Conference Planning & Leadership Team
Co-Chairs
Stephen Colella, Calmark Group
Paula Stoskopf, LSC Communications
Vice Chairs
David Propst, Pitney Bowes Software
Susan Pinter, Arandell Corporation
Past Chairs
Rose Flanagan, Data-Mail
Phil Thompson, Quad/Graphics

For 53 years Idealliance has held an annual postal summit to engage the industry and set an agenda for our future. 2019 is shaping up as a critical year – and a turning point for sweeping changes – for mailing supply chain partners and the US Postal Service. Postal Exchange 2019 is designed for executives and professionals across the mail supply chain, including mail/marketing/print services providers; mail owners (catalogers, corporate mailers, direct marketers, publishers); software and mail intelligence providers; consolidators, transportation, and logistics companies; and equipment suppliers.

This year we focus on the future – and continuous improvement. We ask the question: What is the shape of our industry in 2022? The 2019 Postal Exchange is designed as a highly collaborative and interactive summit – with you as the key component – in 4 Roundtables:

- Mail Preparation & Intelligent Worksharing
- Pricing – Forward Progress to Strengthen Mail Supply Chain
- Measuring What Matters: Using Data to Drive a Healthier Supply Chain
- US Postal Service as a Supply Chain Partner

Each will explore efficient and profitable solutions for the TOTAL supply chain and provide a plan for our industry and the US Postal Service in the future. Plus don’t miss a workshop on Multi-Channel Communications & Marketing.

Registration Rates
Member: $455  ●  Nonmember: $585  ●  First-Timer: $380
Register at: https://www.idealliance.org/postalexchange2019
Or call David Steinhardt at 703.887.7680.

Hotel Reservation – Sheraton Sand Key Resort with Cutoff JANUARY 17, 2019
Single/Double – $182 plus applicable taxes
1 Night Room Deposit Required at Time of Reservation
To make your reservation call 727.595.1611 (Mention Code IB16AA)
For more information about Sheraton Sand Key Resort go to https://www.sheratonsandkey.com/

More information contact David Steinhardt at dsteinhardt@idealliance.org ● 703.887.7380
DAY 1: February 20

8:00-9:00am  Continental Breakfast

9:00-10:00am  Setting the Stage

Postal Operations & Technologies Council (POTC) Co-Chairs
Stephen Colella, Vice President of Postal Affairs, Calmark Group
Paula Stoskopf, Marketing & Industry Affairs, LSC Communications

David Steinhardt, President Emeritus, Idealliance

9:30am-12:00noon  Roundtable 1
Mail Preparation & Intelligent Worksharing
with 30-minute Refreshment

Co-Leaders
Bob Rosser, Director of Postal Affairs, IWCO Direct
Michael Plunkett, President & CEO, PostCom

12:00noon-1:30pm  Lunch with Keynote (TBA) & Awards Presentation

1:30pm-3:00pm  Roundtable 2
Pricing – Forward Progress to Strengthen Mail Supply Chain

Co-Leaders
Angelo Anagnostopoulos, Vice President of Postal Affairs, GrayHair Software, Inc.
Bob Schimek, Senior Director of Postal Affairs, Quadient

3:00pm-3:30pm  Refreshment

3:30-5:30pm  Workshop
Multi-Channel Communications & Marketing

Mail is becoming more and more inter-connected with multi-channel communications and marketing. This workshop explores the dynamics and changing landscape of mail in the mix. We will discuss:

- How is advertising and marketing dollars shifting?
- How are marketers and mail owners evolving – what are new needs and expectations to better connect with customer?
- How has mail in the mix of mail and digital changed? How is mail empowered across multi-channel marketing?
- How does “mobile” technology tie to mail and digital communications and marketing?

Presented by
Bradley Kugler, CEO, DirectMail2.0

5:30pm-7:00pm  Reception
DAY 2: February 21

8:00am-9:00am  Continental Breakfast

9:00am-10:30am  **Roundtable 3**  Measuring What Matters: Using Data to Drive a Healthier Supply Chain  
Co-Leaders  
Paula Stoskopf, Marketing & Industry Affairs, LSC Communications Co.  
Todd Black, Managing Director, Web Track Division, Intelisent

10:30am-11:00am  Refreshment

11:00am-12:30pm  **Roundtable 4**  US Postal Service as a Supply Chain Partner  
Co-Leaders  
Rose Flanagan, Manager of Postal Strategies & Logistics, Data-Mail, Inc.  
Phil Thompson, Director of Postal Affairs, Quad/Graphics, Inc.

12:30pm-2:00pm  Lunch *with Wrap-Up*

2:00pm  Adjournment

*Program schedule may change with the confirmation of a series of keynote presenters.*