

Production Day

2026 Speaker Bios



Aleka Agapitides, Account Executive, Rite Envelope

Aleka is an experienced direct marketing professional with proven success in all facets of production and sales. She is accomplished in relationship marketing, communications and being a solutions provider, along with being a self-proclaimed networker and relationship builder.

Additionally, Aleka has an extensive background with both the for profit and non-profit segments and her experience ranges from involvement in the agency world to customer service and sales for the print manufacturing, mailshop and the fulfillment industries.

Most recently, Account Executive at Rite Envelope and Graphics, her focus is on business development and sales as well as finding solutions to her clients' ever changing print needs. She is on the frontline of where it's at in what needs to be done and connects with key players in the direct mail world to ensure best practices being practiced always. Being a valuable consultative resource to all involved is the sales motto she lives by while striving to be of help to her network and those she serves. She is a consummate hands-on professional who visualizes and lives by the "big" picture and is definitely someone to have on your team to get proven results.



Jake Brown, President, BigEye Direct

Jake graduated from Christopher Newport University in 2009. Shortly after graduation, he was hired by his now business partner, Damon Smith. He started in a business development role and helped grow the business for the next decade.

Jake is now the president at BigEye Direct and accountable for the day-to-day leadership of operations, people management and partner development. He comes from a family of thirteen brothers and sisters. He has a wife, four amazing children and his dog, Link! He is passionate about his CrossFit community, golf and traveling with his family.

Production Day



Joel Kaufman, Senior Account Executive, DCG ONE

Joel was born into his family printing business (Presstar Printing Corporation) and worked there regularly through high school. He graduated with honors from RIT in printing management and earned his MBA degree from Maryland. Joel started off selling, working his way up over 12 years to EVP, running the daily operations. He served on the regional printing association board, up to its presidency and has written articles for regional outlets and trade publications. Some of Joel's clients encouraged him to start using his expertise and depth of industry knowledge to teach others. Joel has participated at dozens of DMAW and other events up and down the East Coast since.

Joel was instrumental in selling Presstar to a national print consolidator in 1996. Upon selling the business, he became a top cross-selling rep within the consolidated companies and was exposed to many different plants having different print/direct mail capabilities. In 2006, Joel reunited with his previous plant manager from Presstar and joined Chromagraphics. The two of them later became part of a new ownership group before merging Chromagraphics into CCG about a year ago.

Outside of work, Joel enjoys spending time with his family and friends, traveling with his wife, and is an accomplished wood artist and an avid golfer.



Jeff Larson, Vice President, Sales & Marketing, Art & Negative Graphics Inc.

Jeff Larson, VP of Sales & Marketing at Art & Negative Graphics Inc., combines his 30 years of experience in print, mail, and media with a rich family business background and corporate success. He's passion about client relations and innovative solutions. Jeff specializes in developing customized print strategies, utilizing his deep knowledge of print technologies and materials to deliver innovative and cost-effective solutions.

Production Day

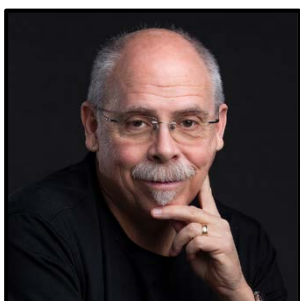


Kelly Leech, Principal, Carol Enters List Company (CELCO)

With 16 years of experience, Kelly has worked closely on the analysis and planning of a variety of non-profit programs, including Amnesty International and NRDC.

Kelly started at CELCO in 2007 as an Account Executive. In 2012 she left CELCO and joined CCAH (now Mission Wired) fundraising agency where she worked as a List Planner. She credits CCAH with giving her a great education of direct mail fundraising beyond acquisition.

She returned to CELCO in 2013 and as of 2024 is the co-owner and Principal.



Dave Lewis, President, Snailworks

Dave Lewis, the “other” Dave in SnailWorks' Dave and Dave team, provides the day-to-day leadership for the company's sales and marketing efforts, and establishes the vision and leadership for new product development. He is a nationally known expert on direct mail and postal matters and has spoken across the country on a variety of direct marketing topics. He serves on the Board of

Directors for the Association of Marketing Service Providers (AMSP) and was the 2008 recipient of AMSP's Luke Kaiser Award for his contributions to education in the direct mail industry.

Dave is a graduate of the University of Maryland. When he isn't mailing and marketing stuff, Dave enjoys buying (and even occasionally playing) guitars and traveling.



Jeff Miller, Executive Vice President, Sales and Marketing, Allied Printing Resources

Jeff is a Principal and Vice President of Sales and Business Development at Allied Printing Resources (ALLIED), a full-service direct mail printing and envelope company located in Carlstadt, New Jersey.

Jeff specializes in bringing knowledge and trust to a wide variety of clients. He has over 40 years of experience in all facets of the industry including prepress, printing and envelopes. Jeff is a dedicated and results driven representative with a proven track

Production Day

record of success in the industry by providing tailored print solutions to meet their specific needs and objectives.

Jeff lives in Summit, NJ. He enjoys brewing beer, skiing and golfing.



Meredith Piemme, Strategic Partnerships Director, Production Solutions

Lover of all things design and print, total direct mail geek. Meredith's 25-year career spans both sides of the industry. Managing direct mail production for several nonprofits, moving directly into the commercial printing industry as a small business owner, and finally combining her love of nonprofits and direct mail

at Production Solutions.

When not supporting clients, industry colleagues, and supplier partners, you can find Meredith enjoying a cup of coffee while reading up on business and economics, crushing it at Orange Theory Fitness, or chasing after her four amazing offspring.



Tania Rauf, Production Director, The Harrington Agency

Tania comes to The Harrington Agency from the other side of the fence, as a long-time services provider to THA. Tania's background in print-publishing, production and direct marketing gave her a solid foundation to build upon with the creativity and innovation at THA. She seized the opportunity to be part of not just the day-to-day production but also the creative process.

Tania has a real passion for all things print and production and with over 20 years in publishing and direct marketing, Tania takes a holistic approach to THA's print and marketing projects. When not busy working on THA projects, Tania channels her creativity into her gourmet gift basket company and glitter in her hair is a natural side effect. Tania is a native of Northern Virginia, where she lives with her husband and three teenaged children.

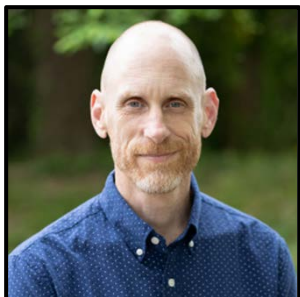
Production Day



Alan Rich, President, Nova Label

Alan Rich is President of Nova Label Co., Inc., a local manufacturer of custom printed pressure sensitive labels for all facets of direct marketing, industrial applications, and food packaging. For over 35 years in the printing industry and member, supporter, volunteer, vendor partner, and past board member of DMAW, Alan helps to grow and promote networking and informative programming to the DMAW membership and consults with his print customers to better utilize his services to provide the best product possible.

When not spending time running his business and volunteering, Alan spends any extra time with his family and works as a visual artist, studio painting abstracts, still life and landscapes, and outdoors doing urban sketching. You might have seen some of his work offered to the DMAW/EF Silent Auction during the Bridge Conference and posted to LinkedIn. He also shows around the DC metro area as well as in Rehoboth Beach, DE.



Michael Schweikart, Production Director, Avalon Consulting

As Production Director, Mike shepherds large-scale, complex mail programs for Avalon's clients, ensuring projects run on time and on budget. With more than a decade of experience, his unmatched expertise in vendor coordination, postal logistics, and cost optimization enhances every project he's part of.

Mike oversees all production strategy and execution, collaborating closely with client teams and external production partners to review specs, secure competitive pricing, and identify efficiencies with gang-printing, postal discounts, and format innovations. His oversight ensures Avalon's clients benefit from cost savings and flawless execution across millions of mail pieces.

Not only does Mike get campaigns out the door – he brings unparalleled strategic thinking to strike the right balance between cost, quality, and impact.

When he's not looking for ways to help Avalon's clients save time and money, Michael enjoys spending time with his three children, gardening, playing golf, and indulging in marathon viewing sessions of his favorite TV shows.