

MEMO to MAILERS

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Presidential Commission at work

The President's Commission on the United States Postal Service announced the members of its four subcommittees, which were established during the commission's first public meeting Jan. 8 in Washington, DC.

The nine-member bipartisan commission, created by President Bush last December, seeks to identify the operational, structural and financial challenges facing the Postal Service. It will examine potential solutions and recommend legislative and administrative steps to ensure its long-term viability.

The subcommittees are comprised of members of the commission, with co-chairs James Johnson and Harry Pearce exofficio members of each subcommittee.

The commission announced that the Business Model Subcommittee members include Chairman Richard Levin, Don Cogman, Carolyn Gallagher, Norman Seabrook and Robert Walker.

The subcommittee will be responsible for assessing the Postal Service's current "government corporation" business model, said the announcement. "As part of this assessment, the subcommittee will study the Postal Service's universal service obligation, the mail delivery infrastructure, the current rate regulation system and pricing flexibility. This subcommittee also will assess the 'commercial government enterprise' business model proposed by the Postal Service in its Transformation Plan," said the announcement.

Simple. Easy. Helpful. Fresh.

Looking for mailing solutions to help grow your business? The new, improved www.usps.com has them! A redesign of the Postal Service's website makes it easier and faster for customers to find smart answers to their business problems and mailing needs.

"We made changes based on what our customers told us needed to change — and how important those changes are to them," says Jane Langdon, manager of www.usps.com.

The website presents solutions to customers in terms of benefits, like saving time and money. There's an A-to-Z listing of products and information. And the search tool has been upgraded to make it easier for customers to get the specific information they need.

"Clearly, www.usps.com supports USPS technology to enhance the value of services we offer our customers," says Langdon. "Whether it's information or transactions, the website makes it easier and quicker — and at our customers' convenience."

Customers have been coming to www.usps.com in record numbers. Last year, 127 million visited the website to get information and complete transactions online. Customers visit the site to get ZIP Codes, confirm delivery of packages, get maps and directions to Post Offices, calculate rates, download forms, change their addresses and put their mail on hold. More customers are going online to buy stamps, print

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Simple. Easy. Helpful. Fresh.

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shipping labels, create and send mailings for delivery by carriers, and pay bills and send money.

Small businesses, in particular, are becoming more reliant on using the Internet to get information and transact business,

Langdon notes. The website is convenient because it's available anywhere, anytime. There's also a special link for small businesses on the main page. Just go to "Grow Your Business."

"If our customers have a great

experience — online or offline — they will use our products and services more often," says Langdon.

Just click. It's that simple. ■

Mailing Industry Task Force: Mailers want e-responses for address corrections

Input from mailers to the Mailing Industry Task Force indicates that mailers strongly prefer electronic change-of-address records to those that have to be entered manually into company databases.

The task force committee responsible for initiatives promoting address quality improvement explored the reasons why manual notifications of customer moves are returned to mailers through Computerized Forwarding System (CFS) sites.

"It's clear that mailers want to be able to identify the reasons they're getting manual address corrections, and are willing to act on the information once it's given to them," said USPS Senior Vice

President of Intelligent Mail and Address Quality Charles Bravo.

The reasons for manual notifications fall in three broad groups — participant code errors, keyline errors and miscellaneous.

Participant code reasons include conflicting Address Change Service (ACS) participant codes being used on a class of mail for which it was not originally approved, obliteration of the participant code, an invalid participant code, a code not yet activated and a shift of contents that hides the code.

Keyline problems include missing pound signs, invalid check digits, invalid configuration, no keyline when the profile indicates there should be one, incorrect characters and obliterated or

mislocated keylines.

Other common errors include lack of an ancillary service endorsement and fonts either too light or too small.

"Although these issues are all touched upon in mailing instructional material, we now have the Postal Service playing a proactive role in helping mailers avoid them," said Charles Morgan, company leader of Acxiom and co-chair of the task force committee. "The collaboration between the industry and USPS continues to serve as a paradigm for transformation."

As an outgrowth of the collaboration, CFS sites receiving mail with any of the above issues will now notify the National Customer Support Center's (NCSC) ACS

department. The center, in turn, will contact the customer to identify the problem and work to get it resolved as soon as possible.

Improved training materials are also being developed for distribution to all Post Offices to assist in more timely and accurate handling of ACS mail by delivery carriers and sales and services associates.

"The National Customer Support Center (NCSC) will continue to work with mailers to make this a more valuable service," said Bravo. "I'd urge any customer concerned about these issues to contact the NCSC Address Change Service Department at 800-331-5746." ■

Commission at work

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The Private-Sector Partnership Subcommittee members include Chairman Joseph Wright, Don Cogman and Norman Seabrook.

The subcommittee will be responsible for analyzing the current role of the private sector in the mail delivery system, including negotiated service agreements, outsourcing and worksharing, according to the commission. "It will also attempt to identify opportunities for the Postal Service to enter into partnerships with the private sector as it seeks to become

more efficient and effective," the statement said.

The Technology Challenges and Opportunities Subcommittee members include Chairman Robert Walker, Dionel Aviles and Joseph Wright. "The subcommittee will be responsible for assessing the impact of new technologies — such as online bill payment and presentment, e-mail, and electronic funds transfer — on the Postal Service's business and attempt to determine whether these technologies will continue to erode

the Postal Service's market share," said the announcement.

The subcommittee also will assess the Postal Service's own technology initiatives and their impact on productivity and financial performance.

The Workforce Subcommittee members include Chairwoman Carolyn Gallagher, Dionel Aviles and Richard Levin. The subcommittee, according to the statement, "will be responsible for assessing the Postal Service's current collective bargaining and dispute

resolution procedures as well as reviewing alternative models. It will review employee pay and other associated labor costs; productivity; employee recruitment, training and development; and workers' compensation claims.

The Workforce Subcommittee will also review the status of the Postal Service's unfunded pension and retiree health care liabilities."

The commission will submit its report to the president by July 31. ■

MANAGING THE NATIONAL PCC PROGRAM

The Postal Service's National PCC Program has a new program manager. Lewis Johnson joins the Customer Events team under Service and Market Development at headquarters. He replaces Bob Belmont, who retired. "We are very excited about having Lewis on board and we are confident that he will be a valuable resource to the local PCCs and the PCC Advisory Committee," says Kenneth Cowell, manager of Customer Events. "I'm looking forward to the opportunity to support the continuing successes of the National PCC Program and introducing new strategic programs to make it even more successful," says Lewis.

Contact Information:

Mailing address: Customer Events, U.S. Postal Service, 1735 N Lynn ST RM 4033, Arlington VA 22209-6420

Phone: 703-292-3884

Fax: 703-292-3832

Internet e-mail:

ljohns60@usps.com

Internal e-mail:

Lewis L. Johnson (Rosslyn VA)

PCC AWARDS – 2003

A copy of the National PCC Awards criteria and application has been sent to all PCCs. Also, this information has been posted on the PCC website at www.usps.com/nationalpcc. The National PCC Awards, which recognize the extraordinary contributions of PCCs during 2002, will be presented at the PCC Leadership Conference April 13 at the National Postal Forum (NPF) in New Orleans, LA. Please submit your nominations now — don't miss the due date!

DIRECT MAIL MADE EASY

There are 52 Direct Mail Made Easy seminars (designed for small and mid-size companies)

planned for 2003. For more information about these seminars, including the entire schedule and registration, go to www.usps.com/nationalpcc and click on the link www.usps.com/directmail/seminars.

Brought to you by your local PCC. Local PCCs play an active role in the success of the seminars by providing ongoing support and access to PCC resources. This involves identifying and encouraging at least one non-PCC member to attend the seminars, participating on the agenda and signing up new PCC members.

PCC CO-CHAIR UPDATES

The National PCC Program Office is requesting that each local PCC submit updated PCC co-chair (postal and industry) information. This includes names of local PCCs, names of co-chairs, titles, company names (for industry co-chairs), mailing address, phone numbers, fax numbers and e-mail addresses. This

information is critical to ensure accurate, complete and successful communications between the National PCC Program Office and PCCs and among PCCs. Please send your updates to *Lewis L. Johnson (Rosslyn VA)* via postal e-mail (or ljohns60@usps.com).

PRESIDENTIAL COMMISSION ON USPS

Stay in the know. Visit the PCC Website at www.usps.com/nationalpcc for the latest updates regarding the President's Commission on the U. S. Postal Service. Go to the "Keeping Posted" section for a link to the commission's website, where you'll find press releases, commission documents, public meetings and public minutes, public comments/feedback and commissioner contacts.



All USPS postage statements have a line for a Centralized Account Processing System (CAPS) reference ID number. It's very helpful information when investigating mailing activity or trying to answer questions about the mailing for clients. So, if you're a CAPS customer, don't forget to provide your reference number. ■

INFO @ USPS

SMALL BUSINESS TOOLS

Get new customers.
Meet customer demands.
Around town or around the world.
www.usps.com

SIMPLE FORMULAS

Use the mail to grow your business.
Order a *Simple Formulas* kit.
800-THE-USPS, ext. AD4433

QUESTIONS?

We have the answers.

Rates and mailing information.
ZIP Codes.
Post Office location.
Much, much more.

800-ASK-USPS

SHIPPING INFORMATION

Express Mail, Priority Mail and package support line.
800-222-1811.

PRINTING LABELS

Your shipping label is just a Click-N-Ship away.
www.usps.com/clicknship

jazz up

your mailing operation



The National Postal Forum

"Insights, innovations...and all that jazz!"
New Orleans, Morial Convention Center
Sunday–Tuesday, April 13–15, 2003

There's a lot that's new at the National Postal Forum. We're picking up the tempo with a combo of new sessions, topics and experts.

Sessions on Super Sunday Mailing Industry Task Force, PCC Leadership Conference, Forum overview, personal development sessions and networking events now begin on Sunday! So make sure you blow into town on time.

Hot new tracks and topics With 10 practical career tracks featuring 80 information and training sessions, you'll find topics that are in tune with your needs.

Featuring a solo by Jack Potter The Postmaster General and other mail industry notables will discuss today's most vital issues.

Specialty certificates for virtuosos Earn training certificates in a variety of areas to keep your career moving ahead.

Pre-register today and save!

Be a part of everything that's new at the National Postal Forum. Fill out the registration form and save \$50.

Call (703) 218-5015 or visit www.npf.org for more details.



Photo: New Orleans Metropolitan Convention and Visitors Bureau, Richard Nowitz



National Postal Forum

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

Registration Form

New Orleans, Louisiana April 13-15, 2003

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

TYPE OR PRINT ALL INFORMATION.

For NPF Use Only

Batch _____
 Ck No. _____
 Amount _____

MMS03-1

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

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.

ADMISSION TO ALL SESSIONS AND EVENTS WILL BE LIMITED TO APPROPRIATE REGISTRATION TYPE.

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

Full Conference Registration\$750

U.S. Postal Service Registration.....\$695

PCC/MTAC Full Conference Registration\$695

Must be a member of a PCC and/or MTAC

The following registration types do not include Tuesday evening event.

Three-Day Registration\$650

Sunday-Tuesday 5 p.m.

Two-Day Registration\$600

Sunday/Monday Monday/Tuesday

One-Day Registration\$350

Sunday Monday Tuesday

OPTIONAL FEES:

Guest/Spouse (Food and social functions only)\$195

Guest name required: _____

NPF Golf Tournament, Saturday, April 12, 2003.....\$115

PAYMENT:

Check No. _____ in the amount of \$ _____

Make checks payable to NPF.

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

Preference (1, 2 & 3)		Single/Double	Club
	Hilton Riverside	\$199/\$219	\$259/\$279
	Marriott	\$189	
	Sheraton	\$189	\$219
	Monteleone (French Quarter)	\$139	\$169
	Intercontinental	\$129	

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 special discount to National Postal Forum attendees. Call United at 800-521-4041 **code 550WS** or Delta at 800-241-6760 **code DMN194513A**.

Car Rental Discounts. Hertz is the official rental car supplier for the Spring 2003 Postal Forum. For discounted rates, please call Hertz at 800-654-2240 **code CV02XU0001**.

Registration Descriptions

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

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

PCC/MTAC: Members of Postal Customer Councils and/or MTAC are entitled to a full registration at the discounted rate.

Three-day Registration: Same as Full or Group Registration but does not include the Tuesday evening event

One- or Two-day Registration: When applicable includes Business and General Sessions, Exhibits, Continental Breakfast, Lunch and Social Events on the day(s) chosen. Does not include Tuesday evening event.

Wednesday, April 16, does not currently have scheduled Sessions or Exhibits.

OPTIONAL FEES

Guest/Spouse: (Food and social functions only)

NPF Golf Tournament, Saturday, April 12, 2003: Includes a shotgun start at 1 p.m., greens fees, cart, transportation, awards, lunch, reception and prizes. Forms will not be accepted after March 28. 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 March 28, 2003: You will receive your full confirmation IN THE MAIL.
For Registration Forms and Fees after March 28, 2003. DO NOT MAIL. Bring your forms and fees to register on-site.

Cancellations

Cancellations received by the National Postal Forum prior to March 14, 2003 are subject to a \$25 processing fee. Cancellations received between March 14, 2003 and March 28, 2003 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 28, 2003. 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—New Orleans
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.

Government Rates are available at the Monteleone and Intercontinental as shown.

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

Suggested USPS Area Hotel Assignments

WestSheraton
Great LakesSheraton
PacificSheraton
SouthwestHilton Riverside
EasternMarriott
New York MetroHilton Riverside
NortheastHilton Riverside
SoutheastMarriott
Capitol MetroHilton Riverside

POSTAL NEWS BRIEFS

CLASS HAS STARTED

Want to learn more about how to use the mail effectively? Consider signing up for the Executive Mail Center Manager Program, a five-day training course developed by USPS and industry professionals.

Participants can attend sessions at the National Center for Employee Development in Norman, OK, or take courses locally, offered through Postal Customer Councils.

The program graduated its first group of participants at the Norman facility last December. The class included 19 mailing professionals from government and private industry, including the Department of Defense, colleges and universities, insurance and publishing.

If you're interested in more information about the program, please contact emcm@usps.com.



GET A COPY. KEEP IT HANDY

Confused about addressing? Wondering about money orders? *A Customer's Guide to Mailing*

can help answer those questions. It's based on the ways people use the mail every day and focuses on the key decisions customers make in doing business with USPS. It's the first installment in a complete redesign of the *Domestic Mail Manual*.

The guide is available free at Post Offices, or it can be downloaded or ordered from the Postal Service website at www.usps.com. Customers who order stamps and other merchandise from The Postal Store online will receive a free copy with their order. Look for a Spanish-language version, coming soon.



The United States Postal Service this month issues a new commemorative postage stamp honoring the competitors, coaches and volunteers whose joy and dedication to the Special Olympics have changed the world.

MEMO to MAILERS

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Greetings from AMERICA

The U.S. Postal Service and the U.S. Mint are teaming up to offer two of America's most popular collectible items — the 50 State Quarters and the Greetings from America Stamps.



Change Service Requested

You asked. *You got it.*

New feature at Click-N-Ship

If you build it — an online shipping solution that's fast, easy and available 24 hours a day — they will come. Click-N-Ship at www.usps.com proves the point, more than tripling its volume in its first seven months and giving customers even more ways to bring the Post Office to their homes.

Click-N-Ship allows customers to prepare and print shipping labels — with or without postage. The newest feature at the site — customers can order self-adhesive labels.

"It's clear that we have a hit on our hands," says Nick Barranca, vice president of USPS Product Development. "Customers have printed over two-and-a-half mil-



lion labels so far. They're telling us they love the convenience of online shipping. They're asking for new features and we're responding to their needs."

More than a third of Click-N-Ship users pay for postage online. These customers can hand their pre-paid packages to their carrier, schedule a special pickup, drop

them at a local post office or deposit them in a collection box.

Click-N-Ship is an important part of the expanded customer access strategy in USPS's Transformation Plan. "Convenience for many people means that they can do what they want, when and where they want," says Barranca.

When customers use Click-N-Ship, they also qualify for lower electronic rates for Delivery Confirmation and Signature Confirmation. This makes Priority Mail an even greater value, since customers receive Delivery Confirmation at no additional charge. ■