

AGENDA

MON 10 **5:00PM - 7:00PM** **Welcome Reception + Check-in** **LYRIC B**

ALL FOOD + BEVERAGES INCLUDED UNTIL THE DOORS CLOSE

Say hello to the BCC Software team and your industry friends. We'll be serving appetizers and refreshments while Nashville native magician **Ramtin Koushki** mingles with the crowd to blow your minds.

TUE 11 **8:00AM - 9:00AM** **Check-in + Breakfast** **EDISON FOYER**

SEE FOOD + BEVERAGE INSERT FOR MENU

LYRIC A+C



9:00AM - 9:50AM **Welcome to InfoXchange 2026** **LYRIC A+C**

Event overview, session structure, and what to expect over the next 2 ½ days.

- **Introductions & Attendees**
Shaun Anderson (EVP Customer Engagement)
- **Special Welcome and Presentation from BlueCrest**
Kim Anderson (President, BlueCrest)
- **Welcome Presentation from BCC Software**
Christopher O'Brien (President, BCC Software)

10:00AM - 10:20AM **The Postal Industry in 2026** **LYRIC A+C**

Chris Lien (EVP Postal Affairs, BCC Software)

USPS & postal industry update. What's ahead, what to prepare for, and where BCC Software, partners, and solutions providers are headed for the future.

10:20AM - 10:50AM **Keynote: The Address Quality Advantage** **LYRIC A+C**



Earl Johnson, Jr. (USPS) (see Earl's BIO on p8)

Earl will share a USPS perspective on where the mailing industry is heading — what's changing in addressing and address quality, how geospatial and data technologies are reshaping operations, and how mailers can position themselves to take advantage of what's next. Paired with the product vision and roadmap session that follows, Earl's address sets the stage for the most important conversation of the conference: how we, together, build the next chapter of effective, efficient, ROI-driven mail.

10:50AM - 11:10AM **Short Break**

11:10AM - 11:45AM **Partner Presentation:** **LYRIC A+C**



The 2026 Surge: Postal-Aware LTL™ Strategy for Election Mail, Marketing Spikes, and Beyond

Dustin Symes
President

Mack Kelsey
Vice President Sales

Kevin Lynum
Director, Marketing & Data

2026 is a mid-term election year — and everyone in the room knows what that means for capacity, scheduling, and SCF/DDU drop-ship windows. This session takes a candid look at the year ahead: where the volume pressure points are, how to lock in capacity early, how to avoid the carrier confusion and missed-window scenarios that derail campaigns, and what Direct Logistics is doing to expand into Freight-of-All-Kinds (FAK) and ground/parcel to support the industry's evolving needs.

TUE 11 **12:00PM - 1:00PM** **Lunch** **LYRIC A+C**

SEE FOOD + BEVERAGE INSERT FOR MENU

1:00PM - 3:50PM **Table Talk Sessions** **EDISON 1-2-3**

LYRIC B

SESSION TIMES
1:00 - 1:40
1:50 - 2:30
2:30 - 3:10
3:10 - 3:50

**BEER & WINE
WILL BE
AVAILABLE
DURING
THIS
SESSION**

An **exclusive** conference favorite!

Today's table talk sessions give you the special opportunity to discuss critical workflow, integration, and solution topics unique to your business, industry vertical, and organization with other leaders in the industry!

Table talk sessions are led by a BCC Software moderator and two BCC Software table guides. **You will get to participate in each of the 4 sessions throughout the afternoon!**

Discussion Topics (you will to attend ALL TOPICS)

- **Ignite™: Unify the Stack, Reclaim the Day**
Moderated by: Wren Hansen
Guided by: Jack Cronin + Jenn Skerrett
- **Best practices for automating repetitive workflows**
Moderated by: Christopher O'Brien
Guided by: Adam Koester + Sean Hoffman
- **OmniChannel & ROI: USPS Mail Advantages in Practice**
Moderated by: Kate Sanders
Guided by: Shaun Anderson + Lisa Leslie
- **Workflow Benchmarking: How Does Your Efficiency Stack Up?**
Moderated by: George Vaisey
Guided by: Mary Krause + Kendra Van Gundy

3:50PM - 4:00PM **Break**

4:00PM - 4:45PM **Introducing BCC IMPACT Live** **LYRIC A+C**



BCC Software

Turn USPS Promotions & Informed Delivery Into Profit, On Demand

Join Christopher O'Brien and Kate Sanders for an exclusive TED-Talk styled open forum and story time journey of how promotions, informed delivery, and mail tracking evolved into a staple ROI opportunity every mailer should be a part of. Be a part of the unique celebration and new product announcement while we engage you, our customers, to describe key perspectives along the way!

6:30PM - 10:00PM **Dinner with Live Music from AI David** **ANALOG**

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AI David's music is inspired by his upbringing, particularly listening to his mother sing country music artists like Martina McBride. He emphasizes storytelling in his songwriting, often drawing from personal experiences and emotions.

AGENDA

W E D 12	8:00AM - 9:00AM SEE FOOD + BEVERAGE INSERT FOR MENU	Breakfast	LYRIC A+C
	8:45AM - 9:00AM	Welcome Back to Day 2 What Wednesday has in store!	LYRIC A+C
	9:15AM - 12:00PM	Table Talk Sessions	EDISON 1-2-3 LYRIC B
SESSION TIMES 9:15 - 9:45 10:00 - 10:30 10:45 - 11:15 11:30 - 12:00 An exclusive conference favorite! Today's table talk sessions give you the special opportunity to discuss critical workflow, integration, and solution topics unique to your business, industry vertical, and organization with other leaders in the industry! Table talk sessions are led by a BCC Software moderator and two BCC Software table guides. You will get to participate in each of the 4 sessions throughout the morning! Discussion Topics (you will to attend ALL TOPICS) • Product & Partner Perspectives: Driving Product Evolution Moderated by: Adam Koester Guided by: Kate Sanders + Lisa Leslie • Platform Power & Product Integration: Connecting Data, Delivery & Decision-Making Moderated by: Jenn Skerrett Guided by: Jack Cronin + Wren Hansen • Vision & Industry Acceleration: The Future of Mail Tech & Data Strategy Moderated by: Chris Lien Guided by: Rob DeRider + Kendra Van Gundy • Applied Strategy & Innovation in Action: Translating Insight into Implementation Moderated by: Sean Hoffman Guided by: George Vaisey + Mary Krause			
12:00PM - 1:00PM SEE FOOD + BEVERAGE INSERT FOR MENU		Lunch	LYRIC A+C
1:15PM - 1:45PM 		Partner Presentation: From Hours to Minutes: Driving ROI Through Workflow Automation & Post-Composition Control	LYRIC A+C
Mary Ann Rowan Chief Experience Officer		The fastest path to ROI in print and customer communications isn't a new press — it's better control of what happens between composition and delivery. In this session, Solimar Systems shares a practical, results-first look at how organizations are using post-composition, PDF optimization, and end-to-end job tracking to recover capacity, eliminate rework, and tighten campaign performance..	
1:45PM - 2:15PM		Break	

W E D 12	2:15PM - 3:00PM	Voice of the Customer: Intelligent Automation with Managed AI Delivers —Real ROI and Operational Efficiencies	LYRIC A+C
	Anthony Marchioni President, Compu-Mail Kevin Poeschel Prod. Mgr, ABT Mailcom Manish Haria VP, CISO & CIO, Johnson & Quin	Join us for an engaging session and hear how Solimar and BCC Software mutual customers are transforming their print and mail operations with intelligent workflow automation by streamlining complex workflows, accelerating onboarding with configurable no-code solutions, and improving quality control and document integrity..	
	3:00PM - 3:30PM	Break	
3:30PM - 4:10PM		Partners, Platforms, and Integrations	LYRIC A+C
		Open audience forum with valued partner solutions providers in our industry. Attendees are invited to ask questions and get answers in real-time—straight from the subject matter experts, exploring partner workflow management solutions, new technologies, and new systems to improve efficiency at your organization!	
5:45PM - 6:00PM		Shuttle Bus to General Jackson Showboat Departs from WEST END AVE at 6:00pm SHARP!	
7:00PM - 10:00PM SEE FOOD + BEVERAGE INSERT FOR MENU		An Evening Aboard the General Jackson Showboat: Casino Night on the Cumberland Boarding starts at 6:30. Beverages will be available upon our arrival.	
10:00PM - 10:30PM		Shuttle Back to Hutton Hotel	
T H U 13	8:00AM - 9:00AM SEE FOOD + BEVERAGE INSERT FOR MENU	Breakfast	LYRIC A+C
	9:00AM - 9:15AM	Welcome Back Day 3 What Thursday has in store!	LYRIC A+C
	9:15AM - 9:35AM	Industry Opportunities! What's ahead for your organization! Chris Lien (EVP Postal Affairs, BCC Software).	LYRIC A+C
9:40AM - 10:15AM 		Keynote 2: Future USPS Initiatives Tyler Jett (USPS) (see Tyler's BIO on page 9) Tyler will highlight the new USPS initiatives planned for the future.	LYRIC A+C
10:15AM - 10:45AM		Break	
10:45AM - 11:30AM 		Next is Now: the Future of Mail is Already Here!	LYRIC A+C
		Join us for an engaging, 2026-2028 onward vision presentation highlighting the exciting product, service, and solutions road ahead of us! Audience members are encouraged to reflect on the entire event, what they've learned, and how they're going to evolve the workflows unique to their organizations.	
		We wrap up your experience with a little fun—an interactive Kahoot hosted trivia session to see what you've learned at this Information Exchange before sending you on your way!	