

National PCC Day: Soaring Into the Future

The Greater Atlanta PCC joined with a record 14,000 customers and postal officials at more than 150 sites nationwide to participate in National PCC Day. The program highlighted the collaborative partnership between the Postal Customer Councils and the Postal Service to add value and make the mail work better for customers. All 200 PCC's participated in National PCC Day activities!

More than 175 customers, exhibitors, and postal executives attended the 2007 Greater Atlanta PCC Mail & Technology Expo, which *Soared into the Future* as the ribbon was cut to enter the Exhibition Hall, leading the way to the latest in products and services from 25 local and national mail vendors.

Postmaster General John Potter told business mailers attending National PCC Day events across the nation there's nothing like mail to touch customers and working together "we can make sure mail stays vibrant and dynamic." "From leveraging cutting-edge technology to conducting national elections, mail matters to American consumers and businesses," Potter said in remarks broadcast by satellite from the Cincinnati, OH, PCC.

Atlanta program highlights included

remarks and introductions by Atlanta District Manager, William J. Mitchell, Atlanta Postmaster and PCC Postal Co-Chair Kevin J. Helmer, and featured a keynote address by Jerry Whalen, USPS Vice-President of Sales. Kevin Helmer and Industry Co-Chair, Darrell Coffee of PSI Group, Inc., presented local awards to PCC Members. Daniel Barber of Sauers Group, Inc., Adam Langston of Access Worldwide,

Inc., and Kris Payne, CRC and USPS Liaison were on hand to receive awards for their dedication and contribution to the GAPCC, and the es-

teemed Mailers Award for Industry Leadership (M.A.I.L. Award) was presented to Elizabeth Ahern of Verizon Wireless. The Greater Atlanta PCC also received national recognition as a 2007 Premier PCC Silver Level Award recipient, and Southeast Area recognition for accomplishments as the SE Area PCC of the Year and Leader in Education.

Workshops presented by Wanda Senne of World Marketing, Yassen Bakalov, Senior Associate with ICF International, and US Postal Inspector Kellye Winston, were designed to focus on innovations in the mailing industry.

They highlighted the compelling business reasons why savvy marketers rely on Direct Mail, how to incorporate In-



Wanda Senne gives a presentation on the Value of Mail

telligent Mail barcodes into your business to gain a competitive edge, and how to protect yourself, your business, and your mailroom from suspicious letters and packages.



Keynote Speaker, Jerry Whalen, USPS VP of Sales with Melodie Ransom, Mgr. Sales and David Kincaid, Mgr. Major Accounts

To learn more about upcoming events or learn about innovations in the mailing industry, visit our website at www.usps.com/atlanta/pcc or read the PCC Insider at www.usps.com/communications/pccinsider/welcome.



Mailers Award for Industry Leadership (MAIL) presented to Liz Ahern of Verizon Wireless

Scenes from National PCC Day



USPS Mgr. Major Accounts, David Kincaid(left), and Jerry Whalen(right), USPS VP Sales thank Harry Stephens, President/CEO of DATAMATX (pictured center) for his years of service on the National PCC Advisory Board.



Yassen Bakalov, ICF international talks about powering up your business with intelligent mail.



Kellye O. Winston, U S Postal Inspector gives a presentation on protecting your employees and securing your mail center.

MFSA Postal & Government Affairs Committee Report

by Tom Coggin

Chair, GAPCC Membership Committee
President, DATADIRECT



Tom Coggin

I recently decided to further expand my postal horizons and volunteered to serve on the Mailing & Fulfillment Service Association (MFSA) Postal & Government Affairs Committee. MFSA is the largest

professional association representing the commercial mailing industry with over 700 company members. They incorporate a Leaders Conference for all their committees to meet the opening weekend of Graph Expo in Chicago, which was on September 8th this year. Graph Expo is the largest print and mail show in the world except for DRUPA in Germany. MFSA runs the Mailing Track seminars at Graph Expo. The combination of the two conferences makes for one very busy week of postal, print, and mail activities!

I have to say that I felt like we were doing some pretty important work. The Industry Chairperson is Michel Murphy from Japs-Olson, a very large print and mail provider. They announced at the show they had just purchased their 63rd press. MFSA staff was equally well represented by Leo Raymond, Director of Postal Affairs. Leo has spoken to our GAPCC in the past and is nationally recognized as the leading spokesperson and advocate for commercial mailing companies. Other committee members included such national heavyweights as Cox Target Media (Valpak), Direct Group, Transcontinental Direct, and our own local Quebecor and World Marketing.

Down to business, after introductions and opening

remarks about the amount of change the postal service and mailers are experiencing, discussion followed regarding matters on which MTAC workgroups are active. This included steps to make it easier for mailing service providers to participate in PostalOne, and proposals for service performance and measurement criteria. Members also were advised that MFSA's MTAC representatives want to encourage greater MFSA participation in MTAC workgroups. Mr. Raymond updated the committee on legislative issues:

for financial support, the committee voted unanimously to recommend that the Board of Directors direct the donation of \$25,000 in MFSA funds to the Direct Mail Coalition.

The status of "do not mail" activities was reviewed. The committee heard of the coordinated efforts by the Mail Moves America coalition (lead by the DMA with support from MFSA and most other industry associations) to counter disinformation by anti-mail forces.

Mr. Raymond updated the committee on several postal issues:

USPS volume and revenue, including the impact of postal reform legislation and the recent rate increase on USPS finances;

Efforts by the Postal Service to reduce costs by outsourcing various functions;

Service issues being identified by members.

There were other topics discussed including preparations for Move Update implementation for Standard Mail; address quality challenges and concerns over the availability of secondary address elements; and the role of the "intelligent barcode" to enable service performance measurement. The committee will teleconference after the first of the year due to all the issues that are in play, and then reconvene at MFSA's national conference in Austin. I'm sure there will be equally relevant and important topics discussed then as well and I am grateful for the opportunity to participate during these changing times.

The status of postal reform implementation, including recent PRC proposals to establish a new rate-setting process, and MTAC activity related to service standards and service measurement.

The status of activities regarding the Streamlined Sales and Use Tax initiative, especially since MFSA is the primary leader of the Direct Mail Coalition which is spearheading the opposition to tax on postage. Considerable discussion ensued regarding MFSA's fundraising campaign in support of the coalition's work. In recognition of the coalition's immediate need



USPS SPOTLIGHT

PC Postage: Postal Solutions for Business Customers

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Service Offered	Click-N-Ship	Endicia.com	Stamps.com	Pitney Bowes	eBay/ Paypal
1st Class letters		X	X	X	
1st Class Parcels		X	X	X	X
Priority Mail	X	X	X	X	X
Express Mail	X	X	X	X	X
Parcel Post		X	X	X	X
Media Mail		X	X	X	X
Bound Printed Matter		X	X	X	
Airmail Letter Post		X	X	X	
Global Air Parcel Post	X	X	X	X	X
Global Express Mail	X	X	X	X	X
Global Express Guaranteed	X	X	X	X	
Global Priority Mail	X	X	X	X	X
Economy Letter Post		X	X	X	
Online Customs Forms	X	X		X	X
Hidden/Stealth Postage		X	X	X	X
Address Book *(Microsoft Compatible)	X	X	X	*	X
Customized Shipping Label Sizes		X	X	X	X
Acceptance Scan	X	X	X	X	X
e-Signature/Delivery Confirmation	X	X	X	X	X
Billable Credit Line		X		X	
Insurance	\$500 max	X	X	X	\$500 max
Shipping Reports & Manifests		X	X	X	X
FREE Trial Period		30 Day	28 Day	60 Day	
Starting Point for Pricing	FREE	\$10/mo	\$16/mo	\$19/mo	FREE

For additional information, please visit our website at: www.usps.com/onlinepostage

Postmaster General Jack Potter asked members of his staff to conduct focus groups with PCCs across the country to provide feedback on issues of interest to PCCs nationwide. The Greater Atlanta PCC was identified as one that is actively engaged with local industries and mail

service providers to help grow their businesses through increased use of USPS products and services and was selected to be one of the PCCs to meet with Mike Spates, Chief of Staff to the PMG during August 2007.



Pictured from L-R: Harry Stephens, DATAMATX; Wayne Mock, Southern Company; Kevin Helmer, Postmaster of Atlanta and Postal Co-Chair; Leigh Hudspeth, National Envelope; Kris Payne, USPS CRC; Juanita Flemister, Georgia Dep't. of Revenue; Tom Coggin, DATADIRECT; Mike Spates, Chief of Staff to the PMG; Wanda Senne, World Marketing-Atlanta; Darrell Coffee, PSI and Industry Co-Chair; Anita Pursley, Quebecor World; Bob Barnard, Travelers; Sue Jones, Frank Cawood & Associates.

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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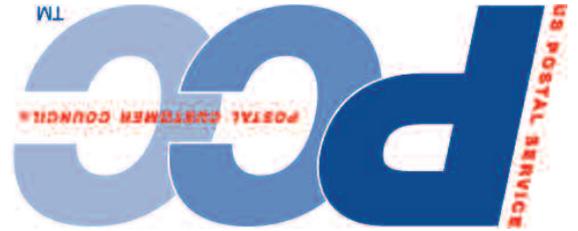
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Greater Atlanta PCC

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