

## **October MCAA Meeting to Focus on Best Practices for Same-Day Delivery Industry**

### **Early Bird Registration Discounts to Expire Sept. 23**

**WASHINGTON, D.C. Aug. 8, 2011** – Same-day delivery companies from around the country will meet to learn from the best in the business at the [MCAA's Last Mile Delivery Forum](#) on Thursday, October 20 to Saturday, October 22. Titled "Maximizing Business Performance", this networking and educational event brings together service providers from throughout the expedited delivery industry at the [Ritz-Carlton Downtown, Atlanta, GA.](#)

"This year's Last Mile Delivery Forum gives participants the opportunity to learn from people with profitable, success companies and then put those ideas into action with their own companies," says Kirk Godby, chair of the event. "Panels will include industry veterans who will share their experience in such areas as operations, personnel, customer service, technology and hospital logistics."

The Operations panel is a good example of the Forum's emphasis on practical, usable knowledge. It will bring together industry veterans who will discuss the elements of a typical courier company and how best practices can maximize profits. Successful courier executives will discuss standard operating procedures, managing dispatch operations, claims management, workforce issues, security, the right way to operate a fuel surcharge program, back office routing solutions and critical issues in facility expansion. Following the panel, participants will break in to smaller focus groups to discuss how they can adopt their own operations to the best practices suggested by the panel. "We expect everyone who attends to leave with three to five real-world ideas they can put into action as soon as they return to their desks," says Godby.

There is still time to get in on [Early Bird registration rates](#), which apply until September 23. Fees for current MCAA members who register before then are \$610 and \$710 from that day on until the day of the show where onsite registrations will be \$760. For non-members, the rates are \$810 before Sept. 23 and \$910 after that date. Attendance for non-members registering at the show will be \$995. Rooms must be booked separately. The association has arranged a special group rate of \$174 per night. Registration to attend the meeting does not serve as a hotel confirmation. To make your hotel reservations, please call (404) 659-0400 or (800) 241-3333. Conference participants need to identify themselves as MCAA registrants to receive the group rate. Rooms must be booked before September 23rd to assure availability

For registration and more information go to [www.mcaa.com](http://www.mcaa.com) or contact Tara McLaughlin at [TMcLaughlin@kellencompany.com](mailto:TMcLaughlin@kellencompany.com) / 202-207-1131.

#### **About MCAA**

The [Messenger Courier Association of America \(MCAA\)](#) is the voice of the expedited delivery industry. Its members keep the wheels of commerce rolling in North

America. MCAA is the largest trade association in the expedited delivery industry providing time-critical deliveries to both expeditors and shippers. Since 1987, the MCAA has promoted and advanced the professionalism of the same-day delivery industry through education and advocacy. For more information see [www.mcaa.com](http://www.mcaa.com).

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