation

2:00 – 2:45 p.m.

- **Music Room:** A Glimpse into Marketing & Sales
- **Room B:** The New usps.com
- **Room C:** Every Door Direct Mail
- **Room D:** The Power of Trans-Promo
- **Room E:** USPS Consultation

Sessions Descriptions:

- **Essentials of Great Addressing –Paula Stoskopf, Director of Solution Strategies, GrayHair Software, Inc.** - Address quality is a critical element in meeting mailing objectives, so to avoid undeliverable mail you need to understand the qualities of a good address list. Learn how to standardize, validate and update your address with practical hands-on tools and techniques.
- **The Power of Trans-Promo: Every Document is a an Opportunity to Increase ROI – Teri Natoli, Director of Production Print & Bill Kochanny, Senior Production Print Specialist, Konica Minolta USA, INC.** - Combine information you have about your customer; geography/location, demographics, and buyer behavior with your products & services to create marketing campaigns that target each person individually. Transpromo is measurably more effective, reduces printing and postage costs, but personalization and customization are key. Learn the key tips to utilizing Trans Promo!

- **Safety & Security in Your Mailing Operation - Thomas P. Brady, Postal Inspector in Charge, Chicago Division** - What constitutes a suspicious package? How do you identify theft? How do you provide a safe and secure mailroom that protects all employees within your company? In this session you'll learn how to assess risk, improve employee awareness and prepare contingency and continuity plans in the event of a security breach.
- **Improving Cross-Departmental Communication and Teamwork – Linda Balsamo, Manager, Employee Support Services, Walgreens** - Today employees are being asked to work harder and faster with fewer resources. Learn tips and tools you need to make better decisions on how to sort, process and partner with other departments across your organization to optimize your mailing operations.
- **Cost Savings through Mailpiece Design - Mike Pahlke, Manager, Excel Mailing** - Be able to properly design mailpieces that get responses while minimizing the cost to your organization. Learn about basic mail design fundamentals to gain the greatest ROI.
- **Every Door Direct Mail – Mary Connolly, PM Mundelein, IL & Jerry Freund, President, MidAmerican Printing Systems** - Every Door Direct Mail enables you to extend your customer reach via saturation mail without the need for mailing lists, permits, and the associated fees. With Every Door Direct Mail, you create a saturation mailing without applying individual names and addresses to each mailpiece. Learn how Every Door Direct Mail enables you to target your local neighborhood only or reach customers nationwide.
- **The New usps.com (Video presentation)** - This video will demonstrate the easier-to-find topics and tools and a fresh approach to online information. It will also cover the placement of the PCC information.
- **A Glimpse into Marketing & Sales – Paul Vogel, President and Chief Marketing/Sales Officer (video presentation)** - This video will discuss the many new products and services recently introduced or coming soon to the Postal Service. USPS is working hard to make it easier for customers to do business with us. We're also encouraging the use of technology to make the mail more exciting by using Quick Response (QR) Barcodes and Intelligent Mail barcode data. You'll get a glimpse of the new "Mail" campaign being launched in September that showcases the strengths of First-Class Mail.

Vendors:

The below list of vendors exhibiting in the main room with exclusive times to view their displays and talk to them about the features and benefits of their products and services:

- **Advance Presort Service**
- **Advanced Distribution Solutions**
- **ALG Worldwide Logistics**
- **Automated Presort**
- **Brokers Worldwide**
- **Engineering Innovation**
- **LinJen Promotions, Inc.**
- **Microdynamics/Prosort**
- **MSI Worldwide Mail**
- **Numina Group**
- **Ohio Addressing Machine**
- **OSM Worldwide**
- **Pitney Bowes**
- **Presort Solutions**
- **RISO**
- **SCLogic**
- **The Mail Store**
- **Thompson Direct, Inc.**
- **TMS Group Inc**
- **US Messenger**
- **VideoJet Technologies**
- **Window Book Inc.**
- **Winn Solutions LLC**
- **XPO**
- **Zip Mail Services**

PCC Co-Chairs:

Chicago PCC -

- Mark Arvia, Bennett Brothers, Inc.
- Karen Schenck, District Manager, USPS

Northern Illinois PCC -

- Kirby Ashby, Segerdahl Graphics, Inc.
- Greg Johnson, Sr. Plant Mgr., Carol Stream P&DC

South Suburban PCC

- Brian Maruyama, Nicor Gas
- Peter Allen, District Manager, USPS

2011 GIPCC Board Members:

- Regina Aikens, USPS
- Nancy Bessler, USPS
- Don Dames, Linjen Promotions
- Karen Fraticola, Pitney Bowes
- Drunell Langston, USPS
- Tom Luczkowiak, Northwestern University
- Harry Madorin, AAll
- Johnny Morris, USPS
- Suzanne Slivka, USPS
- Trevor Ward, OSM Worldwide
- Mary Williams, Presort Solutions
- Diane Winter, Presort Solutions

The Greater Illinois PCC is a joint effort of the Chicago, Northern Illinois & South Suburban PCCs to host National PCC Day in the Chicagoland area.

This one day event will feature a live national broadcast of the Postmaster General at National PCC Day in Portland, Oregon, the keynote address, vendor exhibits, educational workshops, and networking opportunities for all attendees within the mailing community.

If you would like to join a PCC, speak to one of the GIPCC Board Members today, or go to www.gipcc.org.

The Greater Illinois Postal Customer Council Presents

National PCC Day

September 21, 2011

**Medinah Banquets
Addison, Illinois**

Registration Form

**Location: Medinah Banquets " 550
Shriners Drive " Addison, Illinois 60101
For map and directions go to
www.gipcc.org**

First Name _____

**Last
Name** _____

Title _____

**Company
Name** _____

Address _____

City _____

State _____

Zip+4 _____

**Phone
#** _____

Ext. _____

**Fax
#** _____

**E-mail
Address** _____

**Sign Me Up!
Registration \$35.00 (Non-Refundable)
\$35.00 will be charged to your credit card
on line**

REGISTER NOW >

**or Mail in and Make checks Payable to:
GIPCC
or Mail in and use credit card:**

**Name on
Card** _____

**Account
#** _____

**Expiration
date** _____

**Mail completed registration form to:
NATIONAL PCC DAY 2011 ATTN:
Tom Luczkowiak
PO Box 752 Registration
Evanston, IL 60204-0752**

**Or Fax to: ATN: Tom Luczkowiak
Registration: (847) 491-3849
Credit Cards Only Please!**

**Phone Registration available: Diane
Winter
(847) 602-1804
Credit Cards Only Please!**