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POSTAL NEWS

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Feel the Rush of Success in Mail

Register Early and Save on Admission to 2008 National Postal Forum

WASHINGTON, DC — Time is money. Attendees to the National Postal Forum can save nearly \$100 on admission by registering before the end of the month.

More than 7,000 industry professionals are expected to attend the mailing industry's premier trade show and event in Anaheim, CA, this May.

An early bird discounted price of \$900 is offered through February 29 on full registration to the Forum. Onsite registration increases to \$995 for most attendees.

The Forum offers:

- More than 140 workshops on the hottest issues in the mailing industry.
- Four symposiums on Intelligent Mail, the Flats Sequencing System, packages and "going green" with direct mail.
- Thirteen business tracks on topics ranging from mail center management and periodicals to quality addressing and global business.
- Thirteen professional certificates.

This year's theme is "Xtreme Performance." The program is packed with leading experts and cutting-edge strategies to help businesses push the envelope and get the most out of the mail.

"Mail is changing like never before," says Susan Plonkey, USPS vice president of customer service. "The National Postal Forum is the opportunity to hear first hand from industry leaders how today's mail is meeting the needs of today's businesses."

Postmaster General John Potter will deliver the keynote address May 19. He will be joined by speakers and panelists addressing the impact of mail in business, marketing and advertising. Chris Gardner, author of *Pursuit of Happyness*, and swing-band sensation Big Bad Voodoo Daddy also are scheduled to attend.

For more information and to register, go to npf.org or call 703-218-5015. Media interested in attending the National Postal Forum should call 202-268-7236.

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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. 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 \$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.