

EASTERN AREA AGENDA
MAILING INDUSTRY FOCUS MEETING AGENDA
JUNE 23, 2016

8:00 AM – 9:00 AM

REGISTRATION & CONTINENTAL BREAKFAST

9:00 AM

JESUS GALVEZ, AREA MARKETING MANAGER
RICHARD GEBBIE, INDUSTRY CO-CHAIR (FIRST-CLASS)
LISA WURMAN, INDUSTRY CO-CHAIR (STANDARD)
EDWARD MAYHEW, INDUSTRY CO-CHAIR (PERIODICALS)
WELCOME & OPENING REMARKS

9:15 AM

JOSHUA D. COLIN, PH.D.
VICE PRESIDENT, AREA OPERATIONS
“STATE OF THE AREA”

9:45 AM

PRITHA MEHRA
VP MAIL ENTRY & PAYMENT TECHNOLOGY
ASSESSMENTS, ENTERPRISE PAYMENT SYSTEM, MAIL ANYWHERE

10:45 AM

BREAK

11:00 AM

ERV DREWEK
MTAC INDUSTRY CHAIRMAN

JUDY DE TOROK
MANAGER, INDUSTRY ENGAGEMENT & OUTREACH
MTAC UPDATE

***EASTERN AREA MAILING INDUSTRY FOCUS MEETING AGENDA
(CON'T)***

11:30 PM

**EDWARD MAYHEW
INDUSTRY CO-CHAIR (PERIODICALS)
*PERIODICALS UPDATE***

11:50 PM

**LISA WURMAN
INDUSTRY CO-CHAIR (STANDARD)
*RIBBS REDESIGN / POSTALPRO***

12:15 PM

**JESUS GALVEZ, AREA MARKETING MANAGER, EASTERN AREA, POSTAL CO-CHAIR
RICHARD GEBBIE, INDUSTRY CO-CHAIR (FIRST-CLASS)
LISA WURMAN, INDUSTRY CO-CHAIR (STANDARD)
EDWARD MAYHEW, INDUSTRY CO-CHAIR (PERIODICALS)
*WRAP UP/ADJOURN ***

***GREATER CLEVELAND
PCC EDUCATIONAL EVENT AGENDA***

12:30 PM

**SEAN GEBBIE, PCC INDUSTRY CO-CHAIR
*INTRODUCTION OF GUESTS***

1:00 PM

WORKING LUNCH WITH

**GARY REBLIN, VP NEW PRODUCTS & INNOVATION
USPS
*KEYNOTE SPEAKER***

1:45 PM

**GARY SEITZ
CTRAC DIRECT
* USING BIG DATA***

2:30 PM

**MICHELLE HILSTON
CONSOLIDATED SOLUTIONS
* UNDERSTANDING THE MAILER SCORECARD***

3:15 PM

**SEAN GEBBIE, PCC INDUSTRY CO-CHAIR
* CLOSING REMARKS***

***THERE WILL BE A CONSULTATION TABLE SET UP TO ANSWER
QUESTIONS ON POLITICAL/ELECTION MAIL***