

# Atlanta Newsline

Greater Atlanta  
PCC

Volume 25 Issue 1

January 2012

## December GAPCC Holiday Event



Over 100 PCC members enjoyed the December Holiday gathering at Georgia Power. Mitch Gound, Pitney Bowes Presort Services and Industry Co-Chair and Maged Aziz welcomed the attendees and shared local Atlanta PCC activity update and highlighted the upcoming events.

A review of the January 22, 2012 USPS price change was presented by Wanda Senne, World Marketing. David Fields, USPS Capital Metro Area VP shared an update of the current fiscal



Mitchell Gound and David Fields

position of the USPS and the network related activities to right size the operations. Carol Chantos, Streamlite, Inc., and Jennifer Williams, Abol Software presented the 2011 Sponsor Member recognition and described the 2012 corporate sponsor opportunities.

Fenece Oliver, retired USPS, performed holiday songs to welcome in the festive season.



Sue Jones, Frank Cawood and Associates was presented a letter of appreciation for her many years of service on the PCC Executive Board.

### PCC Executive Board

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## A Message from the Board— By Mitchell Gound, Pitney Bowes Presort Services, and Industry Co-Chair



**Mitchell Gound**  
Pitney Bowes Presort Services  
PCC Industry Co-Chair

Happy New Year to all Greater Atlanta PCC members. I can't believe that it has been almost four months since the GAPCC won PCC of the year and we only have eight months to go before we host the postmaster general Pat Donahoe and broadcast live to the rest of the country on September 19, 2012. We have a lot of work to do and are busy finalizing the venues, sending out sponsorship opportunities, creating our theme, and too much more to mention here. Please keep an eye on your mail and email for

new updates as they become available.

We are also in the middle of our 2012 membership drive and we are hoping to have all members and corporate sponsors signed up by the end of January. Please see the member/sponsorship opportunities on the next page and if you are not a member or sponsor yet, please consider offering the GAPCC your support for 2012 which promises to be a very exciting year.

Finally, there are many changes happening within the USPS and we are excited about offering a lunch and learn series of education events in 2012 to help keep our local mailing community informed. The information is at the bottom of this page and we will be sending out updates as we finalize the topics and venues for these events. We hope to see you soon.

I wish each of you a happy and prosperous new year and thank you for your support of the GAPCC.

## A Message from the Board— By Maged S. Aziz, Postmaster Atlanta and Postal Co-Chair



**Maged S. Aziz**  
Postmaster Atlanta  
PCC Postal Co-Chair

Happy 2012 to you and your families!  
Here's a brief summary of the USPS' 2011 fiscal year:  
The USPS ended its fiscal year (Oct. 1, 2010—Sept. 30, 2011) with a net loss of \$5.1 billion. The year-end loss would have been approx. \$10.6 billion had it not been for passage of legislation that postponed a congressionally mandated payment of \$5.5 billion to pre-fund re-

three health benefits. "The Postal Service can become profitable again if Congress passes comprehensive legislation to provide us with a more flexible business model so we can respond better to a changing market place," said PMG Patrick Donahoe. "To return to profitability, we must reduce our annual costs by \$20 billion by the end of 2015. We continue to take aggressive

cost-cutting actions in areas under our control and urgently need Congress to do its part to get us the rest of the way there."

The Postal Service is needed by America and will endure if it operates with a great business model. I look forward to discussing your mailing initiatives at our upcoming PCC events. See you soon, and thank you for your business.

## Lunch and Learn Sessions

A certificate program will be aligned with the 2012 "Lunch and Learn Sessions" that will begin in February.

The current topics include:

- Package Services
- Folded Self Mailer Changes

- International Mail
- Social Media—building multi-channel programs tied to mail
- BRM online tools
- BMEU Panel of Experts
- USPS Network

**Details and registration** will be mailed and emailed to you and as always, posted on the PCC Web site at:

<http://www.gapcc.net/>



## 2012 PCC Sponsorship Opportunities

Hopefully by now, you are aware that the Greater Atlanta PCC was selected as the **2011 PCC of the Year** for the large Market. We have always strived to be an industry leader in educational programs regarding postal issues, and we are pleased to invite you to renew your membership in one of the most productive and effective mailing organizations in the country. By renewing your membership you will be included in all of the special events that surround being the “best of the best.” A new Platinum membership level is now available with unique opportunities throughout the year highlighted with exclusive attendance at the **PCC Day opening reception with Patrick Donahoe, USPS Postmaster General.**

**Please go to: <http://gapcc.net> and signup online by February 14**

Member Benefits	Non-Sponsor \$ Free	Bronze Sponsor \$50.00	Silver Sponsor \$150.00	Gold Sponsor \$250.00	Platinum Sponsor \$500.00
Membership Recognition		Certificate	Framed Certificate	Engraved Plaque: Gold Level	Engraved Plaque: Platinum Level
Individual Memberships Included	0	1	3	5	Unlimited
Certificate for free PCC Day Admission	0	0	0	0	1
PCC Day 2012 Opening Reception with the PMG	0	0	0	0	1
Invitation to exclusive luncheon event with Atlanta DM	0	0	0	0	1
Free Admission certificates for education/networking events (not valid for PCC Day or Golf Outing)	0	0	1	2	3
Company Recognized in PCC Newsletter	No	Every Issue	Every Issue	Every Issue	Every Issue plus: a ¼ page highlight
Annual Subscription to the “GAPCC Newsline” Newsletter	Yes	Yes	Yes	Yes	Yes
Company name displayed at ALL PCC events	No	No	No	Yes	Yes
Your Company recognized in email communication to membership	No	No	No	No	Yes
Your Company name displayed on the PCC Web site	No	Yes	Yes	Plus link to your Company Web site	Plus your logo, company bio, and link to Company Web site
Keep up to date on the latest news and changes	Yes	Yes	Yes	Yes	Yes
Learn how to use postal products and services	Yes	Yes	Yes	Yes	Yes
Exchange ideas with other mail users and USPS	Yes	Yes	Yes	Yes	Yes
A “warm fuzzy” feeling that you are helping the mailing community with your support	-	Yes	Yes	Yes	<b>Oh Yeah!</b>

### 2012 Corporate Sponsors As of January 9, 2012



#### GOLD

Abol Software, A New Dimension, Atlanta Business Circulators, DATAMATX, Direct Technologies, Dove Direct, DPD Group, HB Solutions, National Parcel Logistics Inc., Pinnacle Data Systems, Inc.

#### SILVER

Atlanta Postal Credit Union, Bell & Howell, GA Dept. of Revenue, Mac Papers Converters,, Microdynamics Group, Primerica

## Greater Atlanta PCC

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**We're on the Web!**  
Scan or go to:  
<http://www.gapcc.net>

First-Class Mail  
Postage and Fees Paid  
USPS  
Permit G-10

**2012 Membership Renewal  
Drive Concluding—Info inside,  
in your mail and on Web!**

## David Fields, CAP Metro AVP at the Greater Atlanta PCC at December Holiday Event

### PCC Mission Statement

The Greater Atlanta Postal Customer Council (PCC) was organized in 1987. Our mission is to promote local cooperation and support of USPS initiatives; to foster a close working relationship between the USPS and businesses that use the mail to communicate and interact with their customers; to share information and facilitate the exchange of ideas about new and existing Postal Service products, programs, services, and procedures that affect all businesses that use the mail; and help PCC members and their organizations grow and develop professionally through focused educational programs.

