



# POSTAL NEWS

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## **EDUCATIONAL SYMPOSIUMS FEATURED AT LEADING TRADE SHOW FOR ADVERTISERS, MAILERS**

Washington, D.C. – The nation's leading trade show for advertisers and mailers – the National Postal Forum – will feature four targeted sessions specializing in addressing, marketing, packages, and periodicals. These anchors to the four-day Forum, taking place in Orlando, FL, April 2-5, at the Gaylord Palms



Resort and Convention Center, will feature industry speakers and interactive discussions.

"National Postal Forum symposiums have been hugely successful since being launched in 2004 at the Washington, D.C., Forum," said Susan Plonkey, vice president, customer service for the U.S. Postal Service. "This year's symposiums will equip participants with critical information they can immediately apply in making the best use of the mail to drive business success," she added.

The four symposiums offered at the 2006 Forum are: Address Quality (First half-day session, Monday, April 3, 10 a.m.-12:15 p.m., Second half-day session, Wednesday, April 5, 2:15-4:30 p.m.); Global Packages (Monday, April 3, 10 a.m.-4:45 p.m.); Periodicals (Tuesday, April 4, 10 a.m.-4:30 p.m.); and Marketing to Hispanics (Tuesday, April 4, 9:30 a.m.-3:30 p.m.)

The 2006 National Postal Forum will also provide additional educational opportunities through its 120 workshops and a Postal Service training certificate program.

The Forum will also feature Monday's general-session keynote address by Postmaster General John E. Potter; Tuesday's general-session featuring Deputy Postmaster General and Chief Operating Officer Pat Donahoe and Chief Marketing Officer and Executive Vice President Anita Bizzotto; Wednesday's general-session luncheon with guest speaker former Baltimore Orioles baseball great

Cal Ripkin; a Wednesday night gala dinner and private concert by the legendary rock band, Little Feat; and every day, the industry's largest exhibit hall.

Registration information is available at [www.npf.org](http://www.npf.org) and 703-218-5015; and discounts are being offered to industry associations and organizations planning to send multiple attendees.

**About The National Postal Forum**

The National Postal Forum, 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.

Since 1775, the Postal Service and its predecessor, the Post Office Department, has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits more than 144 million homes and businesses every day and is the only service provider delivering to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of \$70 billion, it is the world's leading provider of mailing and delivery services, offering some of the most affordable postage rates in the world. The U.S. Postal Service delivers more than 46 percent of the world's mail volume—some 212 billion letters, advertisements, periodicals and packages a year—and serves seven million customers each day at its 37,000 retail locations nationwide.