

MEMO to MAILERS

UNITED STATES POSTAL SERVICE
VOLUME 36 NUMBER 9
OCTOBER 2001



BINDING THE NATION TOGETHER

Stamps spread the word

In the wake of the Sept. 11 terrorist attacks, many Americans asked for a flag stamp reflecting the country's unity. They wanted to display their patriotism in every way possible. In response, the Postal Service on Oct. 2 unveiled a 34-cent stamp featuring a stirring image of "Old Glory" with the words "United We Stand" below it. A fitting tribute to the invigorated patriotic spirit of our nation, the stamp will be available nationwide in November.

The stamp "is a ballot for freedom," says Postmaster General John E. Potter. "It is a reminder to the world that liberty and justice are more than words — they are the essence of who we are. And every time we use this stamp, we will remind ourselves, and others, that these, our core values, are unshakable,

and they will always remain so."

It is fitting that the Postal Service is going to issue this stamp, says Robert F. Rider, chairman of the Postal Service Board of Governors, "for our primary job has always been to 'bind the nation together.' Today, more than ever, the people of America are united in their purpose, their pride and their determination. This postage stamp is a graphic representation of that unity."

It takes a lot to keep the mail moving, notes Potter. People. Post offices. Machines. Trucks. Trains. Planes. And a simple postage stamp. "We use them every day," he says. "They're the tickets that move thoughts, ideas and emotions — one on one — to every corner of the world." ■

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MAINTAINING SAFE AND SECURE MAIL SERVICE

Postmaster General John E. Potter says the U.S. Postal Service and the mailing industry are doing everything within their power to ensure the integrity of what's in the mail.

"None of us could have anticipated ... how someone or some group would target the mail for such evil purposes," said Potter, referring to the threat of anthrax or other hazardous biological and chemical substances being sent through the mail. "Make no mistake, we cannot sit back and allow our nation's confidence in the mail to erode." He says federal law enforcement officers from the Postal Inspection Service to the FBI will bring to justice whoever or whatever group is behind this malicious activity.

Potter announced a high-level task force would take a fresh look at mail security and the handling of hazardous materials in the mail. Chief Postal Inspector Kenneth Weaver will lead it. He will be joined by representatives from postal unions, management association and the Office of Inspector General, along with safety and medical specialists and members of the mailing industry.

The problem of contaminated mail does not belong solely to the Postal Service, said Potter. It is a concern for mailers and shippers nationwide. And,

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We're moving the mail

and the Postal Inspection Service is protecting it

Since the terrorist attacks of Sept. 11, the United States Postal Inspection Service has re-emphasized that the safety and security of postal employees is the Service's primary concern. But the Inspection Service wants mailers to know it also is taking steps to continue to ensure the

security of the handling and delivery of their mail.

"Mailers can be confident that the USPS is moving the mail — and the Postal Inspection Service is protecting it," said Chief Postal Inspector Ken Weaver. These new steps include convoying mail at specific locations, establishing new

procedures for handling registered mail and providing security at new transfer points for surface mail operations.

Weaver stressed that security is a responsibility of all postal employees and should be a part of their daily activities. He said there are heightened security measures at

postal facilities and encouraged mailers to cooperate with Inspection Service personnel when entering and exiting facilities and during the inspection of vehicles. "Working together, we can preserve America's confidence in the mail," said Weaver. ■



During ceremonies at postal Headquarters in Washington, DC, New York Postal Inspector John Skidmore presents PMG John E. Potter with the flag from Church Street Station, located across the street from the World Trade Center.

The Church Street Station in Manhattan was badly damaged in the Sept. 11 attacks. More than two dozen vehicles were destroyed by falling debris. Thankfully, no employees were injured. As they tried to come to terms with the disaster, postal employees from the station and throughout the city worked to keep the mail moving. Customers were appreciative. "They did a great job," says Susan Giacomini, operations manager, HSBC Bank. She expressed her thanks to employees who made Church Street Station mail available to her couriers and she offered her appreciation and admiration, as did many business customers in the city. "We here in New York City at *ESPN The Magazine* want you to know how proud we are of our partners in the United States Postal Service," says Dennis Farley, senior manager of distribution at *ESPN The Magazine*. Pitney Bowes Management Services praised the support and dedication of the USPS team in New York City. Regional Vice President Jeff Schulz says they "helped us at Pitney Bowes Management Services keep our clients going."

Maintaining safe and secure mail service

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while the level of risk is relatively small, it is a problem that compels everyone in the nation to be vigilant.

"If we in the mailing industry can spend time now educating and bringing a commonsense perspective to what's happening, we will provide a valuable service to the nation, our customers and the U.S. Mail," he said.

The Postal Service delivers 680 million pieces a day, 208 billion pieces of mail a year, represents an industry that drives

American commerce, and still provides universal service for every family in the nation.

The U.S. Mail is too important to this nation to allow the confidence in the mail to erode, said Potter. "With additional vigilance — and with additional work with our customers and the public — we won't let that confidence erode," said Potter. "Americans value what's in the mail." ■

If you receive a suspicious letter or package:

- 1 Handle with care. Don't shake or bump.
- 2 Don't open, smell, touch or taste.
- 3 Isolate it immediately.
- 4 Treat it as suspect. Call local law enforcement authorities.

MERLIN: Coming soon to a location near you

The Postal Service is rolling out nationwide its new automated business mail entry machines. Deployments of the Mail Evaluation Readability and Lookup Instrument systems — known as MERLIN — will be completed by August 2003.

The Board of Governors of the Postal Service approved funding for the second phase of the program, which calls for the installation of an additional 1,003 MERLIN systems. In the first phase of the program, 200 machines are being deployed to the Southeast and Southwest Areas.

“MERLIN automates the verification and acceptance of letter and flat business mail and

will make the process consistent and uniform throughout the country,” says John Sadler, manager, Business Mail Acceptance. “It will make the process more efficient and will ensure that we receive mail which is of high quality.”

MERLIN is designed to verify virtually all acceptance requirements at automation speeds to reduce acceptance times. MERLIN will help ensure that the proper revenue is collected and will minimize the amount of improperly prepared mail in USPS distribution operations. It will also provide feedback to customers that will help them improve their mail preparation and qualify for discounts. ■



Comments welcome

At the request of Congress and the Comptroller General, the Postal Service is preparing a plan to shape the future of America's postal system. As an interim step, USPS has issued a paper entitled, “An Outline

for Discussion: Concepts for Postal Transformation.”

The paper is available at www.usps.com/strategicdirection. Customer feedback is welcome. Send comments by e-mail to transformation@email.usps.gov.

USPS website has rate case information

The Postal Service filed the R2001-1 rate case with the Postal Rate Commission (PRC) on Sept. 24. The PRC has 10 months to make its recommended decision to the Postal Service Governors, who then act on it. The price of a First-Class stamp would increase 3 cents as

part of the overall rate increase request, which averages 8.7 percent. Assuming the PRC were to take the full 10 months to make its recommendations, rates would likely not go up before September 2002. For details, go to www.usps.com/ratecase.

Holiday mail-early incentive

The Postal Service filed a request with the Postal Rate Commission seeking authority to conduct an experimental no-fee trial period for its Delivery Confirmation service for Priority Mail. If approved, the requested experimental trial will run from Dec. 1-16.

Delivery Confirmation for Priority Mail enables customers

to follow the status of their Priority Mail, providing the sender with delivery information, including date and time of delivery, forwarding or return status.

“This is a great way for customers to learn about this recent service introduction and should encourage customers to mail early during the busy holi-

day mailing season to take advantage of the offer,” says Anita Bizzotto, chief marketing officer of the Postal Service. “By mailing as early as possible in the season, customers can take advantage of this unique offer and also help the Postal Service to better manage the large parcel volumes at this extremely busy time of the year.”

The proposed limited-time offer waives the regular 40-cent fee for manual Delivery Confirmation service that is currently paid in addition to Priority Mail postage. If approved, it will provide many customers with their first experience with this value-added service. ■

LIVE ANIMAL TRANSPORT

In response to new Federal Aviation Administration restrictions, the Postal Service is adjusting the service it provides for the transportation of live animals.

The Postal Service will continue to accept live animals that do not require delivery within a 72-hour period, such as earthworms, lizards, snails, crickets, grasshoppers and bees, which can move on ground transportation. Also, the Postal Service will continue to accept live animals for which the postage is \$3.50 or less for shipment using air transportation.

The Postal Service will provide limited service for live animals for which the postage is more than \$3.50 and that require air transportation, such as day-old poultry, adult poultry and queen honeybees. This service will be available to and from the airports listed below. The cus-

tomers must present the mail to the AMC/AMF no later than the time listed. All times are local. The chart to the right shows at which airports service will be available Monday through Friday.

Mail containing live animals for which the postage is more than \$3.50 will only be accepted at an AMC/AMF, a retail unit or P&DC as authorized by the AMC/AMF manager. Employees accepting live animals that must be moved on air transportation must contact the appropriate AMC/AMF to make sure adequate space will be available and that the animals will reach their destination within the required time frame (see DMM C022.3.0). Mailers sending live animals are also encouraged to contact the appropriate AMC/AMF to facilitate the delivery of service. Below is a list of AMC/AMF contacts in each city. ■

Monday through Friday Service Airports

Atlanta, GA	ATL	10:45 p.m.
Baltimore, MD	BWI	10:30 p.m.
Boston, MA	BOS	8:45 p.m.
Charlotte, NC	CLT	8:30 p.m.
Dallas, TX	DFW	8:00 p.m.
Denver, CO	DEN	8:30 p.m.
El Paso, TX	ELP	7:45 p.m.
Houston, TX	IAH	6:15 p.m.
Huntsville, AL	HSV	10:00 p.m.
^(Out-bound only)		
Kansas City, MO	MCI	9:00 p.m.
Los Angeles, CA	LAX	5:00 p.m.
Miami, FL	MIA	7:00 p.m.
Minneapolis, MN	MSP	7:00 p.m.
Nashville, TN	BNA	9:30 p.m.
Newark, NJ	EWR	8:30 p.m.
Orlando, FL	MCO	8:45 p.m.
Philadelphia, PA	PHL	9:05 p.m.
Phoenix, AZ	PHX	5:00 p.m.
Portland, OR	PDX	4:15 p.m.
Seattle, WA	SEA	6:00 p.m.

City	Airport Code	AMC/AMF Contact	Phone Number	City	Airport Code	AMC/AMF Contact	Phone Number
Atlanta, GA	ATL	Alton Smith		Los Angeles, CA	LAX	Frank Panico	
		Jacqueline Hicks	404 765-5480			Tillman Robinson	310 337-8700
Baltimore, MD	BWI	Rodney Thorington	410 859-2356	Miami, FL	MIA	Dan Switzer	
Boston, MA	BOS	Terry McWade				Mary Taylor	305 869-5080
		Steve Cardillo	617 567-0084	Minneapolis, MN	MSP	Ron Gustafson	
Charlotte, NC	CLT	Woodrow McManus				Sue Lambertz	651 293-3136
		Henry Gaddy	704 359-8973	Nashville, TN	BNA	Joann Scala	
Dallas, TX	DFW	Steve Inglett				Renita Darvin	615 872-5766
		Olivia Gutierrez	972 456-2000	Newark, NJ	EWR	Alix Bertrand	
Denver, CO	DEN	Tom Lujan				Don Chesney	973 824-6276
		Dale Wanrow	303 342-3720	Orlando, FL	MCO	Bob Teal	
El Paso, TX	ELP	Manny Martinez				Sam Glover	407 826-5660
		Patsy Green	915 780-7543	Philadelphia, PA	PHL	Ramona Hickman	
Houston, TX	IAH	Ed Martindale				Paul Tillger	215 937-5600
		Mary Watson		Phoenix, AZ	PHX	Denise Gillanders	
		Doris Falke	281 443-6350			Deb Grzyb	602 244-9177
Huntsville, AL	HSV	George Hulan		Portland, OR	PDX	Linda Nagely	
		CarolAnne				Mikeal Kinder	503 335-7910
		Mierzejewski	256 461-6613	Seattle, WA	SEA	Kenn Messenger	
Kansas City, MO	MCI	William Cooper				Jerry Dougal	253 437-4200
		Phyllis Kagay					
		Bonnie Roberts	816 243-5751				

Revenue assurance: Prevention before assessment

Postage rates are set to cover costs. Underpayment of postage and fees means USPS can't cover its costs. It's no surprise, then, that revenue assurance plays an important role in the financial health of the Postal Service.

After gathering input from its mailing partners, a USPS cross-functional team issued a management instruction to guide the assessment and collection of shortages in postage and fees paid to the Postal Service. "We're going to promote honest dealings with all customers, treating all mailers as valued customers but ensuring that each pays what is due so that all benefit," says Deputy Postmaster General John Nolan.

The goal is to address mail qualification issues at the earliest point possible.

"We will place the greatest possible emphasis on internal quality and on working with our customers

to improve the quality of the mail we receive," says Nolan. "We want to give mailers an opportunity to fix a problem at or before accept-

ance, whenever possible." However, when revenue underpayments occur, the Postal Service

will support the assessment and collection of deficiencies. USPS will also pursue aggressively any and all cases of suspected fraud in

will maintain certain criteria in pursuing revenue shortfalls:

- n USPS will not normally go back more than one year to assess deficiencies;
- n USPS will normally adhere to a \$500 threshold in assessing deficiencies;
- n USPS will provide prior notification on content issues (the typical basis for a content-based deficiency is that the contents of the mailing are not eligible for the class of mail or rates claimed); and
- n The mailer will have the opportunity to appeal a revenue deficiency assessment to a higher level.

The revenue assurance policy of the United States Postal Service is to ensure that all revenues due USPS are collected fairly and consistently. We will emphasize prevention before assessment in our revenue assurance interactions with mailers.

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the payment of postage and fees. According to management instruction, the Postal Service

You've got options



The Postal Service now offers online payment solutions that tie electronic financial transactions to USPS's traditional businesses. Including USPS eBillPay™, which enables customers to view and pay bills electronically, these additions create a unique suite of Online Payment Services via www.usps.com:

Pay@Delivery™ — This new feature combines electronic payments with Delivery Confirma-

tion barcodes, and is similar to the existing Collect-On-Delivery (COD) service offered by the Postal Service. Customers can, for example, buy merchandise at an online auction but not release the payment until the merchandise arrives via USPS Priority Mail using Delivery Confirmation. When the Delivery Confirmation barcode is scanned by the mail carrier, the funds are released to the seller as an electronic payment.

USPS Send Money™ — This feature enables anyone to send money to anyone else using the electronic equivalent of a Postal Money Order. This person-to-person payment addition will allow customers to send money securely to anyone with a checking account and an e-mail address.

USPS Electronic Postmark™ verification — Electronic Postmark validation has been added

to all subscribers' payments — when they are created and sent, when they are changed and when they are canceled. The Electronic Postmark verification provides trusted, third-party proof of when a payment was initiated. It combines tamper detection with a time-and-date seal applied by the Postal Service, which has postmarked physical mail for decades. ■

PCC ADVISORY COMMITTEE WELCOMES NEW MEMBERS

The National PCC Advisory Committee (PCCAC) added six new members to its team — three customers and three postal. The newest liaisons to postal district managers are Mike Flores (Ft. Worth) and Mike Mutuzek (Central Plains). They replace Wayne Rogers, district manager of Northland. Replacing Postmaster Jerry Brown of Columbus, GA, as the postmasters' liaison is John Mitchell, postmaster of Montgomery, AL. On the customer side, new members are Steve Burn, Colorado State University, Ft. Collins, CO; Kim Waltz, Fred J. Waltz Co. Inc. in Slatersville, RI; and Guy Incontrera, Pitney Bowes, Ellicott City, MD. These six new members join Joyce Bagby, Wanda Radgowski, Becky Dunn, Clay Clark, Wayne Gardner, Pat McGee and Bob Belmont as PCCAC members.

PCCAC members exemplify a passion for PCC success and represent important customer and postal segments. Contact Pat McGee or Bob Belmont to learn more about how you may be able to become a PCCAC member in the future.

BENEFITS OF PCC MEMBERSHIP



By Joyce Bagby, PCCAC member, RJ Reynolds Tobacco Co., Winston-Salem, NC

In trying to recruit new PCC members, I often hear people ask, "What's the benefit of joining the PCC?" That's just what I need to hear and I'm off and running. It's unfortunate that with their numerous responsibilities executives in many companies are not close enough to the mail to recognize the opportunities that exist for reducing costs and/or increasing revenues, and that the place to learn about these opportunities is their local PCC. For that reason, the Piedmont Triad PCC has set aside one meeting a year as the "Bring Your Boss" meeting so they can see what is gained by attending PCC sessions.

For those of you who need to sell the PCC to your boss, try to set up such a meeting in your PCC, and to help with your sales pitch, emphasize the benefits of PCC membership.

They will learn about such programs as in-house

Coding Accuracy Support System certification, presorting mail files, barcoding benefits, and saving money by increasing usage of the Postal Service;

They will learn about the Address Correction Service to improve their mail's deliverability;

They will learn how to have their business reply mail returned at a lower rate through use of Qualified Business Reply Mail;

They will learn about Centralized Automated Payment System and how it can save them dollars on the front end of their mailings;

They will ensure the best possible mail service by working closely with their local postal sales and service representatives;

They will hear about positive changes in the mailing community that may help them save money/increase revenues for their company.

Above all, they will have contact with other executives, mailers, vendors and postal representatives in their area. These contacts can be more valuable than any card file or phone book. If there are concerns about doing a special type of mailing, or if there is a particular problem, there is usually someone else who has been there and can help.

So, if your boss thinks it's not worth the hour or two investment of your time each month to attend a PCC meeting, work up an ROI. Tell him/her that the benefits of being up-to-date on what's happening in the Postal Service far outweigh the costs. Then, give him/her this article. I hope it works and that soon, you too are seeing the efficiencies in your mailing operation that many other PCC members across the country are already enjoying. Good luck!

HOLIDAY MAILING, INTERNATIONALLY

Overseas holiday mailing deadlines are just around the corner. For most international destinations, including military bases, the Postal Service advises you to mail packages, cards and letters no later than Dec. 11. Expedited mail services like Global Express Guaranteed can, of course, be used even up to the last few days before Christmas.

International Mail To	Air Letters/Cards	Air Parcel Post	Surface
Africa	December 3	December 3	October 26
Asia/Pacific Rim	December 10	December 10	November 2
Australia/New Zealand	December 10	December 10	November 2
Canada	December 14	December 14	November 23
Caribbean	December 10	December 10	November 10
Central & South America	December 3	December 3	November 2
Europe	December 10	December 10	November 10
Mexico	December 10	December 10	November 10
Middle East	December 10	December 10	October 26

Military Mail Addressed To	1st-Class Letters/Cards	Priority	PAL	SAM	Surface
APO/FPO AE ZIPs 090-098	December 11	Dec. 11	Dec. 4	Nov. 27	Nov. 6
APO/FPO AA ZIPs 340	December 11	Dec. 11	Dec. 4	Nov. 27	Nov. 6
APO/FPO AP ZIPs 962-966	December 11	Dec. 11	Dec. 4	Nov. 27	Nov. 6

POSTAL NEWS BRIEFS

USPS PROMOTES SUPPLIER DIVERSITY

The Postal Service ranks high among government agencies that best promote multicultural business opportunities. In an online poll, Div2000, a non-profit diversity business information source, asked leading minority-owned businesses to select corporations and government agencies that were “winners” in promoting supplier diversity. USPS ranked second in its list of top 20 government agencies.

Keith Strange, vice president, Purchasing and Materials, says

the key to the Postal Service’s success is commitment backed by performance. “It is an honor to receive this recognition,” says Strange. “Even more significant is the benefit USPS garners through supplier diversity — enhanced competition, exposure to innovative ideas and approaches, and reciprocal economic gain.”

FUNDING APPROVED FOR CAMERAS

The Board of Governors approved funding to purchase 11,266 Wide Field of View Cameras to replace existing Wide Area Bar Code Readers

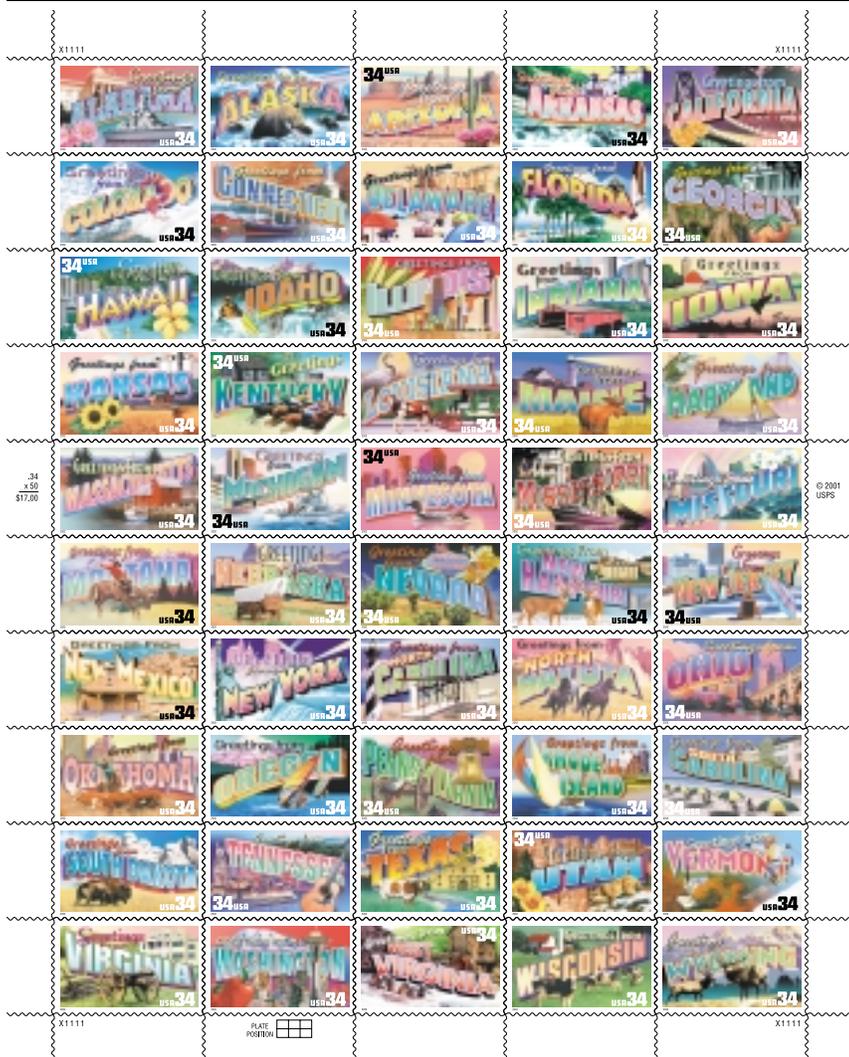
that are used for automated mail processing in Delivery Barcode Sorters (DBCS) and Carrier Sequence Barcode Sorters (CSBCS).

Replacing the readers will reduce operating costs and improve reader performance as well as increase the quality of delivery point sequenced mail. The system will also support revenue protection initiatives, enhance development of the Information Platform and help establish new technology initiatives.



Holiday stamps issued this month feature images of Santa Claus.

GREETINGS FROM AMERICA



In a move to spark renewed interest in domestic travel and to build increased pride in America, the Postal Service and the Travel Industry Association of America unveiled the Greetings From America postage stamps. They will be issued in April 2002. The designs are reminiscent of the retro postcards popular with tourists in the 1930s and 1940s.

MEMO to MAILERS

Volume 36 Number 9

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is published by U.S. Postal Service
Public Affairs and Communications.
USPS eagle symbol and logotype are
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United States Postal Service.

Send address corrections and
subscription requests to:

MEMO TO MAILERS
NATIONAL CUSTOMER SUPPORT CENTER
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6060 PRIMACY PKWY STE 201
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Change Service Requested



If only we could get our moving boxes packed and unpacked with the click of a mouse...

Pack that china. Lift those boxes. Haul that furniture. Anything to take the stress out of moving, right? The MoversGuide.com site on www.usps.com enables consumers to change their address online and access a wide variety of products and services needed to plan, move and settle in.

"At no cost to consumers or to the Postal Service, MoversGuide.com takes the stress out of moving for the 41 million Americans who relocate each year by saving them valuable time and money," says Postmaster General John E. Potter. "MoversGuide.com is a prime example of how the Postal Service is partnering with the private sector to offer customers innovative, secure, private and efficient services, and decrease our internal operational costs at the same time."

The new service, available nationwide by Nov. 5, will reduce costs associated with the manual processing of change-of-address

orders at Computerized Forwarding System sites. It also will improve address quality as the old and new addresses are standardized with ZIP+4 Codes in the system as customers enter the information.

The Postal Service currently spends over \$1.5 billion per year processing undeliverable as addressed mail. Of that \$1.5 billion, \$438 million is spent forwarding mail and \$768 million is spent returning mail to sender.

The Postal Service partnered with Imagitas, based in Waltham, MA, to offer this electronic address change service. Consumers can change their address online directly with the Postal Service, connect utility services, create a customized moving checklist, purchase online moving-related products and obtain information about schools and local services as well as motor vehicle and voter registration. ■