



For Immediate Release  
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# POSTAL NEWS

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## MEDIA ADVISORY

### Forever Stamp Debuts at National Postal Forum

- WHO:** John E. Potter, Postmaster General of the United States; U.S. Postal Service Board of Governors; Postal Regulatory Commission; Sir Martin Sorrell, CEO of WPP; Michael Roth, chairman and CEO of Interpublic Group; 6,000 members of the mailing industry
- WHEN:** March 25-28
- WHERE:** Washington Convention Center  
Washington, DC  
Reporters should use the L Street Entrance  
Press Room is in Room 301
- WHAT:** 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 that features 150 workshops; three, day-long symposiums; special sessions; and 13 professional certificate programs.
- HOW:** Reporters interested in covering the National Postal Forum are asked to contact Joanne Veto for press passes (joanne.m.veto@usps.gov). Registration fees are waived, but reporters are required to call or email for a press pass daily.
- HIGHLIGHTS:**
- Monday: The Forever Stamp is unveiled for the first time. The value on these stamps will always be the one-ounce letter rate and can be used for any future one-ounce letter mailing without extra postage.
- Tuesday: John E. Potter, Postmaster General, and Sir Martin Sorrell, CEO, WPP, address the Forum. Sessions on the newly established rates and a discussion on the new postal law will be held.
- Wednesday: Michael Roth, chairman and CEO of Interpublic Group, provides the luncheon address. Why mailboxes around the country were dressed up like R2D2 will be revealed with a new stamp unveiling.

The National Postal Forum is the premier educational event and tradeshow for mailing industry professionals. Events are open to the media. Reporters are asked to check in with Joanne Veto or Monica Suraci in [Suite 301](#). Media credentials are required for any luncheon, workshop or event. A detailed list of workshops and symposium will be available daily in the Press Room and is attached to this advisory.

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 nearly half more than 46 percent of the world's mail volume.

**National Postal Forum  
March 25-28  
Washington Convention Center  
Selected Schedule of Events**

**MONDAY, 26 MARCH**

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

Forever Stamp Photo Op, John E. Potter, Postmaster General  
10 to 11 a.m., Press Room  
Consumer highlight of the current rate case; the image will be unveiled for the first time. One-on-one interviews will be arranged.

Election Mail for Election Officials  
3:15 to 4:15 p.m., 204 C  
Vote by Mail works; here's how

New Law: Implications and Opportunities  
2 – 3 p.m., 201  
Sweeping changes to help make the Postal Service more competitive. First major change since 1971.

**TUESDAY, 27 MARCH**

“USPS Builds on Success: New Global Business Unit Launched”  
Paul Vogel, Managing Director and Senior Vice President  
This is the first external announcement of the global business group  
10 – 11 a.m., Press Room  
RSVP REQUIRED; SPACE IS LIMITED

“Countdown to Implementation”  
Mike Plunkett, A/Vice President, Pricing and Classification  
Noon to 1 p.m., Press Room  
RSVP REQUIRED; SPACE IS LIMITED  
Lunch will be served

**WEDNESDAY, 28 MARCH**

Keynote Address by Mike Roth, CEO, IPG  
12:15 p.m., Convention Center Ballroom  
Roth will discuss current challenges to the advertising industry

Stamp Unveiling  
2 p.m., Press Room  
Why mailboxes around the country were dressed up like R2D2 will be revealed with a new stamp unveiling.

***Please note: Complete conference information can be found at [www.npf.org](http://www.npf.org). Reporters interested in covering the conference should contact Joanne Veto at (202) 268-3118 or [joanne.m.veto@usps.gov](mailto:joanne.m.veto@usps.gov). Forum Press Room phone number (beginning Sunday) is (202) 249 – 4145. The Press Room is in Suite 301. Media should use the L Street entrance and take the elevators to the right to the third floor.***