

Sponsored by: Central Mass & Greater Boston PCC



TIME	PLAINRIDGE PARK - 26 September 2019
7:00 - 8:00	<i>Registration/Breakfast</i>
8:00 - 9:15	USPS Keynote & National PCC Awards <i>Jacqueline Krage Strako, Chief Customer and Marketing Officer, USPS Executive Vice President</i>
9:15 - 10:15	Industry Keynote - "Motivation in Today's Environment" <i>Mark Fallon, President & CEO, The Berkshire Company</i>
10:15 - 10:45	<i>Vendor Exhibits</i>
10:45 - 11:00	<i>Break</i>
11:00 - 12:00	Panel Discussion - "Shipping for Success" <i>Chris Wrenn, Owner & CEO, Sully's Brand & Bridge Nine Records</i> <i>Kevin O'Brien, Owner, WorX Printing Cooperative</i>
12:00 - 1:00	Lunch & Industry Keynote - WAYFAIR <i>Lana Koretsky, Director, Direct Mail and Video Marketing</i> <i>Brian Manning, Direct Mail Marketing</i>
1:00 - 1:30	<i>Vendor Exhibits</i>
1:30 - 2:30	Panel Discussion - "The Changing World of Mail" <i>Steve Smith, President, Base 60 Consulting</i> <i>Helaine Rich, Strategic Channel Sales Manager, RRD</i> <i>Michael Rakes, District Manager, USPS Greater Boston</i> <i>Duane Lariviere, Senior Plant Manager, USPS Greater Boston</i>
2:30 - 3:00	<i>Closing Remarks/NPF and Raffle Prize Winners</i>