

United States Postal Service®

INDUSTRYALERT

USPS Officer Led Sessions 2015 National Postal Forum Anaheim, CA

NPF Pre-registration Ends Thursday, April 30th

The National Postal Forum (NPF) is *the* event where you can hear first-hand from top Postal Service officers and executives about topics that will guide the entire mailing and shipping industry in the decades ahead.

Take a peek into key Postal Service initiatives and discover how we can Grow Together through collaboration and partnerships. In addition to all the great workshops, be sure to attend the officer led sessions below!

Sunday, May 17 – 9:00am – 10:30am

National Meeting of Mailing Industry Area Focus Groups

Speaker: David Williams, Chief Operating Officer and Executive VP

David E. Williams, Chief Operations Officer, will share how you can benefit from participating in the Area Focus Group meetings held throughout the year in each of the geographic areas of the USPS. Experience first-hand how the USPS and the mailing industry are *Growing Together* – delivering solutions to improve service and provide the latest information and ideas to collaborate and grow the business.

Sunday, May 17 – 11:00am – 12:30pm

PCC Leadership Opening Session

Speaker: Jim Nemec, VP, Consumer and Industry Affairs

If you belong to a Postal Customer Council (PCC) or are thinking about joining one, this session is for you. The PCC Network throughout the country is one of the best ways to share information and exchange ideas. This session brings together USPS senior officials and nationwide PCC leaders who have the drive, energy and commitment to help PCC member organizations grow and thrive! Come and see what it's all about and how you can benefit. All are encouraged to attend.

- Hear remarks from some of the Postal Service Executive Leadership Team
- Learn about the updates to the Mailpiece Design Analysts Program
- Recognize and hear from the 2014 Gold Level PCC of the Year Award Winners
- Interactive panel discussion with the PCC Advisory Committee Subcommittees

Sunday, May 17 – 2:45pm – 3:45pm

Mail Entry Roadmap

Speaker: Pritha Mehra, VP, Mail Entry and Payment Technology

The Mail Entry Roadmap details the Postal Service's key initiatives to streamline the acceptance, induction, and verification of commercial mailings. Learn the ins and outs of transformative programs such as eInduction, and Seamless Acceptance and how Full-Service intelligence sets the stage for streamlining the acceptance and induction processes. This session will also introduce you to data rich reports via the Mailer Scorecard.

- eInduction
- Full Service
- Seamless Acceptance
- eDoc
- Mailers' Scorecard

Monday, May 18 – 11:00am – 12:00pm

Run! Hide! Fight! Surviving and Preparing for the Worst-Case Scenario
Speaker: Guy Cottrell, Chief Postal Inspector

NEW! This workshop is intended for all NPF attendees. There's a shooter on the loose and he's intent on killing people or trying to... This scenario plays out more and more frequently and it's not confined to workplace situations. High profile incidents involving an active shooter have happened in schools, businesses, and places of worship. But they can happen anywhere. And they take place in just minutes. What would you do if faced with the business end of a firearm? Learn some simple actions to take to protect yourself, co-workers and loved ones against an active shooter situation – it could help save your life, as well as those around you. BE PREPARED – SURVIVE!

- Operational Security Reviews
- Biological Threats
- Cloud Security / Data Security

Monday, May 18 – 1:30pm – 2:30pm

Innovating Today for Tomorrow's Customer
Speaker: Gary Reblin, VP, New Products and Innovation

The changes and complexities of e-commerce are tumbling down traditional marketing and delivery. The new mobile environment has allowed the consumer to act immediately. They buy, sell and interact with messages. Technologies like QR codes, NFC and Augmented Reality have all helped to improve the customer experience. Join Gary Reblin, Vice President, New Products and Innovation, to see how the USPS is capitalizing on new and emerging technologies to innovate today for tomorrow's customer. Join Mr. Reblin as he walks you through the new products and services that the USPS is offering using live samples, interactive mailpieces and more. See and feel some of the innovative tools and technologies the USPS Product teams are developing today for your evolving marketing and delivery needs.

- Product Innovation
- Mailing Promotions
- Product Technology
- Shipping

Tuesday, May 19 – 9:30am – 10:30am

No Excuses: Grow Your Business Globally
Speaker: Giselle Valera, VP, Global Business

Giselle Valera, Vice President of Global Business, wraps up the Global Workshop track and talks about how eCommerce is shaping the growth of the international package business. See what Global is doing to keep up with the growing demand and what's new for international shippers in 2015 and beyond. Then bring your questions to ask the Global Executives during this interactive special Q&A session.

Tuesday, May 19 – 11:00am – 12:00pm

Harnessing the Power of Information: The Business Intelligence Platform
Speaker: Robert Cintron, VP, Enterprise Analytics

The USPS is bridging the gap to provide near real-time visibility with the innovation of a robust business intelligence platform. The USPS is capturing vital mail and package analytics, providing end-to-end data monitoring and validation for increased visibility and tracking capability. Mobile delivery devices, mobile applications, and geo-fencing technology support scanning intelligence. This dynamic session will offer an in-depth look at how the USPS is using technology and analytics to identify key indicators and predict the future of mail and package delivery. The collaborative efforts of the USPS and industry have led to unprecedented visibility, predictive delivery, and business solutions that drive results.

Tuesday, May 19 – 1:30pm – 2:30pm

Network Operations Update and Tools
Speaker: Linda Malone, VP, Network Operations

Linda Malone, Vice President, Network Operations will share Postal Operational Updates including her strategic vision for optimizing the network and her commitment to customers. This session will highlight various tools available such as Facility Access and Shipment Tracking (FAST), Customer Supplier Agreements (CSA) to enhance your operation and improve service. Learn the process for major policy decisions including the latest operation regulations update and Federal Notices. All are encouraged to attend!

Not yet registered for NPF? No worries – pre-registration is available through April 30, 2015, with on-site registration available after that. Check out the registration page in the [NPF Catalog](#).

Visit the [National Postal Forum](#) for full details on everything offered for 2015!

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