

# MEMO to MAILERS

Delivering  
**smart,  
safe**

and  
**secure**



**T**here's something new from the Postal Service under the NetPost electronic commerce umbrella. It's called NetPost.Certified. In a nutshell, it's an electronic version of Certified Mail.

This new Internet-based service enables government agencies to secure and authenticate electronic correspondence. Using the Postal Service's Electronic Postmark and Certificate Authority, NetPost.Certified allows government users to obtain a USPS-issued digital certificate. This digital certificate is stored on a NetPost.Certified smartcard, which enables users to send electronic files securely and privately to government computers.

"NetPost.Certified was specifically designed

to support e-government initiatives by expediting the movement of documents online and assuring users that those documents sent electronically would be secure and private at all times while in transit," says Deputy Postmaster General John Nolan.

The Social Security Administration (SSA) is the first federal agency to sign up for this service, and plans are to use NetPost.Certified for several applications, including obtaining vital statistics records from state governments.

"One of our goals is to create an electronic infrastructure that will enable our customers, anywhere in the world, to securely send us an electronic package of information and for us to reply to them in kind," says SSA Deputy

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## PMG TO LEAVE IN MAY

**P**ostmaster General William J. Henderson says he will leave the Postal Service at the end of May when he completes his three-year commitment to serve in the post. He says he will pursue career opportunities in the private sector.

Henderson expressed thanks to the 800,000 employees of the Postal Service for helping to achieve record-setting performance and productivity. He says he's particularly proud of being able to get the organization to focus on setting high expectations and then exceeding them. And the results have been impressive.

On-time delivery performance for local First-Class Mail has jumped 10 points since 1994, and the score of 94 percent recorded in the last quarter of fiscal year 2000 marked the 12th consecutive quarter that national overnight delivery scores

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## NETPOST.CERTIFIED

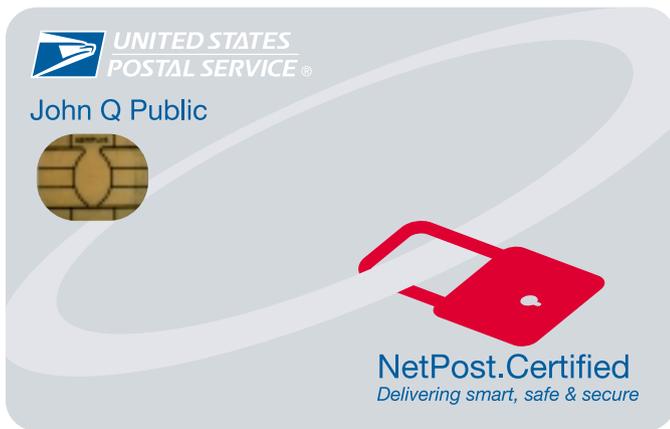
continued from page 1

Commissioner Bill Halter. "With NetPost.Certified, the Postal Service is providing us with an opportunity to test and integrate technology that will help us reach that goal."

The Postal Service worked with an AT&T team, which included IBM, to deliver man-

agement, technical and support resources necessary for NetPost.Certified to meet specific government requirements. In addition to using the Postal Service's Electronic Postmark and Certificate Authority, NetPost.Certified uses technology from Cylink, WareOnEarth Communications, GemPlus, PubliCARD, RSA, TecSec, KeyCorp and ValiCert.

It will cost 50 cents to send a document using the service,



agement, technical and support resources necessary for NetPost.Certified to meet specific government requirements. In addition to using the Postal Ser-

vice's Electronic Postmark and Certificate Authority, NetPost.Certified uses technology from Cylink, WareOnEarth Communications, GemPlus, PubliCARD, RSA, TecSec, KeyCorp and ValiCert. It will cost 50 cents to send a document using the service, regardless of the size of the file. Any revenue from the deliveries will be split among the Postal Service, AT&T, IBM and the other vendors. ■

## NETPOST.CERTIFIED

### QUESTIONS and ANSWERS

#### Q. Why is the Postal Service offering this new service?

**A.** The Postal Service has a long, proud tradition of binding the nation together through correspondence — and a long-standing commitment to protecting the most private documents and information of the American people. NetPost.Certified enables the Postal Service to incorporate the protection and integrity of hard-copy mail with the quality, convenience and speed of Internet communication. In addition, NetPost.Certified allows the Postal Service to assist other federal agencies in the performance of their missions.

#### Q. Is this service available for anyone?

**A.** At this time, NetPost.Certified is only being used as directed by the federal government to enable secure, electronic business transactions between agencies and their customers.

#### Q. Who owns and manages the database?

**A.** The database containing information supplied by the user is owned and protected by the U.S. Postal Service. The Postal Service utilizes its data center network to manage this information in a secure environment. The network includes the Postal Service National Address Information Center in Memphis, TN, and two data centers — one in San Mateo, CA, and one in Raleigh, NC.

#### Q. Who owns the smartcards?

**A.** The back of the card states that the card is the property of the U.S. Postal Service. Theft or illegal use of the Postal Service-provided and -owned smartcard would be the same as theft or illegal use of a postal-owned piece of property.

## PMG TO LEAVE

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hit or exceeded the 93 percent mark. In addition, customer satisfaction measurement has increased dramatically since 1994. Today, 30 percent of those surveyed rate postal service as "excellent," compared with 15 percent six years ago.

The recently announced business alliance with FedEx, he says, will only work to improve the reliability and dependability of expedited and First-Class Mail service, while providing dramatic

savings in air transportation costs.

The Postal Service also is expanding and improving the real-time information its systems are providing to major mailers through the Information Platform.

As information technology and electronic communications continue to transform traditional ways of communicating and conducting business, Henderson says new products and services — eCommerce focused and Web

enabled — will make the agency's core businesses more efficient and meet customers' changing needs.

Looking forward, Henderson says the Postal Service's journey toward excellence gets no easier. Constrained by regulations nearly three decades old, the Postal Service must continue to press for regulatory reform to establish a new charter that includes pricing flexibility, the ability to introduce new products defined by cus-

tomers' needs and investment versatility.

"This is an exciting time for the Postal Service, and my plate will be full between now and May," he says, adding that he will focus on implementing the new business alliance with FedEx, moving legislative reform forward, and pursuing other opportunities to keep the Postal Service on the path of relevance, value and growth. ■

# TRY IT YOU'LL LIKE IT

**By 2005, more  
than 40 million  
households will  
be paying their  
bills online.**

**Will your  
company be  
ready?**

**W**hether you're a business ready to enter the world of electronic billing or a consumer wanting to pay bills online, the Postal Service offers a secure and economical solution — USPS eBillPay™. The Postal Service's electronic bill presentment and payment system scores high with Internet industry watchers, who consider it a top choice for paying bills online.

For businesses, the USPS eBillPay program offers a complete package for the conversion of paper bills to electronic bill presentment and payment. Looking for software to build a biller-direct site as part of a webpage? Want someone else to host the site? Want to create a customer-interactive statement with true one-to-one marketing capabilities? USPS eBillPay is ready to offer customized solutions to fit your needs.

With USPS eBillPay distribution of your electronic bill statements, payments, late notices, change orders and customer information letters, you have the confidence of the Postal Service brand and the same privacy and security you have come to expect from over 200 years of experience in handling these transactions.

Through the Postal Service's partnership with CheckFree, USPS eBillPay has acquired the latest encryption technology to safeguard the electronic transmission of e-bill statements and payments. And with the addition this spring of the USPS Electronic Postmark™, billers and consumers will know with confidence if any electronically transmitted information has been changed.

Want to focus on your core competencies and outsource both electronic and paper bill

processing? With the one-stop solution offered by the USPS, even your paper bills can be efficiently handled through USPS eBillPay options.

Specialized software is available to enhance billing statements to include such features as an online bill dispute process, customized one-to-one marketing messages and new product announcements. With all of the marketing and customer service possibilities — a bill isn't just a bill anymore!

By encouraging your customers to sign up with USPS eBillPay to receive and pay their bills, your company can enjoy a 20 percent discount on the distribution costs to other customer service providers/portals. Co-marketing opportunities include banner ads, hyperlinks to our site and co-branding with one of the most highly recognized and trusted brands in America — the United States Postal Service.

By 2005, more than 40 million households will be paying their bills online. Will your company be ready?

If you would like to have a customized solution crafted for your entrance into the world of electronic bill presentment and payment, and all of the possibilities to enhance communication and marketing to your customer base, please contact your USPS account manager.

And while you're at it, why not set up an individual account for yourself? The consumer service is updated and enhanced with many new features, including the ability to download payment transactions to personal financial software. You can sign up for eBillPay at [www.usps.com](http://www.usps.com). For consumers, the first six months of service are free. ■





**“Postal Ad Network...  
A nationwide reach”**

## POSTAL AD NETWORK Spreading your brand across America

First came the initial launch with Lance Armstrong co-advertising with VISA on Priority Mail envelopes. Then came Expedited/Package Services and America Online on 10,000 delivery vehicles in the top 11 major postal markets. In response to the growing needs of the marketplace for new and exciting advertising media, the Postal Service is now offering collection boxes,

billboards, Internet pages and a variety of its ubiquitous properties for advertising purposes.

“We are enhancing our core products to be more valuable and relevant in today’s marketplace by focusing on new services that produce better results for our customers, reduce costs and make us easier to do business with in the new century,” says John Ward, vice president, Core Business Marketing.

The Postal Ad Network, a unit

of Core Business Marketing, is expanding the Postal Service’s communications mission beyond its suite of traditional products such as direct mail. USPS is now offering new and innovative media for its customers to promote their brands, products and services.

“The Postal Ad Network gives advertisers the opportunity to benefit from the strength of the Postal Service brand by making postal assets available for integrated co-advertising campaigns. Those who choose to ‘Get Seen with Us’ can have their messages seen across the United States,” says Richard Arvonio, manager of the Postal Ad Network. “Our reach, frequency and penetration are unparalleled and the strength of the Postal Service brand is recognized worldwide. For advertis-

ers, this opportunity is a recipe for success,” says Arvonio.

Ward says Postal Service customers are already very supportive of the concept. “We will continue to reach out to expand these new revenue opportunities,” says Ward. “And we are very excited about how much interest there is from top corporations that want to partner with us to promote their brands’ products and services. The relationships we are building also have paved the way for more comprehensive long-term strategic partnerships.”

If you have questions or comments about this new advertising effort by the Postal Service, please contact John Ward at 1735 N. Lynn St., Suite 6019, Arlington, VA 22209-6001, or by e-mail at [jward@email.usps.gov](mailto:jward@email.usps.gov). ■



# National Postal Forum

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

## Registration Form

Orlando, Florida ■ March 25-28, 2001

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

**PLEASE TYPE OR PRINT ALL INFORMATION.**

For NPF Use Only

Batch	_____
Ck No.	_____
Amount	_____

MMS01

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

Company: \_\_\_\_\_ Title: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

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

*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.)

*Rates are per person.*

<input type="checkbox"/> <b>Full (01)</b> .....\$750 Includes the full menu: Business and General Sessions, Exhibits, Welcoming Reception, PCC Event, Continental Breakfasts, Lunches, Wednesday evening event.	<input type="checkbox"/> <b>Monday (04)</b> .....\$350 Includes Business and General Sessions, Exhibits, Continental Breakfast and Lunch on the day chosen.
<input type="checkbox"/> <b>U.S. Postal Service (20)</b> .....\$695 Same as Full Registration.	<input type="checkbox"/> <b>Tuesday (05)</b> (Same options as Monday) .....\$350
<input type="checkbox"/> <b>Group (02) (per person)</b> .....\$695 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.)	<input type="checkbox"/> <b>Wednesday (06)</b> (Same options as Monday) .....\$350
<input type="checkbox"/> <b>Business (03)</b> .....\$650 Same as Full or Group Registration except Wednesday evening event.	<b>OPTIONAL FEES:</b>
	<input type="checkbox"/> <b>Guest/Spouse (11)</b> (Food and social functions only) .....\$195 Guest name required: _____
	<input type="checkbox"/> <b>NPF Golf Tournament, Saturday, March 24, 2001</b> .....\$115 The Celebration Golf Club includes a shotgun start at 1 p.m., greens fees, cart, transportation, awards, lunch, reception and prizes. Forms will not be accepted after Feb. 23. Reservations accepted first-come/first-served.
	<input type="checkbox"/> <b>NPF 5K Walk/Run, Tuesday, March 27, 2001</b> .....\$ 15

**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 cancellation penalty information on reverse side.

**REGISTRATION** (See Note on back of form.)  
 Charge \$ \_\_\_\_\_ to my  AmEx  MC  VISA  Discover  
 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.**

**NO GOVERNMENT RATE ROOMS AVAILABLE IN NPF BLOCK.**

Preference (1, 2 & 3)		Single	Double
	Peabody Hotel	\$229	\$229
	Executive King	\$254	\$254
	Club Level	\$279	\$279
	Rosen Centre	\$172	\$172
	Club Level	\$212	\$212
	Rosen Plaza	\$167	\$167
	Wyndham	\$149	\$159
	Junior Suite	\$169	\$179

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

**HOTEL GUARANTEE**  AmEx  MC  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, etc.): \_\_\_\_\_

Visit us on the Internet at [nfp.org](http://nfp.org) or at [NationalPostalForum.org](http://NationalPostalForum.org)

(Over)

CUT ALONG DOTTED LINE

# Registration and Housing Policies and General Information

## National Postal Forum Orlando, Florida ■ March 25-28, 2001

*Note: Housing and transportation are not included in the Registration Fees.*

### Register Now

**Registration Forms and Fees must be received by March 9, 2001:** You will receive your full confirmation IN THE MAIL.

**For Registration Forms and Fees after March 9, 2001:** DO NOT MAIL. Bring your forms and fees to register on-site.

### Cancellations

Cancellations received by the National Postal Forum prior to Feb. 23, 2001, are subject to a \$25 processing fee.

Cancellations received between Feb. 23, 2001 and March 9, 2001 are subject to a \$100 processing fee.

No refunds, full or partial, will be issued for cancellations received by the National Postal Forum after March 9, 2001.

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–Orlando  
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. These are resort hotels. Therefore, the majority of rooms will be double/double.

**First night deposit is required and will be immediately charged to credit card. 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.**

**No Government Rate Rooms are available in NPF block.**

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

### USPS Area Hotel Assignments:

Southeast .....	Peabody
Mid-Atlantic .....	Rosen Centre
Allegheny .....	Rosen Centre
New York Metro .....	Peabody
Northeast .....	Peabody
Great Lakes .....	Rosen Centre
Midwest .....	Rosen Plaza
West .....	Rosen Plaza
Southwest .....	Rosen Centre
Pacific .....	Rosen Plaza
DC Metro .....	Rosen Plaza



## NEW CHAIRMAN, VICE CHAIRMAN AT USPS BOARD OF GOVERNORS

Robert F. Rider of Rehoboth Beach, DE, was elected to a one-year term as chairman of the Board of Governors of the U.S. Postal Service. The board also elected S. David Fineman of Philadelphia, PA, to a one-year term as vice chairman.

As chairman, Rider heads the 11-member Board of Governors, which oversees the Postal Service.

Rider is the chairman and chief executive officer of O.A. Newton and Son Co., with diversified divisions in agriculture and design/manufacturing of materials handling equipment.

Fineman is the president of Fineman and Bach, P.C., a 25-lawyer firm in Philadelphia.

## NEW CO-CHAIR AT MTAC

MTAC — the Mailers' Technical Advisory Committee — has a new industry co-chair. Joe Lubenow, vice president of postal affairs for Experian Direct Technology, Schaumburg,

IL, began his term as industry co-chair in January. Previously, Joseph P. Schick, director of postal affairs, Quad/Graphics, New Berlin, WI, held that post. John Wargo, vice president, Strategic Marketing, remains the postal co-chair.

MTAC consists of representatives from the Postal Service and mailing industry associations. Its mission is to share technical information, advice and recommendations on matters concerning mail-related products and services in order to enhance customer value and expand the use of these products and services for mutual benefit.

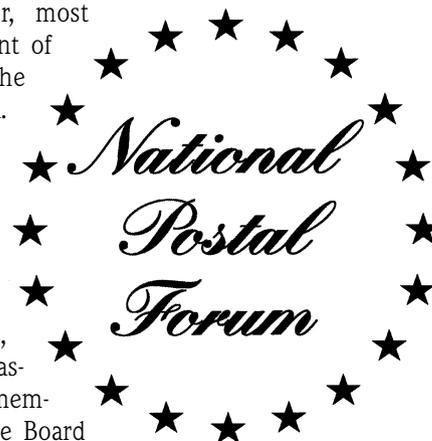
## NATIONAL POSTAL FORUM OFFICERS AND DIRECTORS

The National Postal Forum has announced its slate of officers for 2001.

Peter F. Lyons was elected chairman and CEO. He's a principal in DuPont Consulting Solutions, Wilmington, DE. Gene

R. Howard is treasurer. He recently retired from the Postal Service after a 37-year career, most recently as vice president of area operations for the Pacific Area. Patricia A. Goldman is secretary. She previously served as senior vice president of corporate communications for USAir.

Returning as directors are C. Neil Benson, a former deputy postmaster general and former member of the Postal Service Board of Governors; Michael S. Coughlin, an associate partner with Accenture who served as deputy postmaster general and member of the USPS Board of Governors; and William David, a consultant with IBM who previously was president of Harte-Hanks Direct Marketing, Jacksonville, FL.



**MEMO to MAILERS**  
Volume 36 Number 2

Izize Sella  
Editorial Services

Frank Papandrea  
Art Director

Frank Schultz-DePalo  
Designer

Jim Fisher  
Printing Specialist

William J. Henderson  
Postmaster General and CEO

Deborah K. Willhite  
Senior Vice President,  
Government Relations  
and Public Policy

Azeezaly S. Jaffer  
Vice President, Public Affairs  
and Communications

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475 L'ENFANT PLAZA SW RM 10541  
WASHINGTON DC 20260-3100  
fax: (202) 268-2392  
e-mail: mmailers@email.usps.gov

Online services:  
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Direct Mail Kit: (800) THE-USPS x 2110



## DIFFERENT TECHNOLOGY, SAME GOAL



For the first time in its history, the Postal Service participated in the Presidential Inaugural Parade in the nation's capital. The Postal Service joined the Smithsonian Institution's National Postal Museum in presenting the "Parade of Postal Progress" float, which highlighted the importance of mail transportation and delivery in American history.

The float featured six of the Postal Service's 21,000 new Flex Fuel Vehicles (FFVs) manufactured by Ford Motor Company and four antique Ford mail trucks. FFVs are alternative fuel vehicles that can run on either gasoline or ethanol.

Change Service Requested

# MAIL IRREGULARITIES

## Feedback is the final link

**B**roken bundles, busted shrink-wrap, loose in sacks — these mail irregularities are costly to both the Postal Service and business mailers. To address this issue, new steps are being taken by USPS to improve the irregularity reporting and correction process.

“There is a huge dollar amount involved in broken bundles — in the millions of dollars,” says Joyce McGarvy, corporate distribution director for Crain Communications, Detroit. She’s co-chair of a Mailers Technical Advisory Committee (MTAC) work group that has examined the mail irregularity issue. “There needs to be a mechanism to notify the mailers and mail preparer about what went wrong.”

That’s where the redesigned PS Form 3749, Mail Irregularity Report, comes in. Introduced this month, it’s a user-friendly 5.5” x 8” two-part form that contains the address elements on the reverse

side of the copy to be submitted for review. In addition to broken bundles, the form will be used to report serious quality issues such as unreadable barcodes, carrier route out of sequence, mislabeled trays and other irregularities.

It works this way: In the office or plant, the individual identifying the irregularity will complete the PS Form 3749. The first copy stays in that office. The second copy is sent to the originating postmaster or plant manager, depending on whether the irregularity is external (unreadable barcodes, broken bundles) or internal (misrouted, comingling). For Periodicals, forms are sent to the postmaster of the known office of publication.

Upon receipt, the responsible postmaster or plant manager will investigate the matter and complete PS Form 3749-D, Disposition of Mail Irregularity Report. If the irregularity is identified as a mail preparation issue, the postmaster should inform the local Business Mail Entry Unit.

“Basically, the Business Mail Entry Unit would be the one to notify the mailer or mail owner that they may have a problem in the preparation of their mail,” says McGarvy.

Focus groups commented that feedback to the originator of the form is essential. It’s the final link, vital to this process. Therefore, information regarding the investigation and resolution will be recorded by the postmaster or plant manager on PS Form 3749-D and a copy will be sent back to the originator of the PS Form 3749.

More information on these new forms is available in the February 8 issue of Postal Bulletin. ■

United States Postal Service  
**Mail Irregularity Report**

Instructions: 1 - Print firmly. 2 - Keep top copy at originating office/plant. 3 - Enter address on the back of this form.

Name and Title of Originator

Work Location/Tour

Name and Address of Mailer (No., street, city, state, ZIP + 4)

Office/Plant Address (No., street, city, state, ZIP + 4)

Phone Number (include area code)

No.