

MEMO to MAILERS

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Confidence in the mail

Executives of the mailing industry pledged their ongoing support of the U.S. Postal Service and the concerted effort to keep the mail safe and viable. "The anthrax attacks are changing the way all of us do business," says Postmaster General John E. Potter.

The PMG and other postal executives met Nov. 7 in Washington, DC, with CEOs who represent the \$900 billion mailing industry, which employs 9 million workers in the United States. Joined by a single purpose – to ensure consumer confidence in the safety and integrity of the nation's postal system – the mailers and postal representatives agreed to work aggressively together to address the immediate challenges to the industry and the preservation of a hard copy delivery system.

"Despite the tragedies we have faced under attack by terrorists, despite the grief of losing some of our own employees, despite the challenge of uncertain economic times, the mail keeps moving," said Potter. "I am encouraged by the unwavering support of the mailing industry in helping us meet these challenges and welcome its ideas and input on how we move forward."

Those in attendance at the meeting agreed on the fundamental right every American enjoys to exchange information and goods through the Postal Service.

"As we enter the holiday season, we want Americans to know they can send, open and read their mail, safely,"

Let's roll...

*I wish life came with a no-risk guarantee, but it never has. **What I can guarantee is that 800,000 Postal Service employees are doing everything humanly possible to keep the mail safe and keep it moving. And we're determined not to let terrorists stop us.***

-- Postmaster General John E. Potter

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SECURITY OF THE MAIL

Q. How can customers get updated information about facility closing and service impacts resulting from anthrax contamination?

A. The most up-to-date information can be found in the Mail Facility/Service Updates page of the special section dedicated to security of the mail on the U.S. Postal Service website at www.usps.com.

Q. Where can I find information on keeping mailrooms safe from anthrax threats?

A. The U.S. Postal Service features a General Services Administration training module with information on how to respond to an anthrax threat in a mailroom, which is now avail-

able at the website, www.usps.com. The module lays out actions that can be taken if there is a potential anthrax threat in a mailroom, including countermeasures for staff to defend and protect against these threats.

This section of the website also features clips and a full version of the Postal Service video, "Biological Threat: Protecting Your Mailroom," which features information on keeping mail centers safe. Business customers can order the complete video free at www.usps.com/shop by clicking on Stamp Products and then Mailroom Video.

Or call toll-free, 1-877-702-6215. Orders are being fulfilled as quickly as possible. ■

USPS awards contracts to sanitize mail

The Postal Service awarded a contract to The Titan Corp. of San Diego, CA, to provide electron beam systems and services to sanitize mail.

Titan will subcontract with its subsidiary SureBeam to provide the proprietary electron beam systems. The contract award, for approximately \$40 million, is for the purchase of eight systems and includes an option to expand the order to purchase 12 additional systems.

In addition to providing the equipment, The Titan Corp. will operate and maintain the systems. The Postal Service also has contracted to use a Titan facility to sanitize mail using electron beam technology.

The Postal Service also announced a contract award to Ion Beam Applications (IBA) Inc. of Chicago, IL, to provide electron beam and x-ray technology to sanitize mail. IBA will dedicate its irradiation facility in Bridgeport, NJ, to the sole purpose of sanitizing mail. ■

USPS seeks one-time aid

Postmaster General John E. Potter told members of Congress the Postal Service needs financial help in coping with the impact of terrorism and related declines in mail volume and revenue.

Potter said the Sept. 11 attacks and the subsequent use of the mail as a vehicle for bioterrorism have had "terrible and direct effects on the nation's mail system." He says they should be considered costs of homeland security.

Potter said USPS estimates the costs of dealing with homeland security at \$3-4 billion. The business impact could affect the bottom line by \$2 billion.

"Users of the mail should not be burdened with these extra costs through the price of postage," said Potter. "This could quickly threaten the foundation of a universal postal system serving all Americans, and damage the mailing industry and other businesses that depend on the mail, ultimately harming the economy as a whole."

Confidence in the mail

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said Michael Sherman of Fingerhut, Inc., a leading mail order company. "The Postal Service has proactively tested and sanitized affected postal facilities and has heightened mail security. We in the mailing industry are making changes in the way we prepare mail, and we are actively working with the Postal Service in the development of short- and long-term solutions to protect the nation's mail system."

Some of the executives said their companies had changed their packaging to make company names more visible and iden-

tifiable by customers. Also discussed were long-range goals for creating a "smart" envelope, standardizing mail preparation and other strategies that could be used to enhance mail security. ■



Postmaster General John E. Potter and mailing industry executives present a united front against terrorism attacks through the mail.

SUSPICIOUS MAIL ALERT

If you receive a suspicious letter or package:



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

If a parcel is open and/or a threat is identified . . .

For a Bomb:

Evacuate Immediately
Call Police
Contact Postal Inspectors
Call Local Fire Department/HAZMAT Unit

For Radiological:

Limit Exposure - Don't Handle
Evacuate Area
Shield Yourself From Object
Call Police
Contact Postal Inspectors
Call Local Fire Department/HAZMAT Unit

For Biological or Chemical:

Isolate - Don't Handle
Evacuate Immediate Area
Wash Your Hands With Soap and Warm Water
Call Police
Contact Postal Inspectors
Call Local Fire Department/HAZMAT Unit

Partnership for Progress

Michael Critelli
Chairman of the Board/CEO
Pitney Bowes Inc.
Stamford, CT

Business Solution

Mike Carolan
Sales Manager
Johnson and Hayward
Clifton, NJ

Bernie Henciak

Senior Vice President
Pittsburgh Mailing
Pittsburgh, PA

Chuck Hovis

Account Executive
Velocity Express
Birmingham, AL

Ted Russell

Director of Customer Postal
Logistics
Quebecor World
New York, NY

Robert Tate

Director of Postal Operations
Hachette Filipacchi Magazine
New York, NY

Victor Hanson III

Publisher
Mike West
Direct Marketing Manager
The Birmingham News
Birmingham, AL

Mail Center Manager

Burgess Abu-Smail
Office Services Manager
Novartis Pharmaceuticals Corp.
East Hanover, NJ

Kelly Alger

Direct Mail Distribution
Strategist
Gerber Products Division
Fremont, MI

Eileen Bowman

Manager of Automated
Print Services
Anthem BlueCross BlueShield
Cincinnati, OH

CONGRATULATIONS NATIONAL POSTAL FORUM

DENVER, CO, OCT. 14-17

2001 AWARD WINNERS

Norma Finetti

Distribution Center Manager
Haband
Peckville, PA

Pam Galvin

Director of Corporate
Mail Services
BlueCross BlueShield of South
Carolina
Columbia, SC

Lynn Leslie

Mailroom Supervisor
Apria Healthcare
Costa Mesa, CA

Alvan Majors

Team Leader and Mail
Distribution/Support
Services Specialist
U.S. Department of Energy
Washington, DC

Cheri Parks

Director of Document Services
CSX Transportation
Jacksonville, FL

Lyle Patton

Manager of Facilities
Services/Trustee
Lone Star Mortgagee
Addison, TX

Jeremy Pine

Co-manager of Mailing
Services Department
University of Colorado
Boulder, CO

Elaine Savaterre

Manager of Mail
Operations and Facilities
PharmaCare Management
Services Inc.
Lincoln, RI

Joel Stinson

Director of Distribution
Services
Allen Press
Lawrence, KS

Special Achievement

Bill Bradbury
Secretary of State
State of Oregon
Salem, OR

Don Cato

Senior Vice President and
General Manager

Doug Meyer

Vice President of Logistics
Bear Creek Corp.
Medford, OR

Eugene Connolly

National Director of Security
Discover Card
Riverwoods, IL

Ray Engle

CEO
Energy Technology
Laboratories
Modesto, CA

Perry Fernandes

Vice President
Fala Sorting Services Inc.
Farmingdale, NY

Heywood Girion

President, National Sales
AmeriComm Direct
Marketing
Mountainside, NJ

Jack Grady

Director of eCommerce
Fulfillment
American Eagle Outfitters
Warrendale, PA

Thomas Lemke

Vice President of Database
Marketing
Kmart Corp.
Troy, MI

Jason Mallett

Director of Operations
Mannatech Inc.
Coppell, TX

Joyce McGarvy

Corporate Distribution
Director
Crain Communications Inc.
Detroit, MI

Mick Mocettini

Executive Technical Architect
SBC Communications Inc.
West Sacramento, CA

Georgia Shonk-Simmons

President and CEO
Coldwater Creek
Sandpoint, ID

Sandie Traendly

Direct Mail Marketing
Manager
Macy's
New York, NY

SEIZING OPPORTUNITY

The report of the 2001 Mailing Industry Task Force

For six months, the Mailing Industry Task Force – co-chaired by Pitney Bowes Chairman and CEO Michael Critelli and Deputy Postmaster General John Nolan – worked to develop recommendations for future enhancement and growth of mail and the mailing industry. These initial eight key recommendations were released last month at the National Postal Forum in Denver, CO, and were developed prior to the anthrax attacks on the mail.

The task force's recommenda-

tions support three strategic imperatives: to respond to customer needs, to make mail more competitive and to unify the industry.

“Our research demonstrates that a nearly one trillion dollar industry of postal services and mailing service providers has been built around mail and its delivery,” says Critelli. “This underscores the role of the mail as an economic engine and, as a matter of public policy, the need to ensure its good health.”

Among the report's suggested initiatives was the creation of “intel-

ligent mail” by using a unique, digital stamp for each piece of mail. This would make it possible to track and trace mail to improve processing and delivery performance as well as provide additional security because items could be traced back to the sender.

Additional recommendations include development of enhanced consumer services, more efficient payment systems and alternative credit terms, preparation standardization, network optimization, a competitive pricing strat-

egy, improved address quality and creation of an industry council.

The task force agreed to continue to meet to implement these initial recommendations, address other issues and assess additional possible recommendations, and report on those findings at the Spring 2002 National Postal Forum in San Diego.

The Mailing Industry Task Force report is available on www.usps.com. ■

CASS form is revised. Here's why.

In an effort to assist mailers in evaluating the quality of their address lists, all Coding Accuracy Support System (CASS) address-matching software packages are required to provide five categories of address quality delivery point information. For several years, list processors have been providing this information on the software output reports as footnote codes.

Because of the complexity of some of the output reports, many list owners either did not know this information was provided or found it difficult to locate. Therefore, they weren't aware of the number of deficiencies contained in high-rise and rural/highway contract route default records and Locatable Address Conversion System records residing in their address list.

The new CASS requirement will provide the qualitative statistical summary information on PS Form

3553, *Coding Accuracy Support System (CASS) Summary Report*. It will enable list owners to recognize and understand address quality deficiencies and to know the number of records that ZIP+4 code to the following levels:

■ High-rise Default – Identifies the number of addresses contained within a list destined for a multi-delivery point address (apartment/suite) where the apt/ste number is not present or is invalid.

■ High-rise Exact – Identifies the number of addresses contained within a list destined for a multi-delivery point address (apartment/suite) where the apt/ste number is present and matches a ZIP+4 range.

■ Rural Route Default – Identifies the number of addresses contained within a list destined for a rural or highway contract route box number where the box number is not present or is invalid.

■ Rural Route Exact – Identifies

the number of addresses contained within a list destined for a rural or highway contract route box number where the box number is present and matches a ZIP+4 range.

■ Locatable Address Conversion System (LACS) – Identifies the number of addresses contained within a list destined for an address that has been converted from a rural or highway contract route and box-style address to a city-style address or from one city-style address to another city-style address.

This new PS Form 3553 information will quickly show to what extent these important address deficiencies exist in your mailing list. You can then take appropriate follow-up action to resolve these deficiencies. The following are some suggestions that will help you in this effort:

■ Records coded to a High-rise or Rural Route default need to be researched to ascertain a

valid apt/ste number or a valid route box number. In many cases, the customer will need to be contacted for this information.

■ Records identified as a LACS record should be sent for processing to one of the USPS licensed LACS vendors for conversion to the new address. For a list of LACS vendors go to: <http://ribbs.usps.gov/files/vendors/lacsvend.txt>.

For assistance in locating the specific records in your address file under each category, refer to your address-matching software documentation or contact your software vendor for assistance. For questions or assistance obtaining more information about the address quality tools available from the Postal Service, please contact the Customer Data Analysis Department at our National Customer Support Center at 1-800-238-3150. ■

PCC LEADERSHIP IN ACTION

by John Wargo, Vice President, Service & Market Development

This year we created a new and informative event – the PCC Leadership Conference – held at the National Postal Forum (NPF) in Denver. This half-day program was held on Sunday and we were pleased and excited to see the participation in this first-ever meeting.

Over 100 representatives attended the event from PCCs across the country. Participants expressed how they were impressed with the support for the PCC program shown by the participation of Deputy Postmaster General John Nolan, Chief Operating Officer Pat Donahoe and other officers. The attendees were also pleased with the great ideas they received from the members of the Postal Customer Council Advisory Committee. The PCC co-chairs said they left with new ideas on how to reach out to the business community in their areas to help them use mail to build their businesses.

The format was also a hit, allowing participants to focus a block of time exclusively on PCC business and giving them the rest of the NPF for other educational opportunities. By all accounts this first conference was a success.

We are looking forward to the San Diego Forum and our next leadership conference. We hope you will be able to join us and share your ideas and successes. ■

PCC TOPICS

By Becky Dunn, National PCC Industry Co-Chair



What should we talk about at our next meeting? Who can we get to speak? Didn't we do that topic just last year? We need to think of something new. How many times have you heard or been part of this conversation?

It's hard to come up with ideas for subjects for your PCC meetings. While we're all in the mailing industry, we're also bosses, employees, students, individuals, new to the business, old hands in the business and just plain "in business." While the mail is a common denominator, it is part of a bigger picture. We need to keep that in mind when trying to come up with topics for our meetings. Maybe sometimes your topic needs to come from one of these areas of our daily life.

If you look at some of the sessions and tracks in the NPF list you will see some topics that aren't just about mail. There is a whole track on personal devel-

opment. It has nothing to do with the mail, but everything to do with skills to enhance your career. Who can't use that? They also have sessions on measuring productivity, developing standard operating procedures, managing vs. parenting, just to name a few. I've attended a PCC session presented by an attorney specializing in employment law who discussed violence in the workplace. These are all topics of information that we can use each day, whether we're putting mail into the system or not, and possible topics for your next meeting.

Also, think about some of the issues you deal with in the course of business. Maybe you're a mailroom manager who takes the mail from various departments in your company, in whatever format they choose, and makes sure it gets out the door. Do you know anything about envelopes? If you were more educated on the envelope options available, could you make sug-

gestions to the departments in your company that would save preparation time, cost less and make life easier for everyone in your mailroom? Chances are pretty good that you have an envelope sales representative in your PCC, or at least in your area, who would be happy to speak to your group. Or what about paper? Do you know the differences in the paper weight? What does that mean in terms of print quality? How does that weight affect the amount of ink absorbed in the printing process? What is the difference between inks? Ask the printers in your PCC if they will prepare a one-hour presentation for one of your meetings.

As you can see, there are lots of options for topics outside of our standard mail topics. Interspersing your calendar with a variety of topics will keep your membership interested in being at all of the meetings.

DFW MAILERS CONFERENCE 2002

It's not too soon to plan for PCC meetings next year. Sponsored jointly by the Dallas and Fort Worth PCCs, the DFW Mailers Conference is scheduled for Jan. 17 at the Arlington Convention Center. The conference includes

nine seminar sessions, an exhibit hall featuring some of the leading vendors in the mailing industry and a keynote address by Bob Ray Sanders, columnist for the *Fort Worth Star Telegram*.

Contact Patty Rust, USPS, at

214-760-4303 for registration information. If your company is interested in being an exhibitor at the show, please contact Kathy Hinton at 972-293-5033. ■



CAPITOL HILL CEREMONY PAYS TRIBUTE TO POSTAL EMPLOYEES

On the occasion of a U.S. Postal Service stamp dedication ceremony on Capitol Hill, Deputy Postmaster General John Nolan and congressional representatives paid tribute to two Washington, DC, postal employees who were victims of terrorist attacks.

"Our heartfelt prayers go out to the families and friends of two of our own and to the loved ones of all those who have suffered in the wake of the events of Sept. 11 and the recent attacks on the nation's postal system," said Nolan.

"We dedicate the United We Stand stamp," said Nolan. "And we hope the stamp's simple yet powerful message helps bring our country closer together in this time of crisis."

Among those participating with Nolan in the ceremony were Senators Daniel Akaka (D-HI), Max Cleland (D-GA), George Allen (R-VA) and Joseph Lieberman (D-CT); Dr. Lloyd John Ogilvie, U.S. Senate Chaplain; Richard Strasser, chief operating officer and executive vice president, Postal Service; and several local postal employees.

LOOKING FOR PC POSTAGE™ SOLUTIONS?

The PC Postage website has a new look and expanded scope. The site gives customers information on how postage meters and PC Postage products provide a convenient alternative for their postage needs. It provides links

to all authorized postage meter and PC Postage providers.

The website also continues to provide program-specific information like program documentation, *Postal Bulletin* notices and Federal Register notifications on the "About" page. Go to www.usps.com/postagesolutions or from usps.com, go to "Buy Stamps & More" and click on "Postage Solutions."

REQUEST FOR NO-FEE TRIAL PERIOD WITHDRAWN

The Board of Governors voted to withdraw a request for a decision from the Postal Rate Commission on an experimental suspension of the fee for manual Delivery Confirmation service during a proposed December trial period.



The Harry Houdini stamp, honoring America's most famous escape artist and magician, will be issued in 2002.

MEMO to MAILERS

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Reward increased in anthrax attacks

SPECIAL REWARD
Up to **\$1,250,000**

For information leading to the arrest and conviction of the individual(s) responsible for the mailing of letters containing anthrax to Tom Brokaw at NBC and Senator Tom Daschle.

The mailings took place in the Trenton, NJ, area on or about Sept. 18 and Oct. 9, 2001.
Anyone having information, please contact America's Most Wanted at 1-800-CRIME TV or www.amw.com.

All information will be held in strict confidence. Reward payment will be made in accordance with the conditions of Postal Service Reward Notice 2001, dated February 2000.

Change Service Requested



It's all about shipping

A renewed commitment to customer convenience is the key to the "Shipping center," the expanded and renamed shipping page on the postal website, www.usps.com.

Starting this month, customers will be able to prepare and print labels and use their credit card to pay for postage online when sending Priority Mail®, Express Mail®, Global Express Guaranteed® and Global Express Mail®.

And that's not all. All Priority Mail labels will automatically include electronic Delivery Confirmation™ service or Signature Confirmation™ service. The good news is that there will be no charge

for Delivery Confirmation, and Signature Confirmation is a bargain at only \$1.25 per piece.

An additional benefit for household and business shippers alike is an address book capability that will allow those customers to establish and maintain listings containing up to 300 entries.

Also, a return and delivery address standardization feature on the shipping label will give customers and the Postal Service up-to-date, accurate information for efficient processing and delivery.

To use these address book features and the PC Postage™ option, the customer must register on the "Register Now" link on the Print

Shipping Label page. But that's easy, and that can be said for using the rest of the system as well. To effect a transaction, all a customer has to do is log on, enter the label information, the weight of the package, the shipping date and then pick the service that best fits the customer's needs.

Then, after an item is on its way, the customer can go to "Track and Confirm" on www.usps.com to check on its progress.

An added benefit available to international customers using Global Express Guaranteed® is that they receive an automatic 5 percent discount when ordering online. Even greater discounts are

possible based on volume for this service that has delivery guarantees to more than 200 countries and territories worldwide.

For all of the services, the pay-for-postage feature is optional for those customers who wish to print a label and then affix their own stamps or use a meter stamp. And, for the new customer who wants to see how it all works first, the Shipping center allows them to print a sample label or go to "Frequently Asked Questions" (FAQs) for all the answers they need. ■