

MEMO to MAILERS



**Create it
your way**

Need to announce a new product or upcoming trade show? Or create office party invitations? NetPost CardStore, the latest offering from the Postal Service's NetPost messaging services at usps.com, offers custom-printed USPS-branded cards in affiliation with CardStore.com.

Although personal cards are offered as well, the focus is on business-related greeting cards that can be personalized in minutes,

and printed and mailed the next business day. It can be one card or a thousand cards. Businesses can upload their own images.

NetPost CardStore joins NetPost Mailing Online™ under the USPS NetPost messaging services umbrella. With NetPost Mailing Online, small businesses and organizations can create letters, newsletters, flyers or similar mailings, right from their computers.

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POSTAL SERVICE, FEDEX FORM A BUSINESS ALLIANCE

The U.S. Postal Service and FedEx Express have formed a business alliance based on air transportation and retail business agreements. USPS will buy space on FedEx airplanes to transport Express Mail, Priority Mail and some First-Class Mail, and FedEx will locate overnight service collection boxes at Post Offices nationwide.

"The Postal Service delivers Main Street, and FedEx provides an air fleet," said Postmaster General William J. Henderson. "Together with FedEx we have found a way to give the American consumer greater choice, flexibility and convenience. These agreements will leverage two great networks — the extensive reliability of FedEx planes and the coast-to-coast retail presence of the Postal Service."

USPS will pay FedEx approximately \$6.3 billion over seven years for shared access to the FedEx national air transportation network. This begins in August 2001.

"Whenever the public and private sectors work together, the real beneficiary is the American public," says Frederick W. Smith, chairman, president and CEO of FedEx Corp. "These two service agreements create a winning business situation."

The retail agreement gives FedEx the opportunity to place FedEx self-service collection boxes at post offices. This non-exclusive business concept will be open to any company that offers overnight package service with a national reach.

The estimated value of the agreement could range from a minimum of \$126 million to more than \$232 million, depending upon the number of boxes placed. This retail agreement will be launched with an operational test in February. ■

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WARNING:

SHIPPING IN A REUSED BOX CAN BE HAZARDOUS TO DELIVERY

Starting this month, Post Office lobbies nationwide will display a special poster warning customers about shipping in reused boxes.

"We want all of our customers to know and understand the Postal Service's policy regarding reused boxes, and this is an excellent way to get our message across and prevent potential service delays," says Kenneth Chapman, manager, Aviation Mail Security. "The Postal Service has a proactive Hazardous Materials Program and is committed to public safety." And well it should be.

One of the greatest challenges facing the Postal Service is the control of hazardous materials (HAZMAT), both declared and undeclared, in the mailstream. Many of these potentially hazardous or restricted materials regulated in the mailstream are common household items, including cosmetics, cleaning supplies, alcoholic beverages and aerosols.

This special poster explains how reused packaging and boxes that formerly contained haz-

ardous materials are acceptable at post offices only when all former markings and labels are removed or completely obliterated. Merely crossing out a label or marking or writing the current contents on a box is insufficient to allow mailing.

Postal Service employees are asked to assume that labels and marking on packages indicate the actual contents. It's their job to prevent packages containing HAZMAT from entering the mailstream unless these packages meet all Postal Service requirements for mailing.

If the subject of HAZMAT is of special interest to you, plan to attend the business session on the issue at the upcoming National Postal Forum in Orlando, March 25-28. The HAZMAT session will feature two industry experts who will discuss USPS policies and procedures pertaining to the safe acceptance and transport of HAZMAT in the mail, and how to reduce customer costs and service delays associated with returned or damaged packages. ■



Shipping a Reused Box?

WARNING!

Reused packaging and boxes are only acceptable when all markings and labels are removed or completely blotted out.

Regardless of what is actually inside your package, markings for hazardous materials may result in delivery delays or a package return.



Unacceptable Acceptable

This poster is now on display in 33,000 Post Offices nationwide to promote safe mailing practices.

FYI SPECIAL SERVICES

It's almost time! The U.S. Postal Service has added barcodes to its special services labels so that customers can have faster access to their delivery records. As a reminder, any mailer using privately printed special services labels will be required to meet the new barcode requirements for

the following labels by Feb. 3, 2001: Certified Mail Receipt; Insured Mail Receipt; Recorded Delivery Receipt; Registered Mail; and Return Receipt for Merchandise. For more information, contact Tandelyia Samuels, Core Business Marketing, at (703) 292-3803.

CARDSTORE

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"NetPost CardStore takes advantage of Internet technologies while building our business in the rapidly expanding small office/home office marketplace," says Robert Krause, vice president, USPS eCommerce. "In a nutshell, NetPost CardStore gives small businesses and individual customers access to high-quality correspondence through

our business, customer and personal card collections."

Krause says NetPost CardStore is one more example of how the Postal Service will continue to apply state-of-the-art Internet-based technology to meet the changing needs of the marketplace.

"It's a great example of how we have teamed up with the private sector to create a product that meets the needs of our customers," Krause says. ■

Put these in your shopping cart

Online shipping is a breeze for online shoppers with Web tools from the U.S. Postal Service. They add value and increase convenience to e-shoppers by putting rates and package delivery status at their fingertips.

The tools allow e-shoppers to determine how much a package costs to ship and when it's expected to arrive and to check the delivery status without connection to the Postal Service Web site. No special operating system is needed, and the Web site software is compatible with the most common operating systems used on the Internet, including Windows NT, Unix and Linux.

Web tools are software programs — or Application Program Interfaces (APIs) — that allow a company's Web site to access and interface with USPS shipping-related databases.

Web tools are free. It costs nothing to add valuable shipping information to a Web site and provide it to customers.

"Our customers told us that they want choices in shippers, so we added the Postal Service to our operation," says Jonathon R. McGuire, Webmaster/MIS manager for www.MusicYo.com. The company, based in Capitola, CA, with operations in Nashville and Holland, specializes in selling guitars and other musical instruments.

"Having USPS available for our customers to choose is a tremendous advantage. Having the APIs available allows us to make the users' visit to our Web site a better experience," he says.

When someone buys a new Kramer guitar from www.MusicYo.com, they see the shipping estimate as soon as they put it in the shopping cart, thanks to Domestic and International Rates Calculators. After the order is placed, customers can track or confirm the delivery status

of the order directly on the Web site, thanks to the Track/Confirm API. Also, if the customer decides to exchange that guitar for a different color, that's easy, too, thanks to the company's 30-day guarantee—and the E-Merchandise Returns API.

"These applications, while easy to integrate and fast to process, are a priceless asset to www.MusicYo.com," says McGuire.

Deputy Postmaster General and Chief Marketing Officer John Nolan says, "This is a great win-win situation. It's good for customers and it's good for e-tailers. There's real value for both when the E-Merchandise Return Web tool is part of an online seller's service offering."

A number of USPS shipping Web tools are available now, with more coming in the future. In addition, the Web tools technical

user guides can be downloaded. Each user guide provides step-by-step instructions for integrating the Web tools that are written in XML code, the language

of business-to-business eCommerce.

Do you want more information? Go to www.usps.com and enter keyword "web tools." Click on "sign up for APIs." Complete the registration form. That's all there is to it. ■



SHIPPING WEB TOOLS AVAILABLE NOW

- Package Track/Confirm
- Domestic and International Rate Calculator
- Priority Mail and Parcel Post Service Standards
- Express Mail Service Commitments
- Electronic Merchandise Return (EMR)
- Courtesy Reply Label for returning merchandise
- Delivery Confirmation
- EMR with Delivery Confirmation
- Address information APIs (3)
 - Address Standardization
 - ZIP Code Look up
 - City/State Look up

LEGISLATIVE UPDATE

SWEEPSTAKES PROVISIONS become effective

ADDITIONAL FEDERAL REQUIREMENTS FOR SWEEPSTAKES MAILINGS ARE NOW IN EFFECT.

The Deceptive Mail Prevention and Enforcement Act, enacted in December 1999, already required that sweepstakes and skill contest mailings include prominent notice that no purchase is necessary to win, and that a purchase will not increase the chances of winning. The mailing also must state the estimated odds of winning.

A provision of the Act that went into effect December 12, 2000, provides that these mailings now must provide information that will allow consumers to have their names removed from targeted mailing lists. Companies sending sweepstakes or contest mailings are now required to display a clear and conspicuous notice in each mailing that includes the address or toll-free telephone number that consumers can contact to have their names removed from future mailings of that company.

The Deceptive Mail Prevention and Enforcement Act is aimed at ending deceptive mailing practices. In addition to sweepstakes, the measure sets restrictions and disclosure requirements for mailings that use skill contests and facsimile checks as promotions to sell merchandise, and sets limits on the use of "government look-alike" promotions.

Members of the U.S. Congress said the measure protects consumers, particularly those who believe they must purchase various items in order to be a winner or in order to improve their chances of winning. ■

The Postal Service, working with the mailing industry, developed an evaluation program of vendor-supplied manifest mailing software that will create a simplified and consistent application and approval process for manifest mailing systems.

It's called MAC — Manifest Analysis and Certification. This voluntary certification program examines and certifies the accuracy of software packages used to calculate postage payment for single-piece and presort rated mailings at domestic and international rates. These calculations are consistent with the standards of the Domestic Mail Manual; the International Mail Manual; and Publication 401, Guide to the Manifest Mailing System.

MAC also tests and certifies the ability of software to generate facsimile mailing statements and other documentation that meets Postal Service mailing standards.

MAC is available to all eligible manifest mailing software product developers for single-piece rated mail (itemized) and presorted non-

GETTING MAC-certified

identical piece mail (batch). It's available to test personal, midrange or mainframe computer software. For purposes of MAC certification, eligible manifest mailing software product developers are defined as those companies that initially develop an in-house proprietary manifest mailing software product for commercial availability.

Manifest mailing system users have a wide variety of needs, based on type, class and volume of mail. Some users need only a basic single-piece listing for only one or two classes of mail; some users manifest only international mail. Others, however, manifest a wide variety of mail types and classes and often use many of the special services offered by the Postal Service, such as Delivery Confirmation, certified mail,

insured mail, return receipt service and COD service.

The United States Postal Service tests and certifies manifest mailing software in specific package groups. To be MAC-certified, software must, at a minimum, accurately manifest a basic package of specific class and rate categories. Additional, optional packages of other rates and special service categories are available to vendors who desire to offer users a greater range of manifest capabilities.

To be certified for a specific package, the manifest mailing product must be able to calculate postage and fees accurately, as applicable, and produce required documentation for each class, processing category, and rate listed in the package. ■

MAC-CERTIFIED PRODUCTS SUMMARY

Itemized Manifest Products

Ascom Hasler Mailing Sys Inc
IMCM-MAIL CENTER MANAGER 3.3

Harvey Software Inc
COMPUTERIZED PARCEL SYSTEM 7.0

Intrepa, LLC
LOGISTICS PRO 5.1

Kewill
APSS FOR WINDOWS 0280

Mos International Inc
MCM-MAIL CENTER MANAGER 3.3

Neopost
ASX ENTERPRISE SHIPPING SOLUTION 2.01

Neopost
FRIENDSHIP 2.01

Pic Professionals, Inc
OUTBOUND 4.0

Scandata Systems
VSAMS-OUTLOOK 8.0

Tandata Corp
PROLOGISTICS CS 5.0

Tanner Technology Sys LLC
EAGLE FOR WINDOWS 9X/NT 5.2

Transcape, a Pitney Bowes Co
ASCENT-MAC 0370

V-Technologies
STARSHIP FOR WINDOWS 9X/NT 5.2

Window Book, Inc
POSTAL PACKAGE PARTNER 2.01A

Yantra Corporation
PURE ECOMMERCE DCS 6.0

Yantra Corporation
PURE ECOMMERCE PLATFORM 2.0

Batch Manifest Products

Group 1 Software
MAILSTREAM PLUS 6.3

MAC Gold Certification

Window Book, Inc
POSTAL PACKAGE PARTNER GOLD 2.04

For a detailed listing of options supported by the above products, please go to:
<http://ribbs.usps.gov/files/vendors/macblista.pdf> and [macgoldlist.pdf](http://ribbs.usps.gov/files/vendors/macgoldlist.pdf).

For more information on MAC certification or if you would like to participate, contact the National Customer Support Center at (800) 331-5746, Ext. 4692.

VOTING BY MAIL How'd it go in Oregon?

YES,

it was an interesting presidential election. (How's that for an understatement?)

But Florida wasn't the only place where the ballot counting made history. There also was Oregon's all-mail voting, but for a completely different reason. It's the first state to hold its general presidential election solely by mail-in ballot.

"We are very pleased with how smoothly the elections went," says Lynn Rosik, Oregon elections director, adding that the state was "better off this year than we would have been" using different voting procedures. Rosik says the benefits of vote by mail include significant cost savings over traditional elections, better turnout, and convenience to voters.

Eighty percent of registered Oregon voters participated in the 2000 general election. Nationwide, Oregon ranked 9th in voter participation. In 1996, Oregon placed 10th nationally in voter participation.

The Postal Service role in Oregon was to assist election officials in their use of mail to deliver ballots in the most efficient manner possible. Nearly two million ballots were delivered to Oregon residents, and the partnership between the secretary of state's office, the counties and the Postal Service was considered critical to this resounding success.

The Postal Service prepared by determining such factors as the number of ballots being mailed, the date counties planned to take ballots to

Post Offices, and the logistics for pickup of the last of the ballots on Election Day. Also, a video explaining proper handling of ballots was prepared by USPS and sent to all Post Offices in Oregon.

The Postal Service created a unique logo, designed and trademarked by USPS, to identify all official election mail and to signify to voters and postal employees the importance of this election mail.

Election officials who would like a copy of the Official Election Mail Logo Guidelines should contact their local postal representative. ■

NATIONAL POSTAL FORUM

Orlando, FL March 25–28



“ INNOVATION IN THE MAIL ”

MAKE PLANS NOW TO JOIN YOUR INDUSTRY COLLEAGUES
AT THE SPRING 2001 NATIONAL POSTAL FORUM
IN ORLANDO, FL MARCH 25-28.

This is the premier educational event and trade show for mailing professionals.

GENERAL SESSIONS

Postmaster General William J. Henderson's keynote address will focus on the importance of innovations and how they will keep the mailing industry moving forward. You will hear what the USPS is doing, why, and what more is needed. Dr. Klaus Zumwinkel, chairman of the Board of Management of Deutsche Post, will share his perspectives on the future of the industry and how innovation through alliances, partnerships and leveraging assets will help you and your business prosper in the future. In addition, Frederick W. Smith, chairman, president and CEO of FedEx Corp., will also speak. The Postal Service and FedEx Express formed a business alliance based on air transportation and drop box placement agreements.

USPS AWARDS LUNCHEON

Join us in congratulating Dave Thomas and the Dave Thomas Foundation for Adoption as they receive the third USPS Social Awareness Award, for their support adoption awareness. Also being recognized as Mailing Industry Excellence winners are mail center managers. These awards will be presented to those who have demonstrated a commitment and ability to achieving the highest standards of excellence and innovation in the mailing industry.

BUSINESS BUILDERS

USPS executives will host Business Builder sessions featuring customers who have made innovations in their area of expertise, demonstrating mail's relevance in today's business environment. Sessions will include discussions on address management issues, how to keep your costs and rates low, avoiding fraud scams, and fulfillment and distribution.

NEW BUSINESS SESSION TRACKS

These are based on YOUR business processes. The new tracks are Winning New Business — Getting and Keeping Your Customers, Managing Mail Preparation & Acceptance, Distribution & Fulfillment, Mail Center Operations, and Postal Rates & Policy. To make it easy to select the subjects relevant to you, we also have sessions that focus on periodicals, government, engineering and technology, and colleges and universities.

THE MAIL CENTER PROFESSIONAL CERTIFICATE PROGRAM

Launched last September at the Anaheim Postal Forum, this program will be expanded. Whether you're a veteran or a newcomer to the mailing industry, this is the opportunity to continue your professional development.

NPF EXHIBIT HALL

Be sure to visit the ever-expanding Exhibit Hall, featuring more than 60,000 square feet of industry-related technology, products and services from over 180 vendors, including the largest ever USPS exhibit. Come see the magic of MERLIN and PostalOne!, the systems for your business mailings.

For more information, or to register online, go to npf.org or NationalPostalForum.org.

Keeping POSTED

News from Postal Customer Councils www.nationalpcc.usps.com

WELCOME TWO NEW PCCs

The York/Adams, PA, Area PCC has begun operations. If you'd like information on how to become a member, please contact York's Officer in Charge and Postal Co-Chair Dennis Lewis by phone at (717) 751-4609, or by FAX at (717) 755-0679. Industry co-chair is Randy Rice, mail services manager at York College. They're both dedicated to serving the postal needs of the businesses in York and surrounding communities. Give them a call. You'll be glad you did.

The Greater Wilmington (NC) Area PCC is also up and running. Walter Hunt is the postmaster and postal co-chair; Susan Albro is the customer relations coordinator. They can be reached at (910) 762-3234. David Long, shipping and receiving manager, Cape Fear Community College, is the industry co-chair. Like others, they're concerned managers seeking to serve the postal needs of the community and its customers.

NORTHERN MICHIGAN SPRING PCC EVENT

The Northern Michigan PCC is hard at work planning its Spring PCC Event. It will be held at the Park Place Hotel, Traverse City, MI, April 25, 2001. It's the third such event in Northern Michigan. In 1999, the event drew 265 customers and 18 vendors, and this year it's scheduled to be even bigger. For questions or registration information, call Customer Relations Coordinator Tom Sears at (231) 933-1001, or write to him at 1801 Garfield Road North, Traverse City, MI, 49686-9998.

WELCOME NEW POSTAL CO-CHAIRS

In recent months there have been a number of changes to the postal co-chair ranks. Here are a few:

Tyler TX PCC: Fred J. Arrambidez, Postmaster, Tyler, TX
Central NJ PCC: Mark Prosetti, Postmaster, Hightstown, NJ
Glens Falls NY PCC: Jules Titolo, Postmaster, Glens Falls, NY
Albany NY/Capital Region PCC: Greg French, Postmaster, Albany, NY
Southern ME PCC: Tanya Roy, Manager, Marketing
Volunteer PCC: Robert McClendon, Officer in Charge (OIC), Knoxville, TN
Pensacola FL PCC: Stanley Walker, OIC/Postmaster, Pensacola, FL
Middle Tennessee PCC: Ron Gleason, OIC/Postmaster, Nashville, TN
Gulf Coast PCC: Tim Machen, Postmaster, Gulfport, MS
Fayetteville NC PCC: Roger LeClair, Postmaster, Fayetteville, NC
Grand Strand PCC: H. Todd Lee, Postmaster, Conway, SC
Youngstown OH PCC: Patricia Davis, OIC/Postmaster, Youngstown, OH
New Haven CT PCC: Denise Porter, Postmaster, New Haven, CT
Greater Wichita PCC: Mark Kerschen, OIC/Postmaster, Wichita, KS
San Diego CA PCC: Danita Aquiningoc, Postmaster, San Diego, CA
Metro East PCC: Sandra Rausch, Postmaster, Granite City, IL
Quincy/Bi-State PCC: John Beck, OIC/Postmaster, Quincy, IL

Interested in joining your local PCC? Contact your local postmaster. A PCC is a community of solutions. Its goal is to strengthen the working relationship between USPS and its customers. It provides a forum for mailers to discuss and resolve local mailing issues with local postal managers. It's an opportunity to meet other mailers and learn how USPS can help generate revenue and lower costs. ■

Whistling a happy tune

HONIG'S WHISTLE STOP IS IN ITS 17TH YEAR OF SUPPLYING SPORTS OFFICIALS WITH QUALITY UNIFORMS AND EQUIPMENT



Catch the Orange Bowl on TV this year? One of the referees at the college bowl game was Dick Honig, president of Honig's Whistle Stop, an Ann Arbor, MI-based company that supplies sports officials with uniforms and equipment. While he's blowing his whistle on the field, his company is whistling a happy tune about the service it gets from the U.S. Postal Service.

Honig's Whistle Stop, which has five locations across the United States, sells supplies to sports officials at the recreational, high school and professional levels—including umpires of Major League Baseball. It strives to be a leader in a niche market and has made a firm commitment to expedited services to provide prompt deliveries to its customers.

The company had been shipping exclusively with a Postal Service competitor when it decided to take a look at Priority Mail with Delivery Confirmation. Company officials were concerned about protecting the firm's integrity and image. Did USPS have the ability

to provide fast, reliable delivery and mail security?

"You bet," says Barry Dayss, shipping manager at Honig's Whistle Stop.

"We decided to give USPS a try, assuming that this new service might receive a priority status, and if they were really serious about expanding their volume and presence in the parcel delivery arena," Honig says. "Well, gosh and by golly, they have proven to be an all-new USPS, with service as their first priority and delivery times to match or beat the competition. Lost or misdelivered shipments are less than industry norms. Delivery Confirmation has proven to be a very valuable shipping option."

Honig's Whistle Stop now is using Priority Mail with Delivery Confirmation with 40 to 170 shipments a day, and turning to other USPS services to meet its shipping needs, which include catalogs.

"We are a happy customer because the Postal Service has helped us by making our customers happy," says Dayss.

Want similar results? All you have to do is whistle. ■

ANCILLARY SERVICE ENDORSEMENTS

The U.S. Postal Service published in the Federal Register the final rule for amending the Domestic Mail Manual (DMM) to eliminate the transitional provisions for the handling of mail bearing invalid ancillary service endorsements.

In July 1997, the Postal Service simplified the endorsements used to request ancillary services by eliminating the existing endorsements and substituting four choices, "Address Service Requested," "Forwarding Service Requested," "Return Service Requested," and "Change Service Requested." As a transitional accommodation to mailers, the Postal Service adopted standards providing for the handling of mail bearing the former endorsements.

With this transitional provision eliminated, as of Jan. 1, 2001, DMM F030.1.2 is revised to provide ancillary services only in accordance with the valid endorsements shown in DMM F010. This revision will appear in the printed version of DMM Issue 56 and in the monthly update of the online DMM available via Postal Explorer (<http://pe.usps.gov>).

FLAT SORTER ENHANCEMENTS

The Governors of the U.S. Postal Service approved additional funding to add Optical Character Readers (OCRs) and automated feeders to all Model 1000 Flat Sorting Machines (FSM 1000). The equipment upgrade will enable the Postal Service to increase productivity by at least 12 percent, increase throughput by at least 20 percent and reduce staffing for this equipment by about 22 percent.

"With the Optical Character Reader now playing a key role," Vice President, Engineering, William J. Dowling explained, "customers who provide newspapers, magazines and other large flat mail pieces will receive better service."

Today, the Postal Service utilizes 350 FSM 1000s in major processing plants nationwide.

By upgrading the equipment with both an automated feeder and OCR, labor savings will be substantial, as manual keying and induction will no longer be necessary. The equipment upgrade is expected to start in July 2001 and will be completed by May 2002.

TECHNOLOGY UPGRADES TO TRACK MAIL

The Postal Service obtained funding approval from the Board of Governors to invest in computer technology that will provide real-time mail flow information for both large-volume mailers and postal management.

Mailers will be able to track their mail as it flows through the automated mailstream while allowing postal management to better match equipment and staffing to workloads, improving productivity and reducing operating costs.

The funding will be used to upgrade 300 existing Integrated Data Servers (IDS), a primary source of operational and mail sorting data for the Information Platform, and allow the purchase of 25 new systems to support emerging postal and customer data requirements.

MEMO to MAILERS

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WHEN YOU'RE IN STOCKBRIDGE, MA

Stop by the Norman Rockwell Museum. It's showcasing a first-time exhibit of original postage stamp artwork. Since the exhibit opened last November, visitors have "enjoyed learning about the gifted artists and designers who work diligently behind the scenes to create stamps that are both beautiful and educational," according to curator Stephanie Plunkett.

On display are more than 100 pieces of original postage stamp art

by 72 artists, including Norman Rockwell.

The exhibit runs through May 28 at the Norman Rockwell Museum. In July, it travels to The Smithsonian's National Postal Museum in Washington, DC.



Change Service Requested

LOOK UP ... JUST ONE MORE TIME!

Made you look again, didn't we? In our last issue, we planned to point out on this page an Address Change Service (ACS) keyline enhancement that will benefit both mailers and the U.S. Postal Service. The big arrow was supposed to point to an address label containing some spaces in the string of characters enclosed by two pound "#" signs. Unfortunately, the labels didn't come out as planned.

As an astute mailer pointed out to us, "Change is never easy, is it?"

Wiser words were never spoken. But without change there is only inertia. So we're moving forward and trying this again. We apologize for any confusion. Thanks also for your feedback. Good to know how thoroughly *Memo to Mailers* is read.

Now, returning to the point of the article...

"This is a welcome change for our Computerized Forwarding System staff," says Jim Wilson, program manager, USPS Move Update Programs. "The spaces between the

groups of four numbers will help improve the speed and accuracy of their production keying efforts. This will improve clarity and readability. Human memory generally is more efficient when dealing with shorter chunks of data."

There is precedent for making this change. Look at your credit card. Notice that the numbers are written in small groups, with spaces separating them. Same thing applies to your Social Security number, and even your telephone number. It's easier to deal with long numbers when there are breaks between them. The Postal Service is applying the same principle in its addressing efforts.

This change benefits both mailers and the Postal Service. USPS employees won't have to key long strings of numbers. Mailers get improved information turnaround times.

In addition, the Postal Service expects to make this enhancement a requirement for ACS mailers in the future, says Wilson.

Why not get started early? You can learn from our glitch. ■