

the network

OPPORTUNITIES

EDUCATION

LEADERSHIP

TOOLS

SERVICES

NEWS



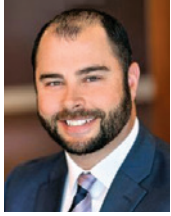
What is the future of AIMED?

The fact that the mailing industry continues to change is not news to anyone reading this article. Changes in technology, distribution, support, business volumes, and culture have impacted every one of us, including AIMED as an association of independent dealers.

This issue of *the network* has several articles that talk about those changes. At the recent AIMED Conference in Kansas City, Bob Goldberg led a discussion session on the future of AIMED and he writes about that in his Legally Speaking column. We have a guest writer, FP CEO Carl Amacker, who reflects on what he learned at the National Postal Forum and how that will impact dealers, manufacturers, and AIMED.

Consolidations of dealerships, retirements of long time members, and diversification of how each of us runs our business have all impacted the role of AIMED. We are truly at a crossroads as an association. As we mentioned in a recent Member2Member communication, this is YOUR association. You are not just consumers of the services provided by AIMED, you are, in fact, the owners of the business called AIMED. As owners, you need to make some very important decisions over the next year or two. The Board of Directors is working on this, but they need your help and input. We have openings on the board. If you want to be part of the conversation, please let us know and we'll find a way to include you.

The future of AIMED depends on you.



FROM THE PRESIDENT

Vernon Stevens II

As we move into the middle of the year, the heat is not the only thing rising. With IMPB changes coming in July and USPS operational budget cuts forecast in 2018, the mailing market is heating up for plenty of changes!

At the AIMED National Conference this year in Kansas City, dealers were vibrant in diversifying toward the future. As the industry landscape changes, your AIMED Association is reviewing and adding services to benefit our dealers in all areas of their business, including administrative, sales and service. As we ride this roller coaster of mail and shipping applications, we are all starting to review our digital application strengths as well.

It is really important that we remember the basics of selling and running a business as we move forward. AIMED is looking at changes as well in the timing and format of our future conferences, but the basic elements of education and networking will remain at the forefront.

At PRINT17 this year, AIMED will host a great networking event (with our co-sponsor Clover Imaging) at the AIMED Happy Hour at Jake Melnick's on Monday evening of the show. This will be an opportunity for dealers and vendors attending PRINT17 to get together and share ideas for working together. *(Please note that pre-registration is required. See link on page 7.)*

As AIMED builds for 2018, we ask our dealer members to reach out to us and provide an insight for items that could help build success. I know many of you, and I know that most of you like to talk, so please keep those emails and calls coming! Most of all I would like to thank our dealer sponsors and manufacturers for their continued support and aid as we continue this ride! Thank you to our members and dealers that continue to make AIMED an important part of their business network.

Let's look forward together! Happy Selling!!

— Vernon

UPCOMING EVENTS

September 10-14

Print 17 | Chicago, IL

2017

ASSOCIATE SPOTLIGHT

Turnkey Business Solutions

The **Vestea** Tracking software is a simple and scalable cloud base platform that can be customized to any workflow and help the end user to focus on productivity while enhancing efficiencies. The Mobil First experience is designed to speed workflows by been on hand at the place where any item needs to be tracked, instead of relocating items to a centralized location for processing. If a desktop experience is required, the dynamic UI that Software Vestea provides, is a feature rich experience on both PC or Mac.



Only Turnkey Software Inc. can deliver a full end to end solution that includes both a software solution and Mobil device hardware to the AIMED dealer network.

Vestea's Developer Infinite Peripherals provides a full family of iOS peripheral devices that integrate directly into the Vestea Tracking Software for seamless, future-rich user experience, — including Mobil Point of Sale — should the end user business workflows require payment collection at time of delivery.

Independent mailing dealers could certainly sell Vestea Software in the traditional mail room, however because of Vestea's ease of use and ability to be customized for just about any workflow, it opens the door to the dealer to go and approach different areas of their customers' business which they probably have never been able to reach before. Vestea's ease of customization allows the independent dealer to keep the dollars they would have traditionally paid for professional services to the providing software manufacturer, in the deal, directly having a positive effect in the dealer's bottom line. **Turnkey Software Reseller Program** has been designed by an independent mailing dealer who understands the challenges of our industry and has made it easy for his peers to increase their profitability.



For more information, please visit our website at www.tkbizsolutions.com or contact Francisco Soto directly at (702) 335-5409 or by email at f.soto@tkbizsolutions.com

2017 CONFERENCE HIGHLIGHTS

Kansas City



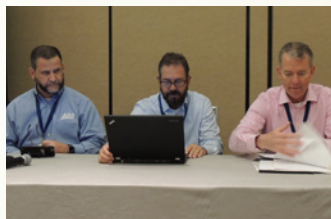
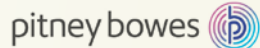
AIMED Dealer and Vendor members gathered in beautiful Kansas City for the 2017 National Conference in late April. Highlights of the conference included:

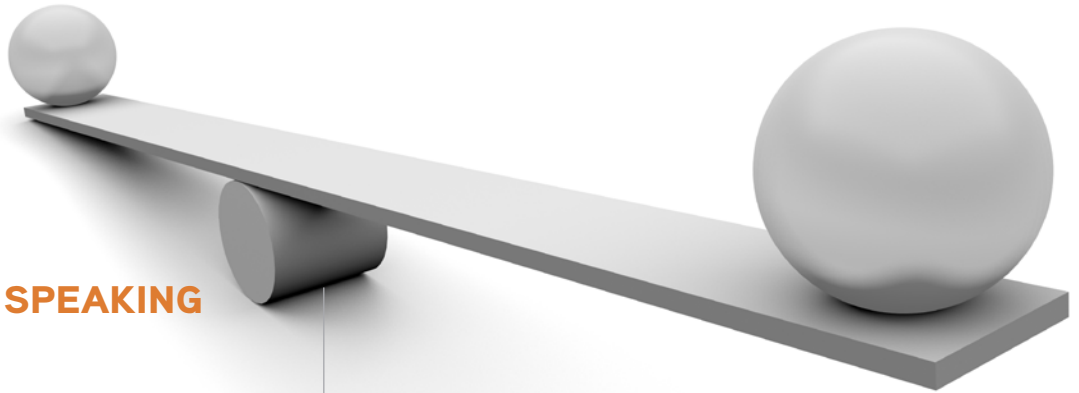
- Troy Harrison addressed one of the biggest challenges for dealers in his session on Smart Sales Hiring. Troy stressed the importance of developing a good process and following it consistently, rather than relying on “gut feel” in making hiring decisions. He also covered the key elements of a good process with AIMED members.
- New vendor members, Turnkey Solutions and Thiele Technology, were introduced at the Vendor Showcase and drew good crowds to their tables.
- Clover Imaging Group announced the acquisition of Colorlabs, whose team of experienced professionals will bring their relationships with the dealer channel to help expand Clover’s presence in the market.
- AIMED members Ken Kasznel, Nick Kellen, and Terry Ward shared their success with CRM systems to build revenue and profit in their business. Their key points included the importance of active support from dealership owners for the use of CRM as an expected part of everyone’s job.



Conference attendees also enjoyed some spectacular BBQ, great music at Howl At the Night (sponsored by Turnkey Solutions) and a great Friday night activity at the College Basketball Experience. The play by play announcing from Mary Soto was a not-to-be-missed experience!

Thanks to Conference Sponsors Pitney Bowes, FP Mailing Solutions, and Neopost. Thanks also for their support to Flex Systems, Clover Imaging Group, RISO, Turnkey Solutions, Demand Telemarketing, and Great America Leasing.





LEGALLY SPEAKING

Bob Goldberg

The tipping point for AIMED?

The recent AIMED Conference in Kansas City was the beginning of a new chapter in AIMED's long history. AIMED has always provided members with the opportunity to network and to gain knowledge and information. Combined with advocating on behalf of members, AIMED has been able to unite the dealer community with one voice. Yes—mail is on the decline, yes—new placements are harder to obtain, yes—consolidation has shrunk the dealer ranks, and yes—AIMED is as important as ever.

I was fortunate to facilitate an industry discussion as to the role of AIMED in the future. Top executives from the three meter suppliers attended and contributed valuable insight into the role they felt AIMED should play in the industry. Dealers spoke of the benefits they sought from AIMED. The Board of Directors listened and set AIMED's course for the future.

AIMED was congratulated on its many accomplishments obtained over the years. Starting with Pitney Bowes service training, to providing new products to distribute and suppliers to represent, AIMED has served the industry. As the industry changes, so must AIMED. No longer can the association seek support from the suppliers and then rake them over the coals when they participate. Conferences are an important benefit to members; however, the content must distinguish the conference from the many other meetings competing for a dealer's attention. Some members felt a vacation-type destination was best for the conference while others sought an airport location with heavy emphasis on education and technical training.

Members made it clear that in order to take time away from their business, an AIMED conference must offer valuable information and networking opportunities that could not be found at a vendor meeting or other event. Members also wanted the opportunity to speak with fellow members representing the same products. The relationships developed over the course of a conference are beneficial forever. Hearing how others solve similar problems saves time and money. The discussion established the need for AIMED, but challenged the focus of the organization.

Next year's conference is now being planned in conjunction with our major suppliers. Our suppliers have indicated they would welcome the opportunity to provide technical training in conjunction with the 2018 AIMED Conference. Members expressed a need for quality sales training. Conference days may include a weekend so the impact on being away is not as great. New opportunities are being examined to alert members as to possible avenues for business expansion.

The 2017 Kansas City Conference was a tipping point for AIMED. The association listened, planned, and will provide resources for all facets of the industry. Stay tuned, for exciting things are happening at AIMED.

Bob Goldberg is a contributing writer from Schoenberg, Fisher, Newman & Rosenberg Ltd. in Chicago. He may be reached by email at: Bob.Goldberg@sfnr.com

President	Vernon Stevens II	(812) 475-8895	vernonii@sbm-inc.com
Vice President	Bill Sopher	(614) 819-0104	bill@cosllc.net
Treasurer	Tim Jett	(318) 424-9542	tjett@jettbusiness.com
Past President	Ken Kasznel	(412) 352-4008	k.kasznel@amasti.com
Director	Terry Boyle	(206) 284-9100	terry.boyle@kelleymailing.com
Director	Byron Fischer	(816) 221-1124	byronf@multiple-services.com
Director	Anne Schmal	(608) 781-5440	anneschmal@hotmail.com
Executive Director	Rick Chambers	(816) 994-3328	rick@aimedweb.org
Member Services	Denise Chambers	(816) 994-3328	denisevchambers@gmail.com

2017
AIMED Board Members

Education and advocacy: Observations from the National Postal Forum

GUEST AUTHOR



Carl Amacker

CEO, FP Mailing Solutions

I spent the first part of this year meeting with customers and dealers around the country, culminating with participation in Baltimore at the National Postal Forum. It is clear to me now that this business isn't just changing, but has already changed. The dialogue is different. The conversations with customers are different. For the mailing industry, specifically the metering industry, it's no longer about the indicia — the conversation has now expanded to the workflow and end product — the entire envelope, the contents of the envelope, and even the virtual or electronic copy of all of the above. That's great news for us and our industry, as the indicia still plays an important role, it is just no longer the focus of our conversations.

For mailing dealers, this means opportunity. Yes, you already have access to many of the solutions that are in the market around document management, addressing, etc. You can bet that the mailing manufacturers are going to continue to expand their offerings to address the changes in the market. However, dealers play an important role in the changing market as often times it is the dealer community that shows the manufacturers new solutions. We all need to seize these opportunities.

To be successful, it also means change. Are you educating your customers by leveraging this new dialogue, or are you still talking "feeds and speeds?" There are also a lot of new solutions that are entering the market, so as you expand your knowledge and talk track, there will be additional opportunities to solve customer problems and therefore make more money. Are you taking advantage of these solutions?

As we work together to strengthen AIMED, the purpose needs to expand from where it is today to add industry education and advocacy to its mission. Yes, it is still important to learn from your peers, from the manufacturers, have dialogue about the metering business, etc. But it should now mean more. We need to spend more time on education around the entire mailing process, from document creation to delivery. We also need to make sure we are all up to speed on the latest USPS® programs and promotions, and are aligned with where they want to go. And with alignment comes advocacy, we need to do a better job as a group working with the USPS on topics that are important to us and to our customers.

The industry has changed, so it is time to think about changing AIMED to add industry education and advocacy to its purpose.

MEMBER BENEFIT: Buying groups

One of the benefits of AIMED membership is taking advantage of group purchasing rates for a variety of business products and services. Current member discounts include:

- **Sentry Insurance** - discounts on business property and liability insurance. Contact Eric Stiles at (715) 346-7272 or by email to Eric.Stiles@sentry.com
- **Marlin Leasing** - preferred lease rates, especially on folding, inserting, addressing and other non-meter equipment. Contact Andrew McBride at (888) 479-9111 or by email to amcbride@marlinfinance.com
- **Service First Credit Card Processing** - preferred rates for processing credit card transactions. Contact David James at (561) 404-0654 or by email to david@sfprocessing.com
- **Demand Telemarketing** - generate high quality sales leads with Demand's support for AIMED members. Contact Joe Narkin at (215) 681-0126 or by email to jnarkin@create-demand.com
- **Clover Imaging Group** - take advantage of member pricing on ink, toner and other supplies and services. Contact Shilo Layton at (484) 924-9248 ext 701 or by email to slayton@cloverttech.com

Are there other business product or services that we should recruit to join AIMED? Share your ideas with Rick Chambers at (816) 994-3328 or by email to rick@aimedweb.org



ASSOCIATION NEWS

2018 AIMED National Conference

Based on input from our dealer and vendor members, the AIMED Board of Directors has decided to make some changes in the format and schedule for the 2018 National Conference.

Since the spring time seems to be getting more and more full of industry events such as the meter manufacturer kickoff meetings, incentive trips, Postal Forum, ITEX and others, the board has decided to move to a fall date — probably between mid-September and mid-October. We are talking with the meter manufacturers about combining the AIMED conference with some training/announcement meetings hosted by the manufacturers to give dealers more “bang for their buck” in terms of time out of the office and cost.

The AIMED Conference itself will continue to include the very popular Vendor Showcase along with some in-depth business education topics to help our members strengthen revenue, profit, and equity value of their business.

If you have suggestions for a location for the conference or education topics that we should consider, please contact Rick Chambers by phone (816-994-3328) or email at rick@aimedweb.org

AIMED goes to Print 17

Every three years GraphExpo goes big (and international) and becomes the Print show! 2017 is the year for Print and AIMED will be part of the exciting activities. Print17 will take place in Chicago from September 10-14.

AIMED, along with our partner Clover Imaging Group, will co-host a Happy Hour event for dealers and vendors on Monday, September 11 at the world-renowned Jake Melnick’s Corner Tap. We’ll be there with **free food and drinks** from 5:30 to 7:30 pm.

This is a great opportunity to network with your fellow dealers in the mailing industry as well as the leading vendors who are in Chicago for the show. Jake Melnick’s (located at 41 E Superior Street) is just a few blocks from the free shuttle stop as the Warwick Allerton Hotel so it’s easy to get there. No charge, but **ADMISSION REQUIRES AN ADVANCE REGISTRATION. Click the link below** to register, and we’ll see you in Chicago!

▶ <https://events.r20.constantcontact.com/register/eventReg?oeidk=a07eea9e570e0f30248&oseq=&c=&ch=>

We’ve also got free admission passes to the Exhibit Hall — **click the link below** to reserve your Print 17 Exhibit Hall pass, courtesy of AIMED.

▶ <https://www.xpressreg.net/register/prin0917/hallonly/reginfo.asp?sc=GRC7&aban=&hkey=&iq=&vip=&tm=&EINUM=&eid=>