

GROWING

MAIL SHIPPING DELIVERY GLOBAL BUSINESS SOLUTIONS RESULTS

TOGETHER

May 17-20, 2015 • Anaheim Convention Center, California



To listen to a recording of this presentation: [Click here](#)



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at the **2015 National Postal Forum**



Paul Warrick
Manager of NCED



National Center For Employee Development

<http://cc.nced.com>





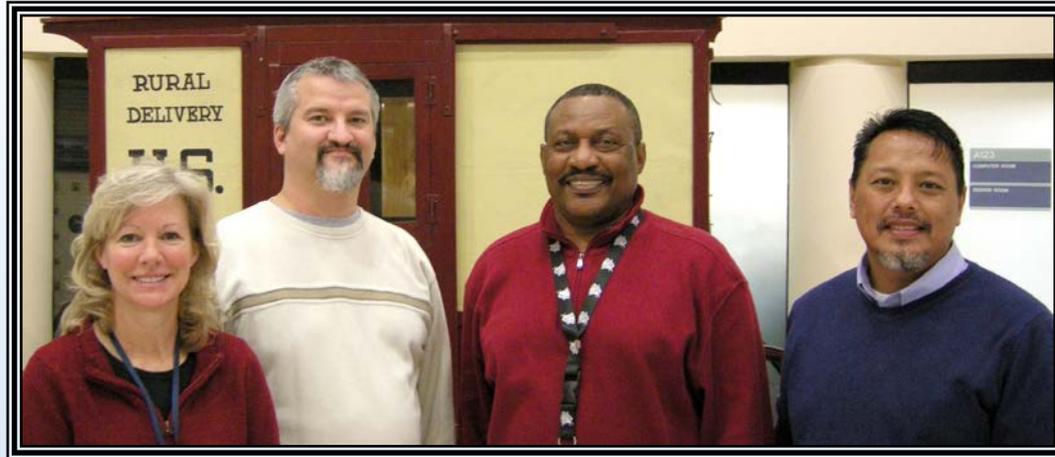
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at the

2015 National Postal Forum

Meet the team at



Lisa Roth
Supervisor of BMA

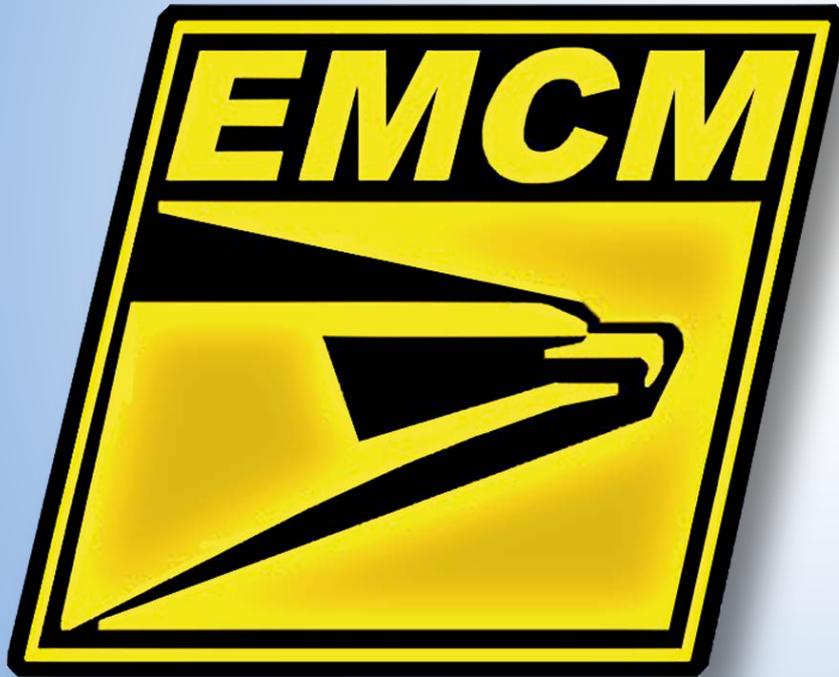
Kyle Moore
Instructor

CL Talley
Instructor

Frank Crawford
Instructor



Executive Mail Center Manager



- Evolution
- Process
- Deployment
- Expansion

Executive Mail Center Manager

Eight key operational areas covered:

- People Management
- Sales and Marketing
- Basic Mail Design
- Tool and Resources
- Technology
- Operations
- Finances
- Safety and Security





Maureen Goodson

Executive Director
National Postal Forum





2015 National Postal Forum

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All of the latest NPF information as well as attendee resources and links to 2015 registration system are available at **NPF.ORG**

The screenshot shows the NPF 2015 website homepage. At the top, the browser address bar shows 'npf.org'. The website header includes the NPF logo and the 'GROWING TOGETHER' slogan, with the tagline 'MAIL SHIPPING DELIVERY GLOBAL BUSINESS SOLUTIONS RESULTS'. Below this, the dates 'May 17-20, 2015' and location 'Anaheim Convention Center, California' are listed. A navigation menu contains links for Home, About, Attending, Education/Networking, Exhibit Hall, Hotel/Travel, To Exhibit, Engage, and News. A 'Quick Find' search box is also present. The main banner features a large photograph of a conference hall with a purple carpet and a call to action: 'Join our mailing list or Update your Profile'. Below the banner, there are several news items:

- 'Advance Your Career by Increasing Your Skill Set' - The educational program at the National Postal Forum can provide you with the necessary tools to give you the competitive edge you need to succeed in the mailing and shipping industry.
- 'The official 2015 NPF Catalog is now available.' - Early bird pricing on 2015 registrations is available for a limited time only so REGISTER NOW!
- 'Megan Brennan 74th Postmaster General of the United States' - Megan J. Brennan officially became the 74th Postmaster General and CEO of the U.S. Postal Service Feb. 1st 2015. Outlining key themes in a letter to employees today, Postmaster General Brennan said she would seek to advance transformative strategies that invest in the future of the Postal Service and shape growth opportunities for the organization and the industries it serves. Among these strategies are better use of data and technology, speeding the pace of product and service innovations, continual process improvements throughout the organization, and fully engaging and leveraging the talents of its 600,000-employee workforce.

 A search bar is located on the right side of the page. At the bottom right, there is a blue callout box that says 'Refer a Colleague, and if they attend the 2015 forum, you will receive a \$200 Credit on your 2015 Registration!'. Below the news items, there is a section for '2015 NPF list of Sponsors & Partners' with a logo.



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at the **2015 National Postal Forum**

Sunday / May 17th

- 9:00 am - 10:30 am: National Area Focus Group Meeting
- 9:00 am - 10:00 am: Period 1 Workshops
- 10:15 am - 11:15 am: Orientation Session / Period 2 Workshops
- 11:00 am - 12:30 pm: Postal Customer Council (PCC) Opening Session
- 11:30 am - 12:30 pm: Period 3 Workshops
- 12:30 pm - 1:30 pm: Box Lunches on the Grand Plaza
- **1:30 pm - 5:00 pm: EMCM Certification Program**
- 5:00 pm - 6:30 pm: Welcome and Postal Area Receptions



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at the **2015 National Postal Forum**

Monday / May 18th

- 8:00 am - 9:30 am: Opening General Session
- 9:30 am - 10:30 am: Exhibit Hall Time
- **10:30 am - 12:30 pm: EMCM Certification Program**
- 12:30 pm - 1:30 pm: Exhibit Hall Lunch
- 1:30 pm - 2:30 pm: Period 8 Workshops and Peer-to-Peer Workshops
- **2:45 pm - 3:45 pm: EMCM Certification Program**
- 4:00 pm - 5:00 pm: Period 10 Workshops
- 5:00 pm - 8:00 pm: Local PCC Networking



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Tuesday / May 19th

- 8:00 am - 9:30 am: General Session / Period 11 Workshops
- 9:30 am - 10:00 am: Exhibit Hall Time
- **10:00 am - 12:00 pm: EMCM Certification Program**
- 12:00 pm - 1:30 pm: Exhibit Hall Lunch
- **1:30 pm - 3:30 pm: EMCM Certification Program**
- 4:00 pm - 5:00 pm: Peer-to-Peer Roundtables / Period 15 Workshops
- 5:00 pm - 6:30 pm: Exhibitors' Reception



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at the **2015 National Postal Forum**

Wednesday / May 19th

- **8:00 am - 9:30 am: EMCM Certification Program**
- 9:30 am - 12:00 pm: Exhibit Hall Time
- 12:00 pm - 2:00 pm: Ballroom Lunch and Partnership Recognition
- **2:00 pm - 4:30 pm: EMCM Certification Program**
- 4:30 pm - 5:30 pm: Period 19 Workshops
- 7:00 pm - 10:00 pm: Closing Event on the Grand Plaza



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Registration for a National Postal Forum event requires the creation of an NPF registration profile.

NPF Pathfinder

registration.npf.org/login

Reader

NPF Pathfinder

Create/Login to your NPF profile

An NPF profile will allow you the ability to receive updates about our annual conference and other industry-related events. You can also sign up for our weekly Mailing Industry Newsletter, register for the annual National Postal Forum conference, as well as give us a little bit of information about our audience in order to help us tailor NPF to meet the needs of our attendees.

The National Postal Forum does not supply your information to any third parties.

Thank you for your participation in the National Postal Forum.

Contact us with questions at [703.218.5015](tel:703.218.5015) or email us at info@npf.org

Sign in

[Sign-Up](#)

Username

Password

[Sign in](#) [forgot username or password](#)

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Verify your information is accurate and begin registering
for the 2015 National Postal Forum

Profile has been updated successfully

Test Test [Edit Profile Details](#) [Would you like to register for the 2015 National Postal Forum?](#)

Prefix:	Home Phone:
First name: Test	Work Phone: (222) 222-2222
Last name: Test	Mobile Phone:
Suffix:	Fax Number:
Nickname:	Email address: tests@test.com
Job Title:	Username: test
NPF ID: 8184419364	Status: Active
Company: Footeco	Which job title most closely describes your position?: Manager
Address Line 1: 3998 Fair Ridge Drive	Please indicate your area of job responsibility: (Select) Mail Piece Design and Development
Address Line 2:	
City: Fairfax	



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To attend the EMCM Program you must register as Full Registration or Education Only Registration.

NPF Pathfinder

https://registration.npf.org/events/registration/20

You are logged in as Test Test Logout

NPF Pathfinder

NPF National Postal Forum

NPF Homepage > Events > Registration

Manage Exhibitors

Create Registration

Cancel

Registration Type

Please select your registration type from the list below

Choose Registration Type*

Attendee:

- Full Registration - Regular Rate
- Mon/Tues/Wed Registration - Regular Rate
- Sun/Mon/Tues Registration - Regular Rate
- Sun/Mon Registration - Regular Rate
- Tues/Wed Registration - Regular Rate
- Education Only Registration - Regular Rate
- Sunday Only Registration - Regular Rate
- Monday Only Registration - Regular Rate
- Tuesday Only Registration - Regular Rate
- Wednesday Only Registration - Regular Rate
- Spouse/Guest Registration
- USPS Employees Only
- USPS Authorized
- Exhibit Hall Only - Paid Registration
- Industry Speaker Registration

Uncheck

Continue Cancel

Callout boxes:

- Full Registration - Regular Rate
- Education Only Registration - Regular Rate



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at the **2015 National Postal Forum**

Make sure to take advantage of any discounts you may qualify for.

The screenshot shows a web browser window titled "NPF Pathfinder" with the URL "https://registration.npf.org/events/registration/20". The page header includes the NPF logo, the text "NPF Homepage > Events > Registration", and a "Manage Exhibitors" link. The user is logged in as "Test Test".

Create Registration

Registration Type | Discounts

Please choose any applicable discounts from the list below. If the selected registration type is not eligible for any discounts and you have no discount code(s) to enter, please continue to the next page.

Choose available discount code:

Code	Description	Select
PCCFULL	Are you a member of a PCC or MTAC sponsored organization?	<input type="checkbox"/>
GROUP	Are multiple employees from your company attending?	<input type="checkbox"/>

I have a different discount code

[Continue](#)

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Make sure you choose the EMCM Optional Event!

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registration.npf.org/events/registration/20

You are logged in as Test Test Logout

NPF National Postal Forum

NPF Homepage > Events > Registration

Manage Exhibitors

Create Registration

Cancel

Registration Type Discounts Registration Questions Optional Events Hotel Summary

Please select any optional events that you would like to add to your registration below.

Choose Optional Events:

Function name	Description	file attachment	file name	file description	Type	Start Date	Start Time	End Date	End Time	Fee amount	Select
Charity Golf					Offsite		8:00		8:00		
Executive Mail Center Manager	The Executive Mail Center Manager (EMCM) course is a comprehensive training program that is designed for individuals who wish to develop Mail Center Management skills. It offers a certified designation that emphasizes professionalism in Mail Center Management. The course teaches skills needed to manage more effectively, boost productivity and cut costs. The program is sponsored by the USPS and has been developed by a professional committee with representatives from the mailing industry. To earn official certification, participants are required to complete all 14 planned sessions and pass a comprehensive exam at the completion of the course.				Offsite Event	05/17/15	8:00 am	05/20/15	5:00 pm	170.00	<input checked="" type="checkbox"/>
Mail Design Professional	optimizing postage costs through automation. This eight-hour course will be held over Tuesday and Wednesday and includes a comprehensive final review. The USPS MDP certification is a two-year certification that offers a professional designation to all graduates.				Offsite Event	05/19/15	8:00 am	05/20/15	5:00 pm	90.00	<input type="checkbox"/>
Volunteer with Habitat for Humanity of Orange County	NPF will assign its first 25 volunteers to help construct a single-family home in Orange County, California. No Experience Necessary. Round-trip transportation will be provided by the NPF. \$25 fee is non-refundable and will be donated to Habitat for Humanity of Orange County.				Offsite Event	05/16/15	9:00 am	05/16/15	3:00 pm	25.00	<input type="checkbox"/>

Update Cancel



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Choose Yes to book your hotel stay at an NPF participating hotel.

The screenshot shows a web browser window titled "NPF Pathfinder" with the URL "https://registration.npf.org/events/registration/20". The page header includes the NPF logo, the text "NPF Homepage > Events > Registration", and a "Manage Exhibitors" link. The main content area is titled "Create Registration" and features a series of tabs: "Registration Type", "Discounts", "Registration Questions", "Optional Events", and "Hotel". The "Hotel" tab is currently selected. Below the tabs, the question "Would you like to make a hotel reservation for this event?" is displayed, with "Yes" and "No" buttons. A "Cancel" button is located in the top right corner of the form area. The footer of the page contains the copyright notice "© 2015 NPF Pathfinder Inc".



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Enter Arrival Date and Departure Date.

The screenshot shows a web browser window titled "NPF Pathfinder" with the URL "registration.npf.org/events/registration/20". The page content includes the NPF logo, a breadcrumb trail "NPF Homepage > Events > Registration", and a "Create Registration" section with tabs for "Registration Type", "Discounts", "Registration Questions", "Optional Events", and "Hotel". A question "Would you like to make a hotel reservation for this event?" is followed by "Yes" and "No" buttons. A modal dialog titled "Please select the dates for your hotel reservations" is open, showing "Arrival Date:" with a date picker set to "05/17/15" and "Departure Date:" with a date picker set to "05/21/15". The modal has "Cancel" and "Search Hotels" buttons. The footer of the page reads "© 2015 NPF Pathfinder, Inc."



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Review hotel options and choose.

NPF Pathfinder

registration.npf.org/events/registration/20

You are logged in as Test Test Logout

NPF National Postal Forum

NPF Homepage > Events > Registration

Manage Exhibitors

Create Registration Cancel

Registration Type Discounts Registration Questions Optional Events Hotel

Please select a hotel from the options below.

Anaheim Hilton

The Hilton Anaheim has 1,572 guest rooms and is adjacent to the Anaheim Convention Center. Sip a cocktail in the modern surroundings of the Mix Lounge before enjoying a locally sourced meal in Mix Restaurant. Grab a quick bite at the food court or choose your favorite coffee at the on-site Starbucks®. Work out at the fitness center featuring the latest equipment or take a swim in the health club's indoor adult pool or hot tub. The outdoor swimming pool features a water slide and two hot tubs. The Hilton's luxurious spa features a dry heat sauna and offers a wide range of therapeutic spa treatments.

Select

Anaheim Marriott

The Anaheim Marriott is adjacent to the Anaheim Convention Center. Each of the 1,076 hotel rooms features plush Marriott bedding and tasteful decor. Dining options include Pizza Hut, Starbucks® and NFUSE, a comfortably modern social lounge and restaurant featuring California microbrews, premier tap wines and hand crafted cocktails. The NFUSE menu is designed for sharing and celebrates California cuisine with inspiration from around the globe. This hotel has earned the prestigious ENERGY STAR® label from the U.S. Environmental Protection Agency.

Select

Sheraton Park Anaheim

With 490 well-appointed guest rooms the Sheraton Park Hotel is a wonderful place to stay in Anaheim, just a five minute walk from the Anaheim Convention Center. Multiple dining options are available on property, including the recently renovated Morton's Steakhouse. This hotel also offers an outdoor swimming pool and tropical pool bar, as well as a fitness center.

Website: www.sheratonparkanaheim.com

Location: 1855 South Harbor Blvd. Anaheim, CA 92802

Select

Change Reservation Date Cancel Hotel Reservation



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Review registration, enter Payment Details and click Confirm and Pay.

The screenshot shows a web browser window titled "NPF Pathfinder" with the URL "registration.npf.org/events/registration/20". The page header includes the NPF logo and navigation links like "NPF Homepage > Events > Registration". A "Cancel" button is visible in the top right. The main content area is titled "Create Registration" and features a tabbed interface with "Registration Type", "Discounts", "Registration Questions", "Optional Events", "Hotel", and "Summary" tabs. The "Registration Questions" tab is active, displaying the following information:

Total Amount Due:

- Event Name: 2015 National Postal Forum
- Event Date: 05/17/15
- Registration Type:
 - Full Registration - Regular Rate \$950.00
- Optional Event:
 - Mail Design Professional \$90.00
- Amount Due: \$1,040.00

Payment Details:

- Registration Type:
 - Full Registration - Regular Rate \$950.00
- Optional Event:
 - Mail Design Professional \$90.00
- Amount Due: \$1040.00

Choose Payment Method:

- Credit Card (Online)
- Virtual Check (online)
- Check (offline)

A red arrow points from the top right of the browser window down to the "Confirm and Pay" button at the bottom center of the page.

