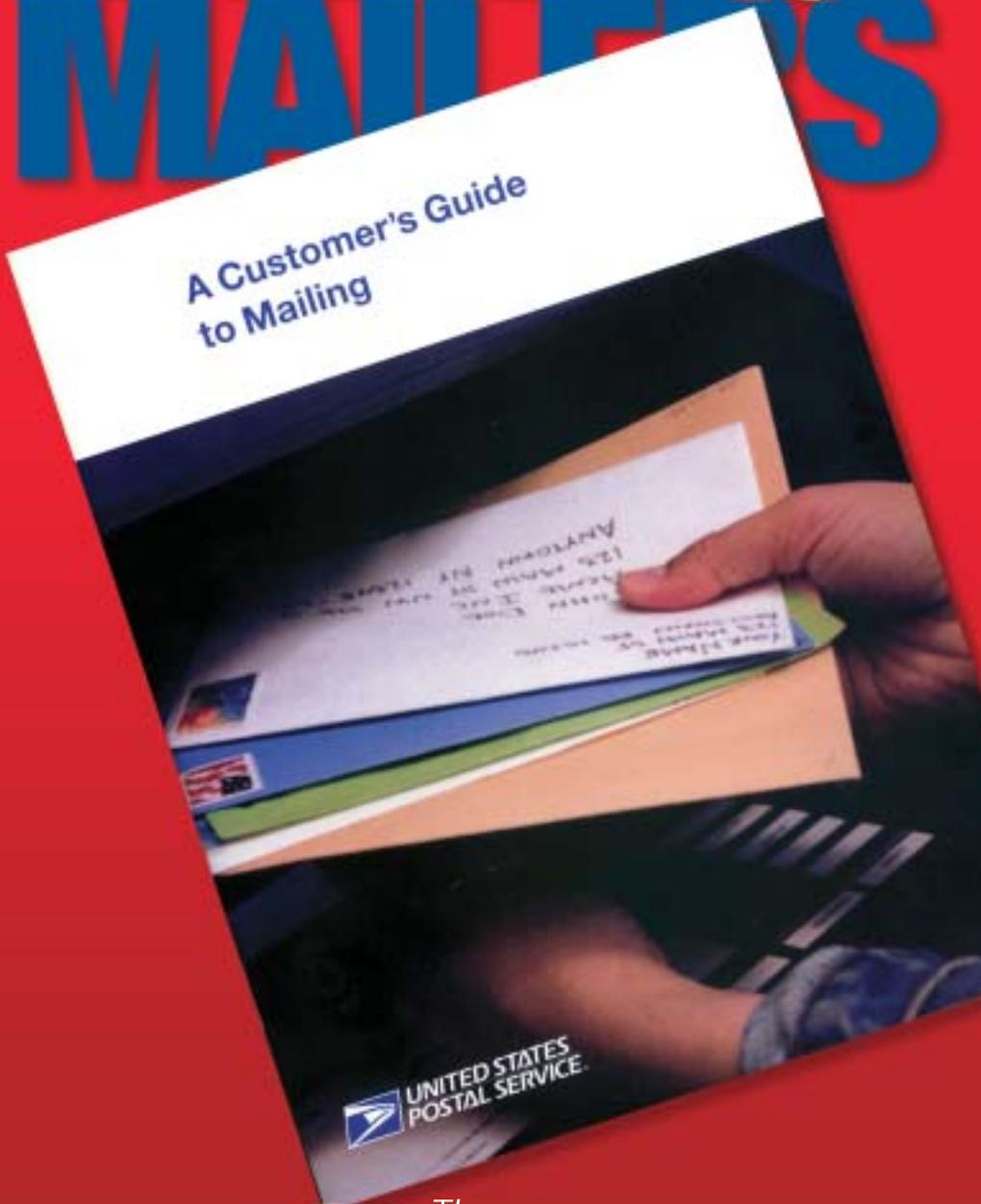


# MEMO to MAILERS

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A Customer's Guide  
to Mailing

UNITED STATES  
POSTAL SERVICE

*The new consumer  
Domestic Mail Manual –  
Easy to use and understand ...*

## Transforming ... ... as we speak

The Postal Service is moving full speed ahead on transformation, taking steps to meet today's challenges while preparing for the future. "The Transformation Plan is a blueprint. It's not a wish list. We're going to follow it," says Postmaster General John E. Potter.

The factors that drove the creation of the Transformation Plan have not changed. USPS is experiencing extraordinary declines in mail volume — projected at more than 6 billion pieces for FY 2002 — and resulting losses in revenues.

USPS is cutting costs and improving efficiency wherever possible. The Postal Service has reduced the number of career employees through attrition by 20,000 people, cut over 60 million workhours, postponed other program expenditures and delayed capital investments. This will reduce planned expenses for the year by \$2 billion.

And be assured, USPS will continue to do all it can within the limits of existing law to protect the right of every American to affordable, accessible, universal mail service.

The Transformation Plan — front and center. ■

# The look of Transformation

# The look of Transformation



It is possible to build a better mousetrap. Look at what the Postal Service is doing to its *Domestic Mail Manual* (DMM). There's a new design. A fresh focus. It's easy to use and understand. And, the title of the first new DMM series describes this redesign in a proverbial nutshell — it's *A Customer's Guide to Mailing*.

Postal transformation is about making it easier for customers to do business with USPS.

The new DMM, a multi-part project, is based on the ways customers use the mail and focuses

- 200 Series for beginning and small bulk mailers, small businesses and nonprofit organizations.

- 300 Series for professional mailers.

- 400 Series for other information such as labeling lists and hazardous materials.

## Why redesign the DMM?

The current DMM is the document that is the basis of domestic mailing standards. It's a complex document. It can be frustrating for both employees and customers.

In writing and publishing mailing standards, USPS has emphasized compliance with the law, the engineering requirements of postal equipment and the operational flow of mail through the postal system. While these are important objectives, there has been no comparable attempt to present mailing standards in a way that's easy for customers and employees to follow.

The new DMM will clarify mailing alternatives for different employee and customer groups (for example, retail customers, nonprofit organizations, small

businesses, business mail entry clerks, USPS administrators). It will create mailing requirements that are easy to use and understand.

*A Customer's Guide to Mailing* (DMM 100) carries the same weight and authority as the current DMM. The DMM 100 Series document for retail mailing is ready now. The 200, 300, and 400 series documents will be published in stages over the next few years. In the meantime, either the old or the new DMM is the authority for mailing standards. Both contain

the same information, they are updated at the same time, and they both represent the Postal Service's legal mailing standards.

Customers should look for copies of the DMM 100 in post offices, or they can download a copy at [www.usps.com](http://www.usps.com). Also, USPS is enclosing a copy of the document with every order from the Postal Store on the website. ■

## Customer Focus

The new DMM is based on the needs of our retail customers and answers the questions that customers ask in our retail lobbies.

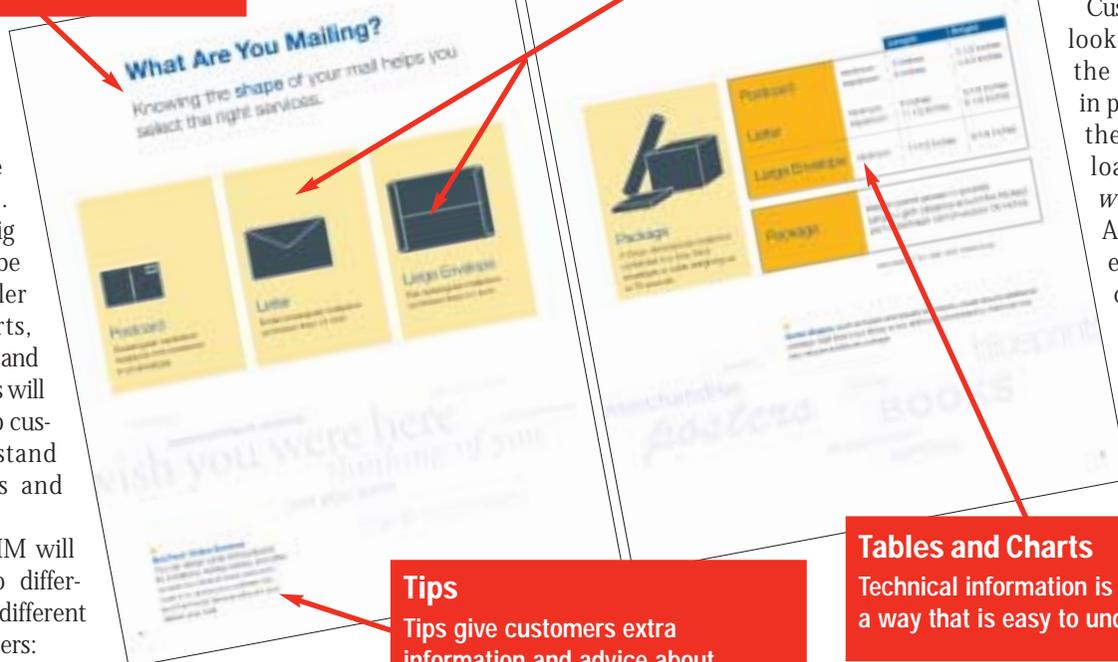
on the key decisions customers make in doing business with the Postal Service. Instead of one big volume, it will be a series of smaller manuals. Charts, illustrations, tips and real-life examples will be added to help customers understand USPS products and services.

The new DMM will be divided into different pieces for different kinds of customers:

- 100 Series for retail customers, *A Customer's Guide to Mailing* is available now.

## Shape

Mailpiece shape is a natural way for customers to think about mailing.



## Tips

Tips give customers extra information and advice about mailing options. They also link to tools such as NetPost Mailing Online service and the rate calculators.

## Tables and Charts

Technical information is provided in a way that is easy to understand.

# Mailing Industry Task Force: Tracking transformation

The transformation of the mail channel is under way as recommendations made by the Mailing Industry Task Force become reality. The task force — co-chaired by Pitney Bowes Chairman and CEO Michael Critelli and Deputy Postmaster General John Nolan — was formed in March 2001 to explore ways to help the mailing industry thrive in the future. Now, as the Postal Service moves full speed ahead with implementation of its Transformation Plan, the work of the task force serves as a conduit to USPS efforts to preserve universal service and strengthen the mail system in the future.

At the National Postal Forum (NPF) Sept. 22–25 in Boston, Critelli and Nolan will explain what progress has been made on task force recommendations in support of these strategic goals: to respond to

customer needs, to make mail more competitive and to unify the industry.

“The progress of the Mailing Industry Task Force subcommittees is overwhelming,” says Hamilton Davison, president and CEO of Paramount Cards, a steering committee member. “The accomplishments coming from this group are innovative, collaborative and focused on all customer groups. Changes are occurring in the Postal Service very quickly. Given the complexity and scale of what is involved, the speed of implementation is amazing.”

Judy Marks, president, Distribution Technology at Lockheed Martin and a new member of the task force, agrees. “The results of the Mailing Industry Task Force are very significant and relevant, and the speed of change is remarkable,” she says.

Individual sessions at the NPF will provide more detailed information on the recommendations made by the task force involving intelligent mail, consumer gateway services, enhanced payment systems, preparation and entry optimization, network optimization, postal pricing and address quality.

In addition, a new industry council — the non-profit Mailing Industry CEO Council — will discuss its efforts to shape the debate on the future of the mail channel, including marketing and communications strategies to promote the value of mail to the nation’s economy.

In addition to Marks, new members of the task force are Jeff Jurick, president and CEO, Fala DM Group, and Hugh Mahler, president and owner, Wolf Detroit Envelope Co. Retiring task force members are Jonathan Linen, vice chairman,

American Express, and Thomas Siebel, chairman and CEO, Siebel System, Inc.

A full list of task force members and additional information about the task force are available on [www.usps.com](http://www.usps.com). Information about the NPF can be found at [www.npf.org](http://www.npf.org). ■



**Don't miss it!**  
**National Postal Forum**  
**Boston, Sept. 22–25**

## FYI

On Sept. 22, CONFIRM tracking service becomes available by subscription.

CONFIRM lets customers know when their letters or flats have traveled through various stages of the automated mailstream and provides USPS with useful operations data.

CONFIRM adds value to the mail and allows mailers to better support their marketing efforts. ■

## Poised to process

An uncertain economy is the number one factor that will influence the fall mailing season this year and while USPS is not planning for major increases in volume during this period, postal operations are poised to process mailings efficiently and effectively.

“Based on current information from the industry, we are confident we will be able to handle what comes to us,” says Deputy Postmaster General John Nolan.

The fall mailing season runs mid-August through Thanksgiving and includes four holidays — Labor Day (Sept. 2), Columbus Day (Oct. 14), Veteran’s Day (Nov. 11) and Thanksgiving (Nov. 28). The holiday mailing period begins after

Thanksgiving and continues through January.

This will be the first fall mailing season during which postal employees capture electronic information about the induction of plant-verified drop shipments which may contain letters, flats or parcels. Mailers submit an electronic data file and print a barcode for that shipment on PS Form 8125, *Plant-Verified Drop Shipment Verification and Clearance*. When the shipment arrives at the destination entry office, a postal employee will use a handheld scanner to capture information from the shipment barcode.

The USPS scan provides electronic notification of when and where a shipment entered the Postal

Service and “starts the clock” for service performance measurement for two programs. CONFIRM was the first program to allow mailers to access data electronically through the Internet for letters or flats on which they printed a PLANET code, which uniquely identifies each mailpiece.

In June, a new service measurement for Parcel Select was announced for mailers with larger volume business-to-residential and business-to-business ground shipments containing parcels with Delivery Confirmation or Signature Confirmation services. ■

# Election season ahead

The Postal Service created a trademarked "Official Election Mail" logo to help process voting-related materials. It's there to make the mail more prominent. The logo signifies to voters and postal employees the importance of this mail, which is so critical to the democratic electoral process.

The logo will apply to all classes of mail and all processing categories, but it is not intended to upgrade service. The logo was not intended to be a substitute for a method of postage payment. This includes postage meter tapes or impressions, postage stamps and permit imprint indicia. The logo is strictly for identification purposes.

No candidate for any election, or anyone other than voter registration officials, can use the logo.

Guidelines for use of the logo are available to federal, state and local government election officials.

All questions regarding the limited use, conditions and legal policy of the Official Election Mail logos and guidelines, please contact:

Donna Gallegos  
Marketing Specialist  
Market Development  
Telephone:  
703-292-3577.  
Fax: 703-292-3832  
E-mail: [dgallego@email.usps.gov](mailto:dgallego@email.usps.gov)

Any requests for Official Election Mail logos and guidelines please contact:

Brand Equity and Design  
475 L'Enfant Plaza SW  
Room 10653  
Washington, DC 20260-3100  
Telephone: 202-268-7804  
Fax: 202-268-2392  
E-mail: [imagereq@email.usps.gov](mailto:imagereq@email.usps.gov)

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ELECTION MAIL

Authorized by the U.S. Postal Service



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**Big**  
prizes  
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small business!

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how Postal Service products  
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# TAKING THE MYSTERY OUT OF PERIODICALS

To help postal customers plan training requirements for the upcoming year, USPS is pleased to offer several more opportunities to catch this popular course on Periodicals mailings. If you haven't had a chance to attend in the past, you should definitely sign up for it now.

Did you know there are advertising limitations with Periodicals? Are you sure you are mailing at the lowest postage rate? Do you know that not understanding the characteristics and content of a publication can cost you thousands of dollars in additional postage? If your answer to any of these questions is a resounding "no" then read on.

The Postal Service has discovered that many customers are unfamiliar with Periodicals mailings and the different standards and fees that apply to discounts. This comprehensive three-day course, *Content and Preparation of Periodicals Mailings*, is provided in a classroom setting.

Participants will leave with a complete understanding of how to correctly identify and define advertising in Periodicals, and measure the percentages in marked copies. They will learn about the application process and the preparation requirements to receive the discount in postage. Managers, supervisors and advertising executives will all benefit from this comprehensive three-day workshop on the essentials of Periodicals mailing.

Unlike other courses and training that have only highlighted small segments of this complex industry, this essential course delivers the skills and knowledge critical to ensuring a successful Periodicals mailing, for novices or experts.

The course is being offered at both the National Center for Employee Development (NCED), in Norman, OK, and the William F. Bolger Center for Leadership Development in Potomac, MD. Course dates are:

Oct. 8–10, 2002 Norman, OK  
Nov. 18–20, 2002 Potomac, MD  
Dec. 17–19, 2002 Norman, OK  
Feb. 18–20, 2003 Norman, OK  
March 24–26, 2003 Potomac, MD  
April 8–10, 2003 Norman, OK  
July 14–16, 2003 Potomac, MD

To enroll, complete the attached registration form. The enrollment fee at both locations is \$1,050, which includes lodging, three meals per day and all course materials.

Topics covered over the three days are:

- Basic Elements and Categories of Periodicals
- Rate Eligibility
- Original Entry Application Process and Additional Entry, Reentry, or Special Rate Request
- Content and Characteristics, Measuring Advertising
- Preparation, Documentation and Statement of Ownership

Why spend valuable time learning or fine tuning these critical skills through trial and error? Get the solutions that other successful managers, supervisors and advertising executives are using to succeed with Periodicals mailings. Remember, this field is constantly changing and there is always new information to be gained from attending!

If you have any questions or need more information, call Tom Myers at 703-292-3544.



# Content and Preparation of Periodicals Mailings

## Registration Information

### You may register by mail, fax or phone.

You may pay by credit card or check. However, until payment is received you will appear on our "tentative list" and your seat may be given to another participant presenting payment. Payment must be processed before the start of the class. It is in your best interest to pay for your seat at the time you register to secure your seat.

### For classes at the William F. Bolger Center for Leadership Development, Potomac, MD

1. Register by phone for fast service. Call 202-268-7738 and one of our customer service representatives will be happy to take your enrollment.
2. Fax your registration and credit card information to 202-268-5879.
3. Mail your registration and payment to: U.S. Postal Service, 475 L'Enfant Plaza, SW, Washington, DC 20260-4215, ATTN: Debbie Branagan, Room 1P-650.

### For classes at the National Center for Employee Development, Norman, OK

1. Register by phone for fast service. Call 405-366-4639 and one of our customer service representatives will be happy to take your enrollment.
2. Fax your registration and credit card information to 405-366-4012.
3. Mail the registration form and payment to: U.S. Postal Service, NCED, 2701 East Imhoff Road, Norman, OK 73071-1198, ATTN: BRJ, Business Mail Academy.

**The enrollment fee includes student lodging, three meals per day and all course materials.**

Please print or type

**Name and Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, State, ZIP+4:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Ext.** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Federal ID Number:** \_\_\_\_\_

### Payment Information (please pay before the seminar)

#### Location:

- William F. Bolger Academy for Leadership Development, Potomac, MD — \$1,050 per student
- National Center for Employee Development (NCED), Norman, OK — \$1,050 per student

Confirming phone registration: # \_\_\_\_\_

Charge to:

- Mastercard
- Visa
- AmEx
- Diners Club

Check enclosed payable to U.S. Postal Service

Check # \_\_\_\_\_

Check Amt. \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration date \_\_\_\_\_

Signature \_\_\_\_\_



## ADVERTISING CONTRACT AWARDED

The Postal Service awarded its advertising contract to the Campbell-Ewald Agency of Detroit, MI. It will be joined by Draft Worldwide to form a single entity dedicated to the USPS account.

The Campbell-Ewald/Draft Worldwide team emerged as the choice after "a thorough process and weighing every factor to ensure that the Postal Service was

making the best choice," says Larry Speakes, manager of USPS Advertising.

The three multi-cultural agencies — Bravo, Chisholm-Mingo and Asian Partners — will continue with the Postal Service.

## PRINT YOUR OWN

USPS has authorized a new version of PC Postage that extends the convenience and access of Internet postage for Postal Service customers. The new service —

Stamps.com's NetStamps — enables postal customers to print sheets of individual NetStamps for use like regular postage.

The earlier version of Internet postage required that postage be printed at the time of mailing and in association with the recipient's address. Customers can now use NetStamps like regular postage stamps, printing and storing them for future use without worry of expiration.



**Want to see a leaf-nosed bat? American bats debut on postage stamps this month to help kick off National Stamp Collecting Month, which begins Oct. 1.**

## A giant step forward

The business mail acceptance process takes a giant step forward as the Postal Service conditionally approves the use of *PostalOne!*'s new electronic postage statement capability by several major customers.

*PostalOne!* is a suite of electronic capabilities that simplify much of mail acceptance, verification and payment processes by streamlining or eliminating much of the traditional hardcopy documentation required of business mailers. The system features a direct electronic link between the business mailer and USPS.

After months of successful pilot testing, the customers — Arandell, Quad/Graphics, Quebecor World and RR Donnelley & Sons — will be able to use the new electronic Standard Mail PS Form 3502-R postage statement.

"This is the beginning of a major move toward making the entire acceptance process more customer focused and easier for customers to use," says Larry Goodman, manager, Business Customer Support Systems.

Goodman says these four companies will no longer have to submit a hardcopy postage statement

to USPS because they've demonstrated the ability to accurately provide this information electronically. On the USPS side, acceptance employees will now have access to this information electronically through *PostalOne!*

"Both USPS and customers benefit with *PostalOne!*," says Goodman. "This is a deliberate effort to move away from paper-driven processes to an electronic exchange of information makes it easier for all of us to do business." ■

## MEMO to MAILERS

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## Online integrity

Businesses and consumers soon will be able to turn to the Web for the Postal Service's Electronic Postmark (EPM) service, which applies a trusted time and date stamp to an electronic document or file.

USPS signed a strategic alliance agreement with AuthentiDate, a subsidiary of AuthentiDate Holding Corp., to provide management, technology and support for the Postal Service's EPM service. AuthentiDate will transition the



**USPS and AuthentiDate make it official July 31. Signing the strategic alliance agreement are (left to right) John Botti, chairman and CEO, AuthentiDate Holding Corp., Rob Van Naarden, president and CEO, AuthentiDate, Inc., and Nicholas Barranca, vice president for USPS Product Development.**

Electronic Postmark from a hardware-based solution to a Web-based, software product that is easier to integrate into existing computer systems.

EPM service is similar to postmarking physical mail. It offers a high level of integrity for

electronic communications and transactions in that it validates the existence of a document at a specific date and time, and detects attempts to alter the postmarked document. ■

Change Service Requested

# Bread, milk and stamps

**N**othing could be easier than picking up a book of postage stamps at the supermarket checkout. Isn't it nice to know that in addition to 38,000 post offices and contract stations, there are about 60,000 additional places where you can buy stamps, not counting your home computer?

Coming this fall, to help you easily identify non-postal locations coast-to-coast where stamps are sold, USPS is introducing its new

"Buy Stamps Here" decal. Stamps — when and where people need them.

Look for the decal at participating grocery stores, drug stores and ATMs, on vending machines, and at contract postal stations.

And don't forget. You don't even have to leave your home to order stamps. Do it online at [www.usps.com](http://www.usps.com). ■

