

ATLANTA  
**NEWSLINE**

2008  
SEPTEMBER

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

## A Vision of Increased Value

Your "Award Winning" Greater Atlanta Postal Customer Council (PCC) is focusing to bring you increased value of membership this coming year. The PCC Board members have been planning, discussing, and arranging many different events that will not be a "one size fits all". We realize that your needs vary by the way you use the mail to communicate. While there are some aspects of hard copy communications that are of interest to many, we still are aware that we need to step out of the box a bit and provide more value.

These are just some of the events we have already scheduled:

**August 14:** Move Update workshop presented by USPS headquarters

Don't pay a penny more in postage when these changes go into effect on November 23, 2008 for First-Class AND Standard Mailers – including Nonprofit!

**August 28:** Business at the Ballpark – a Night with the PCC and the Atlanta Braves

All you can eat ballpark food and soda with seats in the Outfield – can you catch stray baseballs? We got a great value on this one!

**September 17:** National PCC Day Mail Show at the Cobb Galleria Centre  
Workshops, networking, vendor booths, and a lot more

We have many postal changes this year, and we are going to offer you workshops, certificate programs, and also networking opportunities so that you can remain informed and implement successful strategies into your mailing systems. Here are a few of the upcoming changes:

- Move Update for First-Class and Standard mail with a 95 day compliance. Does that name still match that address?
- Address Placement changes for Flat size mailpieces effective March 2009
- Intelligent Mail™ Barcode Basic or Full Service implementation currently May 2009

Your PCC is determined to build a year full of facts, ideas, suggestions, and fun for you. Please contact any of the Board members with questions, or ideas on what will benefit you in your mailing practices. I am looking forward to a great year, and to seeing you at the events.

### PCC Mission:

- Promote local cooperation and support of Postal Service initiatives.
- Foster a close working relationship between the Postal Service and business mailers.
- Share information and exchange ideas about new and existing Postal Service products, services, programs, and procedures that affect business mailers.



Anita Pursley presenting at the Move Update Workshop



## Move Update Workshop Recap

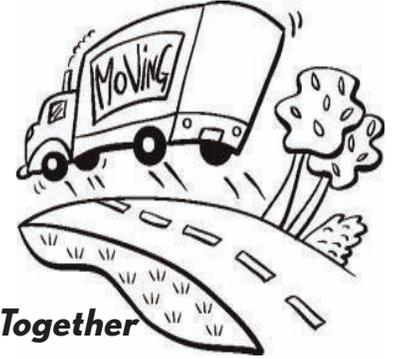
Charles Hunt, Program Manager, Address Management for the United States Postal Service discussed the Move Update requirements effective November 23 with over 100 mailers on August 14th. The specific address associated with a specific occupant name will need to be updated with one of the approved methods within 95 days of mailing to continue to receive the lowest postage rate for both discounted First Class and Standard (including Nonprofit) mailings. You can find detailed information and a copy of the presentation on the Greater Atlanta PCC web site at [www.usps.com/atlanta/pcc/index.html](http://www.usps.com/atlanta/pcc/index.html).



Charles Hunt with Wanda Senne



**NATIONAL PCC DAY**  
September 17, 2008



**AMERICA'S PARTNERSHIP - Moving Forward Together**

*Do you know who to call at the Postal Service when you have questions about a mailing?*

*Would you like "hands-on" help with bulk mail preparation?*

*How about a demonstration of new postal-related technology advancements such as software and machinery?*

*Who are the service providers who can fulfill your postal requirements?*

You will be **"Moving Forward Together"** at the Greater Atlanta PCC Mail & Technology Expo, when these and other questions are addressed while you network with mailers, vendors, and Postal Executives from USPS Headquarters and the Atlanta District.

We're busy making plans for National PCC Day and the Greater Atlanta PCC Mail & Technology Expo, the mail industry's most important annual local event on **September 17, 2008 at the Cobb Galleria Centre, Two Galleria Parkway, Atlanta, Georgia 30339, from 7:30am to 3:00pm - and you are invited!** Celebration of National PCC Day will feature a live broadcast from Postmaster General and CEO Jack Potter, Industry Awards, and informative remarks by Paul Vogel, Managing Director, Global Business and Senior Vice President, USPS Headquarters.

Based on important feedback received from Postal Customers like you, attendees will experience new dimensions in learning with the addition of an Exhibit Hall to this year's National PCC Day celebration. Our workshop offerings, designed to draw more attendees to the Mail & Technology Expo, have been expanded to include subjects for small, medium, and large mailers. We will discuss **Intelligent Mail®, Shipping Services, USPS Changes - What you need to know to Move Forward, and much, much more.**

*America's Partnership*, which celebrates the mutually beneficial business partnership between the PCC Network and the United States Postal Service, will highlight several PCCs as they are recognized for their ground-breaking and innovative leadership practices.

Please **reserve your space now** by faxing the Registration Form included in this newsletter. *We ask that you pre-register and remit your payment of \$85.00 before August 31 with a registration form by mail.* You can also register online at: [www.usps.com/atlanta/pcc/2008pccday.html](http://www.usps.com/atlanta/pcc/2008pccday.html). Check-in will begin at 7:00am, and attendees will get to "Move Forward" as the Exhibit Hall doors open at 8:00am for their first peak into the next generation of mail technology. Continental breakfast will be served outside the Exhibit Hall area.

If you would like to participate as an Exhibitor, please contact Darrell Coffee, Exhibitor Coordinator at (404) 761-3580 ext. 101 or Gina Morrow @ (404) 765-7604.

*We're looking forward to seeing you on National PCC Day!*





2008 Greater Atlanta Postal Customer Council  
National PCC Day Mail & Technology Expo  
September 17, 2008

EXHIBITOR REGISTRATION FORM

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP+4 \_\_\_\_\_

Telephone Number: \_\_\_\_\_ email: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Exhibitor Registration Fees for the 2008 Mail Expo will be \$550.00 early registration received on or before August 29, 2008 or \$600.00 on September 1 through the 16th. This fee covers one booth, two attendees (including lunch), one table, two chairs, and electrical power for the booth. (120v, 20 amp, 1-phase disconnect). Additional tables, chairs, or power will incur an additional cost. Extension cord with quad box is an additional \$30.00, or you may bring your own power strip at no charge. Any additional power needs must be listed below. **All vendors must try to have their booth set up the day before the Expo!** Starting time to set up on Tuesday, Sept. 16th begins at 7:00pm to 11:00pm. We will be open 6:00am to 7:45am to set up in the morning, but all exhibitors must be completely set up by 7:45am. The doors for the show will open at 8:00am September 17, 2008, breakfast served in front of the Exhibit Hall. Each exhibit space will consist of a 10x10 booth, pipe, and drapes on 3 sides. A sign with your company name will be on the back of the booth. (See additional equipment and charge sheet attached).

Additional Amps: \_\_\_\_\_ Additional Outlets: \_\_\_\_\_ Additional Chairs: \_\_\_\_\_

Additional Tables: \_\_\_\_\_ Extension Cord with Quad Box: \_\_\_\_\_

Booth Attendees (2 people are included per booth in the registration fee)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Additional exhibitor employees working in the Exhibitor Booths during different times of the day, who will not be joining us for lunch, please include their names:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_



Additional exhibitor employees working, who would also like to attend the luncheon, an additional charge of \$30.00 per person is required and they must be included on the pre-registration form to qualify:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Please return this form, along with your check or money order in the amount of \$550.00 for early registration before August 29, or \$600.00 after September 1<sup>st</sup>–16<sup>th</sup>, 2008 payable to:

GREATER ATLANTA POSTAL CUSTOMER COUNCIL

Please mail your check or money order to:

MAIL EXPO EXHIBITOR  
GREATER ATLANTA PCC  
P.O. BOX 161002  
ATLANTA GA 30321-1002

Please submit a business card with your registration, and your company information will be printed in the Welcome Registration Packet for the attendees. The deadline for Business Cards is August 29, 2008.

If you have any questions, please contact:

Darrell Coffee @ (404) 761-3580 ext 101

Cell: (678) 596-8937

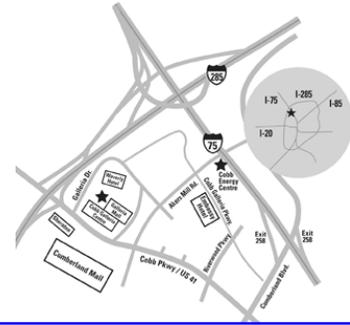
Email: Darrell.Coffee@psigroupinc.com

or

Gina Morrow @ (404) 765-7604 or email: regina.k.morrow@usps.gov



*National PCC Day – September 17, 2008  
America's Partnership  
Moving Forward Together*



Cobb Galleria Centre,  
Two Galleria Parkway,  
Atlanta, Georgia 30339

Company \_\_\_\_\_  
Type of Business \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP+4 \_\_\_\_\_  
Telephone \_\_\_\_\_ Email: \_\_\_\_\_

Attendees:

Name \_\_\_\_\_ Title \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_

(Please attach additional copies of this form for more attendees)

Number of Attendees \_\_\_\_\_ @ \$85.00/person = \_\_\_\_\_  
**Registration received after 9/1/08 or at the door is \$100.00**

Please mail check or money order along with this registration form to:

Greater Atlanta Postal Customer Council  
P.O. Box 161002  
Atlanta GA 30321-1002

Register online at: [www.usps.com/atlanta/pcc/2008pccday.html](http://www.usps.com/atlanta/pcc/2008pccday.html)

For additional information, please call 404-765-7604

SC2400



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.

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

Greater Atlanta PCC  
Newsline © 2008

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