

Mailers. Companion



OCTOBER 2003

USPS Offers Quality Training Opportunities for Business Customers

The National Center for Employee Development is a world-class training, learning and conference facility, centrally located in America's Heartland, Norman, Oklahoma.

The Business Mail Academy at the National Center for Employee Development (NCED) has three courses, Executive Mail Center Manager, Content and Preparation of Periodicals Mailings, and MERLIN™ Training for Mailing Customers tailored to meet the unique training needs for our Mailing Customers.

Executive Mail Center Manager

The Executive Mail Center Manager course is a comprehensive training program that is designed for individuals who wish to develop Mail Center Management skills. The EMCM course provides training specifically designed for mailing industry professionals. The course teaches skills needed to:

- Improve mail center safety and security
- Manage more effectively
- Boost productivity
- Cut costs

Here's what you'll learn in the Executive Mail Center Manager course:

- Total Quality Management
- People Management
- Sales and Marketing
- Managing Mail Center Operations
- Finances
- Mail Center Safety & Security
- Mail Center Technology
- Planning & Policy Making

Content and Preparation of Periodicals Mailings

This course is for Mailing Customers who mail Periodicals or would like to start mailing Periodicals. The course provides training in the administration, acceptance, and verification of periodicals mailings. Topics includes basis elements and categories, advertising, statements of ownership, publisher records, mail piece construction, preparation & sortation standards, and documentation.

MERLIN Training for Mailing Customers

This course is for Mailing Customers who have their mail verified by the "Mailing Evaluation Readability, and Lookup INstrument" (MERLIN). The course provides a comprehensive overview of MERLIN as it relates to the Business Mail Entry and Detached Mail Unit's.

The student will receive training in use of MERLIN in the administration, acceptance, verification of First Class Mail, Standard Mail, and Periodicals mailings.

Topics include: the purpose and basic operation of MERLIN, acceptable mail characteristics for size and readability, safety, machine overview, machine operation, MERLIN acceptance procedures, reports, flow of mail through MERLIN, and using the diagnostics screen.

Class schedule and tuition information can be found on page 7.

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OPERATION IDENTITY CRISIS Making the mail even safer

Identity thieves ripped off consumers for \$5 billion last year, according to the Federal Trade Commission (FTC). Banks and businesses lost even more.

To combat this growing crime, the Postal Inspection Service has launched "Operation Identity Crisis" — a consumer education campaign to prevent citizens from being victims of identity theft.

Joining the Inspection Service in this initiative are the FTC, the Secret

Service, the Department of Justice and various financial organizations.

Identity theft involves acquiring key pieces of someone's personal identifying information, such as name, address, date of birth, and Social Security number. Identity thieves use the information to commit fraud such as applying for loans, credit cards, and Social Security benefits.

TV actor and *Law and Order* star Jerry Orbach, himself a victim of identity theft, is the campaign's spokesperson. He will appear in a nationally distributed public service announcement about preventing identity theft. The campaign also

includes posters in all 38,000 Post Office™ lobbies, numerous banks, and other financial institutions throughout the country.

Here are some tips on preventing identity theft:

- Don't leave mail in your mailbox overnight or on weekends.
- Deposit your mail in Postal Service collection boxes.
- Tear up or shred unwanted documents that contain your personal information.
- Review your consumer credit report annually.

Need more information? Go to www.usps.com/postalinspectors.



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In each issue we will feature a message from Chief Marketing Officer Anita Bizzotto

CMO corner

"Trick or treat!"

The Postal Service has some treats for business mailers this season, with a variety of new products, services, and special offerings that can help you attract new customers, serve them better, and save money in the process.

Customized MarketMail™ debuted in August. It is already helping companies differentiate their products in the mailstream. Within certain size, weight, and thickness limitations, CMM pieces can take virtually any shape and design you wish, from a box of doughnuts to a flashy new sports car. CMM pieces can grab the attention of the recipient and generating greater response rates. I hope you will give this distinctive new direct mail product a test drive.

Just endorsed by the Postal Rate Commission and approved by the Board of Governors, our new Parcel Return Services test goes into effect October 19. The price for parcels picked up at the Post Office nearest the consumer is only \$2. Prices for pieces picked up at the bulk mail center are somewhat higher, depending on the item's weight and distance traveled.

Click-N-Ship, available through the Postal Service's web site www.usps.com, makes it easy for businesses to prepare and print shipping labels, with or without postage. You can order self-adhesive labels on-site, too, to take the licking out of shipping. And don't forget that when you use Click-N-Ship to prepare your Priority Mail labels, your Delivery Confirmation is free.

These are just a few of the valuable offerings we have for you this season. Visit your local post office, or go to www.usps.com for more mailing treats.

Anita

STOP FAMILY VIOLENCE SEMIPOSTAL STAMP

The Postal Service™ issued a 45-cent semipostal First-Class Mail® stamp, *Stop Family Violence*.

The stamp, designed by Carl T. Herrman, Carlsbad, California, went on sale nationwide October 8, 2003.

Each *Stop Family Violence* semipostal stamp will sell for 45 cents and will be valid for postage at the First-Class Mail rate (the first-ounce rate) in effect at the time of purchase. The net proceeds from the surcharge will be transferred to the Department of Health and Human Services in accordance with the provisions of the Stamp Out Domestic Violence Act of 2001, which the Congress passed and President signed into law on November 12, 2001.

This semipostal will allow every American to contribute to a nationwide fight against domestic violence. Proceeds from the sale of this stamp will be used to help agencies across the country provide shelters for women in need, individual and group counseling, legal assistance, court and social service advocacy, emergency transportation, urgently needed food and clothing, and prevention programs.

Family violence is a national concern. Its effects are felt regardless of age, race, or economic status. For this semipostal stamp, art director Carl T. Herrman selected artwork by a young girl that expresses the pain and sadness caused by domestic violence. Her work was photographed by Philip Channing, Santa Barbara, California.



DELIVER ME HOME

USPS announces new program to help find missing children

A new joint effort is underway to locate America's missing children. It's called the Deliver Me Home Network — USPS, the Inspection Service and the National Center for Missing and Exploited Children (NCMEC) are combining resources and coordinating efforts to find America's missing children quickly and return them safely home.

Here's how it works: once a NCMEC "Team Adam" representative receives a law enforcement request about a missing child, fliers containing critical identifying information are printed and disseminated by USPS in the local area. The fliers are displayed at local Post Offices and letter carriers deliver them to mailboxes in a targeted ZIP Code.

The national program got its start last week in Northport, AL, when letter carriers delivered more than 16,000 fliers to help search for an 11-year-old girl, who has been missing since August.

PMG TO FORUM:

Let's work together to make Postal Service better

Postmaster General Jack Potter stressed that the USPS and mailers need to work together to move the Postal Service forward in the 21st century.

"This is not Jack Potter's Postal Service," said the PMG. "This is yours — our mailers' and our customers' Postal Service," Potter told delegates at this year's National Postal Forum in Kansas City, MO.

Potter said USPS's efforts at improving service and cutting costs paid off during Fiscal Year 2003 which ended. Service for overnight First-Class Mail, as measured by External First-Class Mail Measurement System (EXFC), has hit a record-breaking 95 percent for the past two quarters, said Potter. He told attendees USPS is \$1.2 billion under budget in non-personnel costs.

On postal reform, he praised the entire mailing industry for supporting the effort that led to Civil Service Retirement System (CSRS) reform legislation. The legislative change will save the Postal Service billions that otherwise would've resulted in overpayment into the CSRS.

And the PMG noted the extensive work of the Presidential Commission on the Postal Service and its recommendations to the president on postal reform. "We must have legislative change," Potter said.

Revenue growth is the key to a financially sound Postal Service, said Potter. The PMG said USPS is working hard to give mailers different options for using the Postal Service. He mentioned the recent negotiated service agreement with Capital One and products such as Customized MarketMail and Repositionable Notes — which allow mailers to attract customer attention through innovative mailpiece design.

Potter said these developments came about by working together. A successful mailing industry depends on a successful Postal Service. "We all must work together to make it better," said the PMG.

Ease of Use

Making it easier for customers to use the Postal Service

Pick the Right Service for Your Shipments

You invest a lot of thought, time and money into picking out the right gift for the right person on your holiday list. So, here's some information from the Postal Service to help you pick the right mailing service to make sure your special gift gets to your loved one in time for the celebration.

Parcel Post – 2 to 9 Days

You're the organized type. You've been shopping since March for your friends and loved ones, finding those special items and salting them away for the holiday gift-giving season. You're ready for the holidays!

Parcel Post is an economical service that can serve your mailing needs. It's especially cost effective for heavier items (up to 70 pounds). Rates depend on the weight and distance the parcel will travel. For a little more, you can insure your gift up to \$5,000, find out when the package was delivered and who received it, and even get a receipt showing that it was delivered.

First-Class Mail – 1 to 3 days

For the rest of us, who wait until the last minute to purchase at least some of our holiday gifts, fear not! The Postal Service can deliver for us, too.

For packages 13 ounces or less, you can't beat First-Class Mail, the same service you rely on to pay bills and send birthday cards and letters. First-Class Mail rates vary based solely on weight, so cross-country items cost no more than packages sent across town.

With First-Class Mail, you can insure your gift, certify that it gets delivered, confirm the delivery, and even register it for up to \$25,000.

Priority Mail – 1 to 3 days

Is it the week before the holiday? Priority Mail will give you two-to-three day service on average to most domestic addresses at rates that make it the best value in the shipping industry.

Priority Mail rates begin at \$3.85 for as much as you can stuff in our special Flat-Rate Envelope, regardless of its weight, or for other items weighing up to a pound. For other packages weighing up to 70 pounds, Priority Mail rates are based on weight and distance to be traveled. Shipping supplies are available at post offices and on the Internet www.usps.com for free.

For only pennies more, you can insure your Priority Mail package for up to \$5,000, verify that the Priority Mail package was delivered, when it arrived, and who accepted it.

Express Mail – 1 to 2 days

Is the holiday countdown measured in hours rather than days? Use Express Mail. It offers guaranteed next-day delivery by noon to most locations, or your money back. The Postal Service even delivers Express Mail on Christmas Day, New Years Day, 365 days a year. There's no extra charge, either, for Saturday, Sunday, or holiday delivery.

Express Mail shipping supplies are available for free at your post office, or you can order them via the Internet.

Express Mail items are automatically insured for up to \$100.00 at no additional cost. Signature proof of delivery and tracking are available upon request.

For more information on holiday services from the Postal Service, visit your local post office or



go to www.usps.com, and choose "Send Mail and Packages," then "Domestic Shipping Options." You can even print your Priority Mail shipping label online, and get Delivery Confirmation at no extra charge!

And remember – wherever you are, postage stamps are nearby! You can get the stamps you need online www.usps.com, by phone (1-800-STAMP-24), from select ATM machines, and from vending machines in shopping malls and retail stores, and at many grocery stores and drug stores.

Don't let the holidays weigh you down this year. Let the U.S. Postal Service deliver for you!

Customer Gateway Makes it Easy to do Business Online With USPS

The Customer Gateway recently opened its doors for national and premier account customers. Located conveniently on USPS.com, the gateway gives our largest customers one place to go online for all their postal information and resources.

The site mirrors the various steps of the mailing process and includes easy access to programs such as the drop-ship appointment system, PostalOne!, CAPS and tracking — all in one location!

And we're testing a new enhancement — online access to the Business Service Network. This new feature is designed to strengthen relationships between USPS and mailers, increasing customer satisfaction, and retention.

The site — a partnership between Marketing and Information Technology — will continue to evolve, adding new services and enterprise capabilities so USPS can provide the best service possible to our large business customers.

"The Customer Gateway will make doing business with the Postal Service easier for our largest customers," said Chief Marketing Officer Anita Bizzotto. "It's another example of how Marketing is taking advantage of technology to improve customer service."

To visit the site, go to www.usps.com and click on "National & Premier Accounts" at the bottom right of the page.

DMM 100-S, Guia para el consumidor de los servicios postales (A Customer's Guide to Mailing)

Pricing and Classification and Diversity Development are pleased to announce the availability of the Spanish-language publication, *Guia para el consumidor de los servicios postales* (A Customer's Guide to Mailing), *Domestic Mail Manual* (DMM) 100-S.. The Spanish version is a valuable source of information for every Spanish-speaking household and home office.

Look for a Chinese-language version, coming soon.



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Domestic Mail Manual

The following changes to the Domestic Mail Manual are incorporated into the online version available via Postal Explorer at <http://pe.usps.gov>.

DMM Revisions

FSM 1000 Redesignated as UFSM 1000

Effective October 2, 2003, the term “flat sorting machine (FSM) 1000” has been changed to “upgraded flat sorting machine (UFSM) 1000” throughout the *Domestic Mail Manual*. This redesignation is based on

enhancements made to the FSM 1000.

Mailers who have stocks of polywrap film endorsed “USPS FSM 1000 Approved Polywrap” may continue using that film until

October 2, 2004. Any mailer requiring an extension beyond that date must contact the appropriate rates and classification service center for approval to continue using any remaining film with the old endorsement.

Parcel Return Services Experiment

Effective October 19, 2003, DMM G993 is added to set forth the standards adopted by the Postal Service to implement the Parcel Return Services (PRS) experiment pursuant to the Decision of the Governors of the Postal Service approving the Recommended Decision of the Postal Rate Commission in its Docket No. MC2003-2. The recommended decision is based on the Stipulation and Agreement that represented a negotiated settlement of all issues in that docket.

The Postal Service is conducting this PRS experiment to respond to the rapidly evolving market of Internet and catalog sales. Merchandise sales inevitably lead to returns, and many consumers, as well as Internet and catalog retailers, rely on the Postal Service for return of merchandise. By taking advantage of new ways of handling returned parcels, the new PRS experiment can provide convenience to consumers and competitive prices for retailers. Commercial shippers generally enter their parcels in bulk at Postal Service facilities near their destinations and receive discounts for doing so. With the PRS experiment, they will be able to pick up returns in bulk at those same facilities and receive discounts

for the handling and transportation costs the Postal Service otherwise would have incurred for single-piece handling and transportation of those parcels back to the original shipper. Thus, the experiment provides return parcels with the benefits of worksharing and the advantages of Parcel Select® service realized by mailers for outgoing parcels.

PRS consists of three rate categories for returned Package Services parcels retrieved in bulk by a permit holder.

- The Parcel Select return delivery unit (RDU) rate category applies to Parcel Post subclass parcels retrieved from a designated delivery unit. For this experiment, designated delivery units are those that offer extended hours for entry of Parcel Select-DDU parcels. The RDU rates are flat rates that do not vary by weight. There is one rate category for all regular-sized parcels and a separate flat rate for all oversized parcels.
- The Parcel Select return bulk mail center (RBMC) rate category applies to Parcel Post subclass parcels retrieved in bulk from any of the 21 bulk mail centers (BMCs) listed in DMM L601, or other equivalent facility. Permit holders are required to develop reverse manifests of each piece they retrieve.

- The Bound Printed Matter (BPM) return bulk mail center (RBMC) rate category applies to BPM subclass parcels retrieved in bulk from any of the 21 BMCs. Permit holders are required to develop reverse manifests of each piece they retrieve. Flat-shaped single-piece rate BPM pieces eligible for a rate reduction in the form of a flat differential do not qualify for the RBMC rate. There is no separate BPM rate for parcels retrieved from RDUs. BPM parcels can qualify as PSRS parcels retrieved from a designated delivery unit.

As part of this experiment, participants will be charged the applicable rate in new DMM G993.3.1 through 3.4. Parcels must be retrieved on a regular schedule. From BMCs, a minimum of every 48 hours excluding Sundays and Postal Service holidays, and from designated delivery units, a minimum of once every 7 days. Permit holders or their agents would be required to set up a recurring or standing appointment to retrieve PRS parcels. If the permit holder (or agent) already has existing appointments to deliver Parcel Select parcels to a BMC or DDU, the same appointment can be used for retrieving PRS parcels.

Participation in the first year of the experiment will be limited to 20 approved participants (permit holders). An additional 10 participants may be added during the second year. Participants will pay one annual PRS permit fee and one annual PRS advance deposit accounting fee of \$150.00 and \$475.00, respectively, at the Post Office where the PRS permit is held. Only one permit and

accounting fee is required for each participant (permit holder). Payment of these fees allows permit holders to retrieve both Parcel Select and BPM PRS parcels for their clients, as well as their own parcels, at all approved locations. Permit holders must use the Centralized Account Processing System (CAPS) electronic postage payment system to fund postage payments for all returns through all

locations. Information on CAPS can be found at <http://caps.usps.gov>.

The PRS permit may be canceled by the Postal Service for failure to maintain sufficient funds in a trust account to cover postage and fees on returned parcels, for distributing labels that do not conform to Postal Service specifications, or for several other reasons set out in this rule.

NCED Class Schedule and Tuition

Executive Mail Center Manager Schedule

We offer two delivery methods for this course.

1. Training is available through a five-day residency course offering at the National Center for Employee Development located in Norman, Oklahoma.

Tuition:

\$1500.00 (includes tuition and all meals and Marriott lodging)

Dates:

Dec. 8-12, 2003
Feb. 9-13, 2004
May 10-14, 2004

2. Training may also be arranged in your city through sponsorship by your Postal Customer Council. We can deliver customized presentations at your local Postal Customer Council meetings.

Content and Preparation of Periodicals Mailings Schedule

Training is available through a three-day residency course offering at the National Center for Employee Development located in Norman, Oklahoma.

Tuition:

\$1050.00 (includes tuition and all meals and Marriott lodging)

Dates:

Dec. 9-11, 2003
Feb. 3-5, 2004
May 4-6, 2004

MERLIN Training for Mailing Customers Schedule

Training is available through a four-day residency course offering at the National Center for Employee Development located in Norman, Oklahoma.

Tuition:

\$950.00 (includes tuition and all meals and Marriott lodging)

Dates:

Dec. 9-12, 2003
Feb. 3-6, 2004
May 4-7, 2004

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www.nced.com

Dr. Barcode

Q. Can I send wine or liquor through the mail?

A. No. Alcoholic beverages (wine, beer, and liquor) are nonmailable due to the federal law in *Title 18 United States Code section 1716* (18 USC 1716).

For more information, see *Domestic Mail Manual (DMM)*

C024.7.0 and Publication 52, *Hazardous, Restricted, and Perishable Mail*, section 42.

The DMM can be found online at <http://pe.usps.gov>, and Publication 52 can be found at www.usps.com/publications.



Send questions regarding mail preparation, standards, or regulations to

“Ask Dr. Barcode”

via email to jnagla@usps.com or fax to 703-292-3876. The good doctor will select one or two of the most challenging questions for publication.

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