

MEMO to MAILERS

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Speak up on the future of USPS

Here's your chance. The U.S. Postal Service is asking its stakeholders to join the discussion of how USPS can best serve them and the American economy in the 21st century.

At the request of Congress and the Comptroller General, the Postal Service is preparing a Comprehensive Transformation Plan that will address the challenges of serving the American public into coming years. As part of this effort, stakeholder comments are being sought on the Outline for Discussion: Concepts for Postal Transformation. It's an open invitation to mailers, small businesses, the general public — anyone with an interest in where USPS is heading — to join the discussion.

To best serve the needs of the American people and the U.S. economy, what should America's postal system be like in the new century? What should the core services of the future Postal Service be? How should the nation structure a future postal system to be as productive as possible? These are some of the questions raised in this document.

The Outline for Discussion is available on the Postal Service's website at www.usps.com/strategicdirection or at www.usps.com, use the keyword "transformation." The comment period for this document has been extended until Jan. 31, 2002.

Those responding are encouraged to e-mail their comments to transformation@email.usps.gov. Those wishing to

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Moving forward

As we enter a new year, "each of us in the Postal Service continues to work to deliver secure, affordable and universal mail service to the people of America," says

Postmaster General John E. Potter. "That is our job and that is the job that we will continue to do."

Faced with unprecedented challenges in recent months, Postal Service employees have continued to do their jobs with courage and resolve, determined to keep Americans in touch, says Potter. The Postal Service

has been a reliable, trusted provider of communications for more than two centuries and, as the hub of a \$900 billion industry, "we are working to keep this critical, national asset

strong and vibrant into the future," he says.

The Postal Service is pursuing joint strategies of growing revenue and managing costs.

A comprehensive transformation plan will help to position the Postal Service for success well into the 21st century, says Potter.

"Through unprecedented adversity, including the loss of two members of the postal family, the 800,000 men and women of USPS have continued to come to work and proudly uphold the principles

of universal delivery service," says Potter. "As we enter the new year, be assured that America can continue to count on us." ■

"We are working to keep this critical, national asset strong and vibrant into the future."

-Postmaster General John E. Potter



Postal Inspection Service

Safeguarding the mail and postal employees

“The efforts of the women and men of the Postal Inspection Service, particularly in light of the events of Sept. 11, have brought new meaning to safeguarding the mail and postal employees,” said Chief Postal Inspector Ken Weaver as the Inspection Service’s 2001 Annual Report of Investigations was released. The report highlights the investigative, security and crime prevention activities of the Inspection Service, which is the law enforcement arm of the Postal Service.

U.S. Postal Inspectors last year made 11,873 arrests, with 54 percent of the arrests for mail theft. With more than 650 million letters traveling across the country and around the globe every day, mail thieves have a number of opportunities to steal mail. Of special interest to thieves is the personal information that can be used to “steal” someone’s identity – and their money. Thieves also look for valuable mail containing credit cards, checks or merchandise that can be converted to cash.

Con artists continue to prey on the American public. Postal Inspectors

responded to over 66,000 mail fraud complaints, resulting in 3,475 investigations. As a result, 1,691 criminals were arrested on mail fraud charges, and Inspectors recovered approximately \$1.2 billion through court-ordered and voluntary restitution. Crime prevention and investigative efforts continue to show positive results. The report shows a five-year decline in robberies, from 233 in 1997 to 89 in 2001. Assaults and threats on postal employees also dropped for the fifth straight year, from 1,426 in 1997 to 799 in 2001.

In addition to numerous cases involving bombs, threats and injurious items in the mail, Postal Inspectors arrested 335 suspects for mail-related child sexual exploitation offenses. As a result of Inspection Service investiga-

tions, 124 child molesters were identified and 114 child victims saved from further abuse. In August 2001, Chief Postal Inspector Weaver and Attorney General John

Ashcroft announced the successful completion of a two-year investigation, dubbed Operation Avalanche, which dismantled the largest-known commercial child pornography enterprise ever uncovered.

Postal Inspectors aggressively investigate drug trafficking through the mail. Investigations into illegal narcotics mailings resulted in the arrest of 1,662 individuals and the seizure of more than 8,000 pounds of illegal drugs and more than 288,000 units of steroids, plus more than \$3.5 million in cash and monetary instruments, 20 vehicles and 64 firearms.

In their role as protectors of the

Postal Service’s assets and revenue, Postal Inspectors secured almost \$100 million in cost savings as a result of workers’ compensation fraud investigations.

Sept. 11, 2001, brought new challenges to the Postal Inspection Service. Postal Inspectors joined other federal, state and local law enforcement agencies to respond to the terrorist attacks. Inspectors from New York, Washington, DC and Pennsylvania reported to the crash sites to assist with evidence collection.

Following the discovery of anthrax-laced letters, Postal Inspectors have partnered with the FBI and other agencies to track down the mailer. Inspectors have investigated thousands of anthrax hoaxes, threats and suspicious letters and packages over the past few months. A reward of up to \$1.25 million is being offered for information leading to the arrest and conviction of those responsible for the anthrax mailings.

To view the Inspection Service 2001 Annual Report online, go to www.usps.com/postalinspectors. ■



Speak up on the future of USPS

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send written comments should mail them to: Julie S. Moore, Executive Program Director, Office of Transformation, Strategic Planning, Room 4011, United States Postal Service Headquarters, 475 L'Enfant Plaza SW, Washington DC 20260-1520. ■

National Consumer Protection Week

The Postal Service Office of Consumer Advocate is partnering with the Postal Inspection Service to educate consumers about deceptive mailings during National Consumer Protection Week, Feb. 4-9.

Consumer fraud is a big business and, based on the Inspection Service’s receipt of about 75,000 consumer fraud complaints each

year, it’s a continuing threat to the American consumer.

Preserving the integrity of the U.S. Mail for consumers is being accomplished through vigorous law enforcement, public education and crime prevention efforts. Strengthening government regulations is also very important. The Deceptive Mailing and Enforcement Act protects consumers

against deceptive mailings and sweepstakes practices by establishing standards for sweepstakes mailings, skill contests and facsimile checks; restricting government look-a-like documents; and creating a uniform notification system that allows individuals to remove their names and addresses from all major sweepstakes mailing lists at one time. ■

East goes east, west goes west

THE CHALLENGE

Shareholders want to know: How are my investments doing? Franklin Templeton Investments, with headquarters in San Mateo, CA, wants to make sure its clients have the answer to that question as quickly and efficiently as possible. The company provides investment management, distribution and shareholder services to Franklin, Templeton, and Mutual Series mutual funds and private accounts.

With customers watching the financial markets closely, could the firm improve delivery time for statements mailed to its customers? And could it reduce costs while doing so?

THE SOLUTION

Franklin Templeton turned the challenge over to its Output Automation team, which then contacted USPS Account Manager Charles Curry for assistance.



Franklin Templeton's Output Automation team worked with USPS to deliver world-class service to investors. Team members are: (standing left to right) Mark Talboo, Rick Garner (sitting left to right) Alex Vilgorin, Leah Mears, Scott McIntosh, Alvin Phillips, John Maruszak, Fran Mikuta, George Orlando and John Swager.

"The most rewarding part of consulting with the Output Automation team was the conscientious way that Franklin Templeton fine tuned their processes to obtain better mail delivery to their customers," says Curry.

Franklin fund information was being mailed from the West Coast, while Templeton and Mutual Series information was being mailed from the East Coast. The team decided to implement geographical mailings, with customers

receiving mail from the facility located closest to their address rather than from the site that manages their funds.

The team also modified the company's statement and check stock by removing the pre-printed return address on the statement stub/deposit slip.

THE RESULT

Talk about a fast track solution. This 90-day business initiative streamlined mail production, enhanced customer service through improved delivery, shortened turn-around time for customer responses, and reduced overhead. Total savings are estimated at \$225,000 per year.

One of the goals of the Output Automation Team was to deliver world-class service as efficiently as possible.

And the United States Postal Service is helping them deliver on that. ■

Keeping POSTED

News from and for Postal Customer Councils® www.usps.com/nationalpcc

WELCOME ABOARD!

THE PCC COMMUNITY WELCOMES NEW CO-CHAIRS.

INDUSTRY CO-CHAIRS ARE:

- Pamela Cohen, Amica Mutual Insurance Co., Providence, RI PCC;
- Kristi Jones, Global Mail, Northern UT PCC;
- Dennis Kaylor, Our Sunday Visitor, Ft. Wayne, IN PCC;
- Don Poorman, Army Times Publishing Co., Metropolitan Washington (MD/DC/Northern VA) PCC;
- Robert Prevost, Greater Baton Rouge, LA PCC.

POSTAL CO-CHAIRS ARE:

- Mark Anderson, postmaster, St Louis, MO, Greater St Louis PCC;
- John Cooke, postmaster, East Moline, IL, Mississippi Valley (IA/IL) PCC;
- Carl Grigel, acting postmaster, Phoenix, AZ, Greater Phoenix PCC;
- Don Knoth, postmaster, Jefferson City, MO, Capitol City, MO PCC;
- Al Lazaroff, district manager, Philadelphia, PA, Greater Philadelphia PCC;
- James McNally, postmaster, Wilkes-Barre, PA, Northeast PA PCC;
- Jeff Wittwer, postmaster, Hyrum, UT, Northern UT PCC.

IT'S IN THE MAIL

By now, PCCs should have received: 1) San Diego survey, 2) PCC awards criteria, 3) "Meetings in a Box" National Postal Forum highlights video; and 4) "Meetings in a Box" PCC Leadership Conference highlights video.

If you have any questions, suggestions or comments, please send your feedback via the PCC website, www.usps.com/nationalpcc. ■

Tampering with mail will get you a new home, new friends, & a new job.



If you suspect
anyone is stealing or
tampering with the mail,
contact your local
U.S. Postal Inspectors.

TAKING THE MYSTERY OUT OF PERIODICALS

Due to the overwhelming popularity of the U.S. Postal Service's course on Periodicals mailings, USPS is pleased to offer three more opportunities to catch this great course. If you missed it the first time, then you should definitely sign-up for it this time.

Did you know there are advertising limitations with Periodicals? Are you sure you are mailing at the lowest postage rate? Do you know that not understanding the characteristics and content of a publication can cost you thousands of dollars in additional postage? If your answer to any of these questions is a resounding "no" then read on.

The Postal Service has discovered that many of its customers are unfamiliar with Periodicals mailings and the different standards and fees that apply to discounts. This comprehensive three-day course, *Content and Preparation of Periodicals Mailings*, is provided in a classroom setting over a period of three full days. You will leave with a complete understanding of how to correctly identify and define advertising in Periodicals, measure the percentages in marked copies, learn about the application process, and the preparation requirements to receive the discount in postage. Managers, supervisors and advertising executives will all benefit from this comprehensive three-day workshop on the essentials of Periodicals mailing.

Unlike other courses and training that have only highlighted small segments of this complex industry, this essential course delivers the skills and knowledge critical to ensuring a successful Periodicals mailing, whether you are a novice or an expert.

The course is being offered at both the National Center for Employee Development (NCED) in Norman, OK, and the William F. Bolger Center for Leadership Development in Potomac, MD.

Course dates:

March 5-7, 2002	Norman, OK
April 8-10, 2002	Potomac, MD
June 25-27, 2002	Norman, OK

To enroll, complete the attached registration form. The fees are:

- The William F. Bolger Center for Leadership Development, Potomac, MD
\$1,050 per student
- The National Center for Employee Development, Norman, OK
\$850 per student

Fees include lodging, three meals per day and all course materials.

Topics covered over the three days are:

- Basic Elements and Categories of Periodicals
- Rate Eligibility
- Original Entry Application Process and Additional Entry, Reentry, or Special Rate Request
- Content and Characteristics, Measuring Advertising
- Preparation, Documentation and Statement of Ownership

Why spend valuable time learning or fine tuning these critical skills through trial and error? Get the solutions that other successful managers, supervisors and advertising executives are using to succeed with Periodicals mailings. Remember, even if you think you are an expert in your field, it is constantly changing and there is always new information to be learned.

If you have any questions, or need more information about the course, call Tom Myers at 703-292-3544.



Content and Preparation of Periodicals Mailings

Registration Information

You may register by mail, fax, or phone.

It is in your best interest to pay for your seat at the time you register to secure your seat. You may pay by credit card or check. Until payment is received you will appear on our "tentative list" and your seat may be given to another student presenting payment. Payment must be processed before the start of the class.

For classes at the William F. Bolger Center for Leadership Development, Potomac, MD

1. Register by phone for fast service. Call 202-268-7738 and one of our customer service representatives will be happy to take your enrollment.
2. Fax your registration and credit card information to 202-268-5879.
3. Mail your registration and payment to: US Postal Service, 475 L'Enfant Plaza, SW, Washington, D.C. 20260-4215, ATTN: Debbie Branagan, Room 1P-650.

For classes at the National Center for Employee Development, Norman, OK

1. Register by phone for fast service. Call 405-366-4639 and one of our customer service representatives will be happy to take your enrollment.
2. Fax your registration and credit card information to 405-366-4012.
3. Mail the registration form and payment to: US Postal Service, NCED, 2701 East Imhoff Road, Norman, OK 73071-1198, ATTN: BRJ, Business Mail Academy.

The enrollment fee includes student lodging, three meals per day and all course materials.

Please print or type

Name and Title: _____

Company

Mailing Address: _____

City, State, ZIP+4: _____

Email Address: _____

Telephone: _____

Ext. _____

Fax: _____

Federal ID Number: _____

Payment Information (please pay before the seminar)

Location:

- William F. Bolger Academy for Leadership Development, Potomac, MD (\$1,050 per student)
- National Center for Employee Development (NCED), Norman, OK (\$850 per student)

Confirming phone registration: # _____

Check enclosed payable to US Postal Service

Check # _____

Check Amt. _____

Charge to:

- Mastercard
- Visa
- Discover/Bravo
- AmEx
- Diners Club
- Other

Card Number _____

Expiration date _____

Signature _____





IT WILL GET USPS FIELD TEST

This "IT" was made for walking, or is it standing, or gliding?

In any case, the Segway Human Transporter, also known as "IT" or "Ginger," will be moving postal employees along with their mail during field tests this year.

The two-wheeled battery-pow-

ered device is designed for a single standing rider. DEKA Research and Development of Manchester, NH, has agreed to provide USPS prototype equipment developed by the company for possible use in postal operations.

USPS RECEIVES ADVERTISING HONOR

The American Advertising Federation recognized the Postal Service with one of its inaugural Mosaic Awards, which celebrate extraordinary achievements in diversity and multicultural marketing.

USPS was honored for years of outreach into multicultural communities and most recently making history when it contracted directly with minority-owned advertising agencies.

Other corporate Mosaic Award honorees include Leo Burnett U.S.A., Lincoln Mercury, PepsiCo, The Procter and Gamble Company, and Verizon Communications.

2002 OLYMPIC GAMES

Fifty Postal Inspectors will be assigned to the 2002 Winter Olympic Games in Salt Lake City, UT.

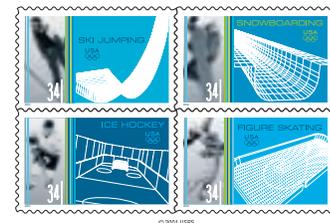
Their primary mission is the safety and security of postal employees, postal assets and Olympic mail.

To ensure confidence in the mail delivered to secure Olympic venue sites, Postal Inspectors will conduct screening of mail prior to delivery.

GET THE FACTS

Go to www.usps.com for the latest USPS news.

Look for CHECK IT OUT! on the right side of the page and click on "Security of the Mail." Find *Latest Facts Update* in a box on the right side.



Ahead of the Winter Olympics, USPS issued commemorative stamps depicting four popular winter sports: ski jumping, snowboarding, ice hockey and figure skating.

MEMO to MAILERS

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Letter Carrier Delvin Johnson of Friendship Station, Washington, DC, delivers to the Holsten family, who praised Johnson's dedication and effort during a segment on *The Oprah Show*.

Change Service Requested

60-day limit for refunds of unused meter stamps

USPS Postage Technology Management is revising the Domestic Mail Manual to reduce the time limit for obtaining a refund for unused meter stamps.

Effective Jan. 1, 2002, the time limit for unused meter stamps will change from 1 year to 60 days for all postage evidencing systems except PC Postage™ systems. Unused meter stamps must be submitted by the licensee to the licensing post office for refund within 60 days of the date printed on the meter stamp. (Unused PC Postage indicia must be submitted for refund to the system provider within 30 days of the date printed.)

A grace period has been estab-

lished to allow time for customers to submit unused meter stamps already on hand. Unused meter stamps printed between March 1, 2001, and Dec. 31, 2001, may be submitted for refund until March 31, 2002.

The following procedures must be followed for refund requests for unused meter stamps submitted to the licensing post office:

- All refund requests presented to a postal office for unused meter stamps must include proof that the person or entity requesting the refund is the licensee for the postage meter (postage evidencing system) that printed the meter stamp. Proof could include for example, a lease, contract or rental agreement.

United States Postal Service
**Application and Voucher for Refund
of Postage, Fees, and Services**
(Please type or print legibly.)

Customer: Complete in duplicate by typewriter, or print in ink, and submit with envelope, wrapper, or portion having names and addresses of sender and addressee, canceled postage, and postal markings.

Privacy Act Statement: The collection of this information is authorized by 39 USC 401, 404, and 1206; Pub. L. 104-134. This information will be used to reimburse you when no service is rendered or when postage and fees are paid in excess of the lawful rate. As a routine use, the information may be disclosed to an appropriate government agency, domestic or foreign, for law enforcement purposes; where pertinent, in a legal proceeding to which the USPS is a party or has an interest; to a government agency in order to obtain information relevant to a USPS decision concerning employment, security clearances, contracts, licenses, grants, permits, or other benefits; to a congressional office at your request; to an expert, consultant, or other person under contract with the USPS; to fulfill an agency function; to a Federal Records Center for storage; to the Office of Management and Budget for review of private relief legislation; to an independent certified accountant during an official audit of the USPS finances; to an investigator, administrative judge or complaints examiner appointed by the Equal Employment Opportunity Commission for investigation of a formal EEO complaint under 29 CFR 1614; to the Merit Systems Protection Board or Office of Special Counsel for proceedings or investigations involving personnel practices and other matters within their jurisdiction; to a labor organization as required by the National Labor Relations Act; to the Department of the Treasury for cross-matching under the Treasury Offset Program; and to a requester, the name and address of the owner of leased property, or of the payee when different from the owner. Completion of this form is voluntary; however, if this information is not provided, a refund will not be considered.

Part 1 - Application (Completed by customer)

Customer/Company Name (Print or Type)	Telephone Number (Include area code)
Mailing Address (No., Street, Ste./Apt. No., City, State, and ZIP + 4)	Amount of Refund Request \$

- Refund requests must be submitted to the postmaster at the licensing post office with Form 3533 within 60 days of the date in the meter stamp.

- Refunds are only made for complete, legible, valid and unused meter stamps printed on unmailed envelopes, wrappers, or labels. The refund request must be submitted with the complete envelope or wrapper showing the addressee's name and address (including the window on a window envelope). Meter stamps printed on labels or tapes not stuck to wrappers or envelopes must be

submitted loose, unstapled and not affixed to any other paper in any manner.

- If any part of the meter stamp is printed on more than one envelope or card (known as "shingling"), all pieces must be fastened together to show that they represent one meter stamp.

Users of PC Postage systems must follow procedures established by their provider in accordance with Postal Service requirements. The provider may charge for refund processing. ■