



POSTAL NEWS

FOR IMMEDIATE RELEASE
February 16, 2005

Contact: Media Relations
202-268-2155
News Release No. 05-011
www.usps.com

LEADING MAILING INDUSTRY TRADE SHOW TO OFFER EDUCATIONAL WORKSHOPS, SYMPOSIUMS, CERTIFICATION

Washington, D.C. – The nation's leading mailing industry trade show – the National Postal Forum – has dramatically increased the educational opportunities for those who will attend its 2005 event in Nashville, TN, March 20-23, at the Opryland Convention Center.

The offerings include more than 100 workshops, 5 all-day symposiums, and a Postal Service-issued training certificate program with 11 areas of discipline.

“Year in and year out, Forum attendees tell us that they come to the event to learn and to grow professionally,” said United States Postal Service Chief Marketing Officer Anita Bizzotto. “The enhancements we’ve made to the workshop and certificate programs directly support those objectives.”

The 2005 Forum will offer 13 business tracks – the most ever – three of which will be new. The new tracks include Professional Mail Service Providers, Direct Mail Marketing Professionals and Database Management. Each new track will offer from 5 to 18 workshops featuring new and enhanced content.

More than 50 workshops will debut in Nashville, and approximately 70 others will offer new and enhanced content. The Forum workshops feature experts from companies such as Brown Printing, ESPN The Magazine, Motorola and Pitney Bowes, and from organizations such as the Department of Defense, the Direct Marketing Association, Brigham Young University and the U.S. Postal Service. Each workshop has been designed to give attendees expert solutions to the mailing and marketing challenges facing their companies.

Other 2005 National Postal Forum workshop business tracks include Mail Production, Mail Technology, Non-Profit Mail, Postal Customer Council Leadership, Package and Shipping Solutions, Colleges and Universities, Periodicals, Mail Center Management, Government, and Mail Quality.

The 11 areas of training for which participants can earn certificates are Mail Service Providers, Mail Piece Design, Postal Customer Council Leadership, Colleges and Universities,

Periodicals, Package Shipping, Mail Center Management, Direct Mail Marketing, Database Management, Printers, and Quality Mail Preparation.

The 2005 Forum will also feature a Monday general-session keynote address by Postmaster General Jack Potter; a Wednesday general-session luncheon with guest speaker former Secretary of Homeland Security Tom Ridge, a gala Wednesday night dinner and private concert with country music superstar Sara Evans, five all-day Symposiums and the industry's largest exhibit hall.

Registration information is available at www.npf.org and 703-218-5015; and discounts are being offered to early registrants, industry associations and organizations planning to send several attendees.

About The National Postal Forum

The National Postal Forum (NPF), a not-for-profit educational corporation, was established in 1968 by a group of major postal customers/mailers who were committed to an ongoing partnership with the United States Postal Service. The Forum's goal, then as now, is to provide education to business mailers and communication/feed-back between the USPS and its business customers for a more responsive and efficient mail communications system.