

**Free Seminar** for federal agencies

## **GPO on the Road**

# How to do Business with the U.S. Government Printing Office (GPO)

**Spend your day with us.** This seminar is built on the foundation of helping educate customers like you on how to make GPO work for you.

GPO provides you access to expertise in printing and publishing, Web, design, security credentials, training and many specialized services. Our programs continue to stay on the cutting-edge of innovative technologies and are the tools of the future that will enable Government communication to become more effective and efficient. **Learn how we can help you!**



U.S. GOVERNMENT PRINTING OFFICE  
Keeping America Informed | [www.gpo.gov](http://www.gpo.gov)

**GPO on the Road**

## How to do Business with the U.S. Government Printing Office (GPO)

A seminar built on the foundation of helping educate customers like you on how to make **GPO work for you.**

Come learn about every step of our GPO processes from job creation, layout and design, print procurement and our other numerous innovative programs, quality control, billing and budget control, on-site and online training, and getting your publication into the public's hands. Through this seminar we will cover every aspect of the document lifecycle and how we do business with your agency today and every day.

**Who should attend?**

All federal agency employees\* are welcome to come and learn. The seminar will be beneficial to those federal employees who are responsible for:

- ordering printing, copying, or office supplies for their agency (including paper, ink, envelopes, stationery, business cards, and more)
- managing an in-house print or mail facility or copier program
- mailing or distribution of printing materials
- design or layout of materials for their agency, including multimedia (web, photography, video, etc)
- library functions or cataloging information for their agency, including scanning
- forms or publication creation
- training and getting materials to users or classrooms nationwide
- creation of secure federal credentials like federal ID badges
- controlling the budget for administrative activities

**Past attendees have included:**

Printing Specialists/Officers	Marketing Specialists	Contract Specialists	Mailing and Distribution Officers
Administrative Assistants	Administration Officers	Contract Officers	Visual Information Specialists
Training Coordinators	Superintendants	Public Affairs	Management Analysts
District Managers	Office Managers	Project Managers	Production Managers
COOP Specialists	Purchasing Agents	Recruiters	Technicians
Web Managers	Budget Coordinators	Outreach Specialist	Regional Managers
IT Specialists	Library Officials	Secretaries	Library Specialists
Supply Technicians	Instructors	Program Cord.	Purchase Card Program Mgr.
Attorneys	Investigators	Account Managers	Information Officers
Procurement Analysts	Procurement Techs.	Acquisition Officers	

\*Private contracted employees of the federal government are welcome to attend.

## GPO on the Road

### How to do Business with the U.S. Government Printing Office (GPO)

#### Agenda for the day:

**Date:** Atlanta, GA  
May 19, 2010

**Columbia, SC**  
June 9, 2010

#### Seminar Agenda: same for both locations

9am – 1pm seminar\*  
1pm – 2pm lunch (on your own)  
2pm – 4pm GPO Feature Presentation

\*You must register for this class; this class will have certification available for those that attend.

**Cost:** Free to attend for any federal employee or contractor employed by the federal government

#### Agenda for the event/Further topic discussions:

##### 9:00am Welcome to GPO! Meet the GPO team

Learn about the history of the U.S. Government Printing Office (GPO). See where we have come from our beginnings in 1861 to today, where GPO triumphs as the largest print buyer in the nation. Follow us on Twitter and our very own YouTube Channel!

##### 9:30am GPO Product Line up and going Green with GPO!

Learn about our five major procurement operations and how your agency can use each procurement tool for the most cost effective savings and time management goals. Get in-depth knowledge on GPO Small Purchases, One-Time Bidding, Term Contracts, and the Simplified Purchase Agreement (SPA). We will also discuss the GPO Online Paper Store, GPO web management, Creative Services and design. Also, learn how your agency can go green by partnering with GPO!

##### 10:30am Break

##### 10:45am The GPOExpress Program

Join us for an in depth look into GPO's newest and fastest growing program: GPOExpress -- a nationwide convenience printing contract that allows Federal Government personnel to utilize the nationwide network of over 1,800 FedEx Office<sup>SM</sup> Print Centers to take care of all their quick printing needs. GPOExpress allows for convenient ordering options via e-mail, phone, the Web, or walk-in; high-quality digital printing services, finishing services; print-on-demand programs including access to a customized GPOExpress catalog of frequently printing documents, and much more!

##### 11:30am Learning How to Fund a GPO Program

Learn how the funding process for GPO programs work and how you can take advantage of cost savings and online options. We will be discussing in detail the four main funding processes GPO uses: government (IMPAC) purchase credit cards, IPAC billing, GPO Deposit Accounts, MIPRS, and direct invoicing. If you are responsible for budget or accounting at your agency, don't miss this session!

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#### **12:00pm Learning how to place work with GPO and GPO Forms 101**

This session will include an overview of the Standard Form 1, GPO's job ticket as well as other important forms used in requesting work from GPO. We will also cover GPO's Quality Assurance program (QATAP) including explanations of quality levels, take an in depth look at billing address codes (BACs), paper specifications, PMS colors and more. For agencies that are looking to streamline their workflow with GPO or new agencies using GPO, this will be the perfect session for you. See samples of jobs and hear from current customers using GPO.

#### **12:45pm The GPO Institute**

Take a look into GPO's Institute for Federal Printing and Electronic Publishing and learn how you can get accredited document management training from the comfort of your own office or from our professional training facility in Washington, DC.

#### **1:00pm-2:00pm Break for Lunch (on your own)**

#### **2:00pm GPO Feature Presentation**

##### **Atlanta, GA Feature Presentation: Marketing Agency Publishing Content 101**

Break through the content clutter of the information marketplace! This dynamic new presentation will give you the information you need to:

- Increase public awareness of your agency's mission and goals
- Disseminate your content through expanded distribution and sales
- Enhance your content to make it more appealing to your target audience
- Spotlight your content for academic, retail, and wholesale buyers
- Protect your content from unauthorized use

Marketing Content 101 will give you the specific, practical information you need to break through the content clutter of today's information marketplace and get your publications noticed and used by your target audiences.

##### **Columbia, SC Feature Presentation: Certified SPA Training for agency customers**

The Simplified Purchase Agreement (SPA) is a streamlined printing procurement vehicle for use by the U.S. Government Printing Office's Federal customer agencies. Our customer agencies will be able to acquire publishing and information products and services valued up to \$10,000 from local commercial vendors, prequalified by the U.S. Government Printing Office's (GPO) quality standards and certification. Agencies using the SPA program must be certified and trained by a GPO representative before using the program. For more information visit our web site: [www.gpo.gov/customers/spa.htm](http://www.gpo.gov/customers/spa.htm)

## GPO on the Road

### How to do Business with the U.S. Government Printing Office (GPO)

#### Seminar Location and Further information:

##### Atlanta, GA

Sam Nunn Atlanta Federal Center  
Conference Center  
Conference Room B  
61 Forsyth Street SW  
Atlanta, GA 30303

##### Columbia, SC

Strom Thurmond Federal Building  
1835 Assembly Street  
Columbia, SC 29201

Light Refreshments and snacks will be provided to all attendees.

#### Per Diem Information: Atlanta, GA

Fulton, Dekalb and Cobb

Max Lodging: \$140.00

M&IE Rate: \$56.00

#### Per Diem Information: Columbia, SC

Richland / Lexington

Max Lodging: \$93.00

M&IE Rate: \$51.00

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#### Atlanta, GA

##### Hotel Recommendations:

##### Hampton Inn and Suites Atlanta

161 Spring St SW  
Atlanta, GA 30303  
1-404-589-1111

0.23 miles

##### Omni Hotel at CNN Center

100 CNN Center NW  
Atlanta, GA 30303  
Phone: (404) 659-0000  
Fax: (404) 525-5050

0.27 miles

##### Hilton Atlanta

255 Courtland St NE  
Atlanta, GA 30303  
(404) 659-2000

0.79 miles

#### Directions to the Seminar in Atlanta, GA:

Via Car:

##### Traveling on I-75 or I-85 south from Marietta, Greenville, Chattanooga:

- Exit the Freeway at Williams St. (Exit 249C) and follow Williams St. to Andrew Young International Blvd.
- Turn right on International Blvd. and follow it to Techwood Dr.
- Turn left on Techwood, go to Marietta St., and turn left.
- Follow Marietta St. to Forsyth St. and turn right.
- The Atlanta Federal Center is located on the right, at the corner of Forsyth and Alabama Streets and behind McDonald's.

**GPO on the Road****How to do Business with the U.S. Government Printing Office (GPO)****Traveling on I-75 or I-85 north from Macon, Montgomery, Columbus, Tampa:**

- Exit the freeway at Butler/JW Dobbs St. (Exit 248D).
- Make a left off the freeway. You will be on Edgewood Avenue.
- Keep straight on Edgewood Ave., which turns into Marietta St. after the Peachtree Street intersection.
- Once on Marietta Street, make the first available left turn, at Forsyth Street.
- The Atlanta Federal Center entrance is located on the right, at the corner of Forsyth and Alabama Streets and behind McDonald's.

**Traveling on I-20 east (Birmingham, Tuscaloosa).**

- Exit the freeway at Windsor St./Spring St./Turner Field Stadium (Exit 56B).
- Make a left at the traffic light and stay to the right.
- Turn right on Mitchell St., make a left at the traffic light onto Forsyth Street, and go one block.
- The Atlanta Federal Center is located at the corner of Forsyth and Alabama Streets and behind McDonald's.

**Traveling on I-20 west (Augusta, Columbia)**

- Exit from I-20 onto I-75/I-85 North "Greenville/Chattanooga" (Exit 57).
- Once on I-75/I-85, exit immediately at Butler/JW Dobbs St. (Exit 248D).
- Make a left off the freeway. You will be on Edgewood Avenue.
- Keep straight on Edgewood Avenue, which turns into Marietta Street after the Peachtree Street intersection.
- Make a left at Forsyth Street.
- The Atlanta Federal Center is located on the right, between Forsyth and Alabama Streets and behind McDonalds.

**Parking in Atlanta, GA**

There is a public parking lot located behind the Atlanta Federal Center, at the end of Alabama Street. There is also a lot south of the center on Forsyth Street and Martin Luther King Boulevard, as well as a small lot on the north side of our building. Rates range between \$4.50 and \$7.00 per day.

**Directions to the training facility in Atlanta, GA via MARTA**

Get off the train at the "Five Points" MARTA Station. Exit the station onto Forsyth Street and turn left. The Atlanta Federal Center entrance is located at the corner of Forsyth and Alabama Streets, behind McDonald's.

**Transportation by air for Atlanta, GA** The Atlanta area is served by the Atlanta Hartsfield International Airport. Hartsfield is located off of Interstate 85, approximately 15 miles south of downtown Atlanta. Taxi cabs, hotel shuttles, and other forms of ground transportation are available from the airport to the downtown area. The Metropolitan Atlanta Rapid Transit Authority's (MARTA) rapid rail line airport station is located in the airport terminal and will take you downtown for \$1.75. MARTA's central downtown station, Five Points, is located across the street from our offices in the Sam Nunn Atlanta Federal Center.

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#### Columbia, SC

##### Hotel Recommendations for Columbia, SC:

###### Marriot Columbia

1200 Hampton St  
Columbia, SC 29201  
(803) 771-7000

0.34 miles

###### Executive Suites

1201 Main St # 1980  
Columbia, SC 29201  
(803) 748-1200

0.63 miles

###### Hilton-Columbia

924 Senate St  
Columbia, SC 29201  
(803) 758-6051

0.75 miles

##### Directions to the Seminar in Columbia, SC:

Directions to the Strom Thurmond Federal Building:  
From I-126

- Enter downtown Columbia via the Elmwood Avenue Exit.
- Continue on Elmwood to 2nd stop light.
- Turn right onto Assembly Street (McDonalds is on the corner) and get into your far LEFT lane.
- You will go through two stoplights and at the 2nd one turn left onto Richland Street.
- The Public Parking Garage entrance is on the right just after you turn on to Richland Street.
- Take a ticket, and follow the garage ramp up until you reach public parking levels (4B and above).
- After parking, walk across Assembly Street and then turn left to walk up the sidewalk and enter the main entrance of the Federal Building. You will have to go through security. Take the elevator to the 9th floor, and we are in Suite 950.

##### Parking near the seminar in Columbia, SC:

In before 9:00am and out after 3:00pm will cost \$6.00 in The Public Parking Garage

If attendees park in the garage in the morning, go to the garage and get in their cars to drive to lunch and come back to the garage to park after lunch, they will get what is referred to as "drawing 2-tickets" and will have to pay \$20.00.

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##### RSVP for Atlanta, GA event or Columbia, SC event:

Please provide your name, contact phone or email, and your agency when RSVPing. You may email or call to any of the addresses below.

Stephanie Jaeger, GPO On the Road Team, 202-512-1904, [gpoontheroad@gpo.gov](mailto:gpoontheroad@gpo.gov),  
Katherine Clarke Radican, "Casey", 202-465-6640, [kclarke@gpo.gov](mailto:kclarke@gpo.gov)

For further information on this seminar and a complete list of GPO products and services please visit [www.gpo.gov](http://www.gpo.gov).

Can't make this event? To see more events like this across the nation, please visit [www.gpo.gov/customers/roadshows](http://www.gpo.gov/customers/roadshows)