



MEDIA ADVISORY

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National Postal Forum Provides Cutting-Edge Solutions for Business Mailers

The 2009 National Postal Forum offers the tools businesses need to succeed using the mail. Workshops will offer attendees the opportunity to hear from industry experts how new technologies are leading the way into the future and delivering better ways to serve customers.

- Who:** U.S. Postal Service: John E. Potter, Postmaster General and CEO; Patrick R. Donahoe, Deputy Postmaster General and COO; Robert F. Bernstock, president, Mailing and Shipping Services
- What:** Stuart Varney, Fox News (Luncheon Keynote Speaker on Wednesday)
The hottest issues in the mailing industry and the experts to address them await attendees at this year's National Postal Forum. More than 5,000 industry professionals are expected to attend the four-day conference that features 140 workshops, symposiums on Intelligent Mail and shipping solutions, 16 business tracks on topics from mail center management to sustainability, and 15 professional certificate programs.
- When:** Sunday, May 17 – Wednesday, May 20
(*Schedule highlights follow.*)
- Where:** Washington, DC, Convention Center
801 Mount Vernon Place
- Story Lines:** *Technology* – The U.S. Postal Service has a long history of technological innovation. From revolutionizing the way mail is processed and delivered to the Intelligent Mail services, the Postal Service is changing the way America does business.

Priced to Sell – The Postal Service has the freedom and flexibility to make already reliable and convenient products competitive through pricing. Competitive products at competitive prices – that's the new Postal Service.

The Big Green Picture – In this session and related workshops, mailers and industry professionals learn more about methods and processes that are more environmentally friendly.

For a list of daily scheduled events and program highlights, please visit usps.com/news. The National Postal Forum is the premier educational event and trade show for mailing industry professionals. Events are open to the media. Reporters are asked to check in with Michael Woods or Joanne Veto in Room 301. Media credentials are required for any luncheon, workshop or event.

National Postal Forum Schedule of Events

Media Highlights for Washington, DC, Convention Center, May 17-20

SUNDAY, MAY 17

The Big Green Picture
10:30 – 11:30 a.m., Room 202A, Second Level

Intelligent Mail Symposium
1 to 5:00 p.m., Room 146, Lobby Level

MONDAY, MAY 18

Keynote Address by John E. Potter, Postmaster General and CEO
8 to 9 a.m., Convention Center Ballroom, Third Level

Packages Symposium
10:15 a.m. to 4:30 p.m., Room 146, Lobby Level

USPS Financial Briefing
11:15 a.m. to 12:15 p.m., Room 209 A-B, Second Level

TUESDAY, MAY 19

Opening Session with Patrick R. Donahoe, Deputy Postmaster General and COO, and
Robert F. Bernstock, president, Mailing and Shipping Services
8 to 9 a.m., Convention Center Ballroom, Third Level

Summer Sale
2 to 3 p.m., Room 146, Lobby Level

Life Cycle Inventory of Mail
3:15 to 4:15 p.m., Room 201, Second Level

WEDNESDAY, MAY 20

Luncheon Keynote Address by veteran business journalist Stuart Varney, Fox News
12:15 to 2 p.m., Convention Center Ballroom, Third Level

Intelligent Mail Symposium
2 to 5:30 p.m., Room 146, Lobby Level

Please note: Complete conference information can be found at www.npf.org. Reporters interested in covering the conference should contact Michael Woods at (202) 997-1668 or michael.p.woods@usps.gov. Forum Press Room phone number (beginning Sunday) is (202) 249-4112. The Press Room is in Room 301 on the third level.