

Welcome!

The Lincoln Postal Customer Council (LPCC) invites you to join us for our 2019 Workshop. The Southeast Community College Continuing Education Center will be the venue for this great event. Mail center managers and staff, business and marketing personnel, fundraisers, data processing managers, nonprofit mailers and more will find this workshop to be packed with ideas to save you time and money, and improve your bottom line. Please join us on September 24th, 2019 for this educational and motivational event.



Sharon Owens

Sharon D. Owens was named acting vice president Sales in April 2019. In this role she oversees the direction and management of the Sales organization, as well as business and customer support provided by the Business Service Network (BSN) and Customer Care Centers. Owens is responsible for the following: customer acquisition; business and residential customer service support; revenue growth and retention; business development; and improving USPS market competitiveness and sales for all commercial mailers, including small, mid-sized and large businesses. She reports to the chief customer and marketing officer and executive vice president.

Before this role, Owens served as the vice president of Pricing and Costing, overseeing the setting of published prices and supports negotiated service agreements (NSAs). She also has oversight of postal regulatory reporting, which includes compiling and delivering detailed information on postal programs and services to multiple stakeholders.

Owens previously served as Northern Virginia District Manager. Her other assignments included manager of Industry Engagement and Outreach, manager of Ground Products and manager of Finance.

Owens earned a bachelor's degree in mathematics and a master's degree in operations research from the College of William and Mary.

Carrie Bornitz celebrated her 34th postal anniversary this past March. She is a Senior Product Development Specialist with the Product and Innovation team and is the lead program manager for Informed Delivery.



Carrie Bornitz

Carrie began her Postal career in Sioux Falls, SD. She spent several years working in mail processing and held several management positions in the Dakotas District prior to moving to USPS Headquarters in 1997. Carrie has worked on many major programs, including the Postal Service's original package scanning product, now known as USPS Tracking; she managed the conversion to the existing electronic record keeping system for all signature products; she helped build the Click-N-Ship® platform; and she initiated and managed a national Inside Sales program. She has served in management positions at USPS Headquarters in Strategic Planning, Retail Marketing, and Sales.

Carrie has a Master's Degree in Organizational Leadership and Innovation from Marymount University. She has a bachelor's degree in Business Administration.

Paul Beekhuizen is a Postal Inspector and conducts criminal investigations for the U.S. Postal Inspection Service. Inspector Beekhuizen is a Dangerous Mail Investigation Specialist, and as such, he responds to and investigates various situations involving dangerous mailed items. These investigations include unknown and dangerous powders and liquids in the mail and postal facilities, mail bombs, and hoax and threat letters. Inspector Beekhuizen has been assigned to the Omaha office of the U.S. Postal Inspection Service for seventeen years.



Beth Kumm

Beth Kumm joined the RKD Alpha Dog Marketing team in January 2010 as a Senior Account Manager. With over 20 years' experience in the production of direct mail campaigns she was able to quickly transition over as Production Manager, ultimately being promoted to Vice President of Production Services. During her 8 years with the company she has built and led a team of production professionals to successfully execute the print and mail production of a program that has grown to over 60 million pieces of mail annually.

She specializes in developing and implementing innovative systems and processes to leverage industry technology to meet the needs of a diverse clientele.

She serves on the Industry Board and Education Committee of her local Postal Customer Council.

Ashley Martens Ashlee Martens has been with the US Postal Service for 21 years. She has previously held positions in Human Resources and Customer Service. Currently, Ashlee is a



Ashley Martens

Field Account Rep under Headquarters. Her position involves working with assigned accounts to promote their growth using the USPS. This involves being proactive with accounts to promote USPS products that will benefit their business.

Bruce Ritter Supervisor, Business Mail Entry. Bruce is native to Lincoln and after serving in the US Navy, started for the USPS in 86. He worked all of the 90's in Business Mail Entry. He followed that with being a window clerk, and 12 years as Postmaster or officer in charge of various towns in the local area. His hobbies include playing harmonica, Blues music, reading, and camping. He and his wife have 4 sons, 7 grandchildren, 2 miniature and 1 standard poodle. You can reach him from 10 AM to 6:30 PM, weekdays at the BMEU in Lincoln, 402-473-1799.



Bruce Ritter



Todd Simpson

Todd Simpson Todd Simpson has worked in non-profit management and fundraising for nearly 30 years.

Since 2010 Simpson has served Peru State Foundation as the Chief Executive Officer where he is responsible for alumni relations and fund raising. Prior to his tenure with Peru State, Simpson worked as a consultant and as the Director of Development for the Omaha Home for Boys. At OHB he was responsible for the entire development effort for the organization, including major gifts, planned gifts, capital campaign fund raising, mailing 5 million direct response solicitations each year and the management of a database of more than 1 million records. In the early 1990s, Simpson

worked for the Boston-based direct response firm Amergent, overseeing the direct marketing efforts of more than 30 clients ranging from educational foundations to religious organizations.

Kris Thaller Kris Thaller is the owner of Coaching Dimensions in Lincoln, NE. She is a Certified Life Coach, rigorously trained and licensed as a professional coach, and soft skills trainer by The Academy for Coaching Excellence. (ACE) is a world-class coach training organization accredited by the International Coach Federation (ICF), the leading credentialing body in the coaching profession. Kris currently serves as an Academy Trainer and Academy Faculty Member.



Kris Thaller

Kris is dedicated to working with busy professionals who want less stress, better results, and more freedom to do the things they would love to do. She provides them with extraordinary focusing tools and skill sets they can use to make an impact in their community, family and the world. In the end she believes that everyone wants to know that they lived their life to the fullest, that they contributed in some way and made the difference that they are here to make.

Kris's family is her most valued gift. She has been married to the same great guy for many many years. They have three beautiful daughters, three equally wonderful sons-in-law and ten way above average grandchildren.



Jon Zvolanek

Her Key to Success: Doing what she said she would do with clarity, focus, ease and grace. .

Jon Zvolanek joined the USPS in 2014 as a Sales Executive for the Central Plains District and is now a Senior Sales Executive. He works with current customers and business prospects to develop Postal solutions with mailing and shipping products. In this role Zvolanek brings twenty five years of experience in the logistics, print, and mailing industries having worked as Vice President of Operations for two different Survey Research firms in Lincoln, NE. In addition, he worked in Operations Management for fulfillment and in the check printing industry. He has worked with the Postal Service

and served on Postal Customer Councils in NE, CA, CO, KS, and currently serves on the Industry Board for the LPCC. He is a past co-Chair and has presented at the National Postal Forum.

In 2010, he received the Jerome Wieser Award for his contributions to the LPCC. In addition to the multiple business committees that he serves on, Jon still finds time for his hobbies. He is a master home brewer winning awards for his hand-crafted recipes.

Jon received his Bachelor of Arts in Business Administration from Doane College. He has a wife, three children and resides in Lincoln Nebraska.

Business Sessions

NON-PROFIT/MULTI-CHANNEL MARKETING *Presenter: Todd Simpson*

Communication channels have never been more available ... or more varied! From the tried and true direct marketing package to the Snapchat message, this session will help demystify today's newer marketing tools and give you several multichannel marketing truths to apply to all your donor and member communication efforts.

HOW TO ACCOMPLISH MORE WITH LESS STRESS *Presenter: Kris Thaller*

Stress is often defined as the feeling one experiences between perceived reality (the stressor) and reality (actuality). Stress is really in the eye of the beholder.

PACKAGES-USPS DELIVERS *Presenter: Jon Zvolanek*

Get tips and strategies to provide cost savings, service improvements, and other benefits to your bottom line and customer experience with our package shipping services. Under 1lb, Important but not Urgent, The Amazon Effect, Why 1-3 days is better than 1-5 days?, Returns; we will cover them.

MAIL PIECE DESIGN-AVOID PITFALLS WITH YOUR MAIL *Presenters:*

Ashley Martens and Jon Zvolanek

Mistakes in design can mean your mail doesn't qualify for automation discounts—or in the worst case, prevent your pieces from going through the mail at all.

INFORMED DELIVERY WORKS FOR MARKETERS *Presenter: Carrie Bornitz*

Daily advances in digital technology mean that marketing strategies must keep evolving to stay ahead of the curve. This workshop will introduce Informed Delivery as a part of an effective omni-channel marketing strategy and will demonstrate how marketers can leverage the feature's unique blend of digital and print to connect with consumers in innovative ways.

WORK LIFE BALANCE *Presenter: Kris Thaller*

For years people have been told Work-Life Balance is "A concept that supports the effort of people to split their time and energy evenly between work and the various aspects of their life. It also asks us to make time for family, friends, spirituality, personal growth, self-care and other personal activities in addition to the demands of the Work Place. This outdated concept is not realistic and has created a lot of stress, worry and guilt for us.

In this Workshop, Life Coach Kris Thaller shares a new way to look at Work-Life Balance that doesn't create stress, Guilt and Worry.

NON-PROFIT MAILING *Presenters: Beth Kumm and Bruce Ritter*

Learn who can mail nonprofit, how to qualify, what can be mailed at the nonprofit rates, and some common pitfalls to avoid.

THE STRATEGY AND TACTICS OF A WINNING INFORMED DELIVERY CAMPAIGN: CREATING AND MEASURING SUCCESS

Presenter: Carrie Bornitz

USPS' Mailer Campaign Portal allows mailers to easily upload digital content to conduct an Informed Delivery interactive campaign. This workshop will cover how to initiate interactive campaigns, view campaign data and results, upload and store digital media, and more, using the Portal.

IDENTIFYING AND RESPONDING TO SUSPICIOUS MAIL

Presenter: Postal Inspector Paul Beekhuizen

Inspector Beekhuizen will cover physical mailroom security, handling of mail for your organization, how to identify suspicious mail, what to do when suspicious mail is found and other mail room safety protocols.

Registration

Please mark which business sessions you plan to attend:

9:15-10:15 am

NON-PROFIT/MULTI-CHANNEL MARKETING – Todd Simpson

HOW TO ACCOMPLISH MORE WITH LESS STRESS – Kris Thaller

PACKAGES-USPS DELIVERS – Jon Zvolanek

10:30-11:30

MAIL PIECE DESIGN-AVOID PITFALLS WITH YOUR MAIL – Ashley Martens and Jon Zvolanek

INFORMED DELIVERY WORKS FOR MARKETERS – Carrie Bornitz

WORK LIFE BALANCE – Kris Thaller

11:45-12:45

NON-PROFIT MAILING – Beth Kumm and Bruce Ritter

THE STRATEGY AND TACTICS OF A WINNING INFORMED DELIVERY CAMPAIGN: CREATING AND MEASURING SUCCESS – Carrie Bornitz

IDENTIFYING AND RESPONDING TO SUSPICIOUS MAIL – Postal Inspector Paul Beekhuizen

Registration

2019 Mailers Workshop

Tuesday, September 24th, 2019

7:15 am – 1:00 pm

Name* _____

Title _____

Company _____

Company Address* _____

City _____

State _____ Zip _____

Telephone _____

Email _____

Birthday* _____

*SCC registration requirement

I have special needs for the day:

Handicap Accessibility

Other:

The LPCC would like to thank all of the participating sponsors for their financial support of our 2019 Workshop. As a benefit, the LPCC will provide to them a list of all attendees of today's event. If you prefer to have your name excluded from that list, please check here.

Please complete the information and mail one copy for each attendee along with your check made payable to the Lincoln Postal Customer Council to:

Lincoln Postal Customer Council
PO Box 81283
Lincoln, NE 68501-1283

Cost:

\$45 per person

DEADLINE TO REGISTER IS 09/19/19

Location:

Southeast Community College
Continuing Education Center
(301 S 68th, Lincoln, NE)

Questions:

Please call 402.473.1602

Or register
online at
lincolnpcc.com



Schedule

7:15 – 7:45 am

- Registration- Hot Breakfastt

7:45 – 9:00 am

- Headquarters Speaker, Sharon Owens
- Kerry Kowalski, Lincoln Postmaster/LPCC Postal Co-Chair

9:00 – 9:15 am

- 1st Morning Break/Networking

9:15 – 10:15 am

- 1st Morning Session
NON-PROFIT/MULTI-CHANNEL MARKETING – *Todd Simpson*
HOW TO ACCOMPLISH MORE WITH LESS STRESS
– *Kris Thaller*
PACKAGES-USPS DELIVERS – *Jon Zvolanek*

10:15 – 10:30 am

- 2nd Morning Break/Networking

10:30 am – 11:30 am

- 2nd Morning Session
MAIL PIECE DESIGN-AVOID PITFALLS WITH YOUR MAIL
– *Ashley Martens and Jon Zvolanek*
INFORMED DELIVERY WORKS FOR MARKETERS
– *Carrie Bornitz*
WORK LIFE BALANCE – *Kris Thaller*

11:30 – 11:45 am

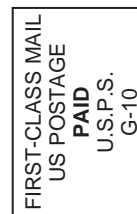
- 3rd Morning Break/Networking

11:45 am - 12:45 pm

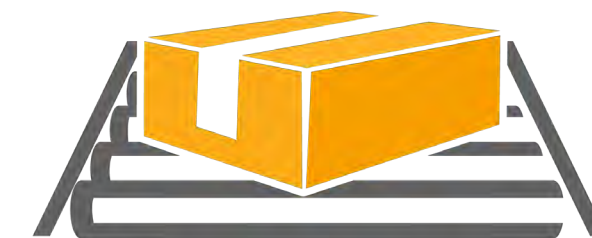
- 3rd Morning Session
NON-PROFIT MAILING – *Beth Kumm and Bruce Ritter*
THE STRATEGY AND TACTICS OF A WINNING INFORMED
DELIVERY CAMPAIGN: CREATING AND MEASURING
SUCCESS – *Carrie Bornitz*
IDENTIFYING AND RESPONDING TO SUSPICIOUS MAIL
– *Postal Inspector Paul Beekhuizen*

12:45 – 1:00 pm

- Door Prizes / Closing remarks



The Future For Tomorrow



2019 MAILERS WORKSHOP

Tuesday, September 24th, 2019

**Southeast Community College
Continuing Education Center
(301 S 68th, Lincoln)
just south of Shopko at 68th & O**



Presented by the
Lincoln Postal Customer Council