



HOTLINE

September 2012

VOLUME 19, ISSUE 3

Tuesday, October 16th, 2012

8:00 a.m. to 3:00 p.m.

The PCC's Bi-annual Expo is coming soon!
Educational Sessions, Speakers and Presenters from the
USPS and the Business Community
Opportunities to Connect with Others in the Mailing
Industry

Please join us for **this informative all day event!**

Further details below:

Great Educational Opportunities: Nine educational sessions will be provided, ranging from Mailroom Management to Internet Postage to Mail Piece Design and Effectiveness. The classes will be taught by experienced industry members or staff from the United States Postal Service. No matter where your interest lies or what your mailing needs are, there's sure to be a session or presentation that will satisfy.

Great Speakers: There are lots of questions about the Postal Service these days, and the PCC Expo is a unique opportunity to hear from the USPS itself about what's happening. District Manager Rick Pivovar will begin the day with remarks, Wichita Post Master Evie Tan-Todd will be the closing speaker, and postal employees will be around all day if you have questions or just want to chat. Plus, during lunch, you can enjoy the soothing tones of the Newman Troubadours singing group.

Great Networking Opportunities: A number of vendors will be present, representing the latest in mailing technology and services, with plenty of time to visit and talk. Take this chance to develop stronger relationships with any of the more than 100 professionals expected to attend.

Great Door Prizes: Lots of great door prizes will be awarded, including the **Grand Prize of a Kindle Fire!**

Location: Wichita State University - Metroplex, 5015 E. 29th St N, Wichita, KS

Cost: \$40.00, including lunch, if registered by Oct 1st. \$50.00 if registered after Oct 1st.

For Reservations, call or email Tim Norman, timothy.j.norman@usps.gov, 316-946-4528, or Kelli Cunningham, kelli.j.cunningham@usps.gov, 316-946-4699.

Visit www.pccwichita.com for more information

Speaker / Presenter Bios

Here are some of the fantastic people you'll be able to hear at the Expo:

The Wichita Postal Customer Council newsletter, PCC Hotline, is published by the Wichita Postal Customer Council for all members of the Council and other business mailers in the Wichita area.

Evelyn Tan-Todd
Postal Co-Chair

David Banowetz
Industry Co-Chair

All members are invited to submit news for the PCC Hotline. Items should be sent to:

Jeremy Biltz
jbiltz@sedgwick.gov

www.pccwichita.com

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Rick Pivovar: Rick J. Pivovar is the District Manager for the Central Plains District of the United States Postal Service, responsible for all postal operations in Nebraska, most of Kansas, and southwest Iowa. Pivovar began his postal career as a multi-position letter sorting machine clerk in the Omaha Plant, and has held numerous management positions including Operations Analyst, Regional Automation Advisor and Area Manager, In-Plant Support for the Western Area.

Evie Tan-Todd: Evelyn (Evie) Tan-Todd became Wichita's newest Postmaster in July 2011. As the Wichita Postmaster, Ms. Tan-Todd is responsible for about 700 employees in delivering millions of pieces of mail each year to over 193,000 addresses. Prior to coming to Wichita, Ms. Tan-Todd had been Postmaster of Renton, WA since 2007. Ms. Tan-Todd also served as Postmaster in Olathe, KS, OIC in Cape Girardeau, MO, Postmaster of Lemoore, CA, Postmaster of Delano, CA, and also worked in Bakersfield, CA. She began her postal career in Van Nuys, CA currently known as Sierra Coastal District, hiring in as a clerk then becoming a carrier.

Mike Sperlazza: Michael Sperlazza has been the Director of Postal Services at Wichita State University since 1997. Mr. Sperlazza attended Coastal Carolina Community College majoring in Computer Science. Mr. Sperlazza is retired from the United States Marine Corps and served in several positions supervising military mail distribution services in locations in Japan, California, North Carolina, and Washington DC. Mr. Sperlazza was also the Military Liaison for the Department of Defense and US Postal Service from 1994-1997.

Lori Luginbill: Lori has been with the US Postal Service for 23 years, the last 15 years in Sales and Marketing helping business customers implement solutions in their advertising and shipping departments by utilizing direct mail as part of their marketing mix and incorporating USPS shipping solutions in their current shipping operations. She works with customers of all sizes in her territory which covers all of southern and western Kansas. Lori completed her undergraduate degree at Wichita State University majoring in Business and also received her MBA from WSU.

Dave Higley: Dave started his postal career eighteen years ago at the Omaha Processing and Distribution Center. During that time, he has worked in Retail, Accounting, Business Mail Entry, and the Business Service Network. Dave rejoined

the Business Mail management team in September 2011, as a Mailing Standards Specialist. While ensuring compliance to postal regulations, he advises and instructs both employees and mailers on proper mailing procedures within the Central Plains District.

Rena Turner: Rena has been with the Postal Service for 16 1/2 years and has been consulting with Commercial mailers for 15 years regarding their package and direct mail strategies. She is currently the Mailing Solutions Specialist for the Central Plains District covering the states of Kansas, Nebraska and a small portion of Iowa, domiciled and residing in Omaha. She specializes in developing strategies to integrate direct mail into customer's marketing campaigns.

Bert McClard: Bert McClard has worked at multiple levels and various specialty areas of high volume document processing business since 1977. He has been employed at Midwest Single Source, Inc. since 1999, and established the company's Digital Print Center. He first utilized basic IMBC in mid-2010, and is currently working on establishing full service IMBC for a large direct mail customer, mailing nearly nationwide.

Bob Boyer: Bob Boyer has been a Postal Inspector for the past 20 years and a Postal Inspector Team Leader assigned to the Kansas City Field Office for the past 14 years. In 2009, he was responsible for starting the Kansas City Identity Theft and Economic Crimes Task Force (KCITEC) a Postal Inspection Service funded task force seeking to aggressively pursue identity theft investigations.

Join us to hear these and other great speakers!

Please Join us October 16th for the Wichita PCC's Bi-Annual Expo! Program Outline Below:

	A	B	C
8:00 - 8:30	Registration and Visit Vendors		
8:30 - 9:00	<p align="center">General Session Welcome Room 180 District Mgr from Omaha - Rick Pivovar</p>		
9:00 - 9:15	Break & Visit Vendors		
9:15 - 10:15	<p align="center">Mailroom Management Mike Sperlazza, Wichita State University</p>	<p align="center">Package Services Lori Luginbill, USPS</p>	<p align="center">Standard Nonprofit Mail Dave Higley, USPS</p>
10:15 - 10:30	Break & Visit Vendors		
10:30 - 11:30	<p align="center">Mail Piece Design and Addressing Standards Rena Turner, USPS</p>	<p align="center">Internet Postage and Electronic processing Lori Luginbill, USPS</p>	<p align="center">Full Service Intelligent Mail Barcode Bert McClard, Midwest Single Source</p>
11:30 - 1:15	<p align="center"><u>Lunch & Visit Vendors</u> Lunch Speaker: James P Cochrane, VP, Product Information , USPS, Washington</p>		
	<p align="center">Music program by the Newman Troubadours</p>		
1:15 - 2:15	<p align="center">Mail Piece Effectiveness Shelby Hansard, CCI</p>	<p align="center">Identity Theft and Mail Security Bob Boyer, Postal Inspector</p>	<p align="center">New Folded Self Mailer Requirements David Banowetz, Postal Presort</p>
2:15 - 2:30	Break & Visit Vendors		
2:30 - 3:00	<p align="center">Closing Speaker - The Future of the Postal Service Evie Tan-Todd, Wichita Postmaster Questions and Comments Prizes, Wrap-Up and Thank you</p>		



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National Postal Forum

The 2013 National Postal Forum will be held in San Francisco, CA from March 17-20. The National Postal Forum is the premier educational event/experience and tradeshow available to mail professionals today. If your business or profession has anything to do with using mail, or any of the products and services available through the United States Postal Service... then this is the place you need to be as an exhibitor or attendee! For more information, visit www.npf.org.

Please make your reservations for the October 16th Expo with Tim or Kelli (see page 1)
or send to:
WPCC, PO Box 9111, Wichita KS 67277-0111

PCC Expo on October 16th, 2012
At WSU Metroplex, 5015 E 29th St N

Names _____

Company: _____

Address: _____

Email address: _____

Phone #: _____

Number Attending: _____ @ \$40.00 (if registered by 10/1) = \$ _____
 _____ @ \$50.00 (if registered later) = \$ _____

Visit www.pccwichita.com for more information