

THURSDAY, March 22, 2019

NOON

Golf Tournament Begins

Stevens Park Golf Course

1005 N. Montclair Avenue

Dallas, TX 75208

Lunch is included

2:30 PM

Golf Tournament & Award Ceremony

FRIDAY, March 23, 2018

10:00 AM

Registration Opens

12:30 PM

Buses Leave for Site Tours

Summit Direct Mail

1655 Terre Colony Court

Dallas, TX 75212

Texas Offset Printing

6730 Oakbrook Blvd

Dallas, TX 75235

4:00 PM

Sponsor Reception Set/up Begins

4:45PM

Site Tours Return to Hotel

5:00 PM

NAAD Meeting

MFSA-SW BOD Meeting

6:00 PM

Sponsor Reception Begins

Presentation of The Helsley Family Award

8:00 PM

On Your Own to Enjoy the City

SATURDAY, March 24, 2018

CONFERENCE SCHEDULE

- 8:00 AM** **Continental Breakfast**
- 8:30 AM** **Opening Remarks**
- 8:45 AM** **Direct Mail Projects & Results**
Elise Wood *David Reimherr*
Refinition *Magnificent Marketing, LLC*
- 9:45 AM** **Cyber Security**
Christopher Meinders
Baker & Botts
- 10:45 AM** **Break**
- 11:00 AM** **KEYNOTE SPEAKER: USPS**
Pritha Mehr
United States Postal Service
- NOON** **Lunch**
- 12:45 PM** **First Impressions**
Karen Loggia *Tim Plunk*
Tension Corporation
- 1:45 PM** **Canada Post Opportunities**
Bruno Innaccia
RR Donnelley
- 2:45 PM** **Break**
- 3:00 PM** **Central & South American Opportunities**
Leslie Foxhoven
Aprisa Express
- 4:00 PM** **The PRC's Plan for the Industry**
Leo Raymond
Mailers Hub
- 5:00 PM** **Close**

SATURDAY, March 24, 2018

Spouses Outing

8:00 AM

Continental Breakfast

9:00 AM

Bus Leaves Hotel

Dallas Arboretum - Dallas Blooms

8525 Garland Road

Dallas, TX 75218

Bishop Arts District

Heart of North Oak Cliff

Dallas, TX

4:00 PM

Return to Hotel

SATURDAY NIGHT CASINO ROYALE EVENT

6:00 PM

Casino Royale

We are doing things differently this year as we will not be serving a sit-down dinner. Instead, there will be heavy hors d'oeuvres and a full bar. Enjoy!

Presentation of the Chance-Saling Award

10:00 PM

Closing

SUNDAY, March 25, 2018

9:00 AM	Full Breakfast
10:00 AM	Opening Remarks
10:15 AM	Exploring a National Presence <i>Ronnie Ewers</i> <i>EQ3 Partners</i>
10:45 AM	General Business Meeting <i>MFSA-SW Business</i> <i>Hand-off to New President</i>
NOON	Conference Closes