

MEMO to MAILERS

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AN OPEN LETTER FROM THE POSTMASTER GENERAL

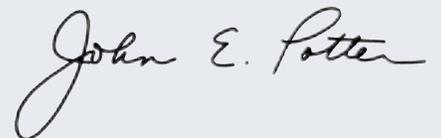
To Our Customers,

On Tuesday, September 11, our nation experienced a devastating tragedy. My heartfelt prayers go out to the individuals and families who have been affected by this horrendous ordeal.

As the nation moves forward, the best thing the Postal Service can do for America is to keep the mail moving. That's what all 800,000 of us are doing. Mail continues to flow to its destinations and post offices throughout the country are open to serve customers.

I want to express special appreciation to the postal employees in the New York, Washington, and Pittsburgh metropolitan areas who are responding gallantly in the midst of great adversity. During my visit to New York City, three days after the terrorist's attack, I was touched by the many stories of how our employees reached out to those in need in the minutes and hours immediately following the attack. With Church Street Station immediately below the World Trade Center, we are so fortunate that not one employee was injured.

In times of crisis and need, we've been there for the American people. This tragedy only strengthens our resolve to continue to bind the nation together. Our tradition of service to our nation reflects all of the strength and diversity that are the heart of our great country. We remain unwavering in our commitment to serve every customer.



John E. Potter
Postmaster General and CEO

CONFIRM

TRACKING YOUR MAIL THROUGH TIME

Perhaps you're a direct mailer and you've got a big marketing campaign coming up. Wouldn't it be great to know when your mailings are going to hit the street so you can target your telemarketing follow-up calls? That's what the Postal Service's Confirm service is all about. It allows both USPS and mailers to track mail through the system. On October 1, Confirm will be enhanced to make it even better.

Confirm allows mailers to uniquely identify and track both outgoing and incoming mailpieces. It provides near real-time tracking informa-

tion about First-Class Mail, Periodicals and Standard Mail letters and flats.

This totally integrated solution will improve service performance and delivery predictability.

Mailers use PLANET Code technology, which allows storage of information on the mailpiece with barcodes. The encoded data are captured when the mailpiece passes through mail-sorting equipment. The data then are transmitted to the customer's computer system or to the Confirm website at www.planetcodes.com.

The Postal Service considers this a win-win situation for both the Postal Service and its customers. This totally integrated solution will help

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The U.S. Postal Service is everywhere
so you can be anywhere™



eagle symbol is a registered trademark of the United States Postal Service. ©2001 United States Postal Service

CONFIRM

continued from page 1



USPS improve service performance and delivery predictability.

More than 600 mailers already participate in the program, which will move to a new production system on October 1. It will provide increased capacity and processing power, expanded PLANET Code functionality, dedicated customer support, increased scan rates, service performance measurement, "start-the-clock" data and a user-friendly website.

USPS also plans to file with the Postal Rate Commission to establish a rate schedule for Confirm. ■

ABOUT CONFIRM®

Confirm provides information on the processing and delivery status of mailings. Mailers can conveniently download the information to their computer systems or access it from the www.planetcodes.com website.

For **outgoing mail**, Destination Confirm provides considerable value and benefit to mass mailers, such as:

- Providing knowledge that customers have received important mail, including bills, credit cards and other significant mailpieces, so that mailers can plan subsequent business activities.
- Providing mailers the opportunity to synchronize telemarketing with the delivery of their solicitation to enhance response rates and/or sales.
- Augmenting direct mailpieces with other advertising media.
- Helping identify transport, processing and delivery trends.
- Helping reduce credit card fraud.

For **incoming mail**, Origin Confirm provides considerable value and benefit to major processors of incom-

ing payments, orders and other reply pieces. These include:

- Providing information to enable mailers to match staffing to workload at payment processing and order fulfillment centers.
- Providing utilities advanced notice of incoming late payments so that workers are not deployed to shut off service. This increases customer satisfaction and saves money.
- Providing information for managing cash flow and accounts receivables more effectively.
- Providing information for reducing costs associated with payment notices.
- Providing opportunities for quickly evaluating the success of ad campaigns.
- Giving advanced notice so that mail orders are processed more quickly to increase customer satisfaction. ■

PCC REACHES OUT TO BOARD OF GOVERNORS

On July 10, the executive board of the River Cities PCC hosted an informal breakfast meeting for members of the Postal Service Board of Governors. The governors were in Evansville, IN, for their regular monthly meeting. Industry Co-Chair Kathy Wolf of Data Mail Inc. and Postmaster Darla Woodall gave the governors a glimpse of the vital role played by the Postal Consumer Council (PCC) in a mid-market city like Evansville. The governors heard about the value of PCCs in networking, information sharing and communicating.

Through joint customer-postal involvement, the River Cities PCC helps to refine local operational policies and increase the effectiveness and profitability of mail for its members. In addition, it continues to reach more businesses in the community by expanding its membership. "PCCs work best when both customers and the Postal Service see their needs met through the value their working relationship brings," says Woodall.

"The governors enjoyed their meeting with the PCC members and were pleased to hear of their achievements," said Board Chairman Robert Rider. "They encouraged the PCC members to continue their good work."

PCC MAILINGS GO ONLINE

The USPS Service and Market Development group needed a fast and efficient way to send an announcement to the industry and postal co-chairs — about 500 names — con-

cerning the first PCC Leadership Conference scheduled October 14 at the National Postal Forum in Denver. The answer was as close as www.usps.com. "We used NetPost™ Mailing Online," said Pat McGee, National Postal Customer Council Advisory Committee (PCCAC) co-chair. "It was quick and easy, like having a post office and a professional printing-and-mailing service inside your personal computer. All we had to do was go to the USPS website, click on "Online Services," and follow the prompts. Pricing is excellent, quality is first-rate and turnaround time is short."

So the next time you or your PCC needs to mail quickly, easily and economically, try Net-Post Mailing Online. You'll be glad you did.

POTTER AT MIDWEST MAILING FORUM

Postmaster General John E. Potter is scheduled to address the opening session of the Midwest Mailing Forum 2001 — A Mailing Odyssey. The Twin Cities (St. Paul and Minneapolis, MN) PCC sponsors the event October 25-26 at the Earle Brown Heritage Center in Brooklyn Park, MN. The forum has proven to be a successful and popular "hometown" postal forum. It provides companies in the region an opportunity to send employees to a valuable educational conference without incurring high-cost transportation and lodging expenses. In addition to Potter and other speakers, and an 8,500-square-foot exhibit hall with vendors, dozens of "can't miss" educational tracks will be featured to help you grow your business with USPS. For more information, contact Ken Gardner at 651-293-3100.

WHAT MAKES FOR SUCCESS?

by Wanda Radgowski, PCCAC member, Ace Marketing Services, Smyrna, GA



One attribute of a successful PCC is a steady focus on the overall goals of the PCC program. Help PCC members and their organizations grow and develop professionally through educational programs. Share information. Facilitate the exchange of ideas about new and existing Postal Service products, programs, services and procedures that affect all businesses that use the mail. Promote local cooperation. Support and foster a close working relationship between the Postal Service and all businesses that use the mail to communicate and interact with their customers.

To help you meet these goals, prepare a yearly activity agenda and monthly agendas for each executive board meeting. Agendas help keep the monthly planning meetings on track so that the events on the yearly list can be accomplished. Each Janu-

ary, the postal and industry co-chairs meet prior to the first executive board meeting of the year to create a draft list of activities for the PCC. This list is created using past successes, new suggestions from general membership surveys and other new ideas that come out of attending the National Postal Forum sessions and suggestions from the national PCC level. Be sure to keep the budget in mind.

To help maintain interest in PCC activities, try mailing quarterly "Mark Your Calendar" postcards that detail registration and other information about the many mail shows and events of interest to PCC members. You can also mail the postcards to prospective members and use the cards as a resource for sponsors of door prizes or exhibitors.

Here's to your success!

Wanda

PIT STOP FOR SOLUTIONS

The fall workshop presented by the Indianapolis PCC — "A Mailer's Pit Stop for Solutions" — is set for September 27. It will include 45 vendor booths demonstrating the latest technology in mailing equipment and information, four seminars and a motivational speaker.

Legendary stock car racer A.J. Foyt, courtesy of Conesco, Inc., will sign autographs, and a stock car driving simulator will be available for the kid in everyone! For more information, contact Don Burdsall at 317-788-4440 or Beverly Delp at 317-872-9744.

KEEPING OUR FOCUS... at the NPF

Meet Postmaster General John E. Potter and his management team. Hear from the Mailing Industry Task Force. Learn all you can about making the mail work for you.

Don't miss it!

NATIONAL POSTAL FORUM DENVER OCT. 14–17

SUNDAY, OCT. 14

USPS and PCC leaders hold a new program on how to make your PCC more effective. There will also be an orientation session for first-time attendees.

MONDAY, OCT. 15 FOCUS ON LEADERSHIP

PMG John E. Potter outlines his priorities and plans for the Postal Service. His message is clear — our success depends on our ability to “Keep our Focus” on developing people, controlling costs, improving service performance, growing USPS and the mailing industry and pursuing postal reform.

Deputy PMG John Nolan and Pitney Bowes CEO Mike Critelli present the recommendations of the Mailing Industry Task Force to PMG Potter and the mailing community.

USPS officers and mailing industry executives detail initiatives that can benefit your business at six Business Builder Sessions.

TUESDAY, OCT. 16 FOCUS ON TECHNOLOGY

PMG, DPMG, COO and mailing industry executives discuss Adding Value to Hard Copy Mail with Technology. Hear how technology currently available can help manage costs, improve service and grow your business. Their discussion will cover

- addressing improvement,
- flats processing,

- Confirm, and
- Delivery Confirmation.

USPS officers and mailing industry executives discuss new e-opportunities and detail how you can use today's technology to mail faster, better and smarter at four Business Builder Sessions.

WEDNESDAY, OCT. 17 FOCUS ON SERVICE

In new Industry Exchange Sessions, USPS vice presidents, Area Operations, and industry representatives discuss how they will work cooperatively to improve service. Sessions focus on

- opportunities to grow First-Class Mail,
- automation of periodical mail,
- improving consistency and predictability of standard mail service,
- improving merchandise return service, and
- closing general session.

THROUGHOUT THE FORUM

Check out over 90 Business Sessions on Winning New Business — Getting and Keeping Customers; Mail Center Operations; Managing Mail Preparation and Fulfillment; and Distribution and Fulfillment.

Attend sessions and earn the USPS Mail Center Manager Professional Certificate of Attendance.

Learn how to apply to participate in the new USPS Mail Center Certification Program. ■

Rate changes proposed

The Board of Governors of the Postal Service will propose a three-cent increase in the price of a First-Class stamp as part of an overall rate increase request, which is less than 9 percent. The request will be formally submitted to the Postal Rate Commission and is well below initial predictions of 10 to 15 percent.

The Postal Service's mail volume growth is hurting from the volatility of the economy and despite management's aggressive cost cutting, the fact remains that in the near future the cost of maintaining this vital public service will exceed postal rev-

enues. The board is requesting an expedited decision because of Postal Service finances, economic trends and mail volume growth.

“This was a very difficult decision,” said Board Chairman Robert F. Rider. “But we simply don't have the basic tools necessary to operate in a modern business-like manner.” The board said that raising rates was necessary to protect the ever-expanding universal delivery system. “We will continue to manage this institution with the 30-year-old laws that govern us, but it's like trying to listen to a CD on an 8-track player.” ■



National Postal Forum

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

For NPF Use Only

Batch _____
Ck No. _____
Amount _____

Registration Form

MMF-01a

Denver, Colorado ■ October 14-17, 2001

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

PLEASE USE LABEL, TYPE, OR PRINT ALL INFORMATION.

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: _____	LEVEL: <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. (CIRCLE ONLY ONE FROM EACH.) FUNCTION: <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 Technology <input type="checkbox"/> Mailing Services <input type="checkbox"/> Operations <input type="checkbox"/> Sales & Marketing <input type="checkbox"/> Trans/Logistics <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 | <input type="checkbox"/> Wednesday (06)\$350 |
| <input type="checkbox"/> U.S. Postal Service (20).....\$695 | |
| <input type="checkbox"/> Group (02) and PCC Members (per person)\$695 | |
| <input type="checkbox"/> Business (03)\$650 | |
| <input type="checkbox"/> Monday (04)\$350 | |
| <input type="checkbox"/> Tuesday (05)\$350 | |

OPTIONAL FEES:

- Guest/Spouse (11) (Food and social functions only) ... \$195
 Guest name required: _____
 NPF Golf Tournament, Saturday, Oct. 13, 2001 \$115

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.

REGISTRATION (See Note on back of form.)
 Charge \$ _____ to my AmEx MC VISA Discover
 Card # _____ Exp. ____ / ____
 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
	Adams Mark	\$162	\$177
	Marriott City Center	\$159	\$159
	Hyatt Regency Regency Club Level	\$165 \$190	\$165 \$190
	Brown Palace Superior Room	\$179 \$194	\$179 \$194
	Holiday Inn Downtown	\$109	\$119
	Westin Tabor Center	\$169	\$189
	Embassy Suites	\$149	\$149
	Warwick Hotel	\$145	\$155
	Comfort Inn Downtown	\$119	\$119

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 or at NationalPostalForum.org

(Over)

CUT ALONG DOTTED LINE

Registration and Housing Policies and General Information

National Postal Forum

Denver, Colorado ■ October 14-17, 2001

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

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, Oct. 13, 2001: Includes a shotgun start at 1 p.m., greens fees, cart, transportation, awards, lunch, reception and prizes. Forms will not be accepted after Sept. 14. 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 Sept. 28, 2001: You will receive your full confirmation IN THE MAIL.

For Registration Forms and Fees after Sept. 28, 2001: DO NOT MAIL. Bring your forms and fees to register on-site.

Cancellations

Cancellations received by the National Postal Forum prior to Sept. 14, 2001, are subject to a \$25 processing fee. Cancellations received between Sept. 14, 2001 and Sept. 28, 2001 are subject to a \$100 processing fee. No refunds, full or partial, will be issued for cancellations received by the National Postal Forum after Sept. 28, 2001. 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-Denver
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 and will be immediately charged to credit card. 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 and Hyatt in NPF block.

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

USPS Area Hotel Assignments

West	Adams Mark
Midwest	Adams Mark
Great Lakes	Brown Palace
Pacific	Adams Mark
Southwest	Marriott
Allegheny	Marriott
New York Metro	Hyatt
Northeast	Hyatt
Mid-Atlantic	Hyatt
Southeast	Hyatt
Capitol Metro	Adams Mark

POSTAL NEWS BRIEFS

REACHING MORE CITIES

The Postal Service is using its shared air transportation network with FedEx Express to transport Priority Mail, Express Mail and First-Class Mail.

Under the terms of the USPS/FedEx Express air transportation agreement, which was implemented Aug. 27, FedEx Express will provide 443,000 cubic feet of transportation space on its air fleet by day and carry 250,000 pounds of mail at night. The Postal Service will use the day network for the transportation of Priority and First-Class Mail and will use the

night network for the transportation of Express Mail.

In addition to the anticipated increase in reliability and consistency of service, the Postal Service's new air transportation network contract will reach more cities than its former dedicated system did. As a result, the Postal Service's Express Mail network will reach more places than ever. The day network, which will carry Priority Mail and First-Class Mail, will also expand significantly.

BETTER THAN EVER

Continually expanding to meet customers' needs, the Postal Service's premier international expe-

ditioned service, Global Express Guaranteed™, is now offering even greater ease of use at its already user-friendly website, www.usps.com/gxg.

Customers preparing and paying for Global Express Guaranteed shipments online are now eligible for an automatic 5 percent discount, with even greater discounts available based on volume shipped. And, reports the USPS Expedited/Package Services group, on-call and scheduled pickup service are now available for Global Express Guaranteed.



Check out the newly redesigned NetPost™ Mailing Online and new features that include an online address book and special section for nonprofit mailers. Go to www.usps.com and click "Online Services," then "Send Letters and Postcards."

MTAC: CHARTING A NEW COURSE

Never before has the preparation, processing and delivery of mail been changing so rapidly. This only heightens the role played by the Mailers' Technical Advisory Committee (MTAC) in guiding the Postal Service and mailers into a future that benefits the entire industry.

"The purpose of MTAC is to share technical information, advice and recommendations on matters concerning mail-related products and services to enhance customer value for mutual benefit of all involved," says Industry Chair Joe Lubenow.

MTAC, with the support of Postmaster General John E. Potter, will play an even bigger role in the future to help the Postal Service and mailing industry to find mutually beneficial solutions to the challenges facing both, says John Wargo, vice president, Service and Market Development. "We are working together to chart a new course for the mailing industry," says Wargo.



At the August MTAC meeting, Deputy Postmaster General John Nolan honors Clarence Banks, RR Donnelley Logistics, for his leadership of the 2001 Flats Strategy Work Group.

MTAC membership consists of two representatives from each association representing all segments of the mailing industry. Industry Vice Chair Bob O'Brien stresses that the success of this program is due to the dedication and hard work of those involved, particularly members of work groups who tackle specific issues such as periodicals or addressing. These work groups commit to

achieving results in specific time frames. They seek new solutions to generate cost savings and/or provide for growth and service enhancements.

For more information on MTAC, contact Ernie Harris, MTAC program manager, at 703-292-3815 or visit the MTAC website at <http://ribbs.usps.gov/mtac.htm>.

MEMO to MAILERS

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Direct Mail Kit: (800) THE-USPS x 2110



Change Service Requested

New management structure at USPS

Postmaster General John E. Potter announced the most sweeping management restructuring at the Postal Service since 1992 “to bring more focus to our priorities and to the core business.”

“It is our job to make sure we never lose sight of the reason USPS exists,” Potter said. “The Postal Service is operated as a basic and fundamental service for the people by the government of the United States. These changes will enable us to better serve the American people by establishing a management structure that’s leaner and more easily understood.”

The changes will affect both headquarters and the field. Headquarters will be streamlined with a 20 percent reduction in officer positions. “Headquarters and headquarters-related staff positions will be redefined to focus on priorities and results,” the PMG said. “We will eliminate 800 headquarters and headquarters-related staff positions.”

In the field, two management areas — the Mid-Atlantic and Midwest Area offices — are being eliminated. The remaining eight areas will continue to reduce their



Chief Marketing Officer and Senior Vice President Anita Bizzotto

staffs to meet their 30 percent target this year. Cluster administrative staffing will be reduced by 10 percent over the next 12 months. In addition, supervisory staffing will be reduced by over 500 positions at targeted facilities.

The most significant structural change will affect marketing and sales activities. A new marketing organization will be responsible for service and market development, product development, pricing and classification, and sales.

Chief Marketing Officer and Senior Vice President Anita Bizzotto will lead the new organization. Bizzotto had been vice president, Pricing and Product Design, managing pricing and classification policy for postal products and overseeing the reform of mailing regulations and pricing structures.

Bizzotto joined the Postal Service in 1974 and has held numerous positions, including general manager of the Chicago Rates and Classification Center. She also served as manager of Business Mail Acceptance in Marketing Systems where she was responsible for oversight and policy relating to acceptance of bulk mail, rulings and appeals of classification issues, periodical and non-profit authorizations, and private express statute administration. ■