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Sessions on Pricing Changes, New Postal Law Highlight National Postal Forum Largest Industry Conference Set for March 25-28

WASHINGTON, D.C. – The hottest issues in the mailing industry and the experts to address them await attendees at this year's National Postal Forum.

More than 6,800 industry professionals are expected to attend the four-day conference at the Washington Convention Center, March 25-28. The Forum offers 150 workshops, three, day-long symposiums, special sessions and 13 professional certificate programs.

"This year the forum sets out to transform the world of mail, with four days of powerful business and career opportunities," said Susan Plonkey, Postal Service vice president of customer service. "The National Postal Forum will provide insight and perspective on a future filled with opportunities for our industry."

Postmaster General John E. Potter will be joined at the forum by speakers sharing the message of the powerful role mail can play in business, marketing and advertising. Potter will provide the Forum's keynote address Monday morning, March 26. He will be joined Tuesday by Sir Martin Sorrell, CEO of WPP, an international communications services group. Michael Roth is Wednesday's luncheon speaker. Roth is chairman and CEO of Interpublic Group, a global marketing communications firm. Dan Blair, Postal Regulatory Commission chair, also will address the Forum.

Other conference highlights:

- Professional certificate programs in more than a dozen areas, including technology innovations, periodicals, printing, safety and security and mail center operations.
- Day-long symposiums on direct marketing, address quality and package shipping.
- Special sessions on the new postal law, pricing changes, intelligent mail, technology, global business strategies and mail security.
- Experts ready to tackle the toughest mailing questions will be found at the U.S. Postal Service Consultation Center inside the Exhibit Hall. The Exhibit Hall will feature 534 booths, the largest number of exhibitors in the Forum's history.

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Please note: Complete conference information can be found at www.npf.org. Reporters interested in covering the conference should contact Joanne Veto at (202) 268-3118 or joanne.m.veto@usps.gov.

An independent federal agency, the **U.S. Postal Service** is the only delivery service that visits every address in the nation, 146 million homes and businesses, six days a week. It has 37,000 retail locations and relies on the sale of postage, products and services to pay for operating expenses, not tax dollars. The Postal Service has annual revenues of \$73 billion and delivers more than 46 percent of the world's mail volume.

The **National Postal Forum**, a not-for-profit education corporation, was established in 1968 by a group of postal customers/mailers who were committed to an ongoing partnership with the U.S. Postal Service. The Forum's goal, then and now, is to provide education to business mailers and communication/feedback between the Postal Service and its business customers for a more responsive and efficient mail communications system.