



**NATIONAL PCC DAY 2009**  
**REGISTRATION**  
**PO Box 752**  
**EVANSTON IL 60204-0752**

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*Penalty for Private Use \$300*

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**National PCC Day 2009**  
**September 16** --- (Limited space available – **Register Today!**)



LIVE SATELLITE TELECAST  
**Jack Potter**  
 Postmaster General  
 USPS

**Jack Potter** was named 72nd Postmaster General of the United States of America on June 1, 2001.

Potter has led the Postal Service to record levels of service, efficiency, and financial performance.



**Jo Ann Feindt**  
 Vice President  
 Area Operations for the  
 Great Lakes Area

**Jo Ann Feindt** was named Vice President, Area Operations for the Great Lakes Area in October, 2003.

Reporting to the Chief Operating Officer, Feindt is the senior postal official in an area that encompasses most of Illinois, Indiana, Michigan, Wisconsin and Missouri and is responsible for all postal operations including mail processing and distribution, delivery, retail and administrative operations.

**PCC Day Bonus! Earn your 2009 Mailing and Shipping Professional Certificate**

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*Cut along line to mail*

**Registration Form**

**Medinah Banquets • 550 Shriner's Drive • Addison, Illinois 60101**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company Name \_\_\_\_\_ Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip +4 \_\_\_\_\_  
 Phone# \_\_\_\_\_ Ext. \_\_\_\_\_ Fax# \_\_\_\_\_ Email Address \_\_\_\_\_

**Sign Me Up!**

Registration – \$35.00 (Non-Refundable)      \$35.00 will be charged to your credit card  
 Make checks Payable to: GIPCC      Credit Card: (Circle one)    VISA    Mastercard    Discover

Name on card \_\_\_\_\_

Account # \_\_\_\_\_      Expiration Date: \_\_\_\_\_

**Mail completed registration form to:**  
 NATIONAL PCC DAY 2009  
 REGISTRATION  
 P.O. BOX 752  
 EVANSTON, IL 60204-0752

**Or Register Online:**  
[www.gipcc.org](http://www.gipcc.org)

**Or Fax to:**  
 ATTN: Tom Luczkowiak  
 Registration  
 (847)491-3849

**Phone Registration:**  
 U.S. Postal Service  
 (630)260-5511  
 Credit Cards Only Please!

# NATIONAL PCC DAY 2009

September 16, 2009 • Medinah Banquets

550 Shriner's Drive • Addison, IL 60101

For map and directions go to [www.gipcc.org](http://www.gipcc.org)

We are hosting an action-packed one (1) day event that promises to help you get up to speed on issues related to the United States Postal Service.

## ***Hear the live National PCC Day address from Postmaster General Jack Potter***

Our Keynote Speaker is **Jo Ann Feindt, Vice President Operations, Great Lakes Area**. In addition, you will have the opportunity to earn a 2009 Mailing and Shipping Professional Certificate. Attend three (3) information-packed business sessions and the live broadcast. This type of event is offered to you at a fraction of the cost required to attend a National Postal Forum.

**Space is limited**—complete the form and reserve your spot today. (Credit cards accepted)

## **BUSINESS SESSIONS**

**#1 *Package Services*** - Explore all the shipping options the USPS has brought to the marketplace. From Express Mail to Media Mail, we'll fill you in on the benefits of each service. Find out about savings opportunities like volume and commercial discounts, customized agreements and other key opportunities that will enable your business to reduce costs. Learn about opportunities in the growing returns market and how services such as Returns, Recalls, Recycling, Repairs and Recovery can drive repeat business and increase your profits. See why the USPS is not only a great value domestically, but should be your only choice for international shipments. Not knowing what options are available is like throwing money away. Whether you're shipping across the street or around the globe, even if your business ships just one package, you can't afford to miss this session.*stream*.

**#2 *Results-Driven Marketing in a Down Economy*** - Marketers from various industries are feeling the pinch of belt-tightening with their budgets. Learn how many companies are using Advertising Mail as a cost-effective means to target current customers and prospects -- even in a down economy. Attend this session to hear about the current economic landscape, recession spending in action - a look back in history, survival guidelines for marketing during an economic downturn, results driven marketing through direct mail and hear case studies from some very well known companies.

**#3 *Feedback from Intelligent Mail - Start-the-Clock and ACS™*** - How can your company benefit from implementation of the Full Service Intelligent Mail Barcode? When you choose the Full-Service Intelligent Mail option, you receive Start-the-Clock and Address Correction at no charge. These mailings receive indication of when they were presented to the Postal Service, as well as address correction information which will improve the quality of your addresses. Listen to feedback, learn data elements and consider options for data distribution. Hear first hand from a mailer who is benefiting from the information gained from Full Service IMB.

## **National PCC Day 2009 • Agenda at a Glance**

7:00-8:30 AM	Registration/Continental Breakfast/Vendor Networking
8:30-9:00AM	Vendor Networking
9:00-9:45AM	<b>Session #1: Package Services</b>
9:45-10:00 AM	Break/Vendor Networking
10:00-10:45 AM	<b>Session #2: Results-Driven Marketing in a Down Economy</b>
10:45-11:00 AM	Break/Vendor Networking
11:00-12:00 PM	National PCC Day Broadcast Live - Postmaster General
12:00-1:00 PM	Lunch/Keynote - Jo Ann Feindt
1:00 – 1:45 PM	<b>Session #3: Feedback from Intelligent Mail Start-the-Clock and ACS™</b>
1:45 – 2:00 PM	Vendor Networking/Drawing for Flat Screen TV
2:00 PM	Adjourn

Must attend all three sessions and the live broadcast to earn the Mailing and Shipping Professional certificate

[www.gipcc.org](http://www.gipcc.org)