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For Immediate Release**IWCO DIRECT'S DEBORA HASKEL SELECTED AS TRACK CHAIR FOR
PODi APPFORUM FOR FOURTH CONSECUTIVE YEAR**

Chanhausen, Minn. (Jan. 03, 2012) — IWCO Direct, a leading national provider of direct marketing solutions, has announced that Debora Haskel, vice president–marketing, will serve as Track Chair at the [PODi AppForum](#) for the fourth consecutive year. In addition to her duties as Chair of the Cross-Media Solutions Track, Haskel will present a Pre-Conference Intensive session with IWCO Direct colleagues Maggie Stack and Mike Dietz entitled, “Designing for Digital” that explores the marketing strategy, creative design and technical considerations behind using digital print technology to produce more relevant direct mail offers. The session will take place on January 28, 2013 from 1-4 p.m. at Planet Hollywood in Las Vegas, where the 2013 PODi AppForum is being held.

The [Cross-Media Solutions Track](#) will explore the latest best practices and all aspects of creating, servicing and delivering relevant direct response programs. As Track Chair, Haskel will ensure the sessions meet these critical objectives and share her expertise into how direct mail can power cross-channel marketing programs and improve the response rates of all direct marketing channels. Sessions within the Cross-Media Solutions Track include best practices to successfully implement digital technology such as QR codes, as well as marketing success stories on how cross-channel marketing campaigns have built new business and strong relationships for various industries.

“I’m excited to once again collaborate with leading innovators in the digital printing space,” said Haskel. “There is a new appreciation for the power printed communication brings to cross-channel campaigns. It’s rewarding to see how print and online communications are driving results for marketers.”

About the AppForum

The annual AppForum is the only digital printing conference dedicated exclusively to marketing applications powered by digital print with a truly independent, vendor-neutral, unbiased agenda. All of PODi’s extensive research, resources, industry contacts, and expertise come together once a year to make the AppForum the cornerstone of what’s new and what’s next in digital print applications.

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Debora Haskel to Serve as PODi AppForum Track Chair for Fourth Consecutive Year

About IWCO Direct

IWCO Direct (iwco.com) is one of the nation's largest providers of direct marketing solutions. Earning customers' trust by collaborating with North American marketers for more than 40 years, the company's full range of direct mail services includes one of the industry's most sophisticated postal logistics strategies. IWCO Direct pioneered commingling more than 15 years ago and continues to compress time-to-market and revolutionize in-home delivery targeting with DMLogic™. Guided by the "Power Your Marketing™" approach, the company produces highly personalized paper-based and digital marketing programs with impactful design, disciplined execution and measurable response to inspire performance across all marketing channels. Through Mail-Gard®, IWCO Direct offers critical communications recovery services that provide peace of mind in case of a business interruption. Stay current on direct marketing trends, industry news, postal regulations and more by subscribing to our [SpeakingDIRECT](#) blog.

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