



# POSTAL NEWS

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## **U.S. POSTAL SERVICE DELIVERS** **“KNOWLEDGE IS POWER” AT** **THE 2004 NATIONAL POSTAL FORUM**

WASHINGTON, D.C. — The definitive conference for the mailing industry — the National Postal Forum — will be held in the Nation’s Capital from Sept.19-22, 2004, at the Washington Convention Center. All-new symposiums, more than 100 professional workshops and an expanded four-day schedule highlight the “*Knowledge is Power*” program. Postmaster General John E. Potter will deliver the keynote speech Monday morning, Sept. 20.

“Mailing professionals rely on the National Postal Forum as a learning and professional growth experience,” said USPS Chief Marketing Officer Anita Bizzotto. “All elements of the Forum have been significantly enhanced.” The mail industry employs approximately nine million people, contributes \$900 billion to the U.S. economy and encompasses businesses in the fields of direct mail, paper manufacturing, printing, shipping, software and technology.

### **The four-day National Postal Forum will feature:**

- Four full days with professional workshop tracks that begin on Sunday the 19<sup>th</sup> and run through Wednesday the 22<sup>nd</sup>. Six new workshop tracks are being presented due to audience demand.
- Special multi-presentation symposiums on package services, marketing, periodicals, government mailing tools and techniques and remittance mail. Participating companies include: Verizon, General Motors, American Century Investments, Draft Worldwide, ESPN The Magazine, Weyerhaeuser, United Health Group, AT&T, Bank of America, Phoenix Hecht and many others.

- Expanded workshop programs with more than 100 professional workshops, more than 40 of which are brand new.
- General sessions on Monday, Sept. 20 and Tuesday, Sept. 21 and a general-session luncheon on Wednesday, Sept. 22.
- New networking opportunities including a Sunday evening opening reception, a Tuesday evening exhibit hall reception and a Wednesday evening closing event at the National Museum of Natural History.

The expanded workshop program includes new workshop certificate tracks in periodicals mailing, government and non-profit mailing, Postal Customer Council leadership development and mail marketing. The more than 40 new workshops will focus on address quality for business growth, electronic feedback opportunities for mailers, direct mail analysis and performance measurement, Postal Customer Council leadership best practices and more.

“Our planning has been built around a sharper customer focus,” said USPS Vice President for Service and Market Development John Wargo. “The results are exciting sessions and extraordinary depth and value. The Fall 2004 “*Knowledge is Power*” Postal Forum is the event you definitely want to attend. Don’t miss this one.”

Registration discounts are available to early registrants, industry association members, and organizations planning to send several attendees. Register online by visiting [www.npf.org](http://www.npf.org) to access detailed information on the 2004 Postal Forum schedule and information on the Washington, D.C., area. For other inquiries, call the National Postal Forum at 703.218.5015.