

# Atlanta Newsline

Greater Atlanta  
PCC

Volume 25 Issue 4

July 2012

## National PCC Day September 19, 2012 Georgia International Convention Center *Together Towards Tomorrow*

As host of National PCC Day 2012, the Greater Atlanta Postal Customer Council is excited about the opportunity we will have on Wednesday, September 19, 2012.

As PCC of the Year for 2011 (large market), we look forward to a grand celebration and YOU can have the opportunity to “meet and greet” Postmaster General and CEO Patrick Donahoe.

With the national broadcast now aside, PMG Donahoe will be heard and seen live only in Atlanta.

We expect a large crowd (between 500 and 600) to be on hand for National PCC Day so **PLEASE be sure to register early!**

PCC member registration is \$75.00 while non-members may attend at a cost of \$90.00. Registration at the door is \$125.00 so again, please be sure to register early.

The Georgia International Convention



Center (adjacent to Hartsfield Jackson International Airport) is an excellent venue to showcase the estimated 50 vendor booths, the luncheon program, and the breakout business sessions.



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

### PCC Executive Board

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**Harry Stephens**, DATAMATX  
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Be there to “meet and greet” Patrick Donahoe, PMG & CEO of the USPS and listen to his remarks “first-hand” during the luncheon program.



Traveling to Atlanta? Take the free skytrain from the Atlanta Hartsfield Jackson airport and consider staying at one of the two new Marriott facilities on the GICC’s campus.



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

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

I hope everyone is enjoying their summer and getting as excited as we are about this year's PCC Day Live in Atlanta.

By the time this issue goes to press, PCC Day will only be just over 2 months away and everyone should put down this newsletter right now and go to

[www.gapcc.net](http://www.gapcc.net) to register and reserve your seat at this special event.

As you know by now, the Live Broadcast has been

cancelled this year (due to budget constraints) but the Postmaster General and CEO Pat Donahoe will be LIVE in Atlanta to address our sellout crowd and you will not want to miss it!!

There will be educational sessions you will not want to miss, the Vendor/Exhibitor show will be bigger than ever this year, and the Raffle prizes and give-aways will be better than ever.

The Georgia International Convention Center is world class and will be a great venue for this event. I hope to see you there on Wednesday, September 19, 2012.

Please—Register now!



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

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

As the Atlanta Postmaster, and on behalf of the U. S. Postal Service, I would like to cordially invite you to join the Greater Atlanta Postal Customer Council in Atlanta Georgia for National PCC Day 2012. As we, "move together towards tomorrow."

I would be highly honored if you can spare some time from your busy schedule to attend National PCC Day 2012. This will be a day full of great workshops, networking and lots of excitement, so please be sure to register at early! Anticipating your arrival!

Be sure to register for all of our upcoming events.

Thank you for your business and see you soon.



## SAVE THE DATE!

**July 20**  
EDDM, QR Code, Picture Permit – USPS Pricing Initiatives

**September 19**  
National PCC Day  
Georgia International Convention Center

**October 17**  
22nd Annual Golf Outing Legacy Golf Club, Lake Lanier Islands Resort

**December 5**  
Holiday Brunch  
Holiday Inn Atlanta Perimeter

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

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

## National PCC Day September 19, 2012

Interested in a vendor booth? contact:

**Walt Arnold, General Electric**

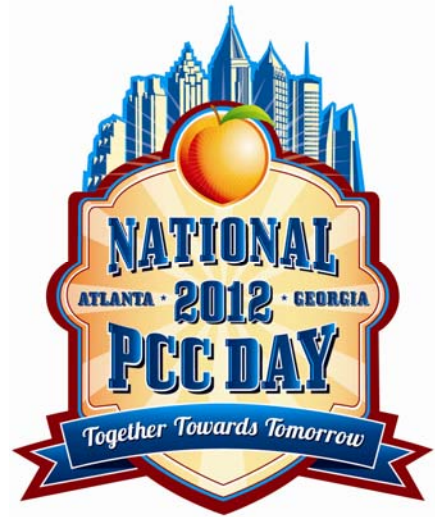
678) 518-2129 walt.arnold@ge.com

**Darrell Coffee, Dove Direct**

404) 629-0122 dcoffee@dovedirect.com

**Wanda Senne, World Marketing**

770) 431-2591 wsenne@worldmarkinc.com



## Thank You to the 2012 Corporate Sponsors

As of May 3, 2012



### GOLD

Abol Software, A New Dimension, Atlanta Business Circulators, Direct Technologies, Dove Direct, DPD Group, GE Capital, GrayHair Software, HB Solutions, MailSort, Inc./Striking Solutions, National Parcel Logistics Inc., Pinnacle Data Systems, Inc., Travelers Companies, Quad Graphics

### SILVER

Aadco Printing and Mailing, Atlanta Postal Credit Union, Bell & Howell, ClickSquared, Frank W. Cawood & Associates, GBR Systems Corporation, Georgia Dept. of Revenue, Graphic Solutions Group, Mac Paper Converters, Microdynamics Group, NCI, Primerica, State Farm Insurance, Top Flight Envelopes, Walton Press

### BRONZE

APC Postal Logistics, EB Medicine, Gwinnett County Government, IST Management, Johnson Ferry Baptist Church, NCP Solutions, PBD Worldwide, Sauers Groups, SouthEast Mailing Equipment



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<http://www.adp.com/>

### ADP

Automatic Data Processing, Inc. (Nasdaq: ADP), with about \$10 billion in revenues and approximately 570,000 clients, is one of the world's largest providers of business outsourcing solutions. Leveraging over 60 years of experience, ADP offers a wide range of human resource, payroll, tax and benefits admini-

stration solutions from a single source. ADP's easy-to-use solutions for employers provide superior value to companies of all types and sizes. ADP is also a leading provider of integrated computing solutions to auto, truck, motorcycle, marine, recreational vehicle, and heavy equipment dealers throughout the

world. For more information about ADP or to contact a local ADP sales office, reach us at 1.800.225.5237 or visit the company's Web site at [www.ADP.com](http://www.ADP.com)



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

### Access Worldwide

Since 1999, we've been helping global mailers reach the world – more simply, reliably, and cost-effectively. It all started when mailing expert Adam Langston realized that most global mailers were only dealing with the tip of the iceberg as they tried to save on mailing costs.

So Adam gathered a team of supporting professionals and created a new kind of service built on better processes, more quality control, and Total Cost of Global Mailing savings. **Our approach.** At Access Worldwide, we've developed unique, proprietary technologies

that bring a whole new level of accuracy and transparency to the mailing process. We've also created an extensive global network that links us to the world's best delivery systems – so we can consistently deliver the best results at the best possible pricing.

### Aflac

Aflac, a Fortune 500 company was founded in 1955 by brothers John, Paul, and Bill Amos. Aflac Incorporated is an international holding company based in Columbus, Georgia. Aflac introduced one of the world's first cancer

expense insurance policies in 1958. Since the 1980s, Aflac has added many new [insurance policies](#), including accident, short-term disability, hospital intensive care, hospital confinement indemnity, lump sum cancer, lump sum

critical illness, specified health event, life, dental, and vision. Aflac has the largest on-site child-care facilities in Georgia: Imagination Station and Imagination Station Too. Together, the facilities have capacity for 621 children.



<http://www.aflac.com/>

**PLATINUM**  
Sponsor Member  
Recognition

## DATAMATX

Founded in 1976, DATAMATX is one of the nation's largest privately held full-service providers of First Class print, mail and document distribution – processing and distributing more than 500,000 business-critical documents daily for over 200 diverse customers in the Credit Union, Financial Services, Municipalities, Utilities, Healthcare, Telecommunications and Collections industries.

Three state-of-the-art document distribution facilities located in Atlanta, GA, Phoenix, AZ, and Richmond, VA, ensure two-day delivery nationwide. This makes DATAMATX the source to turn to when increasing cash flow, finding superior document solutions, and providing the best possible communication tools to your customers which are vital to achieving your business goals.

Comprehensive, fully redundant production facilities, coupled with our SAS 70 II certification, ensure that your data and documents are always safe and secure. Workflow includes a high-level quality control system to prevent the possibility of error and manage the privacy issues important to financial and other regulatory business-to-business clients.



**Customized Print and Electronic Billing Solutions from Design to Delivery.**  
<http://www.datamatx.com/>

## dDirect

Our history of integrating data management with direct marketing services dates back to our humble beginnings as a data processing and account service shop back in 1989. Today, dDirect offers a complete range of integrated data, direct mail, web/digital and email solutions and an advanced suite of direct marketing automation tools.

It may sound corny to admit it, but we love math. Data is never less than a numbers game, but to

dDirect, it's also much more. Integrated is another term we love, not only because it describes a core principle of how we properly develop and utilize data, but also because it says exactly what we do for you: dDirect examines a client's moving parts and fits the pieces together seamlessly. We know that a successful direct marketing campaign isn't always just about mail. And an active, thriving database is so much more than a list.

We recently changed our company name from Datadirect to dDirect. Visually, it's simply the removal of three letters. On a deeper level, however, the change represents how far we've come in the past two decades – from printing statements for brokerage firms to providing Fortune 500 clients with innovative solutions that merge data and digital into one. So, now it's "d" for digital, data – and distinction.

**dDirect**<sup>®</sup>  
marketing data services

<http://ddirect.com/>

## Neopost

The Group offers solutions facilitating incoming and outgoing mail bringing strong added value to its customers. The Group offers solutions for, [franking, folding and inserting and, addressing](#) documents, address cleansing and tracking and tracing of letters, parcels and the supply chain. Neopost also offers a large range of services includ-

ing advisory, maintenance and, financial services and online services. In a postal sector that is undergoing major changes, Neopost is anticipating the needs of post offices and its customers by bringing new services and technological innovation to the market. With products and services marketed in 90 countries and

subsidiaries in 18 countries, Neopost is ranked the number 1 company in Europe and second in the world in mailroom solutions to optimize mail flow with 5,500 employees all over the world, 1,200 sales representatives and 300 R&D engineers.

**neopost** USA

**Neopost is a key player in the mailroom equipment market.**

<http://www.neopostinc.com/>

## PLATINUM

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Presort Services

**Leave it to us.**

**We've got this.**

<http://www.pb.com/mailservices/>

### Pitney Bowes

We are the largest and only presort network in the U.S., with 35 state of the art operating facilities dedicated to First-Class Mail® and Standard Mail® across the country.

We are a certified work-share partner of the USPS® and process more than 14 billion pieces of mail annually.

This gives us, and you, the scale and flexibility to benefit from our innovative value-add solutions to optimize postage discounts and increase mail-stream efficiency.

It also **guarantees price-per-piece pricing with total mail expense predictability.**

### Our Presort Solutions

Our suite of solutions bring value to your organization by delivering the most effective and innovative programs in the industry. Looking to save money and drive business efficiency? We deliver.



<http://www.rrdonnelley.com/>

### RR Donnelley

RR Donnelley (Nasdaq:RRD) is a global provider of integrated communications. The Company works collaboratively with more than 60,000 customers worldwide to develop custom communications solutions that reduce costs, enhance ROI and

ensure compliance. Drawing on a range of proprietary and commercially available digital and conventional technologies deployed across four continents, the Company employs a suite of leading Internet-based capabilities and other resources to provide premedia,

printing, logistics and business process outsourcing products and services to leading clients in virtually every private and public sector.

## Your Company Name HERE for 2013

Platinum sponsorship benefits:

- Engraved Platinum level plaque
- 1 certificate for free PCC Day Admission
- Exclusive luncheon invitation with the Atlanta District Manager
- 3 Free admission certificates for education events
- Recognized in every PCC Newsletter
- 1/4 page highlight in one newsletter issue
- Company name recognized in emails sent to PCC members
- Company name displayed at all PCC events
- Company name on PCC Web site with link to YOUR Website
- Unlimited membership prices for PCC events for your company representatives



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



**PLATINUM**  
Sponsor Member  
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## Tucker Mailing Printing & Distribution

Tucker Mailing Printing and Distribution offers a complete range of postal mailing capabilities.

Located in Atlanta, Georgia, Tucker Mailing boasts a complete range of services including:

- Ink Jet Addressing,
- Single and duplex laser imaging,
- Digital printing,
- Variable data imaging,
- Offset printing,
- Wafer sealing,
- Trimming,
- Folding,
- Inserting, and
- Complete postal consultation services.

Large and small, Tucker Mailing is the best choice for your national printing and mailing needs.



<http://www.tuckermail.com/>

## World Marketing, Inc.

In today's environment, every customer contact must be carefully planned and flawlessly executed to ensure a growing market share – and a maximum return on your investment. At World Marketing, we specialize in developing integrated direct marketing programs that deliver measurable results for our clients nationwide. From strategic

program development, list selection and programming to creative, production, mailing and fulfillment, we offer you a highly innovative, one-stop resource for targeted marketing and direct mail programs that deliver on every dollar. We can help you target, acquire and retain customers for the long term. Add impact to strengthen your

brand and stimulate sales. Move quickly to market with sophisticated variable messaging and the latest digital technology. From concept to completion, we tackle your toughest direct marketing challenges, delivering superior results that meet your budget, your timeframe and your customers' unique needs.



WorldMarketing

<http://www.worldmarkinc.com>

## Your Company Name HERE for 2013

If you would like to highlight your company in 2013, please consider becoming a Platinum PCC Sponsor Member.

Please consider all the benefits of sponsorship (highlighted on the PCC Web site) that help support the mission of your PCC:

The mission of the Postal Customer Council is to:

- Promote local cooperation and support of postal service initiatives,
- Foster a close working relationship between the postal service and business mailers,
- Share information and exchange ideas about new

- and existing Postal Service products, services, programs, and procedures that affect business mail, and
- Help PCC member organizations grow professionally through focused education programs



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

**Greater Atlanta PCC**

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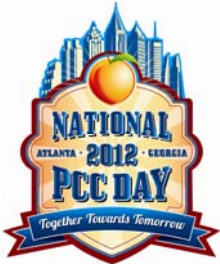
**We're on the Web!**  
Scan or go to:  
<http://www.gapcc.net>

First-Class Mail  
Postage and Fees Paid  
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**National PCC Day**

September 19, 2012

Georgia International Convention Center  
Patrick R. Donahoe, Postmaster General  
and CEO In Person!



The biggest PCC event is almost here—

**National PCC Day!**

Be sure to register NOW and join the estimated 500 to 600 mailing industry professionals who will be there!

**22nd Annual  
PCC Golf Outing**  
October 17, 2012  
Legacy Golf Club  
Lake Lanier Islands Resort



*“See you on the course!”*

Maged Aziz,  
Postmaster Atlanta