



## Baltimore PCC 2013 Mailers' Education Seminar and Business Expo



2013 Opening Ceremonies, The Conference Center at Sheppard Pratt

by Jim Barlow, BPCC Education Committee Chairman  
Mail Systems Management Consultants

BALTIMORE PCC MAILERS'  
EDUCATION SEMINAR AND  
BUSINESS EXPOSITION  
Friday, May 2, 2014  
(8:00 a.m. to 3:30 p.m.)

We are really excited about this year's annual Mailers' Education Seminar and Business Expo and



we hope you will be, too. This premier education event will again be held at The Conference Center at Sheppard Pratt, Towson, MD. This is a great location with beautiful surroundings, easy access, an excellent learning environment with plenty of free parking next to the facility and, of course, great food.

We are in the process of finalizing the program of twelve informative sessions conducted by knowledgeable postal and industry specialists. We will have our standard and much sought after USPS education sessions, Direct Mail related sessions designed to help you grow your business, sessions covering Full-Service IMb benefits (it's only delayed), marketing sessions on using social media and much more. In addition, local mailing industry

vendors will exhibit the latest in postal related equipment, products and services.

If you have been to any of our previous Mailers' Education Seminar and Business Expos, I don't have to tell you to mark your calendar and plan to attend. If you have never attended, this is the best one-day mailing industry educational event in the Maryland, DC, Virginia and Pennsylvania area, second only to the National Postal Forum, and a lot cheaper. We will be holding the pricing to the same as last year, only \$75.00 for the Early Bird rate. Check out our website, [BaltimorePCC.com](http://BaltimorePCC.com); we will be posting the registration information, the agenda, and session descriptions when completed. Please keep an eye out for the full information packet hitting the mail in the next few weeks. Hope to see you there!



*Events*

**Mailers' Education  
Seminar & Business Expo**

**Friday, May 2, 2014**

**The Conference Center at Sheppard Pratt**

**([baltimorepcc.com/events](http://baltimorepcc.com/events))**

**Contact: Barbara Morgan, (410) 347-4332**

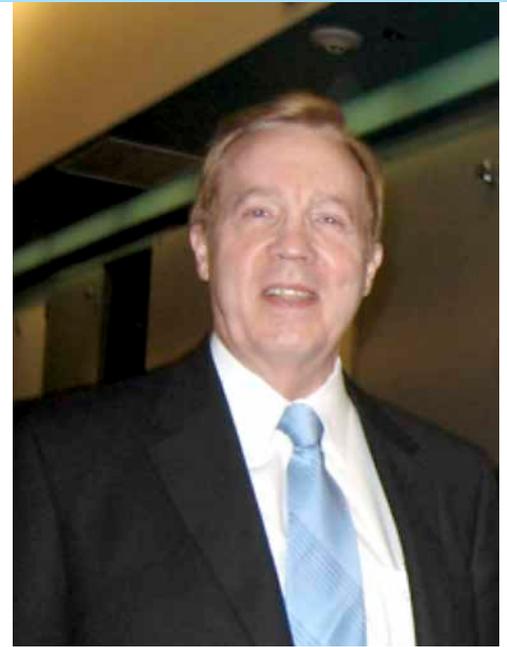
### By Jim Barlow, Past Industry Co-Chair Mail Systems Management Consultants

2014 is a new year and we have a new Industry Co-Chair, Judy Antisdell, to lead the way for the Baltimore PCC. This is our 53rd year in support of the Mailing Community for the Baltimore District and I am proud to say we have a growing membership and a full Executive Board ready to meet the challenges in this dynamic industry head on. As the past Industry Co-Chair, I reflect back over the past two years with pride in our accomplishments and the contributions of the Executive Board. This team of Mailing Industry professionals rallied in support of every event and major decision regarding the growth of our organization and the betterment of its members. This resulted in the national recognition by U.S. Postal Headquarters and the over 200 Postal Customer Councils across our country with a Gold Award in education three years in a row. We have worked hard over the past few years to make the Baltimore PCC an organization that the local mailing community finds a meaningful source of information and education. We have tried to creatively provide value, recognition, networking opportunities and enjoyment for our event offerings. We wanted this organization to be one to be proud of and one that businesses in the industry find value in and want to be a part of. I think we have succeeded! We have seen increases in membership and attendance at our events. We have people wanting to be a part of the PCC's Governing Board. I feel that this is a real testimonial to the work we have done.

As our brochure says: "Membership in the BPCC is the key to ensuring that your voice is heard on mailing

matters of immediate, local and national concern. It also means having access to Postal education and keeping abreast of issues, rates and regulations that affect long range plans for mailers and the mailing industry as a whole." That's why I joined the Baltimore PCC Board over twenty years ago and wanted to be active on the Education Committee. I have served on the Education Committee for fifteen years; the last ten as Chairman. A little over two years ago I was asked to step in as Industry Co-Chair by the then Industry Co-Chair Lisa Kline and Baltimore District Manager, Bill Ridenour. This is a prestigious position that provides leadership for an impressive organization and has been led by such industry icons as Joe Fetcho of CAC Direct Marketing and Charlie Howard of Harte Hanks Direct Marketing. How could I say no? I am honored to have been able to serve.

What I remember the most about all of our events is first an air of warmth and welcome, then the education about the latest and greatest, but more importantly the opportunity to network with associates, friends, new acquaintances, and the USPS staff and managers both local and national. I look back fondly on some of the great events over the past few years as well as some of the smaller ones that I have chaired; for instance, the evening QR code educational and networking event at the Charles Village Pub in Towson and the Orioles Baseball night last year—what great fun. I am really proud to have chaired the annual Education Seminar and experienced the growth of this BPCC signature event and the recognition it has been given nationally. This is certainly



*Jim Barlow*

due to the contribution and support of the USPS Baltimore District and the Education Committee. We have had some awesome keynote speakers; the most memorable was when we had the Postmaster General, Patrick R. Donahoe, speak at our 2011 Education Seminar held at the University of Baltimore, Thumel Business Center. Moving the venue to the Conference Center at Sheppard Pratt in 2012 has turned out to be an outstanding decision. It was well received by all of the attendees. 2013 was our second year there and was one of the best. We are looking for this May 2nd to be even better.

As I look back, I treasure the many friends I have made over the years and I hope that I have helped them and contributed to the success of the Baltimore PCC in some small way.

## Welcome to the 2014 Baltimore PCC!



*Judith E. Antisdel*

The PCC is a service organization and it is our job to service your needs.

At one time most of the membership was mailers. Now we are mailers that print and printers that mail. We are graphic artists that work independently because we have no

employer. No one can afford us full-time. We are mail-room managers who are now selling print because our mailshop no longer exists. We are copy writers who now do photography because it makes more money than copy. We are resellers or wholesalers of equipment and supplies. We are multifaceted and working the jobs of three people because our peers got laid off. We are business owners that are now part of a merger because it is just plain too hard to stay in business.

How can the Baltimore PCC help to navigate the changes and revolving needs of the membership?

Our goal for 2014 and beyond is to provide more educational information to help you understand the parts of your job that involve mail. Everything that goes into the mail needs to be checked to meet design standards, stock and weight, appropriate placement of graphics and copy, and understanding which rates and forms of postage best suit your budget and your needs. Yet we do not feel that this is enough...

We want to add new courses and webinars on strategic ways to grow your business, how to survive in today's economy, how to sell your products, how to be a leader as well as how to mail. Because this is not just a mailers' group anymore--we are much more than that.

The strength of the PCC depends on you: the members. The growth of our beloved PCC depends upon all of us. Spread the word about all of the good things we have done and will continue to do. Encourage your friends and colleagues to join the PCC now, and with the growth of our membership we will have the additional funds we need to bring more to the table. Like I said, we are not the same old mailers' group. We are a collective group of professionals that touch all aspects of the mail. Let's work together to make our relationships and our businesses better and stronger.

Judith E. Antisdel  
Industry Co-Chair  
Baltimore PCC

## Thanks for the Memories!



*Just one of the very many lucky door prize winners at the Fall Event: Will Williams, Anne Arundel Public Schools*

The Baltimore PCC Fall Holiday event was a blast. Lots of fun, great food and even some line dancing. The Post Office decorated our minds with some great information and provided guest speakers and our local postal folks.

Mark your calendars for the 1st Friday in December so you don't miss this event next year. Thanks to all that attended our event and to all of the elves that helped to make it one of our favorite events.

The Hospitality Committee,  
Jude, Connie & Tina



As usual the PCC Fall Event wouldn't be the same without the games. Some lucky PCC members volunteered to be part of the "Gift Wrap a Member Event."

We are still trying to figure out who the winner was on the far right! If you know who it is send us an email and the first correct winner will receive a PCC gift.

left to right:

- 1) Jeannette Elgert , MD MVA
- 2) Fiona Dillingham, Anne-Tisdale Direct
- 3) Julian Kasten, CMS
- 3) Kurt Hoffman, Harte Hanks
- 4) Mystery Winner ???

Where else can you feel like a kid again? The PCC photo booth was busy as members dressed up in costumes. Plenty of photo ops and selfies took place. Love the hats!

left to right:

- 1) Connie Hall, USPS
- 2) Connie Jones, USPS
- 3) Freda Sauter, USPS



The D.J. played lots of great music and I can't say enough about our line dancers. Shown doing the "Wobble" are the ladies that were still standing after the first two minutes.

left to right:

- 1) Flo Ross, USPS
- 2) Connie Hall, USPS
- 3) Sharon Bayly, USPS
- 4) Tina Dickens, CMMS
- 5) Bonnie Cassidy, Schmitz Press
- 6) Patsy J. Cannon, USPS

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