

Atlanta Newsline

Greater Atlanta PCC

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GAPCC's National PCC Day

September 10, 2014

Stronger Together

The Greater Atlanta Postal Customer Council is excited about the opportunity you will have on Wednesday, September 10, 2014 to "meet and greet" USPS head-quarter executive leadership and Atlanta District postal managers.

With the national broadcast now aside, PMG Donahoe will share his message with you via a video broadcast during our luncheon program.

Attend six education sessions and earn your "Mail Center Professional" Certificate.

PLEASE be sure to register early!

PCC member "early-bird" registration is \$60.00 before July 31, 2014.

PCC member registration is \$70.00 while non-members, or at-the-door is \$80.00.

More details, and to Register, please go to: <http://www.gapcc.net/>



USPS Capital Metro Mailing Industry Focus Meeting

Many GAPCC members participated in the USPS Capital Metro Mailing Industry Focus meeting on June 4 at the Georgia Department of Revenue.

Megan Brennan, COO and Executive Vice President for the United States Postal Service was the keynote speaker. Kristin Seaver, Capital Metro Area Vice President was also on hand to share her insights and talk with the participants.

Scott Raymond, Atlanta District Manager, Atlanta plant managers, Maged Aziz, Postmaster Atlanta, along with the Capital Metro Area District Managers were available to discuss mailer concerns. You can find the presentations and more details on RIBBS.





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

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

The major focus of this issue of the newsletter is to thank our 2014 Platinum level corporate sponsors. Their level of support helps the GAPCC offset much of the cost for the events, so that we can keep the registration fees as low as possible while providing exceptional content.

Please take a few moments to read about the Platinum sponsors on pages 4—6 to find out how they can assist you in your marketing and mailing

program needs.

I also want to point out the upcoming events lined up for you, and others you would like to invite. Please see the “Save the Date” section below... then go to GAPCC.net and register today!

Every time I go to a GAPCC event, I appreciate talking with so many of you that I’ve come to know over the years. It surprises me how the time just

seems to slip by so quickly at the events. I think it’s because of the great people, educational content, and don’t forget the food!

If you have found value at one of the GAPCC events, how about bringing someone new along with you? We have room for more!

For more information about the GAPCC, and our upcoming events, please go to



Maged S. Aziz
Postmaster Atlanta
PCC Postal Co-Chair

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

Stronger Together!

That’s the theme for the 2014 National PCC Week.

National PCC week provides local PCC audiences (small to medium sized businesses, non-profits, colleges/universities, and mail service providers) the opportunity to hear and interact with USPS officers and executives.

Your Greater Atlanta PCC is organizing workshops, presen-

tations, and networking opportunities for you.

PCCs from all across the U.S. will be participating in **National PCC Week: September 8-12, 2014.**

Here in Atlanta, the event will be on Wednesday, September 10. Be sure to register, and bring your customers, and others from your company along with you.

You don’t have to wait until September to discuss any mailing project with us. It is our biggest event of the year, but we have other great events lined up for you.

Take a look at the “Save the Date” below, and register today.

Thank you for your business, and I look forward to seeing you.

SAVE THE DATE!

July 23
RIBBS on Ribs
Lunch and Learn
North Metro

September 10
GAPCC Day
Marriott Atlanta Northwest
at Galleria

October 8
24th Annual Golf Out-
ing Legacy Golf Club,
Lake Lanier Islands
Resort

December 10
Holiday Brunch
Marriott Atlanta Northwest
at Galleria

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

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



**GAPCC's
National PCC
Day Event**
9.10.14

Marriott Atlanta Northwest
at Galleria
200 Interstate North
Parkway, Atlanta 30339

Be sure to register
NOW!
<http://www.gapcc.net/>



Thank You to the 2014 Corporate Sponsors
As of June 9, 2014

PLATINUM

GOLD

Atlanta Business Circulators, Archway, dDirect, Delta Air Lines, Direct Technologies, Pinnacle Data Systems, Inc., QC Bindery, Travelers Companies, Quad Graphics

SILVER

Bell & Howell, Frank W. Cawood & Associates, Georgia Department of Revenue, New Point Media Group, Primerica, Southeast Mailing Equipment, State Farm Insurance, World Changers Church

BRONZE

APC Postal Logistics, Atlanta Print and Mail/Mail Mailing Service, Reliant Mailing Services, Sauers Group, Top Flight Envelopes

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The time has come for the world to know you.
<http://www.amplifii.com/>



Atlanta Postal Credit Union

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 OR Matt Baum, Member Development Coordinator,
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<http://www.accessworldwide.net/>



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

Amplifii

Amplifii, Inc. is a 30 year old privately held company, headquartered in Lawrenceville, Georgia; and strives to be the most complete full service marketing solution provider in the Southeast. Originally founded as a pre-sort company (Mail sort),

Amplifii, Inc. quickly migrated into a full service print and mail service provider, and through a series of acquisitions, the latest being OOBE, became a full service marketing solution provider. This growth has been possible as a result of our dedication to integrity, innovation,

and inspiration. These qualities, and our daily commitment to them, have lead to relationships with our customers and employees that have lasted decades. We offer many services and products, but our most consistent trait is our dedication to love and serve our people and our customers.

Atlanta Postal Credit Union

In 1925, a small group of postal service employees joined together to charter Atlanta Postal Credit Union. Since its beginning, with just 214 members and \$2,404 in assets, the credit union has grown dramatically. APCU now serves just over 107,000 individual members worldwide and has passed the \$2 billion mark in assets. These achievements are a testament to the remarkable value the credit union provides to its members and the strength of our credit union family. Our commitment to our members today is just as strong as it was in 1925. APCU is driven by

the same guiding principles under which the credit union was founded; we are a member-owned, not-for-profit financial cooperative, created for working people in need of a safe and sound place to save and borrow money. We believe that our mission as a credit union is especially important now and will continue to be vital in the years ahead. Our course remains steady, providing members and their families with the best-in-class service and financial tools that not only help them on a daily basis, but give them what they need in pursuit of a better tomorrow.

As a member of the Greater Atlanta Postal Customer Council, all of your company's employees and their relatives are eligible to join APCU. Why is this important to your company? As an employer, you can enhance your current benefits package by offering membership in APCU to your employees and provide a value-added advantage that has no cost to your organization. APCU does not charge a fee to you as a Select Employer Group for offering our financial services. We simply offer the best financial services you can find in one complete package for your employees.

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 trans-

parency 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

When a policyholder gets sick or hurt, Aflac pays cash benefits fast. In the United States, Aflac is the leading provider of voluntary insurance at the worksite and the number one life insurance company in terms of individual policies in force in Japan providing protection to more than 50 million people worldwide. For eight consecutive years,

Aflac has been recognized by Ethisphere magazine as one of the World's Most Ethical Companies. In 2014, FORTUNE magazine recognized Aflac as one of the 100 Best Companies to Work For in America for the 16th consecutive year. Also, in 2014, FORTUNE magazine included Aflac on its list of Most Admired Companies for the 13th time, ranking

the company number one in the life and health insurance category. Aflac Incorporated is a Fortune 500 company listed on the New York Stock Exchange under the symbol AFL. To find out more visit: Aflac.com or espanol.aflac.com

BasiQa

BasiQa helps clients acquire more customers, sell more into their existing base, and increase retention far more effectively, and with less marketing investment, than ever before. BasiQa's marketing automation software solution stands out in today's ultra-complex, multi-dimensional and changing business environment three ways:

1. Only BasiQa gives clients the ability to manage not just a single channel, but all communications, through one easy-to-use customizable portal--our own Pixiera software platform
2. The innovative solution is differentiated by real-time application of data analytics that pinpoints prospects and customers most likely to buy ... and keeps those who might otherwise leave.
3. The company delivers all services needed to execute

campaigns—from targeted creative, to full-service print production, email services, PURL coupled with personalized video—for unparalleled outcomes.

Founded in 2009 by software, marketing and production industry veterans, Atlanta-based BasiQa provides the most advanced way to manage marketing activity, leverage data, execute campaigns—and achieve previously unimaginable results.

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1555 Oakbrook Drive, Suite 135
Norcross, GA 30093
Phone: 678 824 6460
<http://www.basiqa.com/>

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 payment 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.



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



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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

678-613-6580

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.macenvelopes.com/>

Mac Papers Envelope Converters

Headquartered in Jacksonville Florida and founded in 1965, Mac Paper Envelope Converters has grown and become one of the largest premium envelope manufacturers in the Southeast. As a privately held company our goals parallel our parent company, Mac Papers who is the largest supplier of printing paper, and envelopes in the Southeast. The company also provides graphic supplies, wide format media & equipment, packaging solutions

and offices supplies. Mac Paper Envelope Converting utilizes the latest in state of the art die-cut and web envelope converting equipment capable of producing 15MM envelopes daily. In addition the company offers over 600 stock items in different sizes, colors, sub-weights, windows and seal closures along with a variety of custom made envelopes, while supporting seven different proprietary mill grades. All of these products can

be printed in-line enhanced flexo (FTA Award Winning), or off-line Lithography that includes UV Halm Jet litho, flat sheet litho and pre-printed roll to roll litho conversion. Coupled with our commitment to a superior quality product, the environment, and steadfast support of Postal Affairs through the PCC Network, Mac Paper Envelope believes it is the best kept secret in the envelope converting industry.



<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.

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.

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

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 3rd Party Logistics provider and have extensive capabilities to handle international mail, so RR Donnelley is a one stop mailing and logistics resource

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

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 du-

plex 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.

Email us at tuckermail@tuckermail.com



TuckerCastleberry

<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, Lettershop 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



WorldMarketing®
A Berkshire Hathaway Company

<http://www.worldmarkinc.com>

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

**GAPCC's National
PCC Day Event**
September 10, 2014

Marriott Atlanta Northwest at Galleria
200 Interstate North Parkway, Atlanta 30339
Be sure to register NOW!
<http://www.gapcc.net/>



**24th Annual
PCC Golf Outing**
October 8, 2014
Legacy Golf Club
Lake Lanier Islands Resort
Do you have your foursome?
**Sponsorship Opportunities
Available:**

Please go to <http://www.gapcc.net>



"See you on the course!"

Maged Aziz,
Postmaster Atlanta