



# POSTAL NEWS

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## **USPS LAUNCHES SMALL BUSINESS MARKETING COUNCIL**

WASHINGTON, D.C.— Nine national organizations serving small business interests are among the founding members of the United States Postal Service’s Small Business Marketing Council.

The council’s objective is to serve and address the postal needs of the nation’s 20 million small businesses and will focus on developing this vital economic sector’s ability to grow and prosper through the use of mail as a business and marketing vehicle.

“The Small Business Marketing Council is an opportunity for the Postal Service to expand its outreach to the small business community,” said Anita Bizzotto, Executive Vice President and Chief Marketing Officer. “Not only does it give us an opportunity to make this community aware of our products and services, it provides a forum where we can build a better understanding of the needs and challenges faced by small business across the country.”

Bizzotto will co-chair the council with Gene Del Polito, President, Association for Postal Commerce.

The founding members of the Small Business Marketing Council are:

- National Small Business Foundation
- Association of American Chamber of Commerce Executives
- National Black Chamber of Commerce
- The U.S. Hispanic Chamber of Commerce
- The U.S. Pan Asian American Chamber of Commerce
- National Association of Women Business Owners
- National Restaurant Association
- Association of Small Business Development Centers
- American Society of Association Executives

“This council brings associations serving small businesses together with the Postal Service in a formal way,” said Del Polito of the Association for Postal Commerce. “It strengthens the partnership between the mailing industry, the Postal Service and its business customers, and has the potential to open exciting and new avenues for growth opportunity.”

The Association for Postal Commerce and the Direct Marketing Association also have joined the council as members. The Small Business Marketing Council will work with USPS to address and understand the domestic and international needs of small business.

Council activities may include seminars, workshops, trade show exhibits, publications and electronic media sponsored by its members. Small business market research conducted by the council also is planned.

Since 1775, the Postal Service has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits 142 million homes and businesses every day and is the only service provider delivering to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$69 billion, it is the world's leading provider of mailing and delivery services, offering some of the most affordable postage rates in the world. The Postal

Service delivers more than 46 percent of the world's mail volume—some 206 billion letters, advertisements, periodicals and packages a year—and serves seven million customers each day at its 37,000 retail locations nationwide.