



Welcome to my official video archive, a comprehensive resource for mastering actionable industry strategies and professional growth insights. This list features my complete collection of podcast episodes, each linked directly to their source for easy viewing.

I'd love to talk about how video can help your marketing. Feel free to [email me](#) or reach out through [my contact form](#).

-Paul Bobnak

Meet the Mailers

[Meet the Mailers](#) is an interview series and podcast that I proposed, developed, and host for Who's Mailing What! that features discussions with direct mail service providers, marketers, and industry experts. The series provides practical tips, insights, and real-world success stories to help businesses optimize their direct mail campaigns, explore new printing technologies, and improve response rates.

Episode Title & Guest	Episode Date	
Quad: Learn First, Test Smarter (Scott Harvey)	Ep. 55	July 14, 2026
Postal Advocate: Finding Hidden Savings in Mail Spend (Adam Lewenberg)	Ep. 54	May 28, 2026
Polaris Direct: A Guiding Light for Direct Marketers (Judith Maloy)	Ep. 53	April 15, 2026
Sylvamo: Turning Paper Into Profitable Direct Mail (AJ Layo)	Ep. 52	February 26, 2026
OptiGraphics: Mail In Motion (Brad Bartlett)	Ep. 51	December 9, 2025

Truly Engaging: Elevating Direct Mail Pieces (Dave Baird)	Ep. 50	October 15, 2025
Path2Response: Tapping Website Visitor Data (Maria Youth)	Ep. 49	September 2, 2025
MCT: Cards That Drive Direct Mail (Karen Brooker)	Ep. 48	July 31, 2025
ShipShapes: Mail That Demands Attention (Tiffany Narwick-Krivos)	Ep. 47	June 26, 2025
FSEA: Using Embellishments to Spark Engagement (Jeff Peterson)	Ep. 46	May 30, 2025
Racami: Evolving CCM Solutions for Mailers & Printers (Matt Mahoney)	Ep. 45	March 28, 2025
Snowball Print Marketing: Forward-Thinking Solutions & Practices (Katrina Shaw)	Ep. 44	December 26, 2024
Planet Direct Mail: Expanding Mail Capabilities (Christiana Trenum)	Ep. 43	November 22, 2024
Hudson Printing: Reinventing Print and Mail (Paul Hudson)	Ep. 42	September 9, 2024
Profit 911: Direct Mail with a Personal Touch (Justin Miller)	Ep. 41	August 14, 2024
Production Solutions: Being a Problem Solver (Ben Harris)	Ep. 40	May 31, 2024
The Lukens Company: Adjusting Production to a New Normal (Traci Cacioppo)	Ep. 39	April 26, 2024
locr: Why Personalized Maps Enhance Direct Mail (Randy Hardy)	Ep. 38	April 15, 2024
Flowcode: Extending Your Brand with QR Codes (Corey Daughterty)	Ep. 37	February 26, 2024

BCC Software: How to Offset Upcoming Postage Increases (Chris Lien)	Ep. 36	January 9, 2024
Kenmore Envelope: Raising Direct Mail Response with Embellishments (Scott Evans)	Ep. 35	December 28, 2023
Scentisphere: Direct Mail & The Power of Scent (Christopher Matthews)	Ep. 34	November 30, 2023
Southeastern: Elevating Brand with Direct Mail (Anneliese Gelber)	Ep. 33	October 27, 2023
Melissa: The Value of Accurate Direct Mail Data (Greg Brown)	Ep. 32	October 17, 2023
CohereOne: Digital Intelligence for Print Insights (Tim Curtis)	Ep. 31	September 21, 2023
RWT Production: 2 Keys to Production Success (Jeff Thomas & Cindy Barham)	Ep. 30	August 31, 2023
Postalgia: Mail with a Personal Touch (Ilan Mann)	Ep. 29	August 17, 2023
Taradel: Serving SMBs with Direct Mail (Jim Fitzgerald)	Ep. 28	July 28, 2023
PFL: Direct Mail in the Customer Journey (Jennifer Bellin)	Ep. 27	June 16, 2023
USPS: Promoting USPS Incentives (Chlovize Washington)	Ep. 26	April 13, 2023
Premier Press: Collaborating in the Creative Process (Manuel Saez & Caleb Orazio)	Ep. 25	April 6, 2023
DK Solutions: Data Modeling to Convert Leads (Liran Kapoano)	Ep. 24	March 8, 2023
NextPage: Building Long-Term Customer Relationships (Gina Danner & Sam Sewell)	Ep. 23	February 6, 2023
Modern Postcard: Transitioning to Marketing Services (Keith Goodman)	Ep. 22	January 11, 2023

LeadingResponse: Driving High-Quality Response (Jen DeBuhr)	Ep. 21	January 5, 2023
Westamerica: Creating a Direct Mail Experience (Mark DeBellis)	Ep. 20	November 29, 2022
Mailworks: A Family Commitment to Direct Mail (Brianne Baggetta)	Ep. 19	November 24, 2022
Darwill: Creative & Data Working Together in Direct Mail (Mark DeBoer & Kim Pannos)	Ep. 18	October 25, 2022
GrayHair Software: Addressing Insights from Customer Data (Josh McCaully)	Ep. 17	October 5, 2022
Kern Direct: The Power of Neuroscience in Direct Mail (Russell Kern)	Ep. 16	September 15, 2022
Phoenix Group of Companies: Choosing Between Digital & Offset Printing (Dean Baker)	Ep. 15	August 18, 2022
Altus Marketing: Non-Profit Fundraising Direct Mail (Andrew Olsen)	Ep. 14	July 8, 2022
Mspark: Building Engagement with Shared Mail (Greg Bogich)	Ep. 13	June 10, 2022
Taylor: Lifecycle Direct Mail Marketing (Rick Elliott)	Ep. 12	May 30, 2022
TRAK Data: Smart Audience Targeting (Jessica Akinwale)	Ep. 11	April 27, 2022
SeQuel Response: Integrating Direct Mail and Digital Marketing (Erik Koenig & Chris Hofmann)	Ep. 10	April 21, 2022
Lob: Driving ROI with Direct Mail Automation (Summer Hahnlen)	Ep. 9	February 18, 2022
PCI: Understanding the Campaign Supply Chain (Nelson Penalver)	Ep. 8	February 10, 2022
AMP: Successful Data Modeling (Steve Godwin)	Ep. 7	January 24, 2022

DirectMail 2.0: Combining Direct Mail & Digital (Brad Kugler & Morgan DiGiorgio)	Ep. 6	January 17, 2022
thanks.io: Why Handwritten Direct Mail Works (Ryan Hartman)	Ep. 5	December 17, 2021
IWCO: Creating Personalized Mail (Michelle Fuchs)	Ep. 4	December 9, 2021
Gunderson Direct: Trends in B2B Direct Mail (Mike Gunderson)	Ep. 3	November 23, 2021
NaviStone: Data-Driven Direct Mail (Angie Arnsperger)	Ep. 2	November 12, 2021
PostcardMania: Why are Postcards So Effective (Joy Gendusa)	Ep. 1	October 26, 2021

5 Minute Mail

[5 Minute Mail](#) is a bi-monthly video and discussion series that I co-host with Toni McQuilken for Printing Impressions. Designed as a quick, bite-sized update for professionals, it delivers debate, analysis, and insights on the latest trends, news, and regulations impacting the direct mail and postal spaces in five minutes or less.

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USPS Holiday Shipping Surcharges	Ep. 19	September 2, 2026
PRINTING United Expo is Coming Fast	Ep. 18	August 20, 2026
Digital Versus Print	Ep. 17	August 6, 2026
Tips for Mitigating the Latest Postal Increase	Ep. 16	July 23, 2026
Steiner Goes Before Congress - Again	Ep. 15	July 9, 2026

Breaking Down the Universal Service Obligation	Ep. 14	June 25, 2026
Physical and Digital Aren't Competitors	Ep. 13	June 12, 2026
Paper is a Critical Choice	Ep. 12	May 28, 2026
Don't Underestimate Rural USPS	Ep. 11	May 14, 2026
Top Trends from the National Postal Forum	Ep. 10	May 13, 2026
Takeaways from NPF 2026	Ep. 9	May 7, 2026
2026 Rate Changes	Ep. 8	April 16, 2026
Steiner Appears Before Congress: USPS Fuel Surcharges	Ep. 7	April 9, 2026
Personalization - Creepy or Cool?	Ep. 6	March 19, 2026
Logistics are Key Blind Spot for Marketers	Ep. 5	March 5, 2026
Why You Should Join Your Local PCC	Ep. 4	February 18, 2026
When Postmarks Aren't Postmarks	Ep. 3	February 4, 2026
Postal Council Locks Rate Changes to Once a Year	Ep. 2	January 22, 2026
Introducing 5 Minute Mail!	Ep. 1	January 8, 2026

