

# MEMO to MAILERS

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## *PMG to PCCs: Stay involved*

**P**ostmaster General John E. Potter urged thousands of Postal Service customers nationwide to stay involved in the issues and challenges facing the mailing industry, and asked them to help raise awareness of the value of the mail for local businesses.

"Decisions are being made that demand the full attention of everyone in this industry," Potter said in a national satellite broadcast marking National Postal Customer Council (PCC) Day. PCCs serve as liaisons between the Postal Service and its business and non-profit customers.

Potter encouraged PCC members to assume a greater role in providing feedback on new ways to improve service, develop new products, build efficiency and generate new opportunities to reduce costs.

### **Adding value to the mail and keeping it affordable**

Potter introduced a new Postal Customer Council Network Plan that will transform the PCCs into a premier network for customer education and training, stimulate growth for member businesses and help create a stronger Postal Service.

"Now more than ever, we need to communicate with each other on the changes necessary to use technology to add value to the mail and to use technology to keep mail affordable," Potter said.

He said the Postal Service will raise the goal of delivery point sequencing to 85 percent by the end of the year, 90 percent next year and ultimately to 100 percent. He noted that

bar coding mail for automated processing drives efficiency, and keeps rates affordable. He said USPS also is exploring a new four-state bar-code "to enrich the information on mail as it moves through our system."

Potter praised customers for helping convince Congress that potential overpayments to the Civil Service Retirement System needed to be fixed. But he warned of issues that grew out of last year's CSRS legislation. He said a 2006 escrow fund will increase USPS revenue requirements by \$3 billion in 2006, a potential 5.4 percent increase over and above forecasts.

The bill also transferred obligation for military retirement benefits from the Treasury to the Postal Service, an added \$28 billion obligation.

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# PMG to PCCs: Stay involved

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## Postal reform legislation now before Congress

Potter noted that House and Senate postal reform legislation eliminates the escrow and returns the military burden back to the Treasury. But, the bills call for the Postal Service to prefund health benefit retirement obligations and would have an upward pressure on prices. "Our evaluation indicates the costs could be as high as \$3.9 billion in 2006 — or a 6.5 percent rate increase over and above our forecast," he explained.

Also, he said, both bills have language that calls for price caps as a way to set rates. "Since neither bill provides relief from our major cost drivers — wages and benefits — we believe any price cap index must take all cost drivers into consideration.

Potter also said he is concerned about leg-

islative draft language that deals with pricing flexibility in competitive and non-competitive product lines. "Shifting costs to packages," he noted, "could result in significant upward price pressure — which could put the \$2.5 billion in contributions we gain annually from our package services in jeopardy."

## Transformation Plan: making changes and moving forward

Beyond legislation, Potter said the Postal Service is working to build the business and make it more valuable to customers through its Transformation Plan. "We are improving service, improving operational efficiency and enhancing our products to foster growth," he told the PCC members.

## Mail is the best value

Mail is still very much a vital part of the nation's economy, he said. "And mail will

remain valuable for years to come."

Potter said the American public still has a love affair with the mail. "Nine out of 10 households review the mail the day it's received," he said. "Seventy four percent of consumers read their direct mail. Fifty two percent of households place orders based on the direct mail they receive, and 21 percent of consumers have taken direct mail along with them when shopping. Over twice as many households order from catalogs than from information received only on the Internet.

"Overall," said Potter, "mail is the highest rated medium when compared with magazine, newspaper, radio, billboard and Internet advertising."

Read the postmaster general's speech at [www.usps.com/communications](http://www.usps.com/communications). ■

## Delivering results

That's what we're all about. When you see the "Delivering Results" symbol, you'll know it's about how we're making the Transformation Plan — the blueprint for the future of the United States Postal Service — a

part of everything we do. Read the plan at [www.usps.com/strategicdirection](http://www.usps.com/strategicdirection). ■



## Prepaid power

No matter what size your business, you need all the packaging convenience you can get, right? Here's a quick and easy solution for you. Try Priority Mail prepaid flat-rate envelopes. They're packed with potential, as a national marketing company recently discovered.

National Companies of Fort Lauderdale, FL, ships 1,800 to 4,200 packages a week. A Postal Service sales team introduced the company to prepaid expedited package services.

"We were using a competitor and our data base didn't talk to theirs," says National Companies Vice President/COO Lynda Davis. "We spent hours keying addresses into their shipping center and it was simply not convenient. It also was costing us a lot of money."

National Companies now uses the Postal Service's Priority Mail prepaid flat-rate envelopes for package shipping — no weighing, no applying of postage, the ability to print mailing labels

from existing customer contact files and no back-end charges. Davis says her company's shipping charges were cut in half.

"We developed this product to meet the needs of small business mailers," says USPS Package Services Manager Jim Cochrane. "But larger mailers are also reaping the benefits of the Priority Mail prepaid flat-rate envelope."

Are you looking for value and convenience? Isn't everybody? For more information, go to [www.usps.com/shop](http://www.usps.com/shop) or call 800-THE-USPS. ■



# The Forum Transformed — New Workshops, Symposiums, Schedule and Speakers Highlight 2004 Annual Event

New targeted symposiums, more than 100 professional workshops and an expanded four-day schedule highlight the program for the 2004 National Postal Forum. The Forum, which will open at the year-old Washington, D.C., Convention Center on September 19th, will showcase **Postmaster General John E. Potter** as its keynote speaker.

"The transformation of the Forum has been driven by the customers of the Postal Service," said **USPS Chief Marketing Officer Anita Bizzotto**. "As a result, the event has both expanded and become more relevant. There will be new and updated content in the workshops, in the special symposiums and on the main stage. And it all responds to what our customers told us they wanted."

The event will feature main-stage presentations by **USPS Chief Operating Officer Pat Donahoe**, **CMO Bizzotto** and Washington-based journalist/author **Tim Russert**, producer and moderator of NBC's *Meet the Press*.

This Forum will be the first since the decision was made to move to a once-a-year schedule for the mailing industry's premier conference. The Forum has developed a set of new pricing options designed to promote early registrations and to encourage mailing industry organizations to have multiple attendees at the event. The discounted pricing opportunities can be viewed online at [www.npf.org](http://www.npf.org) or on the registration form in this issue of *Memo to Mailers*.

"With four months to go," said **Marty Emery**, **USPS manager, Customer and Industry Marketing**, "we are well ahead of where we've been in previous years, in terms of registrations. Our audience seems very excited about the changes and our venue in Washington, D.C."



Also new to the Forum will be the off-site closing reception on Wednesday evening, which will take place at the **Smithsonian's National Museum of Natural History**. The museum will be closed to the public that evening and Forum attendees will have exclusive access to the Hall of Dinosaurs, the Hope Diamond and the special traveling show on the history of baseball.

"The 2004 Forum will be an exceptional event," said Anita Bizzotto. "It is one not to miss."

To get more information on the 2004 National Postal Forum — and to register for the Forum online — visit [www.npf.org/reg7](http://www.npf.org/reg7). Or, call the Forum at 703-218-5015.

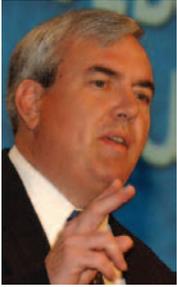


**KNOWLEDGE IS POWER**

Washington D.C. Convention Center | September 19 - 22, 2004

# The 2004 National Postal Forum — September 19th-22nd

## GENERAL SESSIONS NO ONE SHOULD MISS!



Live from the main stage, **United States Postmaster General John E. Potter** will kick off the Forum with his highly anticipated Keynote Address. PMG Potter's speech will cover a wide range of topics relating to the future of mail and the United States Postal Service®.

In other sessions, join the Postal Service's Chief Operating Officer Pat Donahoe and Chief Marketing Officer Anita Bizzotto as they discuss a variety of topics pertaining to the

future of mail and how it may impact your company. Plus, get information on new technology, postal legislation and revenue opportunities that can benefit you and your customers.

In our spectacular closing day General Session and luncheon Wednesday, **Tim Russert** of NBC's *Meet the Press* offers a unique perspective on our ever-changing world.



## FIVE DEFINITIVE FULL-DAY SYMPOSIUMS!

These five symposiums are excellent opportunities to discuss the hottest topics and biggest challenges facing the mail industry with influential executives from some of the most well-known companies. Choose from these thought-provoking symposiums:

### MARKETING SYMPOSIUM Monday, September 20th

Join IBM as they moderate a panel of industry leaders from American Century Investments, General Motors, Southwest Airlines, Verizon and others as they lead you on a full-day exploration of today's changing marketing landscape.



### GOVERNMENT DAY SYMPOSIUM Monday, September 20th

Key players from the Centers for Disease Control and Prevention, the Department of Homeland Security, GAO, GSA, The Berkshire Company, U.S. Postal Inspection Service and others will provide up-to-the-minute insights into vital issues such as security solutions, recommended practices, commercial payment conversions and privacy trends.



### PACKAGES DAY SYMPOSIUM Tuesday, September 21st

Industry leaders from Amazon, DuPont, JCPenney, QVC, Weyerhaeuser and others will discuss their vision for the future of retail, internet and catalog sales, and strategies for growth, customer retention, packaging and fulfillment.



### REMITTANCE MAIL SYMPOSIUM Tuesday, September 21st

Leaders from Bank of America, First Data, Phoenix-Hecht and others join the Postal Service in an end-to-end analysis of the changing industry landscape. Gain actionable insights into topics such as customer behavior, emerging technology and more.



### PERIODICALS DAY SYMPOSIUM Tuesday, September 21st

Decision makers from American Business Media, *ESPN the Magazine*, Hanley Wood and many more will share fresh insights and strategic thinking that can impact your publication — and your bottom line.



Visit [www.npf.org/reg7](http://www.npf.org/reg7) or call us at 703-218-5015 to register today!

## MORE THAN 100 WORKSHOPS!

With over 100 updated workshops (over 60 all-new for 2004) in 13 different specialty tracks, you'll get the most relevant information to benefit you and your company.

Workshops feature experts from companies such as ACE Marketing, Firstlogic, R.R. Donnelley and U.S. Postal Service® speakers! Each workshop is designed to give you expert solutions to the challenges facing your company. Plus, workshops are available at convenient times so you can have greater scheduling flexibility. Choose from more than 100 workshops in these 13 specialty tracks:

- Mail Production
- Mail Marketing
- Non-Profit
- Periodicals
- Mail Center Safety and Security
- Package & Shipping Solutions
- Mail Technology
- Printing
- Government
- Colleges & Universities
- Postal Policy
- Mail Center Management
- Postal Customer Council (PCC) Leadership



## NETWORK, NETWORK, NETWORK!

Rub elbows with experts from the mail industry at this year's Forum and imagine the possibilities! Luncheons, evening receptions, and, of course, the spectacular Closing Event on Wednesday at the Smithsonian's National Museum of Natural History, provide the perfect atmosphere for you to generate outstanding opportunities for your business.

## GET RECOGNIZED BY THE USPS!

Use the information you collect at this year's Forum and receive an official USPS certificate! By attending four to six select workshop sessions in the designated tracks, you or your staff members can earn a certificate in one of six areas:

- Professional Package Shippers Certificate **NEW!**
- Mail Center Safety Professional Certificate
- Periodicals Professional Certificate
- Postal Customer Council (PCC) Leadership Certificate **NEW!**
- Mailpiece Design Professional Certificate
- Mail Center Professional Certificate



## THE ULTIMATE EXHIBIT HALL!

The Exhibit Hall is the place to get up-close to the latest technology and innovations from over 150 companies! Experience them all for yourself and talk one-on-one with your favorite vendors. Also, the Exhibit Hall is the site of our Grand Opening Reception on Sunday and our all-new Exhibit Hall Reception at 5pm on Tuesday evening.

## DID WE MENTION THE FORUM IS IN D.C.?

Arrive at the Forum early and experience a city full of powerful attractions – Washington, D.C. This city boasts world-class attractions, incredible shops and top-notch restaurants. After you've had time to check out the sights and sounds, kick off Forum week at our annual Golf Tournament hosted by Westfields Golf Club in Centreville, VA, on Saturday.



**Reserve your place now and register today.**





# National Postal Forum Registration Form

DEPARTMENT 946, McLEAN, VA 22109-0946

PHONE 703/218-5015 FAX 703/218-5020

Washington, D.C. ■ September 19-22, 2004

For NPF Use Only

<b>Batch</b>	_____
<b>Ck No.</b>	_____
<b>Amount</b>	_____

**Source Code: G413**

Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
 Title: \_\_\_\_\_ Company: \_\_\_\_\_  
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 Telephone number: (\_\_\_\_) \_\_\_\_\_ Ext: \_\_\_\_\_ Fax number: (\_\_\_\_) \_\_\_\_\_

Please indicate the categories which BEST represent your Job Level and Function. (CHOOSE ONLY ONE FROM EACH.)

**LEVEL:**

- CEO/President
- Vice President
- Director
- Manager
- Supervisor
- Non-Management

**FUNCTION:**

- Administration
- Consultant
- Database
- Financial

- Fulfillment
- Human Resources
- Information Technology
- Mailing Services
- Operations

- Sales & Marketing
- Trans/Logistics
- USPS
- Other \_\_\_\_\_

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

**REGISTRATION OPTIONS** (No Discounts On-site)

	<b>Early Bird Through July 1</b>	<b>Regular Rate July 2-Sept. 1</b>	<b>On-site Rate After Sept. 1</b>	
<input type="checkbox"/> Full Registration	\$800	\$850	\$900	\$ _____
<input type="checkbox"/> U.S. Postal Service Employee (No other discounts apply.)	\$650	\$650	\$700	\$ _____
<input type="checkbox"/> Three-Day Registration	\$700	\$750	\$800	\$ _____
<input type="checkbox"/> Sun/Mon/Tues <input type="checkbox"/> Mon/Tues/Wed				
<input type="checkbox"/> Two-Day Registration	\$650	\$700	\$750	\$ _____
<input type="checkbox"/> Sun/Mon <input type="checkbox"/> Mon/Tues <input type="checkbox"/> Tues/Wed				
<input type="checkbox"/> One-Day Registration	\$400	\$450	\$500	\$ _____
<input type="checkbox"/> Sun <input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed				

(Please check website for One-Day Symposiums.)

**AFFILIATION DISCOUNTS** (If a member of a PCC or a MTAC represented association) (Only one applies.)

Please indicate affiliation: \_\_\_\_\_ Subtract 10% from above amount (\$ \_\_\_\_\_)

**MULTIPLE EMPLOYEE DISCOUNTS**

All additional employees from same company, \$50 off any registration except Spouse/Guest. Please indicate names: \_\_\_\_\_ (\$ \_\_\_\_\_)

**OPTIONAL FEES**

- Spouse/Guest** (Food and social functions only) Guest name required: \_\_\_\_\_ \$195 \$ \_\_\_\_\_
- NPF Golf Tournament, Saturday, Sept. 18, 2004** \$115 \$ \_\_\_\_\_

**PAYMENT OPTIONS**

Check (Make checks payable to **NPF**)

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**TOTAL REGISTRATION FEES DUE:** \$ \_\_\_\_\_

**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.

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	Renaissance-Wash.	\$215/\$240	\$235/\$255
	JW Marriott	\$179/\$179	—
	Marriott Metro Center	\$179/\$179	—
	Four Points Sheraton	\$169/\$169	—

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_

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

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

# POSTAL NEWS BRIEFS

## SIX IN A ROW!

The Postal Service scored 95 percent in overnight on-time delivery for the sixth consecutive quarter. The assessment is measured independently by IBM Consulting Services.

This Quarter II measurement — Jan. 1 through March 31 — also cites scores of 91 percent for two-day and 88 percent for three-day delivery. Residential Customer Satisfaction scores



are steady at 93 percent. However, an improvement in the number of customers who rate the service as “excellent” is noted in IBM’s report.

This report provides an independent assessment of the time it takes a piece of First-Class Mail, once it’s deposited into a collection box, to be delivered to one of more than 141 million American homes, businesses and Post Office boxes.

*EXFC externally measures collection box to mailbox delivery performance. EXFC continuously tests a panel of 463 ZIP Code areas selected on the basis of geographic and volume density from which 90*

*percent of First-Class Mail volume originates and 80 percent destinate. EXFC is not a system-wide measurement of all First-Class Mail performance.*

## USPS UPGRADES COMPUTER WIRING NETWORK

The data transmission backbone that supports the Postal Service’s automation and Intelligent Mail programs is about to get an extreme makeover. During the next 15 months, 108 large postal facilities will have existing wiring replaced with high-speed wiring technology. In the last 12 months, 62 plants have been upgraded.

This state-of-the-art technology upgrade will increase the Postal Service’s ability to get



real-time information about mail as it travels through the postal system — information that can be used to improve operational efficiencies and enhance service to postal customers.

A key strategy in the USPS Transformation Plan — the Postal Service’s blueprint for the

future — is to use automation technology to further enhance the value of Postal Service products and services.

## CLICK-N-SHIP ENTERS THE TREMENDOUS TWOS

Cue the fireworks! Click-N-Ship is celebrating its 2nd anniversary.

That’s 730 days of around-the-clock, quick, easy and convenient online label printing — and shipping of course. It goes to show that if you give customers an easy way to take care of their mailing business at home or in their own office, they’ll use it — with enthusiasm!

Click-N-Ship at [www.usps.com](http://www.usps.com) allows customers to print shipping labels whenever they need to — 24 hours a day, seven days a week. Its saved credit card feature also saves time. Repeat customers don’t have to re-enter information every visit.

Teamed with Carrier Pickup, the service that lets customers notify their letter carrier via USPS.com when they have packages for pickup, it’s a winning combination for today’s busy mailers.

Happy birthday Click-N-Ship — welcome to the tremendous twos!



The Postal Service this month issues a postage stamp to honor the 2004 Olympic Games in Athens, Greece.

## MEMO to MAILERS

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Change Service Requested

## Customized *MarketMail*:

# Cool idea!

**W**hat hockey fan doesn't love a Zamboni? If you want to get noticed by a target audience of National Hockey League fans, a Zamboni-shaped mailpiece certainly will do the trick.

First Tennessee Bank, the official financial services provider of the Nashville Predators, wanted a creative way to reach the team's season-ticket holders with an offer to take advantage of its new "Predators" checking account.

The bank decided to use the Postal Service's Customized *MarketMail* and sent a cleverly



designed mailer in the shape of a Zamboni — an ice-resurfacing machine — to 3,300 people in the Nashville area. The bank offered \$100 and a collectible, die-cast Zamboni bank for opening a Predators checking account. The mailing was sent in two different stages to the same list.

"We wanted to present an offer that stood out in consumers' mailboxes," says Lisa Meiers, marketing manager for First Tennessee Bank.

And the response? It was three to four times the normal expected return on a mailing to non-customers.

Do you want to get noticed?  
Go to [www.usps.com/customizedmarketmail](http://www.usps.com/customizedmarketmail) for more information. ■