



## News You Can Use

Pat McGrew  
Managing Director



[www.mcgrewgroup.com](http://www.mcgrewgroup.com)



# Year-Start Watch List



Who is Mailing What  
Quick Legislative Update  
A Little AI  
Road to Drupa

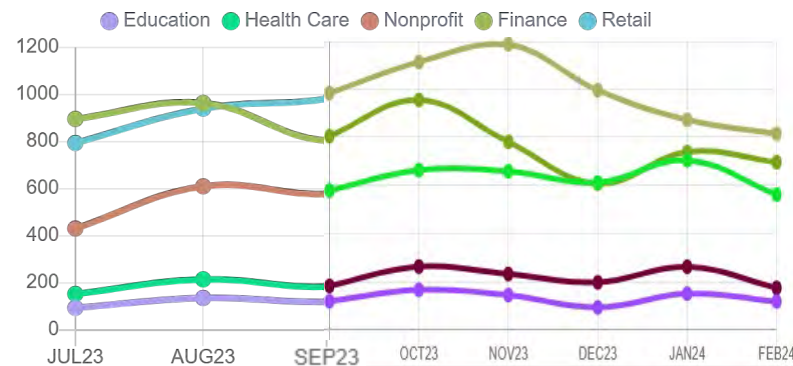
# Who Is Mailing What?

## Service Alert Information

<https://about.usps.com/newsroom/service-alerts/business/welcome.htm>

Down ~1800 since the last update  
but up ~600 from April 2023.

<https://www.whosmailingwhat.com/>



# 10 401

Creatives were added during the last 90 days

New inspiration is waiting! Log in now.

2463

Retail

2011

Finance

1737

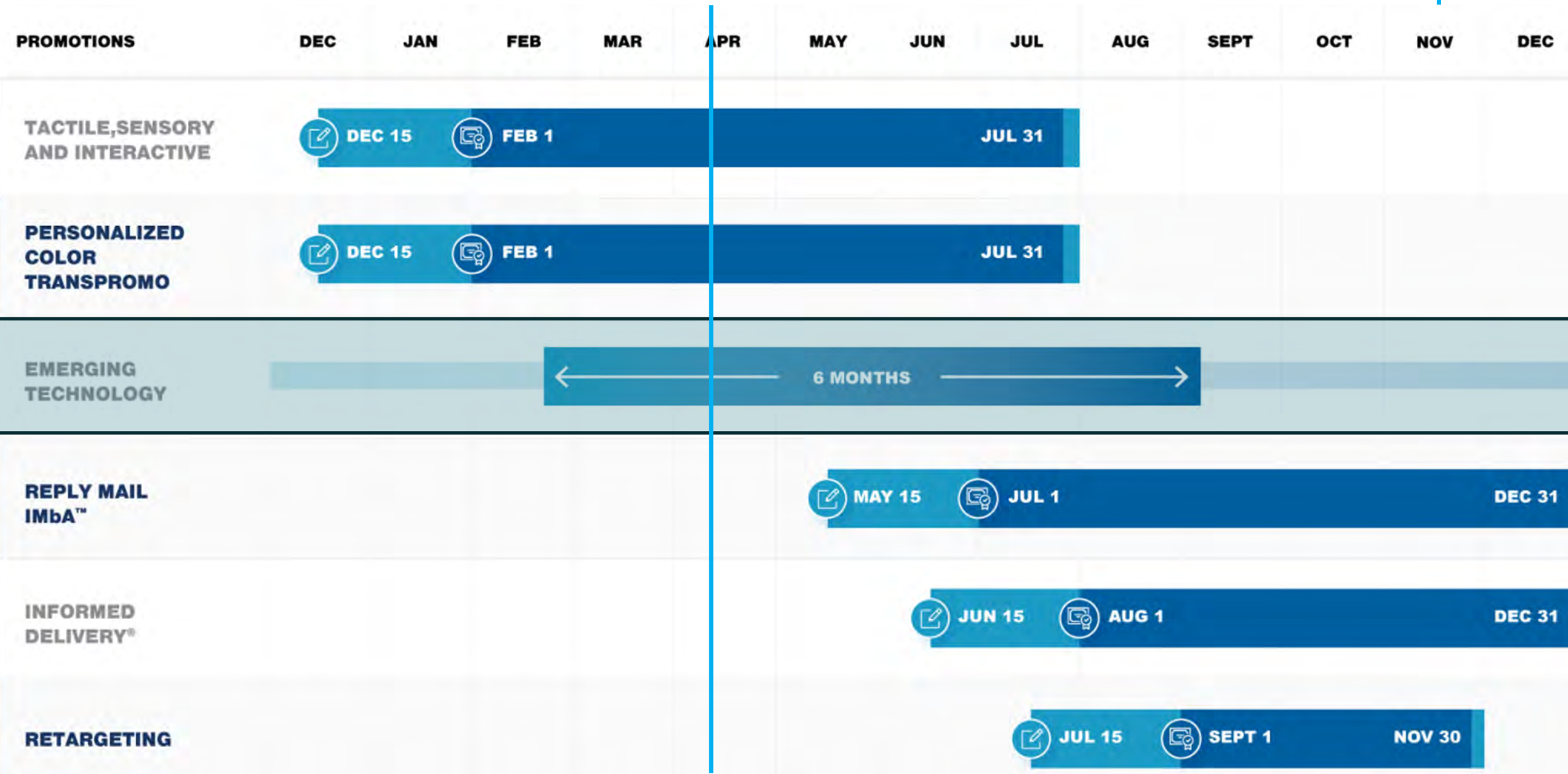
Nonprofit

616

Health Care



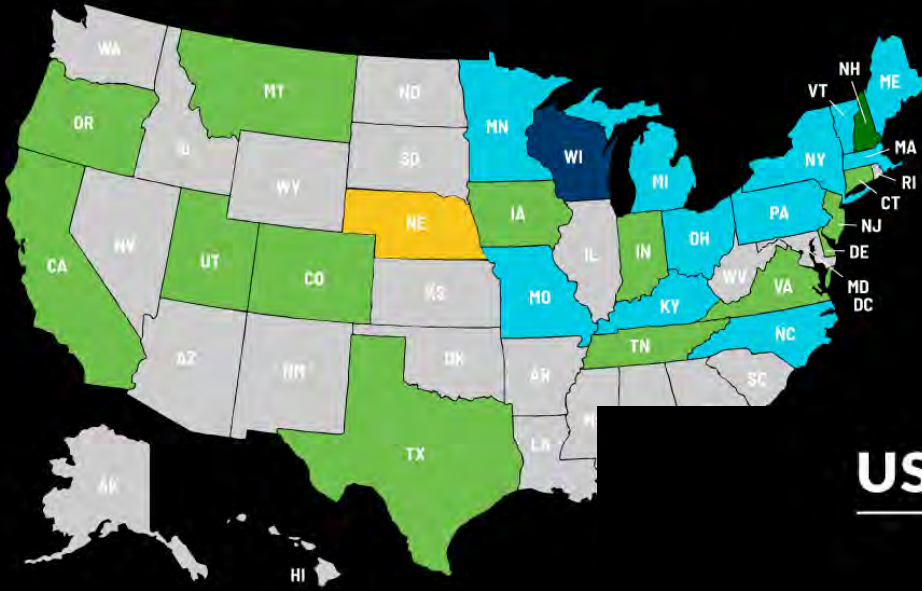
# 2024 Opportunities Mostly the Same as 2023



# US State Privacy Legislation Tracker 2024

## Statute/bill in legislative process

- Introduced
- In committee
- In cross chamber
- In cross committee
- Passed
- Signed
- Inactive bills
- No comprehensive bills introduced



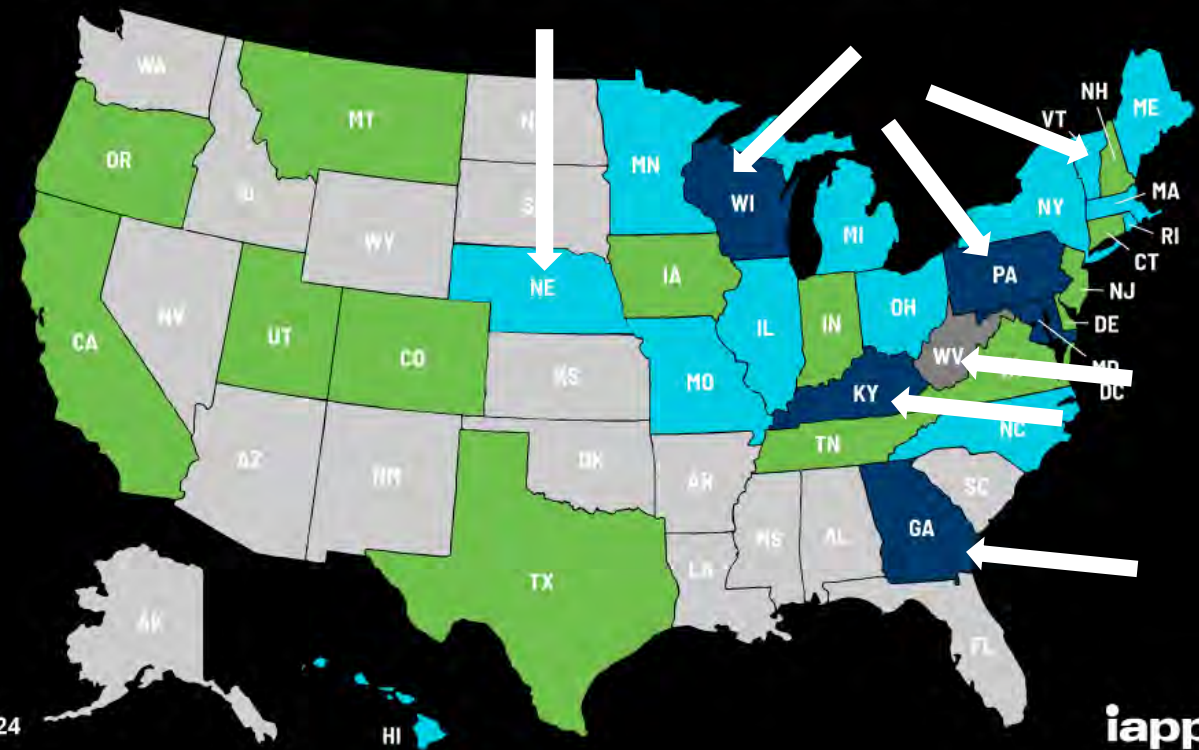
Last updated 19 Jan. 2024

← January 2024

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Last updated 22 March 2024

March 2024 →

[https://iapp.org/media/pdf/resource\\_center/State\\_Comp\\_Privacy\\_Law\\_Chart.pdf](https://iapp.org/media/pdf/resource_center/State_Comp_Privacy_Law_Chart.pdf)

# Illinois Consumer Fraud and Deceptive Business Practices Act – Effective 1/1/24 UPDATE

Intended to curb unfair and deceptive acts that create an impression of an existing obligation when there is none.

## Material must include:

A toll-free number or website address that is active and accessible to consumers during business hours and prominently displayed on the direct mail piece.

All disclosures and disclaimers appearing on a postcard or letter must be conspicuously located at the top of the postcard or letter, be easily readable in **clear and unambiguous language**, and be printed in **at least 14-point bold-face font in a black-outlined box**.

[LINK TO ILLINOIS SB1440](#)

**Illinois Attorney General Putting Litigation on Hold**







We Help You  
**Grow your Business**  
Join us now!

"pharetra aliquet fermentum  
egestas aliquam massa"

“ Ut wisi enim ad minim veniam,  
quis nostrud exerci tation  
ullamcorper suscipit lobortis

 Call For Appointment  
123 456 789 001



**INNOVATIVE SOLUTIONS**

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adipiscing elit, sed diam nonummy nibh

 000 1234 5678  info@company.com  
000 1234 5678  www.company.com

 Your address goes here  
Street name here



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We Help You  
**Grow your Business**  
Join us now!

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egestas aliquam massa"

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quis nostrud exerci tation  
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 Call For Appointment  
123 456 789 001



This is not a bill. This is a solicitation for goods or  
services. Call toll-free 800.555.1234 or go to  
[www.abc-co.com](http://www.abc-co.com) to be removed from this mailing list.

MOTOR VEHICLE NOTIFICATION  
Vehicle Service Division

Notice Date: March 11, 2024  
Phone Number: 1-888-582-6870  
Record ID: 071JQ10560  
Respond By: April 1, 2024

Vehicle Info: 2023 NISSAN ARIYA

**FINAL NOTICE**

Call to verify the above information  
**Before the respond date expires!**

**RESPONSE TO THIS NOTICE REQUESTED**  
**\*\*\*TIME SENSITIVE\*\*\***

Read below for more information  
Record ID: 071JQ10560

ATTENTION: Corcoran Patricia

This letter is to inform you that the coverage on your 2023 NISSAN ARIYA may be expiring or may have already expired. Please contact 1-888-582-6870 today to get your coverage up to date.

Without coverage in place, you are at risk of being financially liable for any and all repairs. However, you still may have time left to activate coverage on your vehicle before it's too late. No inspection will be required and final acceptance is subject to your ability to meet eligibility requirements.

We reserve the right to revoke your eligibility for service coverage after 5 days.

Call IMMEDIATELY as this will be our FINAL ATTEMPT TO NOTIFY YOU 1-888-582-6870.

RESPOND BY:  
April 1, 2024

PHONE NUMBER:  
1-888-582-6870

THIS DOCUMENT HAS A COLORED PANTOGRAPH AND MICROPRINTING 

Record ID: 071JQ10560

Expiration Date: 4/1/2024

# Registration Fee Voucher

**\$ 199.00**

TO THE ORDER OF: CORCORAN PATRICIA  
1055 RICHFIELD ST  
AURORA, CO 80011-7716

37-17081

Signature required for redemption



MEMO: \_\_\_\_\_

Signature: \_\_\_\_\_

THIS IS NOT A CHECK  
US Automotive Protection Services is not affiliated with any auto dealer or manufacturer.





**Artificial Intelligence!  
What Could Go Wrong?**

HELLO DAVE



# Today's Problem:

- ✓ Graphics artists discover their artwork included in AI-generated awards submissions
- ✓ Writers discover long passages appearing in other work for which they were not compensated
- ✓ Engineers discover their work included in patent filings from other individuals
- ✓ Software companies discover their proprietary code and algorithms in products from competitors.

**Set Policies and  
Update your T&Cs**

# Competition

- ✓ AI can dilute tactical differentiation when everyone uses the same AI-enabled solutions leveraging the same Large Language Models.

ChatGPT - GPT (Generative Pre-trained Transformer) Series by OpenAI

Gemini – BERT (Bidirectional Encoder Representations from Transformers) by Google

Perplexity – Uses OpenAI's GPT 3.5

Claude3 – Built by Anthropic

Llama - a family of autoregressive LLMs developed by Meta AI

Grammarly AI – Uses Transformer models

- ✓ AI can dilute strategic differentiation when queries focus on the same questions, like what is the next big thing?

## How Do You Stay Unique?







May 28-  
June 7, 2024  
Düsseldorf/  
Germany  
[www.drupa.com](http://www.drupa.com)

**drupa**

# Road to Drupa 2024

- ✓ 11 days
- ✓ 1828 Exhibitors
- ✓ 19 halls – two have A & B
- ✓ Ryan and Pat will be there!
- ✓ If you don't go, watch [WhatTheyThink.COM](http://WhatTheyThink.COM) and LinkedIn for frequent live updates, and keep an eye on live feeds from vendors and media outlets



? Industry Evangelist

? Managing Director,  
McGrewGroup, Inc.  
/ MC2 Services

? 30+ years helping  
customers create success  
through communication  
products



@PatMcGrew

[www.linkedin.com/in/patmcgrew](http://www.linkedin.com/in/patmcgrew)

Reach out on Twitter or find me on LinkedIn



[PCM@McGrewGroup.com](mailto:PCM@McGrewGroup.com) or  
[McGrewGroupProjects@gmail.com](mailto:McGrewGroupProjects@gmail.com)

Drop a note!



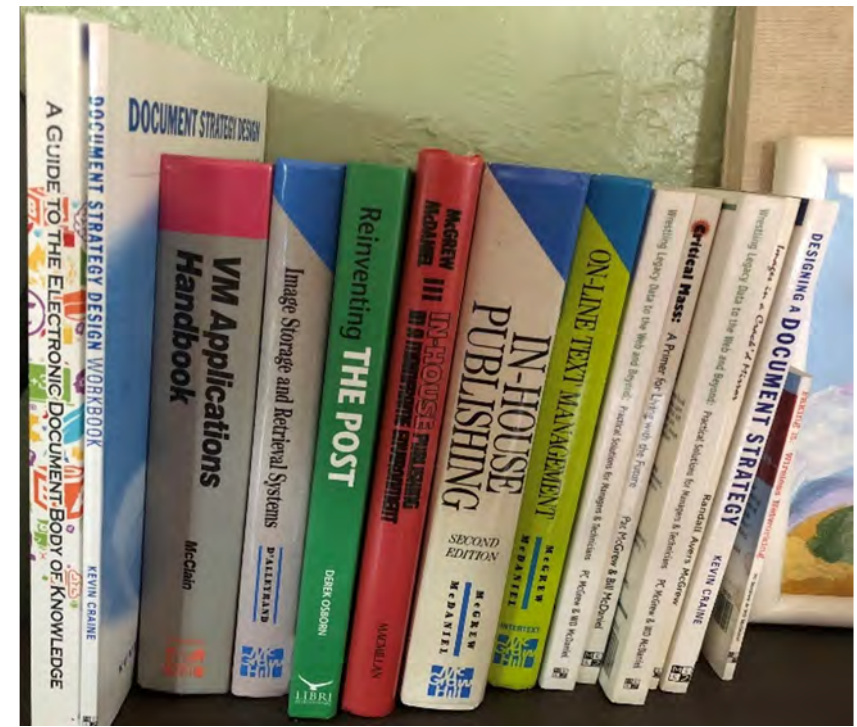
Set up a Meeting!

Happy to sign NDAs!



Always Open! +1 720 220 5097

We keep an eye on all communication channels!





# PIXEL DOT

## Elevating Print with Tech



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 [/mbossed](#)

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### The Print University

Scan the QR-code of visit the website  
[theprintuniversity.com](http://theprintuniversity.com)



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Scan the QR-code of visit the website  
[assessmentinabox.com](http://assessmentinabox.com)



### The Content Funnel

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