

**Contact:**

**IWCO Direct**

Debora Haskel  
Vice President Marketing  
(952) 470-3295  
debora.haskel@iwco.com

**Strother Communications Group**

Jeron Udean, Director of Media Relations  
(612) 288-2414 • jeronu@scgpr.com  
Whitney McIntosh, Sr. Account Executive  
(612) 288-2418 • whitneym@scgpr.com



***For Immediate Release***

**DEBORA HASKEL CHOSEN AS 2012 PODI APPFORUM TRACK CHAIR**

Chanhassen, Minn. (January 04, 2012) — IWCO Direct, a leading national provider of [direct marketing solutions](#), has announced that Debora Haskel, vice president-marketing, has been selected to chair the Cross Media Toolkit Track at the 2012 PODi AppForum. Held January 23 – 25, 2012 in Las Vegas, the AppForum is the longest running event focused on emerging, high-margin business opportunities made possible by digital printing. This is the third consecutive year Haskel has been a Track Chair at the AppForum.

As Chair, Haskel will ensure the Cross Media Toolkit Track offers business owners and sales executives insight into building effective cross media campaigns. Educational sessions for the Cross Media Toolkit Track will focus on successfully incorporating social media and print; employing eye-tracking analysis to analyze design effectiveness; leveraging cross media marketing tools; and utilizing QR codes, landing pages and automation to effectively create direct marketing campaigns.

“I am honored to be selected as Cross Media Toolkit Chair,” said Haskel. “It is rewarding to share our expertise in direct marketing within such a high-energy environment.”

In addition to her duties at Track Chair, Haskel will also co-present a session with Theo Pettaras, CEO of Digitalpress Pty Limited, entitled “Innovations in Print Design that Engage Response.” During the session Haskel will share how marketers can use the latest advancements in high-volume digital printing technology to drive greater personalization and ROI in their next direct mail campaigns.

**About PODi AppForum**

The AppForum is the longest running event focused on emerging, high-margin business opportunities made possible by digital printing. The 2012 direct marketing and digital printing show is all about winning – it's bigger and better than ever, with a conference-within-a-conference, AppForumDirect, focused on cross media and direct mail strategy, creative, execution and technology. Presentations are led by innovative marketers and their partners who are creating opportunity and revitalizing direct marketing. For more information on AppForum, visit [www.AppForum.org](http://www.AppForum.org).

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### **About IWCO Direct**

IWCO Direct ([iwco.com](http://iwco.com)), one of the nation's largest providers of direct marketing solutions, has served the needs of North American companies for more than 40 years. IWCO Direct helps its customers acquire, retain and engage customers and members through highly personalized paper-based and digital marketing programs. The company provides direct marketing like no one else by seamlessly supplying all design, production, mailing and management services in an integrated "total package" supply chain solution through operations in California, Minnesota and Pennsylvania. IWCO Direct pioneered commingling and continues to provide its customers with dramatic postage savings and faster time to market through its proprietary IWCO P.O.S.T. (Postal Optimization Strategy and Technologies) and RideShare™ commingling and logistics management programs, as well as its automated marketing program platform, proprietary data services and Mail-Gard critical communications recovery services. For the latest information on direct marketing trends, industry news, postal regulations and more, visit the [Speaking Direct](#) blog.

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