

GLOBAL ADDRESS DATA ASSOCIATION

www.globaladdress.org
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Dear Colleagues,

I am taking the liberty of sending you a short message from our new domain to assure you that we are bringing the Global Address Data Association to life.

In the last several weeks I have communicated with many of you, in person, by telephone and Skype, and by email. Thank you all for your frankness and openness in sharing your concerns and ideas.

Significant needs to be met

It becomes more and more evident that this association will be filling a very real need to globalize the “address industry” and improve the state of address data availability and hygiene in the postal and business worlds. Surrounding those goals is a myriad of related issues that impact the subject of the address, which I believe are appropriately included in the mission. These include digital data and identifiers of all kinds (email addresses, mobile phone numbers, IP addresses, lat/long), which are emerging as important tools.

There is also the intimately connected issue of data protection and privacy, and postal development and affairs.

Finally, overarching the ebb and flow of our domestic economies is the undeniable fact that our world, the digital business world, is truly global, and so globalization issues must be attended to.

My commitment and the plan

I am so convinced of the importance of this subject that I am committing half of my time for the next six months to advancing the Association’s development. The primary goal will be to make the Association self-supporting through membership fees and contributions, and we will need the support of many people in achieving this goal.

Here is the work plan:

www.GlobalAddress.org

Through the generosity of Matt Bailey of Sitelogic, an SEO specialist firm in Ohio, we will have a modest website up and running by next week with membership sign-up, blog, news, calendaring and document download applications in place. The url is www.globaladdress.org. One of the models we have looked to for the site is www.iaidq.org, another truly international organization with which we hope to establish a mutually-supportive relationship. The

International Association for Information and Data Quality. This is more of a professional society than a trade association, to be sure, but its website is very functional.

Our website will need populating with information and papers about postal and other forms of addressing. Member logos with links to member companies will be encouraged. We need sponsors and underwriters.

We will have a blog, which you are all invited to contribute to, and a news/information retrieval service very much like another future ally, www.postcom.org in Washington, DC.

Your help in any of these respects will be gratefully accepted.

Education as promotion; events

It would be good to commence a series of webinars on the subjects of address data, database hygiene, postal issues relating to addressing (change of address availability), and related subjects in which members have expertise that they are willing to share/demonstrate.

It would be a useful benefit if the calendar can contain notices of upcoming non-Global Address Data Association events that are potentially of interest to members. The forthcoming Euradin meeting in Brussels comes to mind as an example. We will need to receive notice of these from you.

Public appearances, UPU projects

I will be at Triangle's World Mail & Express Conference in Copenhagen next week serving as a World Mail Awards judge and presenting on the topic "The Address Takes Center Stage". I will refer to our work, of course. I will do the same thing at PostExpo in October where I am chairing a panel currently titled "Digital meets Postal. I have also been asked to speak on activities in the private sector relating to the address at a conference on addressing being organized by the UPU's International Bureau in November. Other occasions for mentioning the association will no doubt appear and we will use them. Please mention our work to people you feel may be interested.

If you would like materials and information for use in your own speaking engagements, please call me to discuss what we might have that would be useful to you.

Possible survey work

The Address Group of the Consultative Committee of the UPU is now deciding on what project should follow its work in organizing its Global Address Summit in April. Thinking is centering on surveying UPU member countries on the state of their change of address systems and whether they measure the cost of undeliverable mail or not. (The presentations from the GAS are available at <http://prescottreport.com/resources/document-library/address-materials-and-programs/global-addressing-summit>).

Results of surveys like these are often used to support proposals for UPU programs to assist posts to develop related functionalities. Naturally, they immediately support our advocacy positions and they ultimately support our businesses .

If you have thoughts or opinions on what address-related subject the Consultative Committee should pursue, please let me know. (The Consultative Committee represents private sector organizations with an interest in international mail and parcel traffic. Members have full access to UPU meetings and information. Our association will become a member as soon as the number of its members reaches a certain level and we can afford the relatively modest admission fee.)

Initial focus on Latin America

There is widespread agreement with the proposition that “something” must be done about Latin America. We need to develop a strategic plan of approach to the region. The goal will be to convince postal data holders to commercialize their databases on reasonable, commercial, and transparent terms. If you have a view on this subject, please let me know.

Incorporation of Global Address Data Association

The process has begun to incorporate the association as a not-for-profit company under the laws of the State of New York. Once this is accomplished in the next week or so, an official Board of Directors will be nominated and operating by-laws will be established.

The Steering Committee will be holding a series of calls over the next several months to further refine all of these plans and to set specific goals for completion in the next 6 months, including fund-raising and membership development.

We will report to you on these calls.

If joining the Steering Committee is of interest to you, please let me know. The blog should be operational within a week, as will the news reporting service, and we encourage use of it.

Very best regards,



Charles

PS. We have received some feedback that GADA is not an attractive abbreviation of “Global Addressing Data Association” and “GLAD” has been suggested as a happy alternative. Your views are welcome.

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