



2010 GSA Mail Education Forum
Tuesday, April 20, 2010 • GSA Central Office Auditorium

Speakers' Bios



Keynote Speaker

Sam Pulcrano

Vice President, Sustainability

United States Postal Service

Sam Pulcrano was named Vice President, Sustainability in May 2008. He reports to the Senior Vice President, Operations. Pulcrano is responsible for unifying the Postal Service's sustainability efforts across every function and location.

Earlier, Pulcrano was director of Safety and Environmental Performance at USPS Headquarters. He began his career as a mail handler in Poughkeepsie, NY, in 1975. He also has held key positions in Human Resources and Labor Relations at the district and area levels.

Pulcrano's innovative and participative efforts with Postal Service unions and the Occupational Safety and Health Administration achieved a 50% reduction in employee injuries nationwide. Under his leadership, the Postal Service has become an industry leader in OSHA's Voluntary Protection Programs.

Pulcrano has also been instrumental in the Postal Service's "green" environmental efforts, which have brought national recognition from the Environmental Protection Agency's Performance Track.

These environmental programs have continued to produce results, building a record that has been recognized by more than three dozen White House Closing the Circle Awards recognizing environmental initiatives in the past 12 years.

Cordelia received a master's degree and a Ph.D., both in Business Administration, from the University of Muenster.



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Cordelia Baumeister

Vice President

Business Development & Environmental Strategy

DHL Global Mail

Cordelia Baumeister has been Vice President of Business Development & Environmental Strategy at DHL Global Mail—Americas since 2007.

Cordelia joined Deutsche Post Global Mail, a forerunner of DHL Global Mail, in 2000 at the company's worldwide headquarters in Bonn, Germany.

Cordelia's major accomplishments at the company include overseeing expansion and M&A projects in the Netherlands and the U.S. In 2004, Deutsche Post Global Mail acquired QuikPak and SmartMail—two American mail services providers—and the three companies were integrated to form DHL Global Mail. At that time, Cordelia transferred to the United States, where she served first as Vice President of Integration and later as Vice President of Pricing & Commercial Affairs.

Prior to joining Deutsche Post Global Mail, Cordelia worked at the Institute of Business-to-Business Marketing at the University of Muenster in Germany. At the university, she engaged in consulting projects for commercial customers, undertook teaching assignments and conducted academic research.

Cordelia received a master's degree and a Ph.D., both in Business Administration, from the University of Muenster.

Bill Bardwell

Traffic Manager

Department of Veterans Affairs

Bill has been a transportation and logistics specialist with the Department of Veterans Affairs (VA) since 1982. He worked initially as

the Traffic Manager at the now closed VA supply depot at Hillsborough, NJ, and for the last 22 years as the VA Traffic Manager in Washington, DC. His experience is with domestic and international freight transportation and logistics, domestic and international employee household goods transportation, employee relocation services, small package express and ground transport, and managing the operational programs in each of these program areas.

Since VA is a large volume shipper of small packages, Bill volunteered to work with GSA and other agencies to develop a contract vehicle for strategically sourcing delivery services for small packages. Managing programs effectively requires good leadership, a competent and resourceful staff, qualified business partners, access to meaningful and timely data, and relevant data reviews and analysis. Business biases influence decision making so we should be certain they can be justified and supported by factual information and be willing to reassess them. The only constant we may rely upon is change. It will happen. We need to be ready to respond with sound business decisions.

Tom Dames

Strategic Account Director

United Parcel Service (UPS)

Tom Dames is a Director of Strategic Accounts. He resides in our Washington, DC UPS Government Sales office. He has over 21 years of transportation experience with UPS. Mr. Dames joined UPS in 1987, and has worked in a variety of functions including Operations, Industrial Engineering and Business Development. He has worked with major UPS customers since 1991. Tom drafted the UPS response to the GSA's DDS2 contract. Mr. Dames is a graduate of Keene State College. He is married with two children and lives in Howard County, Maryland.



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Blaine Jacobs

Office of Travel & Transportation Services
Federal Acquisition Service

General Services Administration

Blaine has thirty years of transportation experience in the private and public sectors and is the lead program point of contact for the Federal Strategic Sourcing Initiative for Domestic Delivery Services.

Enforcement units and a subject matter expert for nuclear weapon security policies and system security engineering for weapons acquisition and development.

Mr. Johnson holds a Master of Arts degree in Business Management from Webster University, and a Bachelor of Arts degree in Criminal Justice from Minnesota State University. He is a graduate of the United States Air Force Air War College and Air Command and Staff College.

Karl M. Johnson

Chief Administrative Officer
Director Records, Publications and Mail Management
Department of Homeland Security

Karl M. Johnson has been with the Department of Homeland Security (DHS) since 2003, serving in various positions in the Office of the Chief Administrative Officer. He currently serves as Director of Records, Publications and Mail Management, with responsibility for leadership, strategic direction, and program guidance for the Department's Records Management, Policy Directives, Printing Services, Library Services, Forms and Mail Management Programs.

Prior to his service at DHS, Mr. Johnson was the National Operations Manager for Pitney Bowes Management Services. He led an integrated project team with representation from Congress, Department of Defense, University Research Laboratories, United States Postal Service, and commercial industry in recovery operations and reestablishment of mail services to Congress following the October 2001 anthrax attack against the U.S. Senate and U.S. House of Representatives.

Mr. Johnson retired from the United States Air Force in 2001, where he served as a Security Forces Officer commanding Security and Law

Bruce Little

SCLogic

As Vice President, Bruce is responsible for managing government accounts, developing international business as well as managing channel partners. He has over 20 years of experience in the mail and package tracking industry, including owning his own business, MBL Data Systems. Bruce joined the SCLogic team in 1999 as the Vice President of Channels and has also held the titles of Vice President of Sales and General Manager. Bruce has presented at many industry conferences such as MAILCOM and NACUMS.

Michael R Sanders

Intra-Mail Network

Michael R. Sanders, President, developed IMN's patented process and proprietary software. His expertise lies in programming along with postal regulations, policies, and processes. Before founding IMN in 1999, Mr. Sanders was head of Postal Affairs in Direct Response Marketing at MBNA from 1997 to 1999. Between 1984 and 1997, he served in numerous capacities for the U.S. Postal Service, including Operations Support and Customer Service. Mr. Sanders received his BS in Information Systems from Virginia Commonwealth University.