



# MTAC OPEN SESSION

Tuesday, February 28, 2017

US Postal Service Headquarters  
475 L'Enfant Plaza, SW  
Washington, DC 20260-1000

## MTAC Open Session Agenda

*Ben Franklin Room, 11<sup>th</sup> Floor*

1:00 PM – 1:05 PM	<i>Welcome and Introductions Chairman Remarks</i>	Steve Monteith – MTAC USPS Chair Erv Drewek – MTAC Industry Chair
1:05 PM – 1:20 PM	<i>Legislative Update</i>	Ron Stroman Deputy Postmaster General & Chief Government Relations Officer
1:20 PM – 2:00 PM	<i>Marketing Update</i>	Cliff Rucker Sr. VP, Sales and Customer Relations
	<i>Research Insights</i>	Chris Karpenko Exec. Dir., Brand Marketing and Karen McCormick USPS OIG
2:00 PM – 2:30 PM	<i>Operations Update</i>	David Williams Chief Operating Officer & EVP
2:30 PM – 3:00 PM	<i>Inspection Service Review</i>	Guy Cottrell Chief Postal Inspector
3:00 PM – 3:15 PM	<b>BREAK</b>	
3:15 PM – 4:00 PM	<i>How Do You Get People to Open the Mail Piece? – Making Your Mail Irresistible</i>	Dr. John Leininger :** Professor of Graphic Communications, Clemson University
4:00 PM – 4:30 PM	<i>CIO Priorities</i>	Kristin Seaver Chief Information Officer & EVP
4:30 PM – 4:45 PM	<i>WG / TT / UG Updates WG Closure Recognitions</i>	Erv Drewek/Steve Monteith
4:45 pm – 5:00 pm	PMG Comments	Megan J. Brennan Postmaster General & CEO
5:00 PM	Closing Remarks	Erv Drewek/Steve Monteith

## MTAC Reception \*\*\* *Hall of Flags, Lobby/Street Level*\*\*\*

5:00 PM – 7:00 PM	USPS Industry Stakeholders Reception
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\*\* Our guest speaker will be providing materials to MTAC members. The Postal Service does not endorse the businesses that prepared the materials or the businesses involved in the case studies.