

ATLANTA  
**NEWSLINE**

2008  
MAY

GREATER ATLANTA PCC  
[www.usps.com/atlanta/pcc](http://www.usps.com/atlanta/pcc)

## Atlanta IMB Symposium by Wanda Senne

Over 400 mailers from the Southeast area attended the USPS Headquarters and Atlanta PCC's Intelligent Mail Symposium this past March 13th at the Georgia International Convention Center in College Park. USPS executives Pritha Mehra, Manager Marketing Technology and Channel Management, and Tim Gribben, Manager Mail Technology presented an overview of the Postal Service's proposed Intelligent Mail® requirements planned for implementation in May 2009.



*Attendees learning about the Intelligent Mail® barcode*

Attendees were able to gain an understanding about the new requirements for using the Intelligent Mail® barcodes and what their organization will need to do to be ready. They heard from industry participants who have actual experience with intelligent mail barcode implementation, about how Intelligent Mail® drives improvements in both service and efficiency, and how the IM™ barcode adds more value to mail.

The symposium provided a unique opportunity to hear from the "hands-on" experts, learn about the new requirements, and get answers to some of the many questions such as:

- What are the new requirements for using Intelligent Mail® barcodes?
- How can I implement the intelligent mail barcode in my operation?
- What investments in new equipment or modifications would I need to make in my operational processes?
- Where can I find help in transitioning to this new technology?



*IMB Symposium Panel*

If you missed the Symposium, or have more questions, you can find the PowerPoint presentations from the event, and also many answers to questions on the USPS' RIBBS web site at: <http://ribbs.usps.gov/>. Look for the Intelligent Mail links on the left side of the page.

"The Atlanta Intelligent Mail Symposium was the largest PCC sponsored event that I can recall. Although I may be a bit biased, I thought the Atlanta Symposium was the best out of all four held around the country. The venue was perfect and the content proved invaluable to the attendees!"

*– Anita Pursley, Quebecor World Logistics Postal Affairs*

# PCC Golf Outing

May 7th was a beautiful sunny day for our 40 + golfers at Crystal Lake Golf Course in Hampton, Georgia.

1st Place for the golf outing went to the team of Bill Skinner, Thatcher, Thad Joiner and Sage Joiner.

2nd Place was Kapper, Greg Uryc, Martin Herndon and Gregg Morgan.

3rd Place was Randy Sizemore, Chris Chastain, Jim Coursey, and Dan Freeman.

The team with the highest score was Mike Echols, Brian Lewis and Mike Carlin.

Closest to the pin was Thad Joiner.

The Longest Drive was Gregg Morgan.



*1st Place Team*



*2nd Place Team*



*Longest Drive  
Gregg Morgan*



*Closest to the Pin  
Thad Joiner*



# Mailpiece Quality Intelligent Mail Professional Certificate

Now you can earn a certificate program just like you can at the National Postal Forum, but right here in Atlanta. The Greater Atlanta PCC will be offering a certificate program entitled: Mailpiece Quality Intelligent Mail Professional Certificate. It will be on June 12th at the Marriott Century Center, 2000 Century Blvd NE, Atlanta, GA 30345.

Robbie Butler, USPS Atlanta District Mailpiece Design Analyst, will facilitate the workshops along with Wanda Senne, from World Marketing. The workshops will cover:

- \* Exactly What Are "Bad" Addresses & What To Do With Them
- \* The Return on Investment (ROI) of Address Quality
- \* Quality Mailpiece Design & Understanding Intelligent Mailpiece Barcodes
- \* Tracking Information & Opportunities Through Intelligent Mail

9:30 AM:	Registration
10:00 AM:	Exactly What Are "Bad" Addresses & What To Do With Them
11:00 AM:	The Return on Investment (ROI) of Address Quality
12:00 - 12:30:	Lunch
12:30 PM:	Quality Mailpiece Design & Understanding Intelligent Mailpiece Barcodes
1:30 PM:	Tracking Information & Opportunities Through Intelligent Mail

The cost will be \$60.00 for Sponsor Members and \$65.00 for General Members. To sign up or register, please visit our website at <http://www.usps.gov/atlanta/pcc/junecertclass.html>. For more information, contact Gina Morrow at [regina.k.morrow@usps.gov](mailto:regina.k.morrow@usps.gov) or (404) 765-7604.

---

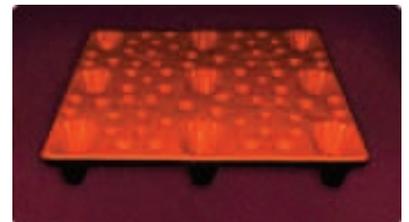
## It's Roundup Time!

*Customers are asked to return excess Mail Transport Equipment*

We're rounding up USPS Mail Transport Equipment (MTE). The program is intended to round up flat tubs, letter trays & sleeves, rolling stock (including hampers & cages), pallets, and mailbags that are not in use and return them to USPS inventory. Plastic pallets are a particular area of focus based on the cost and the amount of leakage from the network.

Small quantities of MTE can be returned to your post office or nearby processing and distribution facility. For large quantities of equipment such as pallets or hampers, please complete a pick-up request at <http://fast.usps.com/fast/mtereturns>.

The USPS spends millions of dollars every year on MTE to replenish inventory and ensure that both our business and our customers can function effectively. Help the USPS reduce MTE costs. If you see postal equipment such as pallets, flat tubs, trays or hampers that are obviously outside the postal network, send an email to [hqmt@usps.gov](mailto:hqmt@usps.gov) with the location, type and quantities of equipment to be retrieved and placed back into postal inventory.





P.O. BOX 161002  
ATLANTA, GA 30321-1002

First-Class Mail Postage & Fees PAID USPS Permit No. G-10
--

## PCC MISSION STATEMENT

The Greater Atlanta Postal Customer Council (PCC) has been organized since 1987. Our mission is to promote local cooperation and support and to foster a close working relationship between the United States Postal Service and all businesses that use the mail to communicate and interact with their customers; to share information and facilitate the exchange of ideas about new and existing Postal Service products, programs, services, and procedures that affect all businesses that use the mail; and, help PCC members and their organizations grow and develop professionally through focused educational programs.

## Credits:

### The Greater Atlanta PCC NEWSLINE

Is published by the Greater Atlanta Postal Customer Council. Send all correspondence to P.O. Box 161002, Atlanta GA 30321-1002.

Editors:  
Gina Morrow

Graphic Designers:  
Brad Milstein  
Daniel Barber

For more information visit [www.usps.com/atlanta/pcc](http://www.usps.com/atlanta/pcc)

Greater Atlanta PCC  
Newsline © 2008

## Greater Atlanta PCC Executive Board

**Bob Barnard, Jr.**  
St Paul Travelers Insurance  
rlbarnar@travelers.com

**Michael Bishop**  
State Farm Insurance  
michael.bishop.qbag@statefarm.com

**Carol Chantos**  
MailExpress Inc.  
cchantos@mailexpressinc.com

**Darrell L. Coffee - Industry Co-Chair**  
PSI Group, Inc.  
darrell.coffee@psigroupinc.com

**David Dillman - Postal Co-Chair**  
USPS  
kevin.j.helmer@usps.gov

**Tom Coggin**  
DATADIRECT  
tom@ddirect.com

**Juanita Flemister**  
Department of Revenue  
Juanita.flemister@dor.ga.gov

**Leigh Hudspeth - Secretary**  
National Envelope Company  
lhudspeth@natenv.com

**Sue Jones**  
Frank Cawood & Associates  
Sue\_jones@fca.com

**Adam Langston - Treasurer**  
Access Worldwide  
alangston@accessworldwide.net

**Franklin McMillan**  
Click Tactics  
fmcmillan@clicktactics.com

**Wayne Mock**  
Southern Company  
pwmock@southernco.com

**Brad Milstein**  
Sauers Group  
brad.milstein@sauersgroup.com

**Damita Oglesby**  
SynQ Solutions  
doglesby@synqsolutions.com

**Anita Pursley**  
Quebecor World  
Anita.pursley@quebecorworld.com

**Wanda Senne - Vice Chair**  
World Marketing  
wsenne@worldmarkinc.com

**Harry Stephens**  
DATAMATX  
hps@datamatx.com

**Ken Thomas**  
AT&T  
KT4315@ATT.com