

# Atlanta Newsline

Greater Atlanta PCC

Volume 26 Issue 2

July 2013

## GAPCC's National PCC Day September 18, 2013 Cobb Energy Performing Arts Centre *Together Towards Tomorrow*

The Greater Atlanta Postal Customer Council is excited about the opportunity you will have on Wednesday, September 18, 2013 to "meet and greet" Deputy Postmaster General Ronald A. Stroman, our keynote speaker at this year's event. With the national broadcast now aside, PMG Donahoe will share his message with you via a video broadcast during our luncheon program.

We expect a large crowd (between 300 and 400) to be on hand for our National PCC Day so **PLEASE be sure to register early!**

PCC member "early-bird" registration is \$60.00 before July 31, 2013. PCC member registration is \$70.00 while non-members or at-the-door is \$80.00.



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

### PCC Executive Board

**Maged S. Aziz**  
Postal Co-Chair USPS  
[Maged.S.Aziz@usps.gov](mailto:Maged.S.Aziz@usps.gov)

**Wanda Senne**, Industry Co-Chair  
World Marketing  
[WSenne@worldmarkinc.com](mailto:WSenne@worldmarkinc.com)

**Adam Langston**, Vice Chair  
Access Worldwide  
[alangston@accessworldwide.net](mailto:alangston@accessworldwide.net)

**Mitchell Gound**, Treasurer  
Immediate Past Industry Co-Chair  
Pitney Bowes Presort Services  
[Mitchell.Gound@pbpresortservices.com](mailto:Mitchell.Gound@pbpresortservices.com)

**Jennifer Williams**, Secretary  
Abol Software  
[JWilliams@iabold.com](mailto:JWilliams@iabold.com)

**Walt Arnold**,  
[Walt.A.Arnold@gmail.com](mailto:Walt.A.Arnold@gmail.com)

**Carol Chantos**, Basket Bella  
[cchantos@gmail.com](mailto:cchantos@gmail.com)

**Darrell Coffee**, Dove Direct  
[dcoffee@dovedirect.com](mailto:dcoffee@dovedirect.com)

**Juanita Flemister**, Dept. of Revenue  
[Juanita.Flemister@do.ga.gov](mailto:Juanita.Flemister@do.ga.gov)

**Steve Hart**, Mac Papers Envelope Converters  
[Steve.Hart@macpapers.com](mailto:Steve.Hart@macpapers.com)

**John Heimlich**  
HBSolutions  
[John@hbsolusa.com](mailto:John@hbsolusa.com)

**Franklin McMillan**, GE Capital  
[FranklinMcMillan@GE.com](mailto:FranklinMcMillan@GE.com)  
[franklin@basiga.com](mailto:franklin@basiga.com)

**Damita Oglesby**, Archway  
[Damita\\_oglesby@archway.com](mailto:Damita_oglesby@archway.com)

**Anita Pursley**, RR Donnelley  
[Anita.S.Pursley@rrd.com](mailto:Anita.S.Pursley@rrd.com)

**Deanna Richey**, Walton Press Inc  
[drichey@waltonpress.com](mailto:drichey@waltonpress.com)

**Bill Skinner**, MailSort, Inc.  
[bills@mailsortinc.com](mailto:bills@mailsortinc.com)

**Harry Stephens**, DATAMATX  
[hps@datamatx.com](mailto:hps@datamatx.com)

## June 13th IMb-Ology Certificate Program and Networking Event

Another "sold out" event enjoyed by approx. 70 GAPCC members this past June 13th at the Holiday Inn Atlanta Perimeter. This was the "kick-off" for the IMb-ology Certificate program, a three-session commitment to learn and earn USPS HQ recognition of the requirements for Full-service Intelligent Mail. The next session will be at the PCC "Day" event in September, followed by a webinar in November. In addition to the IMb information, PCC members had the opportunity to discuss: mailing requirements, network optimization, and parcel details from the Atlanta and Capital Metro USPS area representatives.



## A Message from the Board— By Wanda Senne, World Marketing and Industry Co-Chair



**Wanda Senne**  
World Marketing, Inc.  
PCC Industry Co-Chair

Thank you to Mitchell Gound with Pitney Bowes Presort Services for his leadership as the GAPCC Industry Co-Chair the past several years. As I take over as the Industry Co-Chair, I am looking forward to more great events and information prepared for the GAPCC members because of the support from the executive board (see page one). Next on our agenda is the PCC “Day” event followed

by the 23rd Annual Golf Outing. Please be sure to register so you are “in the know” with all the upcoming postal changes—and there are quite a few. June 13th was the start of the IMb-Ology certificate program designed to make sure you are ready for the January 2014 requirement for Full-service Intelligent mail for the lowest automation postage prices.

Some of the feedback we received included:

- The Round Table Event was great! The USPS professionals were able to answer all of our questions! We look forward to attending future PCC events.
  - These sessions are great opportunities to ask questions and get specific help.
  - It was a worthwhile time together.
- I look forward to seeing you soon.

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



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

Thank you to outgoing PCC Industry Co-Chair Mitchell Gound, and welcome to Wanda Senne as my Co-Chair for the GAPCC. The Postal Customer Council® (PCC®) program is a valuable resource for business mailers, large and small. The GAPCC serves as an open channel for USPS-to-business communication, providing information and best practices for cost-effective and profitable mailing, education and training, and solving local

challenges. Though most PCC members include large business mailers, government agencies, and business mail service providers, small businesses can benefit from PCC membership, too. The GAPCC offers these benefits and much more: Learn from postal experts about marketing through the mail. Network with other mailers, business mail service providers, and USPS executives to discover new ways to make your

mailings more efficient and profitable. Hear first-hand from other decision-makers on how they deal with the same challenges you face. Gain knowledge about postal products, services, and tools to improve mail quality through workshops and events—and you can earn a professional certificate from USPS HQ too. I look forward to seeing you soon, and thank you for your business.

## SAVE THE DATE!

**September 18**  
**GAPCC Day** Cobb Energy Performing Arts Centre

**October 9**  
**23rd Annual Golf Outing** Legacy Golf Club, Lake Lanier Islands Resort

**November 7**  
IMb-ology Webinar

**December 4**  
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/>





## GAPCC Day Event September 18, 2013

Interested in a vendor booth?

contact:

**Mitchell Gound**  
**Pitney Bowes Presort Services**  
(404) 761-3580  
Mitchell.Gound@pbpresortservices.com



### Thank You to the 2013 Corporate Sponsors As of July 1, 2013

				<b>PLATINUM</b>

#### **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

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#### **BRONZE**

APC Postal Logistics, AT&T, Basket Bella, Boys & Girls Clubs of America, Cenveo, Gwinnett County Government, MS Park, Inc., My Mailing Service, Inc., NCP Solutions, Reliant Mailing Services, Sauers Group, SEFAS Innovations, Top Flight Envelopes

## PLATINUM Sponsor Member Recognition



Atlanta Postal Credit Union

<https://www.apcu.com/>



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## Atlanta Postal Credit Union

Atlanta Postal Credit Union, chartered in 1925, is Georgia's oldest credit union. APCU is among the largest credit unions in the nation.

Like thousands of other credit unions around the world, APCU is a member-owned, not-for-profit financial cooperative, founded on the prem-

ise that working people need a safe and sound place to save and borrow money.

From an initial investment of \$2,505 in 1925, APCU's assets have grown to over \$2 billion and membership is now in excess of 100,000 members. Members nationwide enjoy a full complement of financial products and services designed

to save them money.

All this is what makes the credit union so different from other financial institutions—the commitment to meeting the needs of our members. APCU brings members together to improve their way of life.

## 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 ill-

ness, 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.

## BasiQa

basiQa offers the only production automation solution that provides a centralized way for printers and marketers to manage multi-channel communications. Founded in 2009 by software, marketing and production industry veterans and supported by a dedicated development team, basiQa automates the production, fulfillment and tracking of print, email, text, social, PURL and text-to-voice communica-

tions—all through a single, customizable SaaS portal. The portal's innovative capabilities are complemented by a sophisticated proof-of-concept production lab that allows partners to test new projects and IT approaches that maximize production effectiveness. basiQa's IT experience, multi-channel expertise and print production understanding allow its network of client cor-

porations, printers and marketing services groups to increase workflow efficiency, enhance communication effectiveness—and provide more value. In addition, basiQa leverages its content and domain expertise to provide custom application development services at the enterprise level.

## DATAMATX

Founded in 1976 and headquartered in Atlanta, Georgia, DATAMATX is one of the nation's largest privately held, full-service providers of multi-channel electronic as well as print-to-mail distribution throughout the U.S. with three national geographically located processing centers to ensure timely, secure and reliable delivery. e-Solutions include secure electronic statement delivery via web or mobile, integrated electronic presentment and payment options, IVR pay-

ment integration as well as document archival solutions, DATAMATX processes and distributes over 500,000 business-critical documents daily for over 250 national corporate customers.

DATAMATX is one of a select few business partners of the USPS that is MPTQM certified, an ISO type standards and quality audit. As well as being PCI-DSS certified and SSAE-16 Level II to ensure the highest level of data and document security.

DATAMATX offers additional services including document personalization, redesign and composition; Internet application solutions; DVD production and archiving.

For more information, visit [www.datamatx.com](http://www.datamatx.com)

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**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/>

## Dove Direct

Dove Direct Inc., an Atlanta, Georgia based Woman Owned Minority company, with 65 employees for daily facility operations. Dove Direct takes pride in providing excellent customer service while going the extra mile to meet our client expectations and delivery time. We have over 100 years of combined professional experience in the mailing and print industry. Our vast knowledge of the industry and state of the art equipment helps us provide the best cost for your mailing projects, - large or

small. Personal service sets us apart from the competition. We realize the important roles we play as a print and mailing presort bureau – saving you time and money while providing quality service. We welcome you to visit and explore our capabilities. Effective, timely and efficiently printed communications are critical to the success and sustainability of any organization. From personalized, variable documents, digitally produced, to large offset runs, our staff of experts can customize your printed communications to

achieve optimal results. For more than 25 years, Dove Direct has been providing customers with unparalleled, cutting edge transactional documents, direct marketing and direct mail services. We are committed to provide quality customer service, on-time delivery, and a level of professional services that exceed our client's expectations. We not only provide our customers with exceptional service, but we also serve as consultants that are dedicated to improving results, increasing efficiencies and reducing costs.



Darrell L. Coffee,  
Director of Sales  
Office: 404.629.0122  
Mobile: 678.984.5229  
Email:  
[dcoffee@dovedirect.com](mailto:dcoffee@dovedirect.com)  
[www.dovedirect.com](http://www.dovedirect.com)

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<http://dixiegraphicsinc.com>

## Dixie Graphics

As our business has grown, we have not lost sight of the fact that your marketing dollars are a critical resource. We have continued to provide cost-effective graphic and printing services, even as we grew into a multi-faceted resource.

Our clients can turn to us for graphic design, commercial printing, bindery, warehousing, direct mail, and fulfillment. We have added computer-to-plate technology to our array of resources, meeting our client's needs for even faster, more cost-efficient production.

For over twenty seven years, Dixie Graphics has exceeded our customer's commercial printing needs



[John@hbsolusa.com](mailto:John@hbsolusa.com) 678 613 6580  
[Ed@hbsolusa.com](mailto:Ed@hbsolusa.com) 404 966 1456

## HB Solutions

HB Solutions is a leading supplier of quality envelopes, checks, and all other printed materials for your business. With over 25 years of experience in envelope design and manufacturing, HB Solutions is your number one source in the greater Atlanta area for your envelope and document needs. We are primarily focused and

centered around our customers being the most important asset of our organization.

Customer service is our top priority and we make that possible by specifically catering to our customers with direct and personalized service.

We are driven to help our

customers be successful, whether it is checks, envelopes, and everything print. We are here to serve and provide a quality product and personal touch to all of our customers.

Our products are guaranteed to perform extremely well. Ask us about our guarantee.



<http://www.nationalparcel.com>

## National Parcel Logistics

As a leading transportation and mail logistics company, National Parcel Logistics, Inc. (NPL) has been servicing the needs of mail houses and marketing companies throughout the country since 1997. We handle all types of standard mail. If you ship letters, flats, parcels, bound printed matter or periodicals we have

a solution that can work for you. From expedited mail delivery to our time definite drop ship network, NPL expertly provides companies across the country with postal logistics services that help them remain competitive, increase market share, and boost profits.

With postage costs perpetually rising, it is increasingly more expensive to get your message to the public. NPL is dedicated to partnering with you to insure that our services reduce distribution costs without sacrificing delivery times, performance, and efficiency.



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

## Pitney Bowes Presort Services

We are the largest and only presort network in the U.S., with 35 state of the art 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 mailstream efficiency. It also **guarantees 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.

## RR Donnelley

Organizations here in the Atlanta area, across the region, nationwide, and even internationally turn to RR Donnelley for solutions that help them more cost effectively reach their audiences. As one of the largest providers of mail to the USPS, RR Donnelley offers commingling, co-mailing, co-pal tray mail palletization and other

resources for the full spectrum of communications. In addition, we provide a complete range of capabilities for preparing, managing, producing, processing, and delivering mail and other media. For example, we're a leading provider of design and digital photography services; print production for direct response, magazines, catalogs,

statements, and other Standard and First Class communications; and associated mailing services. We've also been named a top 100 3<sup>rd</sup> Party Logistics provider and have extensive capabilities to handle international mail, so RR Donnelley is a one stop mailing and logistics resource

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## RR DONNELLEY

See why so many Atlanta area organizations and others choose RR Donnelley to help them achieve their goals by visiting [www.rrd.com](http://www.rrd.com).

## 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.

For more than 55 years, World Marketing, Inc. (WMI) has been privileged to serve direct marketers, like you. Our customer-focused solutions are infused with QC Technology to make even the most complex programs trouble-free. We offer a broad mix of Data Processing, Letter-

shop Production, and Fulfillment Services as well as Postal and Logistics Strategy managed by highly trained professionals. *We've Got You Covered* with advanced solutions to help optimize savings and strengthen your campaigns, for many years to come. Headquartered in Omaha,

Nebraska with additional offices in Georgia, Illinois, Texas, and Missouri, WMI is a subsidiary of BH Media Group, a Berkshire Hathaway Company. To discover how our solutions can work for you; contact us at 1-800-443-6941 or via email at [results@worldmarkinc.com](mailto:results@worldmarkinc.com)



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A Berkshire Hathaway Company

<http://www.worldmarkinc.com>

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

**Greater Atlanta PCC**

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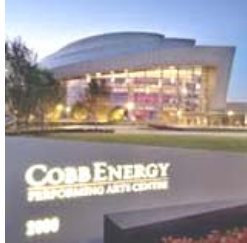
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**GAPCC's National  
PCC Day Event**

September 18, 2013

Cobb Energy Performing Arts Centre  
Ronald A. Stroman,  
Deputy Postmaster General In Person!



The biggest PCC event is almost here—

**GAPCC's  
National PCC Day!**

Be sure to register NOW!

**23rd Annual  
PCC Golf Outing**  
October 9, 2013  
Legacy Golf Club  
Lake Lanier Islands Resort



*"See you on the course!"*

Maged Aziz,  
Postmaster Atlanta