

Bulletin

Idealliance Monthly News

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'Solutions Theater' Featured at National Postal Forum

Whether you need mailing and shipping solutions to run your business more efficiently, are looking for the right partnership to complement your business strategy, or seek continuing education opportunities for career advancement, next week's 2017 [National Postal Forum](#) (NPF), is where you can "Make Informed Connections."

The event, May 21-24 at the Baltimore (Md.) Convention Center, offers innovations and opportunities during four days of education and networking, featuring more than 130 educational workshops, official U.S. Postal Service sessions and certification courses, engaging networking events, and the mailing industry's largest exhibit hall, with 100+ exhibits. Start your NPF experience at the **Idealliance Solutions Theater** (Booth #1417) for these free, informative sessions:

Monday, May 22, 2017:

10:30 a.m. – 10:50 a.m.: eDoc 101: The Basis of Mail.dat®/Mail.XML™ for Communication & USPS Data

Full Service, eInduction, and Seamless Acceptance are all driven by data...Presort Data primarily communicated to the USPS through Mail.dat and Mail.XML. In this session you'll learn about Mail.dat and Mail.XML—its origins and development, format and technical specifications, and uses by the mailing industry. Speaker: Bob Schimek, Senior Director of Postal Affairs, Satori Software & Chair, Idealliance Mail.dat® Working Group.

12:30 p.m. – 1:00 p.m.: USPS Scorecard: Deep Dive & Drill Down – Your Data & What You Can Learn

This presentation will provide a drill down into errors logged by the USPS Scorecard with the purpose of correcting the errors. We'll start with how to view the errors and how to drill down into

the Micro Strategy Reports from the Scorecard—looking up and understanding error codes. Then we'll turn to how to increase the quality of your mailings. Speakers: Tom Glassman, Director of Data Services & Postal Affairs, Wilen Direct & Chair,



Idealliance Postal Education Working Group, and Bob Schimek, Senior Director of Postal Affairs, Satori Software & Chair, Idealliance Mail.dat® Working Group.

1:00 p.m. – 1:20 p.m.: Direct Mail Revolution: How New Technologies are Reshaping Direct Mail in the 21st Century

Direct Mail is undergoing a revolution fueled by new technologies and the Postal Service's push to make mail irresistible. New shapes, videos, 3D, sound, taste, and smell technologies are making direct mail more effective and responsive. Structural Graphics is at the forefront of new technology implementation. Kevin Gilligan, Vice President, Structural Graphics, will show you the future of direct mail and how companies are using new technology to drive results.

Tuesday, May 23, 2017:

10:30 a.m. – 11:00 a.m.: Partnering & Collaborating: Building Best Practices in the Mail Supply Chain

Learn groundbreaking best practices that set the standard for the industry—look to Mail.dat® and Mail.XML™, remove friction from the mail supply chain, and move businesses and our industry forward to a more compelling and profitable future in mail and digital distribution. Best practices are developed through the active engagement of members and the USPS, including technology and business experts in a network of Idealliance Work Groups. Industry experts will lead a discussion on today's best practices and offer actionable strategies to meet evolving needs and demands in the mail supply chain.

Speakers: Rose Flanagan, Manager of Postal Strategies & Logistics, Data-Mail, and Co-Chair, Idealliance Postal Operations & Technologies Council; David J. Steinhardt, Idealliance President and Chief Executive Officer; and Christopher G. Lien, President, BCC Software.



U.S. Postmaster General Megan Brennan is among speakers scheduled to appear at the 2017 National Postal Forum next week.

(Ctd. on following page)



12:30 p.m. – 12:50 p.m.: 3D Diagnostic Tools to Understand Business Performance

Understanding business performance in a competitive market is key to your business's surviving and thriving. What are the vital tools to understand your company's strengths

(and weaknesses) and performance? This session explores business performance from three unique perspectives: How your customers view you compared to your competition, how to benchmark your financial and operational performance over time compared to your peers, how to measure your key leadership and business management metrics. It will help you map a business strategy for results and enable your business progress toward management and performance excellence. Speaker: Mike Philie, Idealliance Senior Consultant.

1:00 p.m. – 1:30 p.m.: Growing as a Mail Professional: Unlocking Expertise to Move Your Business & Career

Building expertise and a career in the mail industry often comes by osmosis—taking in information and data from a lot of sources to know what to do and how to do it. But how can you gain information and expertise quickly in the fast-moving mailing industry? This session will outline the tools—and practical information—to become successful in your business and career. Industry veterans will discuss the nuts and bolts of getting up-to-speed to develop your knowledge bank, offering tips for building your expertise and career and reviewing features of Idealliance's MailPro® mail professional certification program. Speaker: Tom Glassman, Director of Data Services & Postal Affairs, Wilen Direct, and Chair, Idealliance Postal Education Working Group.

Wednesday, May 24, 2017:

9:30 a.m. – 10:00 a.m.: Is 2017 the Tipping Point for U.S. Postal Service Change?

2017 is a momentous year for the U.S. Postal Service. The law authorizing USPS operations is under review by the U.S. Postal Regulatory Commission. Will a new President and Congress finally pass reform legislation? How will change impact your business and the industry? How is the industry working together—or not—to move a common agenda? When can we expect action? How can you get involved? This session will provide the background on what got us to this point and explore what the possible ramifications could be for mailers moving forward. Get the answers to these—and your—questions from two seasoned industry executives: Bob Galaher, Executive Director &, National Association of Presort Mailers (NAPM); Ken Garner, Idealliance Executive Vice President.

10:00 a.m. – 10:30 a.m.: Partnering & Collaborating: Building Best Practices in the Mail Supply Chain

Learn about the groundbreaking best practices that set the standard for the industry—look to Mail.dat® and Mail.XML™, remove friction from the mail supply chain, and move businesses and our industry forward to a more compelling and profitable future in mail and digital distribution. Best practices are developed through the active engagement of members and the U.S. Postal Service, including technology and business experts in a network of Idealliance Work Groups. Industry experts will lead a discussion on today's best practices and offer actionable strategies to meet evolving needs and demands in the mail supply chain. Speakers: Rose Flanagan, Manager of Postal Strategies & Logistics, Data-Mail, and Co-Chair, Idealliance Postal Operations & Technologies Council; David J. Steinhardt, Idealliance President and Chief Executive Officer; and Christopher G. Lien, President, BCC Software

10:30 a.m. – 11:30 a.m.: Undeliverable-as-Addressed Mail Processing Flow

This session provides mailers with information on how the USPS captures, identifies, and processes letters, flats, and parcels that cannot be delivered due to a change-of-address on file or for reasons other than a customer move. Speaker: Kai Fisher, United States Postal Service.

Go to <http://npf.org/registration/registration-options> to view a variety of NPF registration and USPS certification options and discounts. Enter discount code **IDEA2017** in the "other discount code" box and receive a 10% discount off your NPF registration.

Connect and Grow Your Small Business

The USPS Small Business Symposium at the 2017 National Postal Forum, Wednesday, May 24, from 7:30 a.m. to 11 a.m. at the Baltimore Convention Center, is designed to deliver a comprehensive overview on how today's business owners can leverage the power of Direct Mail with Social Media to enhance their marketing strategies.

Whether the focus is on acquiring new business customers or retaining existing customers, Direct Mail is a strategy that should not be overlooked. This half-day symposium includes valuable information from SCORE (Service Corps of Retired Executives), Small Business Administration (SBA), Social Driver (providing Social Media and the Digital Experience) and the USPS. It will be a fun, jam-packed morning providing useful information to take a business to the next level. [Click here](#) to learn more or to register.

