

Idealliance.

# POSTAL EXCHANGE 2019

February 20-21, 2019 • Sheraton Sand Key Resort • Clearwater, FL

## 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](mailto:dsteinhardt@idealliance.org) • 703.887.7380

## DAY 1: February 20

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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

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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.***