



# POSTAL NEWS

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## **SPECIAL SESSIONS IN STORE AT FALL NATIONAL POSTAL FORUM**

WASHINGTON, D.C. – Are you thinking “outside the box” about your mailing needs? Then you’ll discover that the best tools available to deliver your messages go “through the box” – the mailbox, that is – at this fall’s National Postal Forum (NPF), to be held September 21-23 in Kansas City, MO.

Don’t miss out! Arrive early and join in the excitement and education that starts on opening day – Sunday, Sept. 21 – when the Forum presents a new, one-hour session at 3 p.m. “Navigating the Mail Value Chain” will guide attendees through all steps of the different levels of mail preparation, production and delivery. This session will also provide a road map for resources available in the Exhibit Hall.

“Whether you’re a veteran mailing-industry professional or just beginning to manage your organization’s mail, this special session – combined with the opportunity to meet with individual exhibitors – integrates the know-how of postal experts and the resources of exhibitors into the overall context of how businesses can use the mail to connect with customers,” said John Wargo, Postal Service Vice President of Service and Market Development. “The session is a unique, first-time offering that illustrates how the Postal Service and its business partners can work together to help customers effectively and efficiently tap the power of the mail.”

Covering a range of topics, the “Value Chain” session is matched to specific exhibitors in the NPF Exhibit Hall. To complement the materials covered during the session, attendees will be issued a “passport” to the Exhibit Hall, where they can meet one-on-one with company representatives to discuss solutions to their mailing needs.

For further information about the fall 2003 National Postal Forum / Kansas City, visit the NPF web site ([www.npf.org](http://www.npf.org)) or call 703-218-5015. For information about USPS products and services, visit [www.usps.com](http://www.usps.com).

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that makes deliveries to about 140 million addresses every day and is the only service provider to deliver 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 more than \$66 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world.

The U.S. Postal Service delivers more than 43 percent of the world's mail volume - some 203 billion letters, advertisements, periodicals and packages a year - and serves seven million customers each day at its 38,000 retail locations nationwide.