

# MEMO to MAILERS

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## MAIL IRRADIATION limited

**T**he Postal Service continues to use irradiation technology on targeted mail — not all mail — in its effort to keep the mail safe from biohazards. The only mail currently being irradiated is mail going to specific government offices in ZIP Codes 202, 203, 204 and 205.

USPS is leasing irradiation facilities in Ohio and New Jersey to decontaminate mail and has issued contracts for purchase of irradiation equipment.

Current irradiation is done with electron beam technology. The process was tested and found effective by an inter-agency team of experts. The group was organized by the White House Office of Science and Technology Policy and included the Armed Forces Radiobiology Research Institute, the Food and Drug Administration, the Department of Agriculture and the National Institute of Standards and Technology.

Irradiated mail is sterile and poses no hazard. It is not and cannot be radioactive. Irradiation can adversely affect some mailable products, such as biological samples, diagnostic kits, photographic film, food, and eyeglasses and contact lenses. Electronic devices would likely be rendered inoperable and drugs and medicines also can be affected. Again, however, this process is limited to only certain mail.

USPS will continue to take responsibility for selecting and implementing the best technology available to protect the health and safety of postal employees, the American people and the mail. ■

## think POSTAL act GLOBAL

Landmark agreement with  
Consignia puts U.S. Postal  
Service at the forefront of  
global postal innovators

**W**hen it comes to innovation, the U.S. Postal Service delivers. Posts all over the world are creating new business models for the benefit of their customers, the Postal Service is no exception. Its landmark agreement with Consignia puts USPS at the forefront of global postal innovators.

Under the agreement, Consignia, formerly the British Post Office, will deliver the Postal Service's Global Express Mail (EMS) and Global Air Parcel Post (Air Parcels) in 23 European countries.

"This agreement will allow us to greatly

enhance our track and trace capabilities, providing centralized access to information and giving the American public more flexible service options and more reliable service," says James Wade, vice

president of International Business for USPS. "We will be using a single delivery partner with an integrated information technology system. This will be a vast improvement over working with 23 different postal administrations and

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# Think Postal Act Global

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delivery agents with dissimilar methodologies and standards.”

The actual delivery of packages will be made by Consignia’s pan-European parcel company, General Logistics Systems (GLS). The GLS network is made up of 23 national parcel companies, some wholly owned by GLS, with others operating as partners. In total, the GLS network serves customers in 30 countries throughout Europe.

“We have developed a novel, groundbreaking approach,” said John Modd, managing director of Consignia’s international services. He says it’s a “wake-up call” for the entire postal industry. “We’re adapting to the needs of our customers,” he adds.

He says he’s delighted that Consignia has earned the confidence

of another major player in the world’s postal market. “The GLS network is a key player in the European parcel market, where it has an excellent reputation for high-quality and reliable parcel service,” he says.

The service was successfully tested last November and December. Air parcels to all 23 destinations are now being delivered via Consignia’s GLS network. At the beginning of January, EMS items destined for Sweden, Netherlands, Germany, France, Denmark and Austria were tendered to the GLS network.

Delivery of EMS items via Consignia’s GLS network will be phased in through March for the remaining European destinations. They are Andorra, Belgium, Finland,



James Wade, vice president, USPS International Business (left), celebrates new Consignia agreement with John Modd, managing director, International Services, Consignia, and Carl-Gerold Mende, senior vice president, Business Development, General Logistics Systems

Gibraltar, Greece, Ireland, Italy, Liechtenstein, Luxembourg, Malta, Monaco, Norway, Portugal, San Marino, Spain, Switzerland and Vatican City.

Upon full implementation, GLS will deliver all of the Postal Service’s EMS and Air Parcel volume to Europe – an average of 6,000

pieces daily. There will be no change to existing EMS and Air Parcel postage rates as a result of the agreement.

Wade adds that a new approach to air parcel delivery in Asia is being worked out. Look for an announcement on that. ■

## USPS, major customers agree on rates plan

The Postal Service reached agreements with many of its major customers on a plan to raise postal rates June 30, three months earlier than projected. The Postal Rate Commission (PRC) suggested this approach to the current rate case in light of the Sept.

11 attacks and bioterrorism, both of which have had a negative impact on the Postal Service’s bottom line.

The agreements remain subject to review by the PRC and the Governors of the Postal Service.

It’s estimated that the settlement proposal would generate an additional \$1 billion compared with the revenue generated if the case were fully litigated.

The cost of a First-Class stamp would rise from 34 cents to 37

cents as part of an overall package that would increase rates for direct mail marketers, magazine publishers, nonprofits and others. ■

## Revenues, mail volumes decline

The effects of Sept. 11, bioterrorism and a sluggish economy affected Postal Service revenues and mail volumes through the first quarter of fiscal year 2002.

In a report to the Postal Service Board of Governors, Chief Financial Officer and Executive Vice President Richard Strasser said Quarter 1 net income of \$108 million was \$521 million under plan. Total revenue for the quarter (Sept. 8 through Nov. 20) was \$15.4 billion.

Strasser also reported that over-

all mail volumes dropped some 2.8 billion pieces (or 5.5 percent) below the same period last year. That marked the single largest quarterly mail volume decline in recent history.

Standard Mail volume — reflecting softness in the advertising market — led the decline, posting 2.2 billion fewer pieces than last year. First-Class Mail dropped 550 million pieces below last year’s volume for the same period, while Priority Mail volume dipped 47 million pieces.

### KEEPING COSTS DOWN

One bright spot in the report focused on Quarter 1 expenses. Total expenses of \$15.3 billion for the quarter were \$355 million below plan, and only 0.5 percent above the same period last year. Success in controlling expenses was due to aggressive work-hour cuts, including management and staff reductions.

During Quarter 1, the Postal Service reduced work-hour usage by 17.8 million work hours compared with the same period

last year. That reduction, coupled with the cumulative work-hour reduction of 23.1 million hours in fiscal year 2001, means the Postal Service has cut 16,300 full-time career employees (more than 40 million work hours) from its operating expenses since fiscal year 2000. At the same time, the Postal Service added more than 1.6 million addresses to its national network. ■



# National Postal Forum

DEPARTMENT 946, McLEAN, VA 22109-0946  
 PHONE 703/218-5015 FAX 703/218-5020

## Registration Form

San Diego, California ■ April 21-24, 2002

Only one registrant per form, please. Photocopy this form for additional attendees.

**PLEASE USE LABEL. TYPE OR PRINT ALL INFORMATION.**

For NPF Use Only

Batch	_____
Ck No.	_____
Amount	_____

MMS02

Name: \_\_\_\_\_ Preferred name for badge: \_\_\_\_\_  
First M.I. Last

Company: \_\_\_\_\_ Title: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Telephone number: (\_\_\_\_\_) \_\_\_\_\_ Ext.: \_\_\_\_\_ Fax number: (\_\_\_\_\_) \_\_\_\_\_

Have you ever attended a Forum? <input type="checkbox"/> Yes <input type="checkbox"/> No Are you a member of a PCC? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, name of PCC: _____ ARE YOU A PCC CO-CHAIR? <input type="checkbox"/> Yes <input type="checkbox"/> No Industry Association Affiliation: _____	<b>LEVEL:</b> <input type="checkbox"/> CEO/President <input type="checkbox"/> Vice President <input type="checkbox"/> Director <input type="checkbox"/> Manager <input type="checkbox"/> Supervisor <input type="checkbox"/> Non-Management <input type="checkbox"/> Other _____	Please indicate the categories which BEST represent your Job Level Function/Title. (CHOOSE ONLY ONE FROM EACH.) <b>FUNCTION:</b> <input type="checkbox"/> Administration <input type="checkbox"/> Consultant <input type="checkbox"/> Database <input type="checkbox"/> Financial <input type="checkbox"/> Fulfillment <input type="checkbox"/> Human Resources <input type="checkbox"/> Information <input type="checkbox"/> Technology <input type="checkbox"/> Mailing Services <input type="checkbox"/> Operations <input type="checkbox"/> Sales & Marketing <input type="checkbox"/> Trans/Logistics <input type="checkbox"/> USPS <input type="checkbox"/> Other _____
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**THESE RATES ARE FOR PRE-REGISTRATION ONLY. RATES ARE PER PERSON.**

*On-Site Registration: a \$50 processing fee will be added to all categories except One Day.*

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

<input type="checkbox"/> Full (01).....\$750	<b>OPTIONAL FEES:</b>
<input type="checkbox"/> U.S. Postal Service (20).....\$695	<input type="checkbox"/> Guest/Spouse (11) (Food and social functions only) ... \$195
<input type="checkbox"/> Group (02) and PCC Members (per person).....\$695	Guest name required: _____
<input type="checkbox"/> Business (03).....\$650	<input type="checkbox"/> NPF Golf Tournament, Saturday, April 20, 2002 ..... \$115
<input type="checkbox"/> Monday (04).....\$350	<input type="checkbox"/> <b>REGISTRATION</b> (See Note on back of form.)
<input type="checkbox"/> Tuesday (05).....\$350	<input type="checkbox"/> Charge \$_____ to my <input type="checkbox"/> AmEx <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> Discover
<input type="checkbox"/> Wednesday (06).....\$350	Card # _____ Exp. ____ / ____

**PAYMENT:**  Check No. \_\_\_\_\_ in the amount of \$ \_\_\_\_\_  
 Make checks payable to NPF. (NPF FIN 52-608-0759.)  
**DO NOT SEND CHECK OR MONEY ORDER FOR HOTEL TO NPF.**  
 SEE FURTHER INFORMATION ON REVERSE SIDE.

Signature \_\_\_\_\_

**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.**

Preference (1, 2 & 3)		Single	Double
	Marriott -Marina	\$235	\$235
	Hyatt Regency	\$232	\$232
	Clarion Bay View	\$160	\$160
	Westin Horton Plaza	\$215	\$215
	Embassy Suites	\$189	\$189

**ARRIVAL Date** \_\_\_\_\_ **DEPARTURE Date** \_\_\_\_\_

**HOTEL GUARANTEE**  
 AmExpress  MasterCard  VISA  Discover  Diners

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

**See reverse of this form for more information about hotel reservations.**

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

Visit us on the Internet at [npf.org](http://npf.org) or at [NationalPostalForum.org](http://NationalPostalForum.org)

(Over)

## Registration and Housing Policies and General Information

*Note: Housing and transportation are not included in the Registration Fees.*

### Travel Information

**Airline Information.** United Airlines and Delta Airlines are offering a 5% minimum discount to National Postal Forum attendees. Call United at 800-521-4041 **code 550WS** or Delta at 800-241-6760 **code DMN185305A**.

**Car Rental Discounts.** Hertz is the official rental car supplier for the Spring 2002 Postal Forum. For discounted rates, please call Hertz at 800-654-2240 **code 022J0645**

**Airport Transportation.** For Shuttle and Taxi information, visit [www.sandiego.org](http://www.sandiego.org)

### Registration Descriptions

**Full:** Includes the full menu: Business and General Sessions, Exhibits, Welcoming Reception, PCC Event, Continental Breakfasts, Lunches, Wednesday evening event.

**U.S. Postal Service:** Same as Full Registration.

**Group:** PCC members pay this rate. For a group of four or more registrants from the same company, the group rate will be extended if all registrants are submitted at the same time, along with full payment. (Registration includes all other Forum sessions, meals and social activities.)

**Business:** Same as Full or Group Registration except Wednesday evening event.

**Monday:** Includes Business and General Sessions, Exhibits, Continental Breakfast and Lunch on the day chosen.

**Tuesday:** (Same options as Monday)

**Wednesday:** (Same options as Monday)

### OPTIONAL FEES

**Guest/Spouse:** (Food and social functions only)

**NPF Golf Tournament, Saturday, April 20, 2002:** Includes a shotgun start at 1 p.m., greens fees, cart, transportation, awards, lunch, reception and prizes. Forms will not be accepted after March 15. Reservations accepted first-come/first-served.

BE SURE TO MARK APPROPRIATE BOX ON THE FRONT OF THIS FORM.

### Register Now

**Registration Forms and Fees must be received by April 5, 2002:** You will receive your full confirmation IN THE MAIL.

**For Registration Forms and Fees after April 5, 2002:** DO NOT MAIL. Bring your forms and fees to register on-site.

### Cancellations

Cancellations received by the National Postal Forum prior to March 15, 2002, are subject to a \$25 processing fee. Cancellations received between March 15, 2002 and April 5, 2002 are subject to a \$100 processing fee. No refunds, full or partial, will be issued for cancellations received by the National Postal Forum after April 5, 2002. All cancellations *must be received in writing by the National Postal Forum. Cancellation of NPF registration will also cancel your hotel room.*

### Send completed Registration Form as follows:

Paying Registration by check, send to: NPF—San Diego  
Department 946, McLean, VA 22109-0946

*Overnight must be mailed via U.S. Postal Service Express Mail*

Paying Registration by credit card, fax to: Fax 703/218-5020 — *Do not fax if paying by check.*

### Questions?

Call **703/218-5015**

### Hotels

**Check-in time 4:00 p.m.** Cancellation policy for hotels is 3 days prior to arrival

**First night deposit is required. DO NOT SEND HOTEL PAYMENT TO THE POSTAL FORUM.**

All suites will be assigned by the National Postal Forum. Call 703/293-2315 for further information on rates and availability of suites only.

**NOTE: Hotel reservations will not be made if form does not include arrival/departure dates, paid registration, and credit card information for hotel.**

Limited Government Rate Rooms are available only at Marriott at \$99.

**Confirmation:** Hotels will send confirmations to you within 14 working days of receiving the housing form from NPF.

### USPS Area Hotel Assignments

West .....	Westin
Great Lakes .....	Hyatt
Pacific .....	Marriott
Southwest .....	Hyatt
Eastern .....	Marriott
New York Metro .....	Marriott
Northeast .....	Hyatt
Southeast .....	Westin
Capitol Metro .....	Marriott



# Customer satisfaction increases

In a recent Gallup survey, 93 percent of households nationwide reported having a positive view of the Postal Service. Seventy-one percent of households rated USPS's overall performance as excellent or very good.

In addition, External First-Class (EXFC) service performance scores hit or exceeded 93 percent for the 17th consecutive quarter. The results, independently measured

by PricewaterhouseCoopers, cover overnight delivery service performance for the period Sept. 8, 2001, through Nov. 30, 2001. Big Sky (MT) and Springfield (MA) Performance Clusters each achieved a score of 96 percent, while 17 additional performance clusters attained scores of 95 percent. Performance clusters are geographic management units established by the Postal Service.

EXFC externally measures collection box to mailbox delivery performance, continually testing a panel of 463 ZIP Code areas selected on the basis of geographic and volume density from which 90 percent of First-Class volume originates and 80 percent destinations. EXFC is not a system-wide measurement of all First-Class Mail performance.

PricewaterhouseCoopers measures service performance for overnight, two-day and three-day service commitment areas to provide national, area office and performance cluster estimates of service performance. The data are compared with Postal Service delivery standards and the results are presented to the public each postal quarter. ■

## Protect against identity theft

The Federal Trade Commission reports that identity theft topped the list of consumer fraud complaints received by the agency in 2001. Identity theft accounted for 42 percent of the complaints

tracked by the FTC. Want tips on how to protect against identity theft via the mail? The Postal Inspection Service offers them at <http://www.usps.gov/cpim/ftp/pubs/pub280.pdf>. ■

## FYI

Business mail passes through many stages before it arrives at the delivery address. Its timely, intact arrival depends upon all the right things happening along the way. Mail Preparation Total Quality Management (MPTQM) shines the light on quality during the design and preparation stages of the mail. For more information about MPTQM, go to [www.usps.com/mptqm](http://www.usps.com/mptqm). ■

## Big picture for the long term

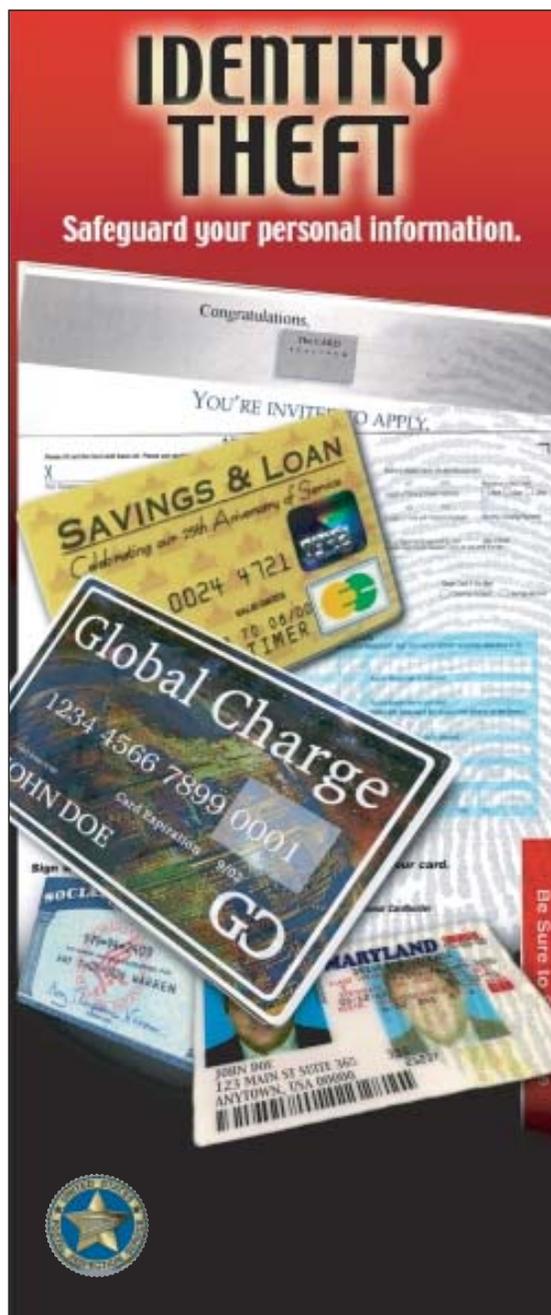
Postmaster General John E. Potter told mailers they'll be "pleasantly surprised" by the final draft of the Postal Service's Comprehensive Transformation Plan, which goes to Congress next month. "It's about the big picture and where we're going long term," he said at the Mailers' Technical Advisory Committee (MTAC) meeting in Washington.

A comment period for the Outline for Discussion: Concepts for Postal Transformation ended Jan. 31. It was intended to generate discussion and it did, notes Pot-

ter. When the final plan is released, it won't be 5,000 pages and "it's not going to have everybody's little tweak here and there," he says.

In addition to the Outline for Discussion, USPS also held focus groups with the public and small businesses. Comments focused on issues such as universal service, cost containment, staff reductions, productivity, rates, customer incentives and others.

USPS releases its comprehensive transformation plan to Congress and the General Accounting Office on March 31. ■



## BUILDING STRONG WORKING RELATIONSHIPS

The new year brings changes to two key customer organizations. Ken Cowell, manager, USPS Customer Events, has reassumed his role as the national postal co-chair of the Postal Customer Council Advisory Committee (PCCAC). In addition, he has been named co-vice chair of the Mailers' Technical Advisory Committee.

Cowell is a customer advocate and has always built strong working relationships between the Postal Service and its customers. He has served as a past PCC national postal co-chair and has managed the National Postal Forum for the past several years.

"I am looking forward to working with customers in both the PCC and MTAC communities," says Cowell.

At the PCCAC, Cowell replaces Pat McGee, who moves to his new position as manager of Market Development. McGee's new duties encompass the development of customer-relevant strategic marketing plans for business and consumer segments. In addition, his unit will orchestrate specific marketing initiatives for new emerging markets, mid markets, small business and multicultural markets.

"I have enjoyed working with our PCC customers over the past few years. They are creative, committed and dedicated to enhancing the value of local businesses through the use of the mail," McGee said. ■

## PCC BOARD MEETINGS

By Becky Dunn,  
National PCC Industry Co-Chair

Meetings. Just the word can make you cringe. So many of them end up being a case of time spent with little or no progress made. Without planning, they frustrate attendees, whittle away at enthusiasm and sometimes put you farther back than where you started!

First, you need to set an agenda. Share that agenda with your attendees prior to the meeting if possible. Put your agenda items in the order of importance so you can get the big items taken care of first. Estimate how much time you will need to cover each item and don't put more on the agenda than you will be able to cover in the time allowed for your meeting. I always make the last item "Open Discussion."

This gives everyone a chance to mention items of concern, share news, ask questions or bring up topics not on the agenda.

You have your agenda set, so now you need to direct the meeting so progress can be made on your agenda items. Let people know that the meeting needs to begin on time. Make sure everyone has the agenda and let them know that you plan to follow it. Now you have the unenviable task of keeping everyone on track. Remind people of the topic at hand and let them know that the group can discuss their topic or issue later in the meeting during the "Open Discussion." Be flexible if necessary, but try to maintain the timelines you planned for your agenda. You may need

to carry an item over to a future meeting or assign members to work on the item before the next meeting. It's important that the meeting not stall on one topic. Making progress on one item is not nearly as exciting as making progress on three or four or five items!

In my experience I've found board members more willing to come to meetings because they know they will be productive. The end result is board members who are enthusiastic to be on the board, and PCC members who have a more vibrant PCC because things actually happen instead of just being talked about in meetings.

## PCC LEADERSHIP CONFERENCE REMINDER

The next PCC Leadership Conference will be held April 21 at the National Postal Forum in San Diego, CA. The conference promises to be more interactive and will provide additional insights into building a successful PCC. Monitor the PCC website for updated conference information. ■

## PCC WEBSITE REGISTRATION

Stay up-to-date with the latest PCC news and website updates. Sign up for the weekly e-mail update of the PCC website by sending an e-mail to [register@pcc.team.com](mailto:register@pcc.team.com). Please note: the e-mail account you use to sign up will be the one on which you will receive your updates. The website address is [www.usps.com/nationalpcc](http://www.usps.com/nationalpcc).

## PCC COMMUNITY WELCOMES NEW CO-CHAIRS

### INDUSTRY CO-CHAIRS

- Pamela Brown, Taylor Systems Engineering, Southeastern Michigan PCC
- Rich Casford, Whittier Mailing Services, South Coast (CA) PCC
- Art Finch, Moss, Inc., Sacramento CA PCC
- Susan Hall, Pitney Bowes, Piedmont Triad (NC) PCC
- Steven Kulick, Haband, Northeast PA PCC

### POSTAL CO-CHAIRS

- Roy Montague, acting postmaster, Durham, NC, Greater Triangle Area PCC
- Steve Sondler, acting postmaster, Providence, RI, Providence RI PCC

## 9/11 HERO HONORED

President George Bush signed into law a bill designating the Cranbury, NJ, Post Office as the *Todd Beamer Post Office Building*. On Sept. 11 last year, Beamer was among a group of passengers who resisted terrorists on Flight 93, which crashed in a field in Pennsylvania. Beamer uttered the words "Let's roll" as the passengers attempted to retake control of the plane.

## NEW SEMIPOSTAL THIS YEAR

The Governors of the Postal Service set a 45-cent rate for the Heroes Stamp 2001 semipostal. The stamp, intended to raise funds for victims of the Sept. 11 terrorist attacks, will be issued later this year.

The Heroes stamp will be the second semipostal issued by USPS. The first, the Breast Cancer

Research semipostal, will go from 40 cents to 45 cents, also later this year. A postal appropriations bill enacted last November changed the pricing formula for semipostals.

The legislation also extended the sales period of the Breast Cancer Research stamp until Dec. 31, 2003. The Heroes semipostal is expected to remain on sale through Dec. 31, 2004. A Domestic Violence semipostal will go on sale in January 2004 and be available through Dec. 31, 2006.

## UPDATED MAILROOM SECURITY VIDEO

Looking for the latest information on how to keep your mailroom safe from terrorist threats? The Postal Service has updated its mailroom security video. It's available for viewing online at [www.usps.com](http://www.usps.com). Go to the "Security of the Mail" section and find the video on the "Mailroom Security" page.

## ARBITRATION PANEL AWARDS FOUR-YEAR CONTRACT

The neutral arbitrator of a three-member panel announced a new four-year agreement between the Postal Service and the National Rural Letter Carriers' Association. The labor union represents some 118,000 USPS employees.

The arbitration decision provides for a 5.6 percent general wage increase over four years.

## USPS CYCLING TEAM HONORS

Three-time Tour de France champion Lance Armstrong was named the U.S. Olympic Committee's 2001 SportsMan of the Year. The U.S. Postal Service Pro Cycling Team also was honored as the USOC's 2001 Sports Team of the Year.



Happy Birthday from USPS. Current U.S. stamps are available by calling 1-800-STAMP-24.

## MEMO to MAILERS

Volume 37 Number 2

Ilze Sella  
Editorial Services

Frank Papandrea  
Art Director

David Ostroff  
Designer

Jim Fisher  
Printing Specialist

John E. Potter  
Postmaster General and CEO

Deborah K. Willhite  
Senior Vice President,  
Government Relations  
and Public Policy

Azeezaly S. Jaffer  
Vice President, Public Affairs  
and Communications

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EDITOR

MEMO TO MAILERS  
US POSTAL SERVICE  
475 L'ENFANT PLAZA SW RM 10541  
WASHINGTON DC 20260-3100  
fax: (202) 268-2392  
e-mail: [mmailers@email.usps.gov](mailto:mmailers@email.usps.gov)

Online services:  
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PCC website: <http://www.usps.com/nationalpcc>  
Direct Mail Kit: (800) THE-USPS x 2110



## Reward rises in anthrax mailings

The reward now stands at \$2.5 million for information about who mailed letters containing anthrax that killed five people, including two postal workers. The reward includes \$2 million from the Postal Service and the FBI, and \$500,000 from direct mailer ADVO, Inc.

The letters were sent Sept. 18 and Oct. 9 last year from Trenton, NJ. In a continuing effort to seek the public's help in the case, flyers were delivered to postal customers in the Trenton area and to adjacent communities in Bucks County, PA. Additionally, the Postal Service distributed flyers to New Jersey-area pharmaceutical companies and transportation depots serving Trenton.



The anthrax mailings "were an unprecedented attack on our nation's mail system," says Chief Postal Inspector Ken Weaver. "Although many of the initial investigative resources were concentrated in New Jersey, we continue to broaden the scope of the investigation and try different techniques, such as the flyer, to bring this to a successful conclusion."

The reward poster is available online at [www.usps.com](http://www.usps.com). Go to the Security of the Mail section or the Postal Inspectors webpage. ■

Change Service Requested

## Spring 2002 NPF All postal, all the time

**F**rom mail security to rate case implementation to product redesign, the Spring 2002 National Postal Forum (NPF) promises to cover the gamut of issues facing the U.S. Postal Service and the mailing industry as a whole. This particular NPF, being held April 21—24 in San Diego, comes at a time when USPS and the mailing industry are facing a difficult economy and the aftermath of bioterrorism. At the same time, the Postal Service is examining options for postal transformation and exploring ways to ensure the viability of the mail into the future.

In his keynote address, Postmaster General John E. Potter plans to discuss the challenges and opportunities faced by the mailing industry and USPS, and you'll join industry and other USPS senior executives in a discussion of postal transformation. They'll talk

about the incremental administrative and operational changes possible under current law, implications of moderate legislative reform and fundamental structural changes of the Postal Service.

Deputy Postmaster General John Nolan, Chief Marketing Officer Anita Bizzotto and other postal executives will discuss measures taken by USPS and the industry to keep mail safe and secure, and initiatives to increase consumer confidence. Also to be discussed are initiatives to improve mail service and security, including new information, mail entry processes and new technology to enhance the value of hard copy mail.

The Mailing Industry Task Force, led by Michael Critelli, Chairman and CEO of Pitney Bowes, and Deputy PMG Nolan, will present a status report on its eight recommendations to enhance the mail and protect the \$871 billion

in commerce so dependent on an effective mail channel. There also will be a "Business Builder" strategy session focusing on the task force's efforts and its recommen-

dations aimed at responding to customer needs, making the mail channel more competitive and unifying the industry. ■

### MAILING INDUSTRY TASK FORCE WORK GROUPS

#### 1. Intelligent Mail Piece

Co-chairs: Michael Critelli, Chairman and CEO, Pitney Bowes; Charles Bravo, Senior Vice President and Chief Technology Officer, USPS; Thomas Day, Vice President, Engineering, USPS

#### 2. Consumer Gateway Services

Co-chairs: Dr. Jerome Swartz, Chairman and Chief Scientist, Symbol Technologies; Nicholas Barranca, Vice President, Product Development, USPS

#### 3. Payment Systems and Commercial Credit Options

Co-chairs: Gary Mulloy, Chairman of the Board and CEO, ADVO; Michelle Purton, Vice President and Treasurer, USPS

#### 4. Preparation and Entry Optimization

Co-chairs: William Davis, Chairman, President and CEO, R.R. Donnelley; John Rapp, Senior Vice President, Operations, USPS

#### 5. Network Optimization

Co-chairs: William Davis, R.R. Donnelley; John Rapp, USPS

#### 6. Pricing Strategy

Co-chairs: Gary Mulloy, ADVO; Steve Kearney, Vice President, Pricing and Classification, USPS

#### 7. Improve Address Quality

Co-chairs: Charles Morgan, Company Leader, Acxiom; Charles Bravo, USPS

#### 8. Implement Industry Council

Co-chairs: Michael Critelli, Pitney Bowes; Michael Sherman, President, Fingerhut