



# POSTAL NEWS

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## **SMALL BUSINESS IS BIG BUSINESS AT 2004 NATIONAL POSTAL FORUM**

WASHINGTON, D.C. — On Wednesday, Sept. 22, small business becomes “big business.”

The National Postal Forum’s Small Business Day, featuring speakers and workshops developed just for the small business owner and manager, will be a centerpiece of the final day of the mailing industry’s premier annual customer conference.

Attendees of the Small Business Day at the Forum will have an opportunity to network with other small business leaders and discover new marketing and fulfillment strategies as well as solutions for growing and strengthening customer relationships and bottom lines. A special vendor exhibit will showcase products and services that are geared for companies that operate on a smaller scale.

“The U.S. Postal Service is a strong ally of small businesses everywhere,” said United States Postal Service Chief Marketing Officer Anita Bizzotto. “We’ve tapped our experience as an established leader in small business tools and resources to create a great day of programs with practical advice from experts in the field of small business. Participants will have an opportunity for one-on-one question and answer discussions to assist them with their business growth needs.”

In addition to the educational benefits Small Business Day offers, participants will have the opportunity to work with local Postal Service managers — headed by Jerry Lane, manager, Capitol Metro Operations — who will continue to provide guidance and support on an ongoing basis.

Three special sessions follow an opening general session:

- **Creating Demand:** Hattie Bryant, founder and host, PBS Small Business School. Learn from more than a dozen companies how they have created demand for their products and services. Host Hattie Bryant will lead a discussion on how strong small companies deploy marketing techniques to win new customers every day.
- **Everything You Ever Wanted to Know About Running a Small Business, But Couldn’t Find Anybody to Ask:** Don Wilson, President/CEO, Association of Small Business Development

Centers. The Small Business Development Center (SBDC) program is a partnership program with the U.S. Small Business Administration. This nationwide network provides management assistance to current and prospective small business owners. This session will explain how an SBDC can help with business start-up, development, financing and expansion.

- **How to SCORE a Small Business Advisor, for FREE:** Christine Goodno, Vice-President, Corporate Relations, SCORE. As a Resource Partner with the U.S. Small Business Administration, SCORE provides free and confidential business advice and is available nationwide. Face-to-face business counseling gives the advantage of local market knowledge — from SCORE's dedicated business volunteers. This session will provide an overview of the SCORE services that are available.

The morning will conclude with lunch and ample time to explore the Small Business Vendor Exhibit. More than 25 vendors serving the small business market will provide one-on-one consultation.

In the afternoon, participants may choose to attend these workshops:

- Learn to Advertise with the Mail — A Guided Tour of the award-winning interactive CD ***Mailtown, USA***
- Simple Formulas: 108 Solutions for Advertising Success
- Improve Your Response Rate With The Right Mailing Lists
- Quick, Easy, Convenient and Fat Free (or No Carb) Shipping Solutions
- Advertising with the Mail — Faster, Easier, More Affordable
- Creative Use of the Mail to Generate Your Customer's Attention and Loyalty
- How to Use a Multiple Media Mix to Win Customer Loyalty
- Choosing the Right Postage Payment Methods
- Five Tips for Improving Your Web Traffic

For more information, or to register for Small Business Day, go to [www.npf.org/smallbusinessday](http://www.npf.org/smallbusinessday).