

Atlanta Newsline

Greater Atlanta PCC

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Irresistible Mail™ Lunch-n-Learn



Omar Coleman, Postmaster Atlanta and GAPCC Postal Co-Chair welcomed the large turnout for the Irresistible Mail Lunch-n-Learn on April 20, 2016.

Scott Raymond, USPS Atlanta District Manager shared an update on the USPS initiatives for election and political mail and other technology advancements.

Steve Hart, GAPCC Industry Co-Chair with Mac Paper Envelope Converting shared an overview of the USPS' 2016 promotions and incentive programs. Mr. Hart explained how "Irresistible



Mail" demonstrates the excitement mail can create using dynamic engagement applications like enhanced augmented reality, video in print, textures, inks, special papers, and more.

For more information about the postage discounts available, and the way you can make your mail **IRRESISTIBLE**, please ask your USPS representative.

Videos, pictures, and program specifications are available at: <https://www.irresistiblemail.com> and ribbs.usps.gov in the mailing promotions subject page.



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Omar Coleman
Postmaster Atlanta
PCC Postal Co-Chair

A Message from the Board By Omar Coleman, Postmaster Atlanta and Postal Co-Chair

It was great to see PCC members, mailers, and service providers in attendance at the recent Lunch-n-Learn event at Maggiano's Little Italy at Cumberland Mall. Our very own co-chair Stephen Hart provided a presentation on IRRESISTIBLE Mail™ with Emerging and Advanced Technology, which is part of the 2016 USPS Promotions and Incentive Program. Stephen shared with us how IRRESISTIBLE Mail™ features and options can make direct mail come alive!

Some of the presentation highlights included: Near Field Communications (NFC) - Enhanced Augmented Reality - Tactile Sensory Options.

IRRESISTIBLE Mail™ can now incorporate:

- Visual QR Codes
- Buy Now Technology
- Incorporated Video – Video in Print (ViP)
- iBeacon/Beacon Technology
- A/B testing option

The registration period for this emerging and advanced technology is January 15 through August 31, 2016.

Additional information is available at <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

I want to thank everyone for attending another PCC educational event, and I look forward to the next Lunch-n-Learn focusing on Return Mail on July 27, 2016.



Stephen Hart
Mac Paper
Envelope Converting
PCC Industry Co-Chair

A Message from the Board By Stephen Hart, Mac Paper Envelope Converting and Industry Co-Chair

First of all, I would like to thank everyone who attended our most recent Lunch-n-Learn at Maggiano's Little Italy, Cumberland Mall. The presentation was on the 2016 USPS Promotions and Incentive Program. If you were unable to attend, please go to our website and review the PCC Workshop-in-a-Box at www.gapcc.net/presentations and then click on the April Lunch and Learn 2016 hyperlink to learn more about this exciting program.

As we move forward into 2016, we will continue the Lunch-n-Learn opportunity with a BBQ lunch at North Metro P&DC on Wednesday, July 27. Please join us for this great networking event that includes a BBQ lunch and a presentation from Scott

Holton of Pitney Bowes on "Return Mail." After the meeting, please join USPS officials for a tour of the North Metro Facility.

Make sure you save the date for the PCC Day event on September 21 at the Holiday Inn – Perimeter located at 4386 Chamblee-Dunwoody Road, Atlanta, GA. We will be announcing our keynote speaker and workshop opportunities later this summer.

Finally, we value your opinion, if you have enjoyed one of our events, please make sure to bring a guest next time. For more information about our upcoming events, please visit our web site at gapcc.net

BBQ Lunch-n-Learn & Tour | July 27

North Metro P&DC

"Undeliverable As Addressed Mail and what you can do to (mostly) stop it" presented by Scott Holton, Pitney Bowes

PCC Day | September 21

Holiday Inn Atlanta Perimeter,
Chamblee Dunwoody

26th Annual Golf Outing | October 12

Lake Lanier Islands Resort

SAVE THE DATE!

Details and registration will be mailed and emailed to you, and as always, posted on the GAPCC Web site at: <http://www.gapcc.net>



**Thank You to the 2016 Corporate Sponsors
As of April 25, 2016**

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<http://www.gapcc.net>

**GAPCC BBQ Lunch-n-Learn
and Plant Tour
July 27, 2016
North Metro P&DC**

First-Class Mail
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“When Paper and Pixels Converge,
it’s *Irresistible!*”

See cover story for details.



Rex Burruss, Rex Burruss Design; Darrell Coffee, Dove Direct; Adam Langston, Access Worldwide; and John Heimlich, HB Solutions



Dianne Turner, GA Dept. of Revenue and Jody Adkison, Grizzard