



## Rates & Rules: A Rollercoaster Ride at Aberdeen Woods Conference Center



Postmaster of Atlanta Kevin Helmer Opens

partnership with the U.S. Postal Service; and a welcome by Lizbeth "Becky" Dobbins, South Georgia District Manager. Atlanta PCC Industry Co-Chair, Darrell Coffee of PSI Group, Inc., and SW Georgia PCC Industry Co-Chair, Lynn Chandley, of TSYS, introduced their board members to the audience and provided attendees an overview of upcoming PCC events.



Atlanta District Manager Bill Mitchell addresses the audience

The Greater Atlanta PCC joined with the Southwest Georgia PCC on April 12, 2007 to host Rate & Rules: A Rollercoaster Ride at the Aberdeen Woods Conference Center in Peachtree City, Georgia. The three-part sem-



The audience learning about the new postal regulations



Sharon Daniel & Robbie Butler Answer Questions about Design

inar, presented by Sharon Daniel, Manager of Mailing Standards for Pricing and Classification at U.S. Postal Service Headquarters, and Robbie Butler, Mail Piece Design Analyst, Atlanta District, was attended by more than 190 customers and postal executives, who were captivated by the expertise shared and information presented by our knowledgeable speakers.

Program highlights included opening remarks and introductions by Kevin J. Helmer, Atlanta Postmaster and PCC Postal Co-Chair; an address by Atlanta District Manager, William "Bill" J. Mitchell who thanked customers for their business and

The seminar, whose theme was designed to focus on the approaching rate and prices changes on May 14<sup>th</sup>, highlighted the new rules which would affect the mailing industry and solutions to help industry members remain competitive and profitable in this rapidly changing environment. Since the new mailing standards and postal rates affect every facet of direct mail design, budgeting and production, guest speaker, Sharon Daniel presented the workshop "Shaping a More Efficient Future" to spell out ways to minimize operational and postage expense in this new "Shape Based" environment. Robbie Butler's workshop "Understanding Processing Category Changes" provided in depth information to help attendees maneuver through the daunting processing changes facing the industry.



South Georgia District Manager Becky Dobbins shares her insight

Attendees were invited to bring sample mail pieces to the seminar for critique and to get practical solutions to help increase their bottom line. Sharon and Robbie showed mailers how mail classified as a letter before the rate change would be classified as a flat or parcel, without redesign, after May 14<sup>th</sup>. Their hands-on demonstration using mail brought by attendees was the best part of the day!

If you would like to see Sharon Daniel's presentation entitled "Shaping a More Efficient Future," visit our website at [www.usps.com/atlanta/pcc](http://www.usps.com/atlanta/pcc)

# Greater Atlanta Postal Customer Council 17<sup>th</sup> Annual Golf Outing HIGHLIGHTS

The weather on Tuesday, May 1<sup>st</sup>, 2007 was close to perfect when more than 60 Greater Atlanta PCC members and guests met at our 17<sup>th</sup> Annual Golf Outing, held at the Crystal Lake Golf Club in Hampton, Georgia.

Special thanks to our major sponsor, the PGA Tour Superstore, our hole sponsors, and others who provided door prizes. Their participation and financial support allowed our PCC to put on a *First Class* golf tournament at a great course with terrific food, fun door prizes, and awards to recognize the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Place Foursomes, golfer Closest-to-the-Pin, and male and female golfers with the Longest Drive. Special recognition was also given to the Last-but-not-Least Foursome.

We've already begun to plan a return visit to Crystal Lake for the 18<sup>th</sup> Annual Golf Outing next May 2008. Mark your calendar now and begin to look for that perfect foursome. Watch for registration information later this Fall on our web site at [www.usps.com/atlanta/pcc](http://www.usps.com/atlanta/pcc).

## Special Thanks to the following companies for their contribution of Door Prizes and Hole Sponsorships

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**FIRST PLACE TEAM - PITNEY BOWES PRESORT SERVICES**  
Barry Gilliard, Greg Uryc, Greg Morgan, Martin Herndon



**SECOND PLACE TEAM - U.S. POSTAL SERVICE**  
Robbie Eaton, Scott Pope, Karen Wehnt, John McCormack



**THIRD PLACE TEAM**  
**U.S. POSTAL SERVICE - BOY'S & GIRL'S CLUBS OF AMERICA**  
Chris Chattin, Grant Smith, Kevin Helmer, Matt Ryan



**CLOSEST TO THE PIN**  
Tom Enfinger, DATAMATX



**LONGEST DRIVE - MEN**  
David Kincaid, U.S. Postal Service



**LONGEST DRIVE - WOMEN**  
Leigh Hudspeth, National Envelope

On SEPTEMBER 19, 2007 the Greater Atlanta PCC is Soaring into the Future  
at the Greater Atlanta PCC Mail Seminar and Trade Show



Where: Gwinnett Center  
6400 Sugarloaf Parkway,  
Duluth GA 30097  
Time: 7:30 a.m. to 3:00 p.m.  
What: New Classes and Exhibit Hall Format

Celebrate National PCC Day with a live Satellite Broadcast featuring  
JOHN E. POTTER, POSTMASTER GENERAL

Breakfast in the Vendor Showroom - network early - A brand new format 3 sessions, and 3 topics per session!  
Luncheon, Award Ceremony, Guest Speaker: Jerry Whalen, USPS Vice-President, Sales & Topics for all mailers!  
Registration forms for vendors and attendees available online @ [www.usps.com/atlanta/pcc](http://www.usps.com/atlanta/pcc)

#### M.A.I.L. AWARD-CALL FOR NOMINATIONS

The Greater Atlanta PCC is seeking nominations for the annual Mailers Award for Industry Leadership (M.A.I.L.). This award for distinguished service and recognition in the mailing community will be presented at the 2007 PCC Mail Seminar and Trade Show in Atlanta.

#### Nominees for the award should meet one or more of the following criteria:

- Active Participation within the PCC
- Leadership in the mailing community
- Facilitates the interchange of ideas between industry groups and the USPS
- Assists the PCC Executive Committee with projects designed to educate and inform the mailing community
- Promotes cooperation and support between members and the USPS and the mailing industry to increase quality and efficiency in our business.

Please send your nominations, including a one-page summary of why your nominee should receive this award, to:

Greater Atlanta PCC  
M.A.I.L. Nominating Committee  
P.O. Box 161002  
Atlanta, GA 30321-1002



## A Look Into the business of mail

Travelers understands that life and business are inherently dynamic and that the best way to serve agents and policyholders is to deliver insurance that evolves to stay in-synch with life and business as they change.

The Travelers Companies, Inc. is a leading property casualty insurer selling primarily through independent agents and brokers. The company's diverse business lines offer its global customers a wide range of coverage in both the personal and commercial settings, including automobile, homeowners, construction, small business, oil and gas, ocean marine, bond and financial products, global technology and public sector services.

The Travelers output processing department sends out letter- and flat-size mail. Travelers does pre-sorting of letter-size mail in house to achieve postal discounts. Travelers uses the mail for sending out billing notices, claim payments and insurance policies to its customers, as well as agent correspondence. The new rate change has Travelers evaluating flat mail to see where any portion of flat mail can be moved to a folded mail process to lessen the impact in postage. The way Travelers processes folded mail has not changed as a result of the USPS rate change.



Pictured: Bob Barnard, Jr.

## 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:

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#### Editors:

Leigh Hudspeth  
Kris Payne

#### Graphic Designers:

Tripp Liles  
Daniel Barber

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

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## Greater Atlanta PCC Executive Board

**Daniel Barber**  
Director, Mailing & IT services  
Sauers Group  
1585 Roadhaven Drive  
Stone Mountain, GA 30083-1315

**Bob Barnard, Jr.**  
St Paul Travelers Insurance  
335 Research Court  
Norcross, GA 30092

**Michael Bishop**  
State Farm Insurance  
3000 Marconi Drive  
Alpharetta, GA 30005-8896

**Carol Chantos**  
MailExpress Inc.  
Manager, Postal Relations  
3330 Cumberland Blvd., Suite 500  
Atlanta, GA 30339-5997

**Darrell L. Coffee - Industry Co-Chair**  
Vice President, Marketing  
PSI Group, Inc.  
1818 Briarwood Ind. Court  
Atlanta GA 30329-1608

**Tom Coggin**  
President  
DATADIRECT  
2707 Peachtree Square  
Atlanta, GA 30360-2634

**Juanita Flemister**  
Revenue Section Supervisor  
Department of Revenue  
Room 1054  
1200 Tradeport Blvd  
Atlanta GA 30354-3724

**Kim Dunbar**  
Distribution Support SME - ABDC  
BellSouth Billing Inc.  
6175 Shiloh Road  
Alpharetta, GA 30005

**Kevin Helmer - Postal Co-Chair**  
Postmaster, Atlanta, GA  
3900 Crown Road RM 2400  
Atlanta GA 30304-9998

**Leigh Hudspeth - Secretary**  
National Envelope Company  
1325 Highlands Ridge Rd  
Smyrna, GA 30082-4858

**Sue Jones**  
Assistant Fulfillment Manager  
Frank Cawood & Associates  
103 Clover Green  
Peachtree City GA 30269-1695

**Adam Langston**  
President  
Access Worldwide  
1000 Tradeport Blvd. Ste 1001  
Atlanta, GA 30354-2901

**Timothy P. McCoy**  
Director of Operations  
Relay Health  
1605 Lakes Pkwy.  
Lawrenceville, GA 30043

**Wayne Mock**  
CSS-Print and Distributions Coordinator  
Southern Company  
241 Ralph McGill Blvd NE  
Atlanta, GA 30308-3374

**Anita Pursley**  
Vice President Postal Affairs  
Quebecor World  
3101 McCall Drive  
Atlanta GA 30340-2899

**Wanda Senne - Treasurer**  
Director of Postal Development  
World Marketing  
1961 South Cobb Industrial Blvd  
Smyrna GA 30082-4915

**Harry Stephens**  
President/CEO, DATAMATX  
3146 NE Expressway  
Atlanta GA 30341-5345