

Atlanta Newsline

Greater Atlanta PCC

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October 2014

GAPCC's National PCC Day Event 9/10/2014

Patrick Donahoe, Postmaster General and CEO shared his optimism of the mailing industry's future via a video broadcast during the luncheon program. "With all of the changes occurring in the way people communicate, mail is proving to be an especially resilient marketing channel, and its value to America's businesses is increasing due to better data and technology integration," said Donahoe. "When you combine these important technology-driven changes with the strength we're starting to see in the economy, there are a lot of reasons to be opti-



mistic about mail's role in America's marketing mix." Joseph Corbett, Chief Financial Officer and Executive Vice President for the USPS was the keynote speaker. The GAPCC's speaker gift to Mr. Corbett was an engraved money clip ... we thought appropriate for a CFO.

24th Annual GAPCC Golf Outing 10/08/2014

The 24th annual GAPCC Golf Outing at Lake Lanier Islands Resort was enjoyed by approx. 70 golfers: Outstanding course, great weather (after a brief shower) great food, combined with the networking while on the course, and during the closing ceremony made this one of the best ever events. Next year will mark the 25th Golf Outing, and it is sure to be even better, with a few surprises too. A special thank

you to our event sponsor, The Atlanta Postal Credit Union, to Bill Skinner, Amplifii for coordinating the outing, and to all the GAPCC members who donated door prizes and worked the event.

See more pictures on page four, and you can also go to the GAPCC website to find pictures of your foursome. See you next year!



First Place Foursome:

Chris Chattin, Michael Jordan, Jay West, Robbie Eaton

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Wanda Senne
World Marketing
PCC Industry Co-Chair

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

Two of the events the GAPCC offers each year, the PCC Day Celebration, and the Golf Outing are always exciting. This year was no exception! As you can see from the pictures in this newsletter (go to our website to see more) there was a great deal of excitement, education, and a wonderful opportunity to talk with people who work in the mailing industry. Working together,

to be stronger together. Thank you doesn't seem enough to express my sincere gratitude to the GAPCC board members for all their effort. Thank you to the sponsors: The Atlanta Postal Credit Union and Cruise Planners for their outstanding support. And finally, thank you to the nominating committee and voting members who decided to recognize me this year with the Mailer's

Award for Industry Leadership (M.A.I.L.). I am truly honored. And the GOLF OUTING... AMAZING! Thank you to Bill Skinner, Amplifii for his tremendous effort that made this such a great event! If you have found value at one of the GAPCC events, how about bringing someone new along with you? We have room for more!



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! Was the theme for the 2014 National PCC Week. The Greater Atlanta PCC organized workshops, and a great agenda.

Following the PCC Day event was our traditional Golf Outing on October 8. This is the 24th annual outing, so you can see that it is appreciated by PCC members.

PCCs are a network of community-based business mailers

and representatives of the Postal Service, who meet regularly to share ideas and resources to create a closer working relationship. Your Greater Atlanta PCC provides access to a network of mailing and business professionals who share best practices and offer solutions that help keep the mailing industry strong.

Do you know someone who should be participating in the GAPCC events? If you do,

please invite them to come with you to our December 10th Holiday Brunch. Add their contact information on the GAPCC's website so they can get all the latest updates and news related to the USPS. Thank you for your business, and I look forward to seeing you.

SAVE THE DATE!

December 10
Holiday Brunch
Marriott Atlanta Northwest
at Galleria

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

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



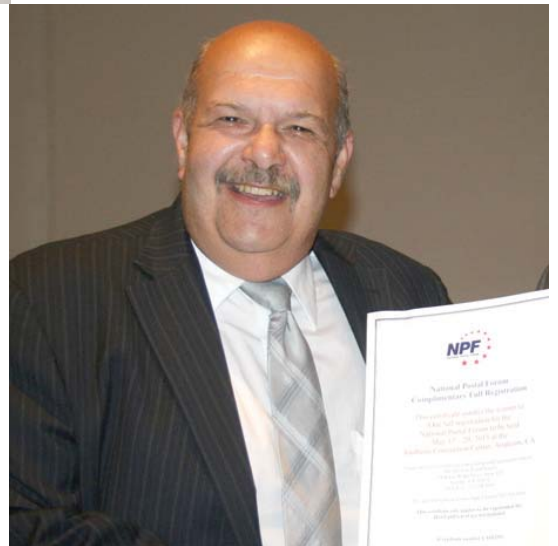


Congratulations to Render Hill, Wells Fargo grand door prize winner. It's always fun to watch the excitement when it's time for the door prizes! This year's door prizes were some of the best we've been able to offer the PCC attendees thanks in large part to our event sponsors, and especially Cruise Planners. The cruise certificate was an ocean view cabin for two to enjoy three to four days on a Royal Caribbean Cruise. Some of the extras will have to be paid for by Mr. Hill, but overall, this door prize is a wonderful start of a very nice get-away.

Deanna Richey, Walton Press; Franklin McMillan, Synchrony Financial; Render Hill, Wells Fargo; and Barrett Hart, Cruise Planners



Steve Nigro, Dove Direct (right) won the registration to the National Postal Forum in Anaheim California.



"Gift baskets specially crafted by Carol Chantos with 'Basket Bella' were a hit!"





2nd: J. Kapper, T. Zoretic, R Sizemore, J. Salkin



3rd: J. Bulmer, Bill Skinner, Gary Wright, Thad Joiner



Most "Honest:" C. Owens, M. Brown, R. Cole, J. Averitte

A very special thank you to:

The 2014 event sponsor, The Atlanta Postal Credit Union. Remember, if you are a member of the GAPCC, you can also be a member of the APCU! Find out more: APCU's Marketing Department at (404) 768-4126

Bill Skinner, Amplifi for all the heavy lifting to coordinate this year's 24th Annual GAPCC Golf Outing!



Longest Drive and Closest to Pin

Closest to the Pin (Men): Mike Figlia (right)
Closest to the Pin (Women): Lisa Abray
Longest Drive (Men): Jason Matthews
Longest Drive (Women): Anita Pursley (left)





Michael Jordan, Putting Contest Winner



And the winner is.....

Michele Thomas, USPS; Dianne Yost, APCU; Mitch Gound, Pitney Bowes Presort Services (background)

National Postal Forum 2015

On May 17-20, 2015 the National Postal Forum returns to the Anaheim, CA area and will present the mailing industry's premier educational event and trade show. There will be over four days of workshops and Executive Lead Sessions by the top leaders of the US Postal Service. Included in the four days are networking events to meet with peers, leaders of the Mailing Industry and US Postal Service Officers.

This year's theme: "Growing Together" has laid the platform for over 110 workshops across specific categories that will be presented, ranging from introductory to expert levels and tailored for mail creators, mail preparers, mail room managers and mail industry professionals. Forum highlights include the keynote address by Postmaster General Pat Donahoe, as well as key topics led by USPS Executives on Intelligent Mail, Shipping, Security and Innovations in Technology.

NPF exclusives include the most extensive trade show in the industry—and the only one to feature the latest USPS technologies. Located this year at the Anaheim Convention Center, the exhibition will make it easy to see the latest, most innovative products and services, network with suppliers, and explore options in state-of-the-art technology.

The 2015 Forum also features many access and networking opportunities throughout the four days. Highlights include a Charity Golf Tournament and a local charity event at the Habitat for Humanity. On Sunday the National Meeting of Area Focus Groups, PCC Opening Session, and the Opening Reception will be held. The new segmented Luncheons, Vendor Reception in the Exhibit Hall on Tuesday evening as well as the Wednesday Luncheon with a guest speaker and the Closing Event on the plaza will provide plenty of time to meet with peers!

For more information about the National Postal Forum visit www.npf.org, or call the Forum at 703-218-5015.



**"Growing Together —
Mail Shipping Delivery Global
Business Solutions Results"**



GAPCC Day—Thank You to the Speakers



Thomas Howell, Manager Business Mail Entry, Atlanta District; **Neil Dean**, Business Mailers Support, USPS HQ; **Wanda Senne**, **Camilla Partridge**, Mailing Requirements, USPS Atlanta District; **Maged Aziz**, **Robbie Butler**, Mailpiece Design Analyst, Capital Metro Area



Mark Hogan, Lead Plant Manager Atlanta District, **Scott Raymond**, Atlanta District Manager, and **Joseph Corbett**, CFO, USPS

2015 GAPCC Sponsorship

You are cordially invited to enjoy the many benefits of membership in one of the most productive and effective mailing organizations in the U.S., The Greater Atlanta Postal Customer Council (GAPCC).

Since 1987, the Greater Atlanta PCC has remained a key resource to Atlanta area mailers by continuing to offer new and exciting education and networking opportunities.

Whether you represent a new or seasoned company specializing in direct mail marketing, or a global corporation leading in retail brand management, the Greater Atlanta PCC membership program brings value to your operations.

Take a look at the various membership levels outlined on our website at: http://www.gapcc.net/Membership_levels Find the best option for you and your staff.

Each contribution level is important. Your sponsorship helps fund educational programs that deliver key postal communication for PCC members, which allows you to learn about existing USPS products, services, programs, and regulations to help

support the growth and success of your company. You will have the opportunity to network with other local companies, gain a forum to exchange ideas, and grow professionally.

Please accept our invitation to join the Greater Atlanta PCC and help the efforts of your award winning Greater Atlanta Postal Customer Council. It's easy, please go to: <http://www.gapcc.net> or contact the Atlanta Postmaster's office at **404-765-7604**.

Thank You to the 2014 Corporate Sponsors

As of October 14, 2014

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, Duluth Travel Agency, 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

Greater Atlanta PCC

**PO Box 161002
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We're on the Web!
Scan or go to:
<http://www.gapcc.net>

**Next GAPCC Event:
December 10
Holiday Brunch**



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Greater Atlanta PCC Executive Board at the PCC Day Celebration with Joseph Corbett, USPS CFO