

The 2010 National Postal Forum

April 11-14

Nashville, TN

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OR select individual sessions on single audio CDs - see pages 2 - 4.**

API Code	NPF Track - # of Sessions - Price*	API Code	NPF Track - # of Sessions - Price*
150-02-10	CAL - Customer Acquisition and Loyalty 14 Sessions - \$266	159-02-10	KT - Key Topics Led by USPS Management <i>plus</i> Opening General Session Keynote Address by Postmaster General John E. "Jack" Potter 11 Sessions - \$209
151-02-10	COMM - Communication Tips on How to Stay Connected - 6 Sessions - \$114	160-02-10	MCM - Mail Center Management 17 Sessions - \$323
152-02-10	CU - Colleges & Universities 7 Sessions - \$133	161-02-10	MGMT - Management and Leadership Skills 7 Sessions - \$133
153-02-10	DMSN - Direct Mail from Soup to Nuts 6 Sessions - \$114	162-02-10	NP - Nonprofit Mailers 7 Sessions - \$133
154-02-10	EXP - Expedited Shipping Services 7 Sessions - \$133	163-02-10	OPE - Optimizing, Preparation and Entry 8 Sessions - \$152
155-02-10	FLAT - Flats Track for Periodicals, Catalogs and Printers - 12 Sessions - \$220	164-02-10	PCC - PCC Leadership 6 Sessions - \$114
156-02-10	GLO - Global Shipping Services 4 Sessions - \$76	165-02-10	QA - Quality Addressing 12 Sessions - \$228
157-02-10	GSS - Ground Shipping Services 4 Sessions - \$76	166-02-10	SAFE - Safety and Security 5 Sessions - \$95
158-02-10	IM - Intelligent Mail 11 Sessions - \$209		

**See pages 2-4 for individual session recordings on single audio CDs.
For individual audio CDs of Key Topic Sessions held in Governor Ballrooms A-E, see page 4 / column 2.**

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**Order Individual Sessions on Single Audio CDs as listed on Pages 2-4 OR
Multiple Sessions w/links to submitted PowerPoints on CD-ROM - *grouped by NPF Track* - see Page 1**

Sunday, April 11 / Workshops			Monday April 12 / General Session & Workshops		
API Code	Track	Session Title	API Code	Track	Session Title
001-02-10	QA01	It's in the Mail - But Should It Be? Improving Address Quality	026-02-10	GEN01	Opening General Session - John E. Potter, PMG
002-02-10	GLO01	The Power of Multinational Direct Marketing	027-02-10	IM01	Business Customer Gateway: Managing Your Mailings
003-02-10	MCM01	USPS Extra Services: When, Why & How	028-02-10	QA04	How Government Agencies Use Address Quality to Better Serve the Community
004-02-10	GSS01	Online Shipping Solutions for High Volume Shippers	029-02-10	MGMT02	Hiring & Interviewing
005-02-10	OPE01/COMM01	Postal Explorer: Business Tools to Deliver Success!	030-02-10	MCM05	Efficient Mail Center Operations: A Government Perspective
006-02-10	CAL01	Decrease Your Footprint, Increase Direct Mail Sales	031-02-10	CAL04	The Untimely & Premature Death of Customer Relationship Management (CRM)
007-02-10	QA02	Understanding & Management of ACS Data for Optimized Business Processing	032-02-10	EXP03	Put the Postal Service on Your Website & Your Call Center
008-02-10	PCC01	PCC Leadership Conference Opening Session	033-02-10	CU03/MCM06	The New College & University Mail Center: A Look into the Future
009-02-10	NP01	Nonprofit Eligibility	034-02-10	IM02	Appointment Scheduling for Full Service Using FAST
010-02-10	GSS02	Parcel Select Opportunities - Save Money without Sacrificing Service	035-02-10	QA05	Your Software is Talking; Are You Listening?
011-02-10	FLAT01	Maximizing Postage Savings & Delivery for Small Volume Periodicals	036-02-10	PCC03	Two Sides of Effective Mentoring
012-02-10	CU01/MCM02	Consolidating & Marketing Mail Center Operations	037-02-10	NP02	Applying for Nonprofit Mailing Privileges Using PostalOne!
013-02-10	EXP01	Helping Your Small Business Grow with Expedited Shipping	038-02-10	MCM07	How to Survive Outsourcing Your Mail Operation
014-02-10	PCC02	Striving to be the Best - A District Manager's Perspective	039-02-10	MGMT05	The Positive Power of Stress NOTE: Recorded at NPF 2009
015-02-10	CU02	College & University Mail Center Management Issues - Current Challenges & Opportunities	040-02-10	CU04/OPE02	Business Customer Gateway to Your Success
016-02-10	CAL02	How to Maximize the Value of Mail through Best Practices	041-02-10	OPE03/DMSN01	Is Your Mail in Shape?
017-02-10	FLAT02	Periodicals Pricing	042-02-10	KT04	Plant-Verified Drop Shipments in 2010
018-02-10	MCM03	How Do You Spell SUCCESS in these Economic Times?	043-02-10	FLAT04	USPS Flats Strategy
019-02-10	QA03	Move Update Compliance & Methods: Best Values, Best Practices	044-02-10	PCC04	Education on a Budget
020-02-10	SAFE01	Ensuring Security & Resiliency in the Postal & Shipping Sector	045-02-10	CAL05	MAIL SMART: Sustainable Practices for Direct Mail Marketing
021-02-10	MGMT01	Attract, Retain & Motivate Key Talent NOTE: Recorded at NPF 2009	046-02-10	QA06	The Essentials of Great Addressing
022-02-10	MCM04	Winning Strategies to Optimize & Save Mail Processing Costs	047-02-10	EXP04	Bringing Expedited Shipping to New Levels
023-02-10	FLAT03	The Nuts & Bolts of Periodicals	048-02-10	KT05	How the Postal Inspection Service Will Meet Tomorrow's Challenges
024-02-10	CAL03	Disc Mail Direct - Digital Advertising Delivered by the Postal Service	049-02-10	MCM08	Designing a Mail Center that Works!
025-02-10	EXP02	2010 Expedited Package Pricing	050-02-10	IM03	Co-Palletization and Utilizing the Benefits of Intelligent Mail
			051-02-10	FLAT05	Optional Flat Mail Preparation in the FSS Environment
			052-02-10	KT06	The Wonderful World of Expedited Shipping

Monday, April 12 / Workshops - Continued

<u>API Code</u>	<u>Track</u>	<u>Session Title</u>
053-02-10	NP03	Learn from the Experts - What's Working in Direct Mail Fundraising
054-02-10	COMM03	Train the Trainer
055-02-10	MGMT03	Remind Me Why I Took This Job? NOTE: Recorded at NPF 2009
056-02-10	SAFE02/MCM10	A Safe & Sane Response to Suspicious or Threatening Mailings
057-02-10	MCM09	The Top 10 Percent: 11 Tips to Improve Your Mail Center
058-02-10	IM04	Full Service ACS & Intelligent Mail Barcoding
059-02-10	FLAT06	Automating Flat Mail Preparation in the Future
060-02-10	OPE04	Designing Optical Disc Mailers for Automated Letter Processing
061-02-10	GLO02	Affordable, Reliable Shipping Solutions from Your Business to the World
063-02-10	CAL06	Advanced Data Hygiene
064-02-10	MCM11	Performance Measurement in Mail Operation What, Why & How
065-02-10	CU05/SAFE03	Campus Postal Service Security - Justifying the Cost; Meeting the Need

Tuesday, April 13 / Workshops

066-02-10	IM05	Get Smart About Your Mailing Using the Business Customer Gateway
067-02-10	FLAT07/OPE05	Printers Guide to Folded Self-Mailers & Booklets
068-02-10	CAL14	The Value of Sampling through the Mail
069-02-10	NP04	The Impact of Direct Mail on Cancer Research
070-02-10	MCM17/COMM07	Creating a Mail Center Website
071-02-10	QA07	What Are "Bad" Addresses & What to do about Them?
072-02-10	CAL07	The Unique Power of Print
073-02-10	MCM12	Developing a Training Program for Mail Center Employees
074-02-10	IM06	Customer Supplier Agreements (CSAs) with Intelligent Mail
075-02-10	OPE06	Optimizing Your Presort
076-02-10	KT08	The Value of Mail: Why "Do Not Mail" Issues Must be Addressed
077-02-10	MCM13	Sustainability 2.0 in the Postal Industry
078-02-10	CAL08/DMSN02	Mailpiece Concepts, Copy & Design
079-02-10	COMM04	Who Ya Gonna Call?
080-02-10	SAFE04	Mail Room Security in the 21st Century
081-02-10	MGMT04	Measuring the Performance of Your Employees
082-02-10	IM07	Electronic Verification Systems (eVS) Basics
083-02-10	QA08	Address Quality - Product vs. Process

Tuesday, April 13 / Workshops - Continued

<u>API Code</u>	<u>Track</u>	<u>Session Title</u>
084-02-10	PCC05	Increasing Membership through Acquisition, Retention & Loyalty
085-02-10	FLAT08	Building Your Periodicals Business
086-02-10	OPE07	Mail Quality & Designing Mail for Automation
087-02-10	CAL09/DMSN03	A Beginner's Guide to Direct Mail Testing
088-02-10	KT09	Future Business Model of the US Postal Service
089-02-10	MCM14	The Top Ten Behaviors of Excellent Managers
090-02-10	IM08	How to Produce Intelligent Mail Barcodes for Letters, Flats & Containers
091-02-10	KT10	2010 Summer Sale & Future Pricing Incentives
092-02-10	EXP05	Returns at Ease with Expedited Shipping
093-02-10	MCM15	What You Need to Know for Your Mail Center Operation - NOTE: 2 CDs
094-02-10	KT03	USPS Financial & Supply Management Update
095-02-10	CAL10/DMSN04	Mail is a Must with Multichannel Efforts
096-02-10	NP05	Nonprofit Mailer Update
097-02-10	COMM05	Employee Motivation, Guidance & Direction in Today's Workplace
098-02-10	IM09/DMSN05	Intelligent Mail Made Simple through Outsourcing
099-02-10	QA09	Stamp Out Return Mail
100-02-10	GSS04	Returns.. Not the Tax Kind!
101-02-10	GLO03	Global Regulations: Sometimes You're OK, Sometimes You're Not
102-02-10	MGMT06	Best Practices of Great Leaders
103-02-10	CU06	Customer Service in a College & University Setting
104-02-10	FLAT09	Future Mailing Strategies: Co-Pal, Co-Mail and Co-Production

Wednesday, April 14 / Workshops

105-02-10	IM10	Maximizing Your Investment in Intelligent Mail
106-02-10	QA10	Correct Addresses Provide Profitable Mailings: A Case Study
107-02-10	GSS05	Leveraging USPS Technology & Discounts to Save Shippers Money
108-02-10	MCM16	Bring Professionalism to Your Mailing Operation
109-02-10	CAL11/COMM06	How to Build Success through Relationship-Building Communication
110-02-10	FLAT10	Move Update Rules & Printers' Role
111-02-10	NP06	Managing Databases in a Nonprofit Environment
112-02-10	SAFE05	Protect Your Employees & Secure Your Mail Center
113-02-10	QA11/DMSN06	Move It or Lose It
114-02-10	CAL12	Maximize Cash Flow & Improve Responses with Reply Mail

Wednesday, April 14 / Workshops - Continued**Key Topic Sessions held in Governor Ballrooms A-E**

API Code Track	Session Title
115-02-10 EXP06	What's New with Expedited Technology?
116-02-10 FLAT11	USPS Catalog Industry Team Report to Catalogers
117-02-10 GLO04	Navigating Your Way through International Customs Requirements
118-02-10 NP07	Meeting Content Standards for Nonprofit Standard Mail: A Postal Service & Industry Perspective
119-02-10 MGMT07	Motivating Your Employees
120-02-10 IM11	Package Intelligence
121-02-10 QA12	Stump the Experts with Your Undeliverable Mail
122-02-10 PCC06	Clever PCC Tricks
123-02-10 OPE08	Vote by Mail
124-02-10 FLAT12	Cataloger Executive Summary Session of USPS Programs
125-02-10 EXP07	What's New in Shipping Expedited Documents?
126-02-10 CAL13	TransPromo: The Next Level
127-02-10 CU07	Benchmarking: Justifying Your Existence

API Code Track	Session Title
128-02-10 KT01	The Intelligent Mail Technical Workshop Note: 3 CDs
129-02-10 KT02	Envisioning America's Future Postal Service Note: 2 CDs
130-02-10 KT07	Exploring Five-Day Delivery Note: 2 CDs

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CD-ROM Sessions are grouped by NPF Track - see page 1 for complete listing.***

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