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Grow Your Business

National Postal Forum Debuts Special Session – and Discount – for Small Businesses

WASHINGTON — Businesses large and small will find tools for success by attending the National Postal Forum, May 17-20, in Washington, DC. For the first time, the Forum is offering a stand-alone seminar dedicated to the needs of small business owners looking to grow their business globally using the mail.

Small business owners can attend a special session on Sunday, May 17, specially priced at \$89. “Grow Your Business – A Small Business Perspective on How to Compete in the Emerging Marketplace” provides the opportunity to network with other entrepreneurs at the Forum’s opening reception and tour the National Postal Forum Exhibit Hall – without having to miss a day of work.

“The Postal Service understands these are challenging times for all businesses, particularly small business owners,” said Steve Kearney, senior vice president, Customer Relations. “This seminar equips small and mid-size businesses with the tools they need to weather the current economy and achieve long-term business growth.”

Whether customers are within the United States or around the world, the Forum offers tools and strategies to reach new customers and help grow business for the long term. Learn critical tips for efficiently delivering products into customers’ hands, managing mailing lists and using online tools to design advertising mailpieces with a few clicks of the mouse.

“We are pleased to be able to provide this special offer to small businesses,” Kearney said. “The seminar combines education, networking and exclusive access to the mailing industry’s premier tradeshow and event. It’s a real value for your money when small business owners, especially, are keeping a close eye on the bottom line.”

More than 6,000 industry professionals are expected to attend this year’s Forum and discover how new technologies are leading the way into the future and delivering better ways to serve customers. Veteran business journalist Stuart Varney from Fox News Channel will deliver a luncheon keynote on May 20 and a closing gala reception will be held at the newly reopened Smithsonian National Museum of American History.

All attendees who register before April 3 will receive an early-bird discount price of \$900 on full registration to the Forum, which includes Sunday’s small business session. Onsite registration increases to \$995 for most attendees.

For more information and to register, go to *npf.org* or call 703-218-5015.

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Please Note: For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at www.usps.com/communications/newsroom/welcome.htm.

An independent federal agency, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 149 million residences, businesses and Post Office Boxes, six days a week. It has 34,000 retail locations and relies on the sale of postage, products and services, not tax dollars, to pay for operating expenses. Named the Most Trusted Government Agency five consecutive years by the Ponemon Institute, the Postal Service has annual revenue of \$75 billion and delivers

nearly half the world's mail.

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.