

Overview of 2010 Mailer Education Seminar Sessions

Address Management/Endorsements/ACS & Move Update

A comprehensive look at the suite of Address Management products including: Address Change Service, NCOA Link, Address Element Correction and CASS, among other. Move Update is a means of reducing the number of your mailpieces in a mailing that require forwarding to the new address of your customer, or returning the mailpiece back to you, or treating that mailpiece as waste. How we, the Postal Service decides what to do with those undeliverable-as-addressed mailpieces depends on what class of mail or what kind of instructions, in the form of ancillary service endorsements, you use in your mailings.

Presenter: Malaki Gravely, Mailing Standards Specialist, United States Postal Service

How to Boost Your Direct Mail Income with Target Web Integration

Direct Mail is still an important and integral part of raising funds and audience awareness for your nonprofit or business. In this 50 minute session, you will learn how to integrate your Web and Direct Mail campaign so that they maximize your potential for donor dollars, audience retention and follow up appeals. You will learn many valuable tips of the trade that you can implement immediately and come away with a better understanding of how the power of Direct Mail and the Web – **together** – can enhance your overall appeal and make it more successful. This course is designed with the nonprofit in mind, but will offer many valuable ideas that a commercial business can use.

Presenters: Judith E. Antisdell, President, Anne-Tisdale Direct, Executive Board Member Baltimore PCC, Winner U.S. National Postal Forum Award Idea/Design, US Chamber of Commerce Small Business Award & The Greater Baltimore Committee Bridging the Gap Award. Past speaking engagements include the federal government, private business, industry membership associations, nonprofit organizations and universities.

Valerie Lambert has spent the last 20+ years in non profit fund raising – as a staff member, a board member and as a volunteer. She has worked both at the grassroots and at the national level for a variety of health, service, activist and educational organizations. Her brief time spent as an engineering major in college lends an added talent for computer skills and statistical analysis when compiling fund raising data, and has made her a natural fit with e-mail and web fund raising.

It's O.K. to Mail!

This session will focus on 6 reasons why mailing is an effective profit tool for business and nonprofit organizations. The session will share success stories of print, mail and internet integration techniques to make your message stand out of the crowd, by explaining some of the creative marketing tools available in creative print design. The "It's OK to Mail" session will also challenge some of the myths about the environmental impact caused by the use of printing and mailing.

Presenter: Jack Weber, CEO, Uptown Press, Executive Board Member Baltimore PCC, Presenter of "Printing and Mailing Profitably Mailcom, Chairman, Printing and Graphics Association of Mid-Atlantic, Charter Member and Chairman of the Govanstowne Business Association, and Mentor for the Graphics Arts Program, Baltimore City Public Schools and the Occupational Training Center.

Mailpiece Design/Mailpiece Quality Control + Intelligent Mail Barcode

This presentation will provide all you need to know about designing your mailpieces so they can move through postal automation processing equipment effectively. You will learn why less than excellent preparation and design could impact the speed at which your mail is delivered. Mailpieces that are designed to comply with Postal Service guidelines can significantly reduce postage costs and enhance service. The Postal Service is implementing end-to-end visibility into the mail stream through the use of INTELLIGENT MAIL® barcodes. The new Intelligent Mail® barcode for letters and flats can be used to track mail and request a variety of services. The Intelligent Mail® Tray barcode for trays, sacks, and tubs and, the Intelligent Mail® Container barcode will enable tracking of larger unit loads. Come hear about progress in implementing Intelligent Mail® barcodes and services.

Presenter: Flores Ross, Mailpiece Design Analyst, Baltimore Main Post Office

Navigating Postal Websites

This new session will help attendees to navigate the maze of U. S. Postal information resources on the internet. Two speakers from the Postal Service Headquarters will present not only the workings of the Postal Services' primary Internet site (www.usps.com) but also the new Business Customer Gateway (www.gateway.usps.com), specifically designed to help business mailers. You will learn where to go to get the answers you need when you need them. The usps.com portion will address basic Postal customer information including rates, Postal Explorer, the Domestic Mail Manual (DMM) and Postal publications. The Business Customer Gateway is a single point to access the online business offerings from the Postal Service. These channels include the services that support the Intelligent Mail Full-Service option including PostalOne, FAST, Customer Label Distribution System (CLDS) and mailer IDS (MIDS).

Presenters: USPS Headquarters Website Specialists Frank Price and Nicol Collins.

Non-Profit Mail

A presentation on eligibility and restrictions. The new changes will be discussed.

Presenter: Malaki Gravely, Mailing Standards Specialist, United States Postal Service

Opening, Closing or Relocating Your Mail Center

This workshop is designed to educate mail center managers on established techniques used in the opening of new mail centers, relocation of existing mail centers and closing mail centers. Learn valuable tools such as timelines, establishing space requirements, forecasting volumes and managing staff requirements. With careful planning, these transitions can be smooth and fairly seamless.

Presenter: Dana McCormick, EMCM, Operations Manager, Wells Fargo Home Mortgage, Executive Board Member Baltimore PCC, President-Washington Metro Chapter-MSMA. Past speaking engagements include the National Postal Forum, Mailcom and the Baltimore PCC Education Seminar.

Postal One & Other Electronic Document Submission

Postal One! Postage Statement Wizard is designed to make it easy, quick and convenient for customers to complete, calculate, and submit a postage statement electronically to the Postal Service. Electronic Documentation is an online view of the presort documents and postage statements that you produce in hardcopy today. This enables acceptance personnel to validate a postage statement, edit it for piece count or weight discrepancies and submit it, eliminating manual entry and the potential for errors. Find out more about this new online application and when it will be available in your area.

Presenter: Janet Cook, Manager, Bulk Mail Acceptance Unit, United States Postal Service

Presorted Standard Mail and Flats

This presentation will explain basic preparation of presorted standard letters and flats. Postage payment methods, postage statements, non-profit requirements and mailpiece characteristics will be discussed.

Presenter: Frederick Brooks, Supervisor, Bulk Mail Acceptance Unit, United States Postal Service

Super Session – Q & A Forum

Here is your opportunity to get all your Postal related questions answered in one place. All of the Seminar's speakers will be present to answer your questions and provide methods and resources to answer your future questions. A form will be provided in your arrival packet to complete and drop in the question box in the atrium during lunch. This will give the Postal Experts an opportunity to have the answers for you at the Super Session. Additional questions will be collected at the beginning of the session to be addressed and answered at the session or in a follow-up e-mail.