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Mark Your Calendar
September 17, 2008
National PCC Day
Cobb Galleria
Training and Mail Show
Stay Tuned for more information.

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.

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For more information visit www.usps.com/atlanta/pcc
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SPECIAL EDITION

ATLANTA
NEWSLINE

2008
POSTAL FORUM
REVIEW

GREATER ATLANTA PCC
www.usps.com/atlanta/pcc

Best Postal Forum Ever by Kate Wiley, Atlanta District Manager

I have been to many National Postal Forums and I have to rate this one as the best ever! California is a beautiful state with weather to match, providing a captivating backdrop to one of the most informative and exciting NPF's I've ever attended. The layout of the Convention Center was convenient and comfortable, making it extremely easy to find meeting locations and spend the time focusing on our customers to discuss a variety of topics. Several of our customers complimented us on our improved service, which is always good to hear! I also welcomed the customers that had concerns. Spending time listening to them gives us the information we need to work on those issues. We have exceptional new tools that help our customers track areas of concern, such as CONFIRM, IMB and Track & Confirm. The customers who met with me were well-prepared with a lot of data that they'd garnered from these tools. The data helps me hone in on the appropriate areas and address their concerns.

The Postal Service has always done a great job in outlining the Symposium and the Tracks and this year, they outdid themselves. Several customers commented on how the additional

information and simplified directions really helped them make the right decisions about what sessions to attend and when and where to find them! I met many of you at the pre-NPF breakfast and several new customers at the NPF.



From L-R: David Dillman, A/Atlanta Postmaster; Harry Stephens, DATAMATX; Kim Waltz, National PCC Advisory Committee; Kate Wiley, Atlanta District Manager; Terry Wilson, USPS Southeast Area VP; Wanda Senne, World Marketing

I especially enjoyed hearing Chris Gardner, our luncheon speaker, as I was inspired by his story of obstacles he's overcome in his life. What a motivational story he had to share! I hope you were able to get the information you needed and have come back to share it with your fellow employees.

Atlanta PCC Board with Jack Potter



Darrell Coffee, PSI - GAPCC Industry CO-Chair; Wanda Senne, World Marketing - GAPCC Vice Industry Co-Chair and new chair beginning July 1st; Carol Chantos, Mail Express, Inc.; Jack Potter, U S Postal Service Postmaster General; Harry Stephens, DATAMATX; David Dillman, A/Atlanta Postmaster; Bob Barnard, Travelers Companies

Pictures from the National Postal Forum



Wanda Senne at MTAC Booth



Harry receiving an award for his contribution to the National PCC

From L-R: Alexandra Johnson, Manager Customer and Industry Marketing, Susan Plonkey, Vice President Customer Service, Harry, Mr. Potter, Postmaster General



Members of the National PCC Advisory Committee

L-R Tony Racioppo, New York PCC Co-Chair; Ruthie Ewers, PCC Ambassador, Dallas; Lou Ann Warren, Dallas PCC Co-Chair; and Harry Stephens, Atlanta PCC



Carol Chantos, MailExpress, Inc. at the Quebecor World reception



Kate Wiley (L) enjoying NPF with Damita Oglesby, SynQ Solutions



From L-R: Alixe Johnson, USPS Manager Customer and Industry Marketing; Wanda Senne, World Marketing; Anita Pursley, Quebecor World; Susan Plonkey, USPS VP Customer Service



Patrick Donahoe, Deputy Postmaster General and Damita Oglesby, SynQ Solutions



Daniel Barber and Adam Langston from Access Worldwide at the MailExpress Reception



From L-R: John Sexton, PSI; Jordan Small, USPS VP Delivery Operations; David Dillman, A/Atlanta Postmaster; Harry Stephens, DATAMATX; Andy Hodges, Netflix.

My Postal Forum Experience by Franklin McMillan

This year's Postal Forum had all of the buzz pertaining to the new issues surrounding IMB implementation and address quality and as usual it lived up to the hype. The attendance at this year's conference was well attended and for the first time in recent memory I witnessed more capacity filled sessions than in all of my 10 years of attending. Most of the curiosity and need for information was based upon the new Address Quality requirements taking effect in November along with the IMB implementation in spring of 09. I personally attended the tracks for IMB certification and Address Quality. The sessions were very well attended and the presenters were very well received. The IMB symposium on Monday was so well attended that they had to request postal employees to give up their seats so the others could find a spot, even then they scheduled another symposium on Tuesday. As stated I have been attending the National Postal Forum for 10 years and consider myself a veteran at this event, and the last time I saw this event as well attended was when the change in classes took effect. I still find this event very rewarding and continue to attend. There is not a better place for one to obtain current USPS information, new processes and equipment capability, and industry camaraderie than the NPF. Thus the reason I make it a point to attend and bring back the information to my organization. The knowledge I have received is invaluable to not only myself but my organization.

Wanda Senne on her Postal Forum Experience

The 2008 NPF in Anaheim CA was one of the best I've attended... and I've attended over 25! Mailers were very interested in the Intelligent Mail Barcode and how to integrate it, and the new processes into their systems for the lowest automation prices by May 2009. Once again, Atlanta PCC members attended this NPF to learn, network, and improve their mailing practices along with thousands of other people from across the U.S. and even representatives from Europe.

Mark your calendar to attend next year's National Postal Forum.

May 17-20 in Washington, DC

Go to www.npf.org for more information.



Save the Date - August 14th

Standard Mail/Non-Profit Workshop

A USPS Representative from HQ will be speaking about Move Update.

Location TBD. Check the PCC website for the latest information. <http://www.usps.com/atlanta/pcc>.

Starting The Clock

Helping you prepare for the new Move Update requirements and be sure to keep your postage discounts!

The Move Update clock is ticking for discounted First-Class and all Standard Mail – including Nonprofit. Don't forget the 95-day processing requirements for new standards that are coming. While the standards take effect Nov. 23, to be ready, mailers must begin using addresses that were updated within the previous 95 days. For example, a mailing entered on Nov. 23 must bear addresses that were updated no earlier than Aug. 20.

The Move Update standards provide options for customers to reduce the number of mailpieces that require forwarding, return or being treated as waste by the periodic matching of address records with customer-filed change-of-address orders.

The new standards will result in better address quality by removing incorrectly addressed pieces from subsequent mailings, which in turn will reduce undeliverable-as-addressed mail.

Learn more and keep your postage discounts!

Missed the IMB Symposiums

If you missed the IMB symposiums held in Las Vegas, Chicago, New York and Atlanta, the National PCC Team has made the presentations and panel sessions available online.

The presentations and speaking points have been placed onto RIBBS. You can access the presentations from the National PCC Web site www.usps.com/pcc through the link provided on the home page or go directly to <http://ribbs.usps.gov>. The presentations are located down the left side of the page under the RIBBS Links section titled Intelligent Mail Symposiums March 2008.