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# POSTAL NEWS

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## **TRANSFORMATION PLAN, HURRICANE KATRINA** **HIGHLIGHT NATIONAL SATELLITE BROADCAST**

Madison, WI – The value of the mail and the future of the United States Postal Service remain strong, Postmaster General John E. Potter told thousands of business customers gathered at more than 200 venues throughout the country today.

“I can assure you that we’ll continue to work hard and to stay the course. Our employees are on board when it comes to keeping service performance high and helping us keep our costs down,” Potter said to a national audience gathered to celebrate “America’s Partners” – Postal Customer Councils (PCCs).

Postal Customer Councils are a national network with more than 120,000 members that help the Postal Service add value to and make the mail work better for customers. Memberships range in size from less than 100 members to several thousand businesses and nonprofit organizations. But even a one-person, home office business can find value in participating with a local PCC.

National PCC Day showcases the work of PCCs and includes a series of awards recognizing outstanding service and individual achievement. Potter delivered a coast-to-coast satellite broadcast live from the Lakeland Mailing Expo here, addressing topics directly affecting business customers and identifying a number of products and services designed to streamline mail service processes.

A single, 4-State barcode soon will replace the more than 30 barcodes and labels mailers now use to sort and track mail, Potter said. And PCC members will be the first to learn about new products for mailing to improve the cost effectiveness of direct mail.

The Postmaster General shared information about the second phase of the Strategic Transformation Plan, the blueprint for the Postal Service through 2010. It builds on the successes achieved with the plan implemented in 2002, Potter said, and focuses the entire organization on a single objective: transforming the Postal Service into a more customer-focused, service-oriented and technologically advanced delivery service. In the process, the Postal Service will reduce costs by an additional \$1 billion a year for the next five years.

“It’s simply the next step as we continue to transform, to modernize. For the industry to be successful in the future, we must change. We cannot stand still,” he said.

Potter also reflected on the impact Hurricane Katrina has had on the lives of countless individuals, as well as the Postal Service and its employees, acknowledging their commitment to their work.

“Many came to work even though their own properties were destroyed or severely damaged,” he said. “They did so because they understood the importance of putting in place methods to deliver Social Security, retirement checks and public assistance checks wherever Gulf residents had been relocated.”

Potter also thanked PCC members for sending donations and contributions to the Postal Employees Relief Fund and other relief organizations providing aid and shelter to survivors along the Gulf Coast.

He was joined in Madison by Cliff Vogel, a displaced letter carrier from New Orleans who has been relocated temporarily to deliver mail in Milwaukee.

Full service has been returned to 82 percent of Post Offices in the area affected by Hurricane Katrina. More than 30,000 Social Security checks have been distributed and more than 100,000 displaced customers have filed Change of Address forms.

The following award recipients were announced:

- Membership: Dallas PCC
- Meetings: Greater Boston, Central Mass, Northeastern Mass, Western Mass, Southeastern Mass and Providence PCCs
- Planning: New York City PCC
- Education: Cincinnati PCC
- Financial Management: Fort Worth PCC
- PCC Member of the Year/ Industry: Kim Waltz, Fred Waltz Company, Providence, RI
- PCC of the Year: Miami-Dade County
- PCC Member of the Year/ Postal Service: Gale Sprouse-Hudson, Customer Relations Coordinator, Ft. Worth

Since 1775, the Postal Service and its predecessor, the Post Office Department, have connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits 142 million homes and businesses every day, six days a week 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 and a half million customers each day at its 37,000 retail locations nationwide. Its website, [usps.com](http://usps.com), attracts more than 21 million visitors each month.