



P.O. Box 8475
Des Moines, IA
50301-8475

www.dmpcc.com

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Special Edition

From the desk of Kyle Collinsworth, Des Moines Postmaster:

Score One for Networking at the 2008 National Postal Forum

My first experience at the 2008 National Postal Forum, Anaheim, California, proved to be a valuable educational and networking opportunity. What a trip! My first response is to recommend it to anyone in the mailing industry. Never before have I seen such a focus on providing a platform for business mailers and postal management to interact and share information that leads the way to best practices and success! There were educational workshops, general sessions, symposiums, an Exhibit Hall with over 150 companies with the latest technology and innovations, an enjoyable lunch with a tremendous motivational speaker, Chris Gardner, author of “The Pursuit of Happiness” and the pinnacle of the entire event was the swing sensation band, “Big Bad VooDoo Daddy”, who played the night away.

Postmaster General Jack Potter opened the session with a message that mail is changing like never before. The new postal law has fundamentally improved USPS operations and the new pricing process, service standards and performance measurement systems are all designed to help business mailers and the postal service succeed. The message he wanted attendees to hear was that the postal service has jump-started change with its ground breaking Transformation Plan.

New on the horizon are the changes with flat mail processing. I attended the Flats Sequencing System (FSS) educational workshop and it was a sure way to get you prepared for the new “Flat Sequencing System”. The interaction with members of the mailing industry and key USPS decision makers during the symposium, provided an in-depth understanding of the FSS technology.

I have to say I felt I had “reached for the top and felt the rush of success”, by attending the 2008 National Postal Forum. I found out firsthand how the NPF expanded networking with business mailers and how attending the educational workshops, exhibit hall and general sessions were great opportunities to learn about the newest technology and changes that affect both me and you. I have made a commitment to take advantage of these great opportunities and I have decided that the NPF is simply something

I can't afford to miss.

Save the Date! October 2, 2008 • Symposium