

# MEMO to MAILERS

## WHAT'S INSIDE

- 2 BUNDLE OF KNOWLEDGE
- 3 KEEPING POSTED
- 4 NATIONAL POSTAL FORUM
- 5 NPF REGISTRATION
- 7 POSTAL NEWS BRIEFS
- 8 LANCE WINS AGAIN

## High marks

The Postal Service achieved the second-highest quarterly score ever recorded for First-Class overnight delivery service performance: 94 percent for the period Feb. 23, 2002 through May 17, 2002.

According to Vice President and Consumer Advocate Francia Smith, the Big Sky, Erie, Albany, Dakotas, Greater Michigan, San Jose, Central Plains, Spokane and Kentuckiana Performance Clusters each achieved a score of 96 percent, while 26 additional Performance Clusters attained scores of 95 percent. Performance Clusters are geographic management units established by the Postal Service.

Independently measured by PricewaterhouseCoopers, EXFC externally measures collection-box-to-mailbox delivery performance, continuously testing a panel of 463 ZIP Code areas selected on the basis of geographic and volume density from which 90 percent of First-Class Mail volume originates and 80 percent destines. EXFC is not a system-wide measurement of all First-Class Mail performance.

PricewaterhouseCoopers measures service performance for overnight, two-day and three-day service commitment areas to provide national, area office and Performance Cluster estimates of service performance. This data is compared with USPS delivery standards and the results are presented to the public each postal quarter.

Smith also said the most recent Gallup survey shows 93 percent of households

[continued on page 2](#)



*Wherever  
you move,  
we'll follow*

The United States is a nation on the move. It's estimated that 17 percent of the country's population changes addresses each year. That results in about 43 million change-of-address cards and more than 5 billion pieces of mail that must either be forwarded, returned to sender or alternatively handled. The total cost of this activity exceeds \$1.5 billion annually.

In an effort to reduce these costs, the Postal Service is turning to a next generation

automated system that is expected to drastically reduce the handling and processing time associated with redirected mail.

"Automating the forwarding of letters is a natural extension of our current automated letter processing infrastructure which has been in place for years," says Tom Shipe, manager of Engineering's Technology Acquisition group. "The overall results will be the same — lower costs, better quality and improved service to our customers."

USPS awarded a contract to Siemens Dematic to automate the handling of unde-

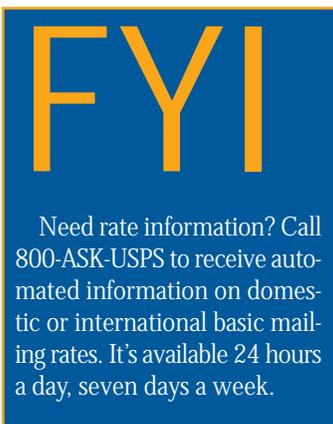
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# High marks

continued from page 1

nationwide reported having a positive view of USPS. Customer Satisfaction Measurement is independently measured by The Gallup Organization which conducts surveys on a variety of postal issues and services from a customer's perspective. These include accuracy and consistency of delivery; retail clerk courtesy, knowledge, and responsiveness to customers; and telephone courtesy and accuracy of information provided, to name a few.

USPS uses survey results to identify opportunities to improve customer satisfaction. ■



**FYI**

Need rate information? Call 800-ASK-USPS to receive automated information on domestic or international basic mailing rates. It's available 24 hours a day, seven days a week.

# Bundle of knowledge

**W**hat do all college students have in common? Books. Can't learn without them. And they're not inexpensive, as four students at Williams College in Williamstown, MA, were well aware. So they put their brains together and came up with a business idea. In spring 2001, BookBundle.com was born as a way to sell new college textbooks over the Internet for the price of used books.

"We needed a shipping company that would enable us to ship on a large scale," says Richard Sarkis, one of the company's founders and current project manager. "We also wanted shipping options to be top class. Internet-savvy college students have a high level of expectations when they order something online. They want fast delivery and the ability to check on their shipment online."

And the shipper had to be prepared for a burst of activity coinciding with the start of classes.

The bottom line: BookBundle wanted quick, reliable, confirmed delivery service at a reasonable price.

The Postal Service had the answer:

Priority Mail service with Signature Confirmation would do the job.

"We explained that BookBundle customers would receive delivery in two to three days from the time the shipments were given to the Postal Service," says Marc Solnick of the Postal Service's Marketing department. "BookBundle liked the idea of using Signature



**Richard Sarkis of BookBundle.com says Priority Mail service exceeded expectations.**

Confirmation because they could rest assured the books were being delivered to the right customer."

In addition, the Shipping Center at [www.usps.com](http://www.usps.com) would allow BookBundle's customers to check on the status of their delivery.

USPS got the nod because it was cost-effective. "We also wanted to be associated with an all-American company and frankly," says Sarkis, "competitors were too expensive and not worth the extra cost."

From its beginnings at Williams, BookBundle.com has broadened its reach. The company initially tested with USPS at a handful of schools in the Northeast. "We found delivery times to be above our expectations," says Sarkis. This fall, the company is expected to deliver textbooks to students at 50 colleges and universities across the

United States, using Priority Mail service.

"Along the way we have worked closed with the Business Service Network and Marketing directors to alert them to these surges in mailings to college and university campuses," says Bill Glover, a sales specialist with the Postal Service's Northeast Area.

Sarkis says BookBundle.com is particularly happy with the customer service it's received from USPS. Because of this, the bookseller is exploring direct mail as a way to target students at specific universities and colleges. "It's in the works," he says.

The future is open to possibilities. "BookBundle hopes to grow its business, working hand-in-hand with the Postal Service," according to Sarkis. ■

# Wherever you move, we'll follow

continued from page 1

liverable-as-addressed (UAA) letter mail with a system called PARS — the Postal Automated Redirection System.

The PARS optical character reader identifies and intercepts most UAA letters at the originating processing center and automatically labels each piece with the customer's new address. The system will utilize a nationwide change-of-address database installed at each processing and distribution center and remote encoding center.

The system software reads endorsement codes, classes and address elements automatically.

The UAA mail that is not intercepted at origin and is identified and confirmed by the carrier is sent to the processing center where a label is applied automatically. By automating both the intercepted and carrier-confirmed mail, USPS will eliminate over 300 Computerized Forwarding System mechanized terminals. Other features of PARS include

use of optical character readers to process over 43 million change-of-address forms per year, automated Address Change Service electronic notification and hard-copy address correction notification, and improved handling of UAA mail for reasons other than a move.

The first phase of PARS deployment — beginning July 2003 and scheduled for completion May 2004 — will include 53 processing plants and 86 Computerized Forwarding

System sites, automating nearly one-fourth of all forwarded letters. An additional phase is expected to go to the remaining sites by the fall of 2006.

"The PARS program will revolutionize the entire mail forwarding process. By identifying the forwardable mail at origin, a piece sent to a person who has moved could be delivered to the new address the very next day," says John Keegan, manager of Automation Equipment at Engineering. ■

# Keeping POSTED

News from and for Postal Customer Councils [www.usps.com/nationalpcc](http://www.usps.com/nationalpcc)

## CONFERENCE REMINDER

The next Postal Customer Council (PCC) Leadership Conference will be held Sept. 22 at the National Postal Forum in Boston. The conference will include speakers and interactive sessions and promises to provide additional insights on how to make your PCC the best it can be. Be sure to mark your calendars and monitor the PCC website for updated conference information.

## TRAINING OFFERED

An important mission of the PCC program is to help members and their organizations grow and develop professionally through focused educational programs. To

accomplish this, the national PCC program is partnering with the Postal Service to offer an Executive Mail Center Manager Training Program. For information on the training, and how you can bring it to your PCC area, visit the PCC website at [www.usps.com/nationalpcc](http://www.usps.com/nationalpcc). Go to the *Keeping Posted* page and click on the link to the training program.

## HIGH FIVE

PCC website registration has increased five-fold since we made it easier for you to sign up for the latest PCC news and website updates. Simply send an e-mail to [register@pcc.team.com](mailto:register@pcc.team.com). Please note that the e-mail account you use to sign up will be the one

on which you will receive your updates. Again, the web address is [www.usps.com/nationalpcc](http://www.usps.com/nationalpcc).

## GROWING COMMUNITY

The PCC community welcomes the following new co-chairs:

### Industry co-chairs

**Jeannie Gardner**, Jefferson County Community College, Watertown PCC, Adams, NY.

**Gina Doty**, SUNY Plattsburgh, Northern NY PCC, Plattsburgh, NY.

**Diana Cote**, Glens Falls Hospital, Foothills PCC, Glens Falls, NY.

**Theresa Carvalho**, SourceCorp, Los Angeles PCC, Carson, CA.

**David Currie**, ASCOM Hasler, Greater East Bay PCC, Oakland, CA.

**Daniel Gomes**, Pitney Bowes, PCC of Hawaii, Honolulu, HI.

**Jorge Espinoza**, UC — San Diego, San Diego PCC.

### Postal co-chairs

**Kyle Rollins**, Postmaster, Greater Charlotte PCC, Charlotte, NC.

**Andy O'Connell**, Acting Postmaster, Bakersfield PCC, Bakersfield CA.

**Art Cardenas**, Officer in charge, Orange County PCC, Santa Ana, CA.

**Bill Maine**, Officer in charge, Industry PCC, Alhambra, CA.



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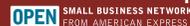
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- 1 year mailing list subscription



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# National Postal Forum Boston, Sept. 22-25

## Enhancing the value of mail

Postmaster General John E. Potter will update mailers on the progress of postal transformation as well as discuss service performance and new service initiatives during his keynote address at the National Postal Forum (NPF) in Boston. In addition, Potter will join other senior USPS and mailing industry leaders as they discuss initiatives designed to enhance the value of mail and as they explore mailing operations management in a newly security-conscious world.

The NPF is the mailing industry's biggest event, providing business mailers with educational, training and networking opportunities. This year's fall forum will be held Sept. 22 — 25. Here are the highlights:

### Sunday, Sept. 22

*Boston Forum Overview* — Information for first-time attendees, newcomers to the industry, or seasoned Forum participants. This session provides an insider's

view of how the Forum works.

*PCC Leadership Conference* — USPS executives and representatives of successful Postal Customer Councils (PCCs) provide guidance on building a better PCC.

### Monday, Sept. 23

*Focus on Leadership* — PMG Potter delivers the keynote address, providing an update on the Postal Service's Transformation Plan and its short-term and long-term initiatives. He'll also give his perspective on issues facing the Postal Service and the mailing industry.

### Tuesday, Sept. 24

*Enhancing the Value of Mail* — PMG Potter, Chief Marketing Offi-

cer Anita Bizzotto, Chief Operating Officer Pat Donahoe and other senior USPS and mailing industry leaders discuss initiatives designed to improve service and the value of mail and to make mail more effective and easier to use.

*Idea Forum* — Idea Forum Award winners are recognized for their creative and inventive ideas that have increased revenue and profits, or saved money, for their companies.

### Wednesday, Sept. 25

*Mailing Operations Management and Security* — PMG Potter, Deputy PMG John Nolan, Chief Operating Officer Patrick Donahoe, Chief Marketing Officer Anita Bizzotto, Chief Postal

Inspector Lee Heath and senior mailing industry executives discuss the critical issues facing managers of mailing operations.

## Throughout the forum

Business sessions led by senior level USPS and mailing industry executives will provide additional insight into issues, policies and priorities that impact business mailers and provide information on solutions to mailing questions.

## Also:

- Earn the Mail Center Professional Certificate or Mail Center Security Certificate. ■

*Special guest appearance by Lance Armstrong of the USPS Pro Cycling Team!*

# Ratemaking Summit: Part 2

Negotiated service agreements were the focus of discussion at the second session of the Ratemaking Summit called by the Postal Service and the Postal Rate Commission (PRC) to discuss new approaches to pricing postal products and services.

The session, held June 27 in Potomac, MD, was a follow-up to an initial meeting on May 28 that focused on phased rates and ways

to make postal price changes more regular and predictable. This dialogue with mailers and others interested in the ratemaking process is an important part of the Postal Service's Transformation Plan, a blueprint for preserving universal mail service and strengthening the mail system in the future.

Negotiated service agreements "can't be a new concept to most of you," USPS Chief Marketing Officer Anita Bizzotto told partic-

ipants at the second session. "You or your clients probably frequently buy and sell all kinds of products and services through some sort of customized arrangements with your supplier or some sort of negotiated rate agreement." The summit explored how these types of agreements might or might not help the Postal Service in terms of growth and volume.

Working with all segments of the mailing industry, USPS will

continue to explore improvements in the ratemaking process.

Transcripts of the summit are available on the PRC's website at [www.prc.gov](http://www.prc.gov). ■



# National Postal Forum

DEPARTMENT 946, McLEAN, VA 22109-0946  
 PHONE 703/218-5015 FAX 703/218-5020

For NPF Use Only

Batch	_____
Ck No.	_____
Amount	_____

## Registration Form

Boston, Massachusetts September 22-25, 2002

MMS02

Only one registrant per form, please. Photocopy this form for additional attendees.

**TYPE OR PRINT ALL INFORMATION.**

Name: \_\_\_\_\_ Preferred name for badge: \_\_\_\_\_  
First M.I. Last

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ E-Mail: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Telephone number: (\_\_\_\_\_) \_\_\_\_\_ Ext.: \_\_\_\_\_ Fax number: (\_\_\_\_\_) \_\_\_\_\_

Have you ever attended a Forum? Yes No	<b>LEVEL:</b> CEO/President Vice President Director Manager Supervisor Non-Management Other _____	Please indicate the categories which BEST represent your Job Level Function/Title. <i>(CHOOSE ONLY ONE FROM EACH.)</i>		
Are you a member of a PCC? Yes No		<b>FUNCTION:</b>	Fulfillment	Operations
If yes, name of PCC: _____		Administration	Human Resources	Sales & Marketing
<b>ARE YOU A PCC CO-CHAIR?</b> Yes No		Consultant	Information	Trans/Logistics
Industry Association Affiliation: _____	Database	Technology	USPS	
	Financial	Mailing Services	Other _____	

THESE RATES ARE FOR PRE-REGISTRATION ONLY.

RATES ARE PER PERSON.

*On-Site Registration: a \$50 processing fee will be added to all categories except One Day.*

SELECT ONE OF THE FOLLOWING. *(Registration will be accepted ONLY if accompanied by full payment OR Government Training Forms.)*

Full (01).....	\$750	OPTIONAL FEES :	
U.S. Postal Service (20).....	\$695	Guest/Spouse (11) (Food and social functions only) . . .	\$195
Group (02) and PCC Members (per person) .....	\$695	Guest name required: _____	
Business (03) .....	\$650	NPF Golf Tournament, Saturday, Sept. 21, 2002 . . . . .	\$115
Monday (04) .....	\$350		
Tuesday (05) .....	\$350	REGISTRATION <i>(See Note on back of form.)</i>	
Wednesday (06) .....	\$350	Charge \$ _____ to my AmEx MC VISA Discover	

PAYMENT : Check No. \_\_\_\_\_ in the amount of \$ \_\_\_\_\_.

Make checks payable to NPF. (NPF FIN 52-608-0759.)

DO NOT SEND CHECK OR MONEY ORDER FOR HOTEL TO NPF.

SEE FURTHER INFORMATION ON REVERSE SIDE.

Card # \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_

Signature \_\_\_\_\_

HOTEL ASSIGNMENTS WILL NOT BE MADE WITHOUT A PAID AND COMPLETED FORUM REGISTRATION.

INDICATE HOTEL SELECTION. CIRCLE CATEGORY PREFERRED. HOTEL ASSIGNMENTS ARE SUBJECT TO AVAILABILITY.

Preference (1, 2 & 3)		Single	Double
	Sheraton Boston	\$215	\$215
	Marriott Copley Place	\$219	\$219
	Westin Copley Place	\$229	\$229
	Park Plaza	\$179	\$179
	Hilton Back Bay	\$205	\$205
	The Colonnade	\$190	\$190

ARRIVAL Date \_\_\_\_\_ DEPARTURE Date \_\_\_\_\_

**HOTEL GUARANTEE**

AmExpress MasterCard VISA Discover Diners

Card # \_\_\_\_\_ Expiration \_\_\_\_ / \_\_\_\_

*See reverse of this form for more information about hotel reservations.*

Special Requests (handicapped, non-smoking, crib, King, 2 doubles, government rates, etc.):

\_\_\_\_\_  
 \_\_\_\_\_

# Registration and Housing Policies and General Information

*Note: Housing and transportation are not included in the registration fees.*

## Travel Information

**Airline Information.** United Airlines and Delta Airlines are offering a 5% minimum discount to National Postal Forum attendees. Call United at 800-521-4041 **code 550WS** or Delta at 800-241-6760 **code DMN185305A**.

**Car Rental Discounts.** Hertz is the official rental car supplier for the Fall 2002 National Postal Forum. For discounted rates, please call Hertz at 800-654-2240 **code 022J0645**.

## Registration Descriptions

**Full:** Includes the full menu: Business and General Sessions, Exhibits, Welcoming Reception, PCC Event, Continental Breakfasts, Lunches, Wednesday evening event.

**U.S. Postal Service:** Same as Full Registration.

**Group: PCC members pay this rate.** For a group of four or more registrants from the same company, the group rate will be extended if all registrants are submitted at the same time, along with full payment. (Registration includes all other Forum sessions, meals and social activities.)

**Business:** Same as Full or Group Registration except Wednesday evening event.

**Monday:** Includes Business and General Sessions, Exhibits, Continental Breakfast and Lunch on the day chosen.

**Tuesday:** (Same options as Monday)

**Wednesday:** (Same options as Monday)

### OPTIONAL FEES

**Guest/Spouse:** (Food and social functions only)

**NPF Golf Tournament, Saturday, September 21, 2002:** Includes a shotgun start at 1 p.m., greens fees, cart, transportation, awards, lunch, reception and prizes. Forms will not be accepted after September 6. Reservations accepted first-come/first-served.

BE SURE TO MARK APPROPRIATE BOX ON THE FRONT OF THIS FORM.

## Register Now

**Registration Forms and Fees *must be received by September 6, 2002:*** You will receive your full confirmation IN THE MAIL.

**For Registration Forms and Fees after September 6, 2002:** DO NOT MAIL. Bring your forms and fees to register on-site.

## Cancellations

Cancellations received by the National Postal Forum prior to August 16, 2002, are subject to a \$25 processing fee. Cancellations received between August 16, 2002 and September 6, 2002 are subject to a \$100 processing fee. No refunds, full or partial, will be issued for cancellations received by the National Postal Forum after September 6, 2002. All cancellations *must be received in writing by the National Postal Forum. Cancellation of NPF registration will also cancel your hotel room.*

## Send completed Registration Form as follows:

**Paying Registration by check, send to:**

NPF—Boston  
Department 946, McLean, VA 22109-0946

**Overnight must be mailed via U.S. Postal Service Express Mail**

**Paying Registration by credit card, fax to:**

Fax 703/218-5020 — *Do not fax if paying by check.*

## Questions?

Call 703/218-5015

## Hotels

Check-in time 4:00 p.m. Cancellation policy for hotels varies.

**First night deposit or credit card guarantee is required.** DO NOT SEND HOTEL PAYMENT TO THE POSTAL FORUM.

All suites will be assigned by the National Postal Forum. Call 703/293-2315 for further information on rates and availability of suites only.

**NOTE: Hotel reservations will not be made if form does not include arrival/departure dates, paid registration, and credit card information for hotel.**

**Limited Government Rate Rooms are available only at Marriott and Sheraton.** Call 703-218-5015 for rate.

**Confirmation:** Hotels will send confirmations to you within 14 working days of receiving the housing form from NPF.

## USPS Area Hotel Assignments

West .....	Westin
Great Lakes .....	Marriott
Pacific .....	Westin
Southwest .....	Marriott
Eastern .....	Sheraton
New York Metro .....	Sheraton
Northeast .....	Sheraton
Southeast .....	Marriott
Capitol Metro .....	Sheraton



## DIVERSE, AND IT SHOWS

For the third year in a row, the Postal Service ranks among the top of the nation's major companies in embracing diversity.

USPS is eighth on *Fortune* magazine's latest "Best Companies for Minorities" list. Notably, the Postal Service remains the highest-ranked transportation/delivery service provider for the third consecutive year.

*Fortune's* selection was based on the Postal Service's commitment to hiring, promoting and retaining an inclusive workforce.

## BIG BUSINESS

USPS is ranked 29th in *Fortune* magazine's Global 500 listing of the world's largest corporations, up from 33rd the previous year.

Top honors went to Wal-Mart, with revenue of \$219.8 billion and nearly 1.4 million employees. USPS, with revenue at \$65.8 billion, was second on the list in number of employees. These rankings are based on 2001 performance.

Rounding out the top 10 were ExxonMobil, General Motors, BP, Ford Motor, Enron, DaimlerChrysler, Royal Dutch/Shell Group, General Electric and Toyota Motor. USPS is the

highest-ranked postal service and delivery company.

## AUDITOR SELECTED

The Postal Service Board of Governors announced the selection of Ernst & Young LLP as its independent auditor to perform external auditing services for USPS.

The competitively awarded five-year contract, with an option for renewal of up to 36 months, has an estimated value of \$11.6 million. In line with previous USPS policy, its external auditor will not provide the Postal Service consulting work for the duration of its contract.



He elevated a soup can to a modern work of art. Andy Warhol, a leading figure in the pop art movement, is honored on a stamp.

## MEMO to MAILERS

Volume 37 Number 8

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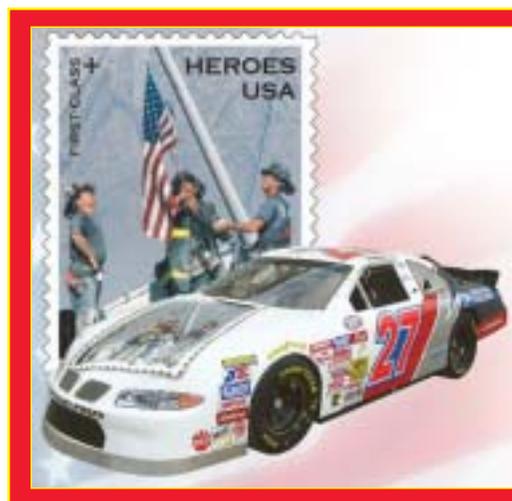
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## A "HEROES" FINISH

The Heroes of 2001 stamp made its NASCAR debut at Daytona International Speedway. A replica of the stamp covered the hood of a racecar driven by Jamie McMurray, who finished fifth in the Stacker 2/GNC Live Well 250 Busch Series race. McMurray and the Brewco Motorsports team volunteered to help promote the stamp, which raises funds to provide assistance to families of emergency relief personnel killed or permanently disabled in the line of duty in connection with the Sept. 11 terrorist attacks.

## Click! You've got postal information

**B**usiness Mail Acceptance/Business Mailers Support (BMA/BMS) is proud to announce the launch of their new website — [www.pilot.usps-postalone.com/nonsecure/bma](http://www.pilot.usps-postalone.com/nonsecure/bma).

It's a resource site for both USPS and its customers. There's information about BMA/BMS

programs and policies, including MERLIN (Mail Evaluation Readability and Lookup Instrument) and Mail Preparation Total Quality Management. You can learn about training programs such as The Business Mail Academy in Norman, OK, and the BMEU (Business Mail Entry Unit) Profi-

ciency Program. There also are helpful links to USPS Web pages.

And don't forget, MERLIN information also is available at [www.usps.com/merlin](http://www.usps.com/merlin).

Change Service Requested

# Lance, U.S. Postal team win four in a row!

Lance Armstrong is the only American ever to win the Tour de France four times and one of only five cyclists in history to dominate cycling's most arduous competition.

With the support of an outstanding USPS Pro Cycling Team, Armstrong wrapped up his fourth straight victory, rolling across the finish line in Paris with an overall lead of 7 minutes, 17 seconds.

Armstrong praised his teammates, saying "I don't know how

a team could be stronger." All nine members of the USPS Pro Cycling Team finished the Tour.

As a cancer survivor, Armstrong has been an inspiration to many people — not just sports fans.

He says he plans to continue riding the Tour. Armstrong's contract with the team runs through the 2004 season. ■

