

Atlanta Newsline

Greater Atlanta PCC

Volume 28 Issue 2

July 2015

GAPCC's National PCC Day

September 23, 2015



The Greater Atlanta Postal Customer Council is excited about the opportunity you will have on Wednesday, September 23, 2015 to “meet and greet” USPS head-quarter executive leadership and Atlanta District postal managers at the National PCC Week event.

PMG Megan Brennan will share her message with you via a video broadcast during our luncheon program.

You can also earn a “National PCC Week Professional” Certificate.

Your company can be highlighted in the “**Vendor and Mailing Service Showcase Review!**” Let others in the Atlanta area know what services and products you offer in the on stage “Opening Showcase” preceding the luncheon program! Do you want to showcase your company? If you do, please contact the GAPCC’s Industry Co-Chair now to find out how.

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

GAPCC Executive Board: Will You Step Up?

Since 1987, the GAPCC has worked to meet our mission:

- To foster and maintain a close working relationship between mailers and the Postal Service.
- Share information about new and existing Postal Service products, programs, regulations, and procedures.
- Facilitate the exchange of ideas among mailers and Postal Service officials.
- Help members and their organizations grow and develop professionally through focused educational programs.
- Promote cooperation and support among members and others who are dedicated to quality and efficiency in the mailing industry.

Based on your feedback, the board members listed on this page, are achieving the mission. **We could use your help!**

Can you, or do you have someone in your company who would like to participate on the GAPCC Board? It is an opportunity to contribute, and to gain experience working with a volunteer group.

Interested? Please contact the GAPCC Industry Co-Chair.

PCC Executive Board

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Postal Co-Chair USPS
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Wanda Senne
World Marketing
GAPCC Industry Co-Chair

A Message from the Board— By Wanda Senne, GAPCC Industry Co-Chair

The major focus of this issue of the newsletter is to thank our 2015 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—9 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 GAPCC.net.



Maged S. Aziz
Postmaster Atlanta
PCC Postal Co-Chair

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

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 presentations, and networking opportunities for you.

PCCs from all across the U.S. will be participating in **National PCC Week: September 21-25, 2015.**

Here in Atlanta, the event will be on Wednesday, September 23. 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 mail-

ing 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 17
USPS’ Mailpiece Design Professional and Ribs Lunch and Learn & Plant Tour: North Metro P&DC

September 23
GAPCC Day
Holiday Inn Atlanta Perimeter, Chamblee Dunwoody

October 14
25th Annual Golf Outing
Legacy Golf Club, Lake Lanier Islands Resort

December 10
Holiday Brunch
Villa Christina
Hyatt 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's 25th
Annual Golf Outing
October 14
Lake Lanier Islands
Legacy Golf Course**

A 25th Annual Golf Outing is a BIG EVENT! 25 Years of networking, and connecting with your peers in the mailing industry while on a golf course! Be sure to highlight your company with a hole sponsorship!
Contact Mr. Bill Skinner at Amplifii to find out more details. Bill.Skinner@amplifii.com
Watch your mail, and email to learn more about what is in store for you!
If you've participated in any of the GAPCC's golf outings the past 25 years... you know how successful they are. But, this year will absolutely be the very best ever!

Thank You to the 2015 Corporate Sponsors
As of June 16, 2015

PLATINUM



GOLD

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

SILVER

AtlantaPrintAndMail.com, Inc., Bell & Howell, Frank W. Cawood & Associates, dDirect, Georgia Department of Revenue, Lockheed Martin, New Point Media Group, Southeast Mailing Equipment, State Farm Insurance, World Changers

BRONZE

APC Postal Logistics, Custom Commercial Envelopes, El Jarocho, Georgia Department of Labor, Mr. Big Stuff Transportation, Reliant Mailing Service, Sauers Group

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

Atlanta Postal Credit Union

Dianne S. Yost, SVP/Marketing Dept.
OR Matt Baum, Member Development Coordinator, 3900 Crown Road
Atlanta, GA 30380

(404) 768-4126 or (800) 849-8431

Email: dyost@apcu.com

Web site: www.apcu.com

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.



<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 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.



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

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/>

Curtis 1000

Curtis 1000 creates direct marketing programs that deliver the results you need. And not just any results. We get the kind that make you say, "Wow!" From campaign strategy and creative design through production, execution and response management, our direct marketing experts make it happen in sensational fashion.

With a keen focus on your goals and audience, Curtis 1000 combines individually tailored print and electronic communications into a multi-channel strategy that will effectively engage your targets. We give you the edge by bringing together the best of data segmentation techniques applied through state-of-the-art technologies like personalized one-to-one

direct mail and integrated print, personalized URLs, QR codes, CreatiFont, emails, ecards, social media, SMS (mobile/text messaging), Web design and much more.

CURTIS1000

1725 Breckinridge Pkwy, Suite 500
Duluth, GA 30096
877-287-8715
www.curtis1000.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 the first company to achieve Full Service Platinum Certification from the United States Postal Service. Platinum Certification recognizes the fact that DATAMATX consistently provides a comprehensive spectrum of fully automated mailing services for its customers, ensuring them timely, accurate mail

delivery at the most beneficial postal rates. DATAMATX is PCI-DSS certified and SSAE-I6 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

DATAMATX

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

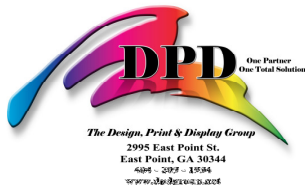
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770-972-2354 or
www.dixiegraphicsinc.com



Darrell L. Coffee,
Director of Sales
Office: 404.629.0122
Mobile: 678.984.5229
Email:
dcoffee@dovedirect.com
www.dovedirect.com



Dixie Graphics

Dixie Graphics has been serving clients nationwide since 1980. We have built a reputation of superb service and created a nationwide base of satisfied clients. As our business has continued to grow, we've not lost sight of the fact that your marketing dollars are a critical resource. It's a world of faster, more efficient and cost effective demands and we are meeting the challenge!

Over the years we have grown into a multi-faceted resource. Our clients can turn to us for design, commercial printing, binding, warehousing, direct mail, fulfillment, imaging and data capture. Our environment combines a fully electronic work flow with high speed digital prepress, digital proofing, and direct to plate imaging all to better meet our clients' needs. You can trust

us to create, print, and deliver the best possible impression with the most impact possible.

We're far more than a printing company, we are your single resource. From project inception to final delivery, we have in house resources to meet your needs.

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. 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. 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 28 years, Dove Direct has been providing customers with unparalleled, cutting edge transactional documents, direct marketing and direct mail services. 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.

DPD

The Design, Print & Display Group, established in 2005, is a diversified full service Printer and Mailer; providing governmental, commercial, corporate, political, professional, and retail customers with a full line of printing and direct mail services; assisting clients

with consultancy, project management, and re-sources- from the simple to the most complex.

- Facility Management Services (Mail Rooms. Copy Centers, etc.)
- Project Management Services

- Providing Letter shop services- collating, folding, inserting, etc.
- Providing Presort Bureau services
- Fulfillment Services
- Printing Services

Grizzard

Grizzard Ignites More Passionate Donors!

With more channels, more data and more opportunities to engage, nonprofit organizations need the bold ideas of a leading direct and digital fundraising agency.

Grizzard Communications Group helps nonprofits ignite donor action, passion and loyalty with leading-edge full service Creative, R&A, Strategy, Digital Expertise, Media, Production and more.

Grizzard partners with more nonprofit organizations than

any direct agency, approximately 1,400 throughout the U.S. and the Americas, and has been a direct marketing leader since 1919.

Partner with us to achieve your vision: (800) 241-9351 or visit grizzard.com and subscribe to the blog.



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

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 custom-

ers 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

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HB Solutions
checks, envelopes & everything print

John@hbsolusa.com

678-613-6580

Mac Papers

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.macenvelopes.com/>

Mail Centers Plus

Mail Centers Plus is a business process outsourcing company with core competency in document management, facilities services, and professional services.

We provide value by employing innovative solutions in collaboration with clients to de-

velop highly efficient performance driven organizations. With deep industry and process expertise, we've established a proven track record in managing bpo operations for corporate and division headquarters, educational institutions, and government entities.

MCP accelerates the improvement process and mobilizes the resources and technologies that equip clients to generate quantifiable business results that optimize productivity, increase efficiency and reduce total cost of ownership.



www.mailcentersplus.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.



National Parcel Logistics

<http://www.nationalparcel.com>

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pitney bowes 

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

Pitney Bowes

Pitney Bowes processes over 14 Billion mail pieces per year across our national footprint of 31 presort operating centers.

We partner with our clients to capture significant postage discounts and improve delivery on their outbound customer communications while managing complex USPS® regulations.

Our operational expertise, coupled with state-of-the-art technology, a comprehensive national network, and complex routing matrices have enabled us to be the market leader in this space. We are the largest work share partner of the USPS.

Solutions such as guaranteed per piece pricing and IntelliView™ for mail tracking helps you manage

your business more efficiently and effectively.

Learn more about our services by visiting our website at www.pitneybowes.com.

You may also contact Mitchell Gound at:

Mitchell.gound@pb.com

RR DONNELLEY**RR Donnelley**

RR Donnelley (Nasdaq:RRD) helps organizations communicate more effectively by working to create, manage, produce, distribute and process content on behalf of our customers. The company assists customers in developing and executing multichannel communication strategies that engage audiences, reduce costs, drive revenues and increase compliance.

RR Donnelley's innovative technologies enhance digital and print communications to deliver integrated messages across multiple media to highly targeted audiences at optimal times for clients in virtually every private and public sector. Strategically located operations provide local service and responsiveness while leveraging the economic, geographic

and technological advantages of a global organization.

For more information, and for RR Donnelley's Global Social Responsibility Report, visit the company's web site at

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

Synchrony Financial

 **synchrony**
FINANCIAL
Engage with us.

SYNCHRONY FINANCIAL is one of the premier consumer financial services companies in the United States. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States based on purchase volume and receivables. We provide a range of credit products through programs we have established with a diverse

group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers to help generate growth for our partners and offer financial flexibility to our customers. Through our partners' more than 300,000 locations across the United States and Canada, and their websites and mobile applications, we offer our cus-

tomers a variety of credit products to finance the purchase of goods and services. Our offerings include private label credit cards, promotional financing and installment lending, loyalty programs and Optimizer⁺ branded FDIC-insured¹ savings products through Synchrony Bank.

Tucker Castleberry

 **TuckerCastleberry**

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

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

World Marketing

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.

To discover how our solutions can work for you; contact us at 1-800-443-6941 or via email at results@worldmarkinc.com

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WorldMarketing

<http://www.worldmarkinc.com>

The 25th Annual GAPCC Golf Outing is Wednesday, October 14

Lanier Islands Legacy Golf Course

The time is right to get in on the excitement early by highlighting your company on the course! Available to you:

- ◆ Hole sponsorships
- ◆ Items with your corporate logo for the golfer's gift packs.

Be part of the excitement!

Call Bill Skinner at amplifii today: (770) 717-5500

Or bill.skinner@amplifii.com

*The GAPCC Golf Outing is one of the
best mailing industry networking
events of the year!
You need to be there!*

Greater Atlanta PCC

P.O. Box 161002
Atlanta, GA 30321-1002



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

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

**National PCC Week
Atlanta Event on
September 23, 2015**



**GAPCC's
25th Annual Golf Outing
October 14, 2015
Lanier Islands Golf Course
Register at
<http://www.gapcc.net/>**



"See you on the course!"
Maged Aziz,
Postmaster Atlanta