



# POSTAL NEWS

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## **NEW POSTAL SERVICE MAGAZINE HELPS PROMOTE SMALL BUSINESS SUCCESS**

Washington, D.C. – The U.S. Postal Service has created a new resource that shares ideas designed specifically to help small business owners and entrepreneurs achieve their business goals.

**Impact** is a new publication from the Postal Service that will be issued in four hard copy editions and eight electronic newsletter editions annually. A video version of **Impact** will be distributed through various news and business websites and cable network's on-demand libraries.

According to the Small Business Administration, there are more than 23 million small businesses in the United States, providing about 75 percent of the new jobs added to the economy since 2002, and employing almost 50 percent of the private workforce.

"Impact is one more example of the value the Postal Service places on this important customer," said Anita Bizzotto, Executive Vice President and Chief Marketing Officer. "As we continue to serve small business owners, we are looking for new ways to provide the information they need and providing resources to help this entrepreneurial community prosper."

**Impact** will feature columnists from the business community, academia and non-profit worlds specializing in challenges faced by small businesses and solutions that save time and money. Each issue also will include case studies describing how small business owners tackled and resolved the problems facing them, with the help of mail.

The first issue leads with a column focusing on the challenge of finding qualified employees written by William Dunkelberg, chief economist at the National Federation of Independent Businesses. The inaugural issue also guides small business owners through ways to gauge customer satisfaction, the best marketing channels for connecting with customers and ensuring timely, cost-effective product delivery.

"There are a lot of resources out there for larger businesses, but small business owners have relatively few ways to network and learn from each other. We see **Impact** as helping to fill this need," Bizzotto said.

The print version of **Impact**, directed from USPS's headquarters in Washington, D.C., has an initial circulation of 300,000.

To subscribe to **Impact**, and to find additional resources for interested small business owners, please log on to [usps.com/smartbusiness](http://usps.com/smartbusiness).

Since 1775, the Postal Service and its predecessor, the Post Office Department, has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits more than 144 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 \$70 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 U.S. Postal Service delivers more than 46 percent of the world's mail volume—some 212 billion letters, advertisements, periodicals and packages a year—and serves seven million customers each day at its 37,000 retail locations nationwide.