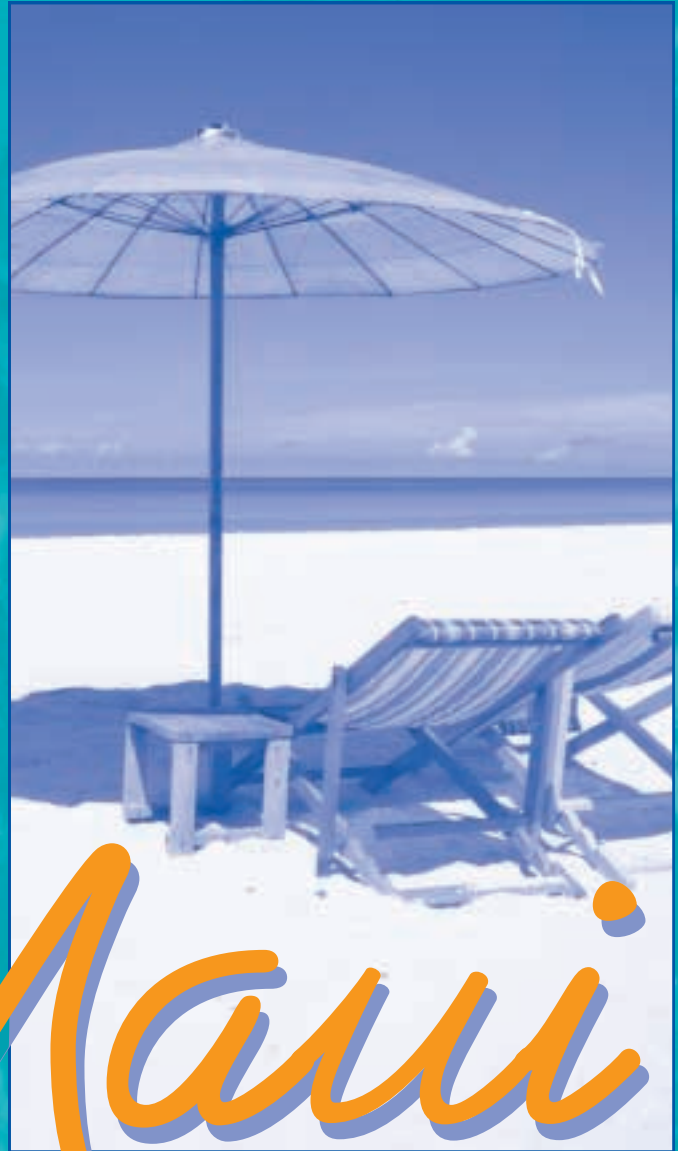


**Executives
in**

Maui

THE PROMISE OF PROSPERITY



JANUARY 22-25, 2004 • MAUI, HAWAII • THE FAIRMONT KEA LANI HOTEL
MFSA's Mid-Winter Executive Conference

MFSA Mid-Winter Executive Conference

Executives in Maui!

THE PROMISE OF PROSPERITY

There is no better place to rest and recharge than at the MFSA Mid-Winter Executive Conference in Maui, Hawaii. The location is truly magnificent, providing many ways to recharge your internal batteries and set your goals for the future. The conference program can't be beat; it is packed with valuable information about issues that will have a significant impact on all aspects of your business. Changes to how the Postal Service operates, and sets rates, that could result from the report of the Presidential Commission on USPS and how privacy laws will affect how you do business, are just a few. And, by getting together with your colleagues and friends in such a relaxing setting, you are sure to gain new insights.

REGISTER NOW!

The early bird deadline is December 19, 2003

So, come to the Kea Lani Resort in Maui, Hawaii with MFSA and escape the rush of every day. Stand back and assess your achievements and evaluate your approach to the new year. But, most of all come to recharge and learn!

THE LOCATION: THE FAIRMONT KEA LANI HOTEL – WAILEA, MAUI

Our conference hotel is located on Polo Beach in the beautiful Wailea section of Maui. All of Wailea's resorts are connected by a mile-and-a-half-long ocean walk along five crescent beaches—making this one of the island's most popular destinations.

For outdoor enthusiasts and fitness buffs, the Kea Lani has three swimming pools, two Jacuzzis, a 140-foot water slide and a fitness center. Through the resort's activities desk you can sign up for sailing, kayaking, snorkeling, windsurfing, and scuba diving. There are also classes in almost any water sport you desire. Golf and tennis are nearby, at any of the island's five championship courses and the Wailea Tennis Club.

The Kea Lani offers the Polo Beach Grille and Bar (with poolside dining) and Caffe Ciao, featuring authentic Italian cuisine and a bakery. The Kea Lani Restaurant offers exceptional breakfasts and dinner at Nick's Fish Market will be the highlight of your visit. This award-winning restaurant features fresh lobster, steak and classic entrees.



THE FAIRMONT KEA LANI HOTEL'S CHILDREN'S PROGRAM

The Keiki Lani children's program is offered year-round, seven days a week. The program offers activities from 9:00 a.m. to 3:00 p.m. daily. Children must be at least 5 years old to participate. The programs are great fun—Monday is volcano day where the kids can build a volcano on the beach and watch it erupt. Friday is aloha day when the kids will make leis and learn to dance the hula. There is plenty of pool and beach time, as well as learning. Your kids will love it!

Moon Over Maui - ISLAND RECEPTION AND LUAU DINNER

Saturday, January 24

As the sun sinks slowly over the island into the sea and the heat of the day is replaced by cool evening breezes, MFSA members will just be warming up! Enjoy a laid-back, island-style luau by the gentle Pacific, under Maui's night sky. Prizes for the winners of the Best Traditional Hawaiian Outfit contest will be awarded. This event is included in your conference registration fees and in the spouse/guest fee. Additional guests may purchase single tickets to attend. Space is limited so be sure to register now!

BEST HAWAIIAN OUTFIT CONTEST

Let your creative juices flow and enter the Best Hawaiian Outfit Contest. But, there is a small hitch—the outfit must be made out of mailing materials! That's right; using mailing materials, construct an outfit that best says "MFSA At Maui." In case you need a little help getting started, think Cheshire Label Lei or Pollywrap Grass Skirt. Which ever way you choose to make your outfit, one thing is for sure, you'll have a good time. Of course, the possibility of winning a cool prize is good too! This has become a traditional event every time MFSA is in Hawaii so don't miss out on the fun.

The judges will be looking for creative use of industry materials, pleasing appearance and overall aesthetic appeal. All judging will take place on Saturday evening at the Moon Over Maui – Reception and Island Luau. You must be present to win.

There will be four prize categories:

- Individual Best of Show
- Couple Best of Show
- Most Creative Use of Mailing Materials
- That Takes Guts!

REGISTER NOW!

The early bird deadline is December 19, 2003



PRE-CONFERENCE SCHEDULE

THURSDAY, JANUARY 22

Noon -5:00 p.m.

MFSA Board of Directors Luncheon and Meeting

CONFERENCE SCHEDULE

THURSDAY, JANUARY 22

4:00 - 6:00 p.m.

Registration

6:00 - 7:30 p.m.

Aloha MFSA! Welcome Reception

Greet your old MFSA friends and make new ones at the official conference kick-off. You'll enjoy tropical drinks and traditional Hawaiian snacks, and still have time to get together with friends for dinner.

FRIDAY, JANUARY 23

8:30 a.m.

Welcome to MFSA's Mid-Winter Executive Conference

Jim Pinkin, Chairman, MFSA Board of Directors
Kevin McPhillips, Conference Chair

8:45 a.m.

A Word From the Conference Chair

In this introduction to the Mid-Winter Conference, Kevin McPhillips, conference chair, will take a long look back over the last three years, since we were all in Maui. With that perspective in mind Kevin will review the conference program and outline what he and the education planning team hope you will take away from the conference—by looking ahead to the next three years.

9:15 a.m. – Noon

Future Trends in Mail Growth and Use – It Reads Like A Tale of Two Cities

The digital revolution is creating a new world for business communication in general and mail in particular. By offering a more targeted and interactive communications channel, digital formats provide immediate and direct contact points that are attractive to a more interactive and engaged society. The digital revolution brings a major threat to the financial underpinning of mail by challenging the role of mailed bills and statements. And, it challenges the role of unsolicited advertising mail by increasing expectations of a direct response to personal needs.

But the digital revolution also raises a whole new set of opportunities for mailers who can understand how to use the new world of timely, targeted, and tailored messaging to their advantage; and who can take advantage of new rules of personal privacy. Our speaker has, over the last seven years, been the leader of a major multinational study of mail and the posts, called the Global Mail Project (1995-2003). This is a project that has looked at the impact of digital technologies on the future of mail and on the role of the major posts of the world. The project has traced the evolution of consumers' use of new information technologies; the transformation of the pattern of business to consumer communications; the changing regulatory environment for the posts; and the possible impacts of new business strategies on the posts. It has also had regular mail volume forecasts that cover the major mail streams.

This talk will focus on the information Greg prepared for the President's Commission on the United States Postal Service and explore both the threats and opportunities in the new world of mail, critical steps that could make a difference, and the possible elements of a mail revolution. This is an important session that you won't want to miss!

Speaker: Greg Schmid, Global Mail Project, Institute for the Future

Afternoon
Free Time

SATURDAY, JANUARY 24

8:30 - 9:30 a.m.

Continental Breakfast & Roundtable Discussions

9:30 a.m.

Postal Issues and Other Government Regulations – Privacy and the "Do Nots"

In this session Leo Raymond, MFSA's director of postal affairs, will review the information we heard the day before about the Presidential Commission and the state of the mailing and fulfillment industry and will discuss the impact of each on the Association's members.

Specifically, he will examine likely developments in the postal reform process, how other players in the process may react, what MFSA and its members should do to aggregate their influence, and how various possible outcomes could affect the long-term health of the industry.

In addition, he will review other timely legislative and postal developments, such as CSRS reform, rate case preparations, privacy laws, and initiatives like the "Do Nots" that could inhibit direct marketing or the distribution of direct mail.

Speaker: Leo Raymond, MFSA

11:00 a.m.

Forming the Right Company Culture to Meet the Future

As we heard in the sessions yesterday, successfully navigating industry change requires adaptability in companies and corporate cultures. This morning speakers will examine the elements of successful company cultures. Taking the information we learned yesterday we will look at the "best practices" for both large public companies and smaller, privately held companies; identify impediments to changing company culture; and, present practical methods for changing corporate cultures for greater adaptability and responsiveness.

Moderator: Jeff Thies, AMS Response

Afternoon
Free Time

7:00 - 10:00 p.m.

Moon Over Maui – Island Reception and Luau Dinner

As the sun sinks slowly into the sea and the heat of the day is replaced by cool evening breezes, MFSA members will just be warming up! Enjoy a laid-back, island-style luau by the gentle Pacific, under Maui's night sky. Prizes for the winners of the Best Traditional Hawaiian Outfit (using mailing materials of course) contest will be awarded. This event is included in your conference registration fees and in the spouse/guest fee. Additional guests may purchase single tickets to attend. *Space is limited so be sure to RSVP today!*

SUNDAY, JANUARY 25

8:30 - 9:30 a.m.

Continental Breakfast & Roundtable Discussions

9:30 a.m. – 12:30 p.m.

Pulling Ahead of the Competition: Developing and Selling Your Competitive Advantage

Do you believe your product/service/price mix provides you with a competitive advantage? Do your prospects believe your product/service/price provides you with a competitive advantage? Do you know you're more right for your prospects than your sales numbers reflect?

Alka-Seltzer time? Relax, in this session Fred Firestone, President of Sempact, Inc. and Tony Aveni, Aveni & Associates, have some answers. If your goal is to pull ahead of your competition, you either have to further differentiate your products/services mix and/or further differentiate your selling process. This presentation is about both.

First, we will look to further establish your competitive advantage – there must be compelling reasons why your prospects would want to acquire your products and services versus those offered by your competition. This differentiation will only occur if your prospects perceive they will be receiving a better solution to their problem and/or a more positive buying experience than they would expect to receive elsewhere. And, your success at exceeding expectations in these areas has much more to do with front-line employees and crucial moments of truth than with what's in a mission statement or customer commitment policy.

Next, the focus will be on your sales force and what it can do to work through the buyer system that is conditioned to treat your products and services as commodities. It's all about regularly moving a greater percentage of prospects from the point where they tell you, "we already have what you offer," or "send me your literature and we'll keep it on file," to the point where they are owners of the unique advantages you bring to the marketplace.

Speakers: Fred Firestone, Sempact
Tony Aveni, Aveni & Associates

12:30 p.m.
Conference Concludes

POST-CONFERENCE WORKSHOP

You must indicate on the registration form if you want to be a part of this special event and you must be one of the first 20 people to sign up.
ACT NOW!

2:00 – 4:00 p.m.

Post-Conference Workshop – Pulling Ahead of the Competition: Developing and Selling Your Competitive Advantage – Part 2

Take advantage of this great opportunity to roll up your sleeves and join Fred when he picks up where he left off earlier today. Participants will learn to apply the concepts of Sempact's NoHardSell™ Integrity Selling System. It is not a conventional tactical approach in which people are motivated or taught magic words or gimmicks that get people to buy. Rather, it is a process that allows prospects to self-discover: 1.) that you understand their product/service-related concerns better than anybody else they've talked with, and 2.) that these concerns are best addressed by the unique solutions you bring to the marketplace (your differentiators). Whether your prospects end up doing business with your company has as much to do with you and your selling process as the effectiveness of your products/services to address their needs.

Participants will develop a 30-second commercial that conveys understanding and establishes trust. And, will develop a no-pressure call that won't sound like a sales call. There is no additional charge for this workshop. However, the maximum number of people accepted is 20!



MFSA Mid-Winter Executive Conference

Program

REGISTRATION AND CONFERENCE INFORMATION

The Kea Lani is an all-suites resort. MFSA's special conference rate is \$310 ocean view and \$285 island view. (Please be advised, there are a limited number of island view suites available.) For reservations call 800-882-4100 and say you are registering to attend the 2004 MFSA Mid-Winter Executive Conference. Reservations must be secured with a two-night deposit per suite. Cancellations may be made up to 72 hours prior to arrival without a penalty. The room block cutoff date is December 19, 2003. The special MFSA room rate can not be guaranteed after that date so make your reservations immediately.

Hotel amenities include video cassette players, laser disc and CD players, wall safes, two-line phones with computer data outlets, wet bars, microwave ovens, coffee makers, hair dryers and yukata robes.

Dress at the Kea Lani, and for all MFSA functions, is resort casual. Evenings can get cool so we recommend a light wrap. For off-property leisure activities (golf, tennis, water sports, etc.) plan for anything from dress casual to very casual.

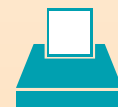
TRANSPORTATION

The Kea Lani Resort is 16 miles from Kahului Airport. If you plan to use a rental car, make your reservation immediately. January is peak season in Hawaii and rental cars are limited on Maui. As an alternative, the Kea Lani recommends Speedy Shuttle. The cost is \$22 for one person, \$24 per couple. To make reservations call Speedy Shuttle at 800-977-2605. Be prepared to give them your airline name and flight number, and arrival and departure times.

TO REGISTER:

Please send this form with registration fees to MFSA

BY FAX: 703-548-8204



BY MAIL 1421 Prince Street
Suite 410
Alexandria, VA
22314-2806



OR REGISTER ONLINE AT:



www.MFSAnet.org



MFSA Mid-Winter Executive Conference 2004

January 22 – 25, 2004 • The Fairmont Kea Lani Hotel • Maui, Hawaii

CONFERENCE REGISTRATION FORM

(For conference registration only. Lodging reservations must be made directly with the resort.)

REGISTER NOW!
The early bird deadline is
December 19, 2003*

Please mail/fax this form with registration fees to MFSA

Name _____ Badge Name _____

Guest/Spouse Name _____ Badge Name _____

Title _____ Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-Mail Address _____

What's the hottest topic on your desk? (The top issues will be added to the roundtable session topics.) _____

REGISTRATION FEES

	Early bird*	Regular
1st Registrant of MFSA Company	\$695	\$815
2nd Registrant of MFSA Company	\$575	\$670
Subsequent Registrant of MFSA Company	\$500	\$600
Nonmember Registrant	\$815	\$915
Spouse/Guest	\$240	\$240

The spouse/guest fee includes admission to two continental breakfasts, the reception on Thursday and the luau on Saturday evening. It does not include admission to educational sessions.

Registration Fees Subtotal: \$ _____

MOON OVER MAUI RECEPTION AND LUAU DINNER January 24

All guests not registered for the conference or spouse program **MUST** purchase single tickets to attend this event.....\$75 x #of guests _____ = \$ _____

Total Payment Due: \$ _____

PAYMENT

- Enclosed is my check in U.S. Funds made payable to MFSA
- Please charge my credit card: Visa M/C American Express
- Card Number _____ Exp. Date _____
- Signature _____

POST-CONFERENCE WORKSHOP WITH FRED FIRESTONE.

Please RSVP for this special event. The maximum number of people accepted for this workshop is 20 people. To secure your spot in this workshop you must be one of the first 20 registrants.

I wish to attend Yes No

*The Early Bird Registration Fee applies only to those registrations post-marked, e-mailed or FAXed with payment by December 19, 2003. Mailed, faxed and online registrations must be accompanied by a credit card number to qualify for the early bird fee. All mail registrations postmarked after and all fax or online registrations received after 12/19/03 will be charged the regular registration fee and must be accompanied by full payment.

MFSA Cancellation Policy - Registrations are refunded in full provided the registrant cancels by 3:00 p.m. EST on January 21, 2004. Cancellations received after 3:00 p.m. EST January 21, 2004 and no-shows will be refunded minus costs incurred and a 25% cancellation fee.

Be Sure to Reserve Your Room Now!

MFSA
1421 Prince Street, Suite 410
Alexandria, VA 22314-2806
Phone 800-333-6272
Fax 703-548-8204
Website: www.MFSAnet.org

REGISTER NOW! THE EARLY BIRD DEADLINE IS DECEMBER 19, 2003



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Fax 703-548-8204

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