

MEMO to MAILERS

Announcing —

USPS **web** TOOLS

helps you nail the sale

There's good news and bad news for eTailers (online retailers). The good news? A recent Jupiter Communications study indicates that by 2005, consumers will spend almost \$200 billion online annually. The bad news? They'll be spending more than triple that amount offline.

Let's face it, eTailers; your website needs to be easy for eShoppers (online shoppers) to navigate and inviting for them to buy. Your product needs to be priced right. And, of course, your company needs a shipper that goes everywhere and helps you provide free return shipping.

The U.S. Postal Service not only has what you need — we go everywhere, we're affordable and we provide an easy way to return online purchases — we've now made it easy for your website to link to ours by using the right Web tools.

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LEGISLATIVE UPDATE

WHAT HAPPENS TO THE POSTAL SERVICE if legislative reform is passed?

Many mailers have asked us: "What does the Postal Service think of the Postal Modernization Act of 2000, H.R. 22?"

This bill would fundamentally reform and modernize our nation's postal laws before a crisis threatens the U.S. Postal Service's ability to provide affordable, universal service to everyone, everywhere, every day.

It would give the Postal Service some tools to adapt, grow, compete and survive in the face of enormous challenges caused by changing technology and a dynamic communications marketplace. At the same time, H.R. 22 ensures that in using these new tools to compete, the Postal Service does not use its government status unfairly.

The Act maintains a universal service mandate and requires the Postal Service to develop and recommend standards that define universal service, for consideration by Congress. Similarly, the Postal Rate Commission would be required to develop an annual estimate of the costs of univer-

This bill would fundamentally reform and modernize our nation's postal laws.

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letters

Memo to Mailers *readers are invited to write letters or send questions for response to: Editor, Memo to Mailers, 475 L'Enfant Plaza SW, Room 10501, Washington, DC 20260-3122. Letters may be edited for clarity and space restrictions.*

RATE CHARTS, PLEASE

It occurred to me that many readers would appreciate it if you would list First-Class and International postage rates for letters and postcards in every issue. Since I'm not sure of the respective increments when basic weight categories are exceeded, I wind up calling a post office or driving to one.

This would save consumers and businesses as well as postal employees much time. Don't you agree?

Jacob Steigerwald, Ph.D.
Littleton, CO

Yep. Here's your first chart to cut and keep. Also, don't forget to check the USPS.com Website for more on rates.
—Editor

RATES FLASH CARD

DOMESTIC

First-Class Mail®

first ounce	\$0.33	
second ounce	0.22	(0.55 total)
postcard	0.20	

Priority Mail®

up to 2 lbs. \$3.20

Express Mail®

1/2 pound	\$11.75
2 lbs. & flat rate	15.75

Pickup fee for Express Mail, Priority Mail & Parcel Post

flat rate \$8.25

INTERNATIONAL

International letter rates

(all countries except Canada & Mexico)

1/2 ounce	\$ 0.60
1 ounce	1.00
postcard	0.55

International letter rates Canada

1/2 ounce	\$ 0.48
1 ounce	0.55
postcard	0.45

International letter rates Mexico

1/2 ounce	\$ 0.40
1 ounce	0.46
postcard	0.40

Aerogramme for all countries

Each \$ 0.60

HURRY UP . . . A few days still left to win the MEA

APPLICATIONS FOR THE 2000 USPS MAILING EXCELLENCE AWARD (MEA) ARE STILL BEING ACCEPTED THROUGH JULY 14. Eligibility for the award is based on the innovative and effective use of the U.S. Postal Service as the primary vehicle for delivering a product, message or campaign during the 1999 calendar year. Each entry will be evaluated on the strategy, creative execution and quantifiable results for each piece or campaign. Entries for 2000 may be in the following categories: Business, Government, Nonprofit, eCommerce and Multicultural.

THE MEA WILL BE PRESENTED at the 2000 Fall National Postal Forum in Anaheim, CA. The winner in each category will receive:

- National and local press coverage.
- Special National Postal Forum honors.
- Recognition at National Postal Forum

events within the mailing industry.

- A unique award designed for the National Postal Forum by Stueben.
- APPLICATIONS FOR THE 2000 AWARD are available through the Forum Website <www.npf.org> or by contacting one of the cosponsors: Association for Postal Commerce (PostCom); Direct Marketing Association (DMA); Envelope Manufacturers Associations (EMA); Flexographic Technical Association (FTA); Mail Advertising Services Association (MASA); Printing Industries of America, Inc. (PIA); Association of Asian American Advertising Agencies (A5); and the Association of Hispanic Advertising Agencies (AHAA).

THE POSTAL SERVICE AND THE NATIONAL POSTAL FORUM created this prestigious mailing industry award in 1998 to honor outstanding performance and creativity in the field of direct mail.



business crime prevention tips
from the Postal Inspection Service

Do you check all your office invoices closely?

In a false billing scheme, a swindler sends you an authentic-looking, professionally produced invoice for products or services that you never ordered or received.

Some false billers simply prepare or obtain lists of businesses and mail invoices to them. The swindler hopes your company will process and pay the invoice without scrutiny.

In recent years, false billers have tele-

phoned companies before mailing the false billings. High-pressure telephone salespersons then entice employees into purchasing a variety of products at exorbitant prices. These salespersons falsely represent that the business has already ordered the product, either currently or in the past.

TO PROTECT YOUR BUSINESS

1 Maintain sound accounting practices to reduce your chance of becoming a victim of false billing schemes.

2 Do not buy from new suppliers until you have verified their existence and reliability. Verify all billing authorizations, and don't pay until all invoices are verified on receiving reports.

3 Notify your local postmaster or nearest postal inspector if you receive a questionable invoice or have been taken in a false billing scheme.

TO FIND OUT VARIATIONS OF THIS SCHEME, CHECK OUT THE POSTAL INSPECTION SERVICE WEBSITE AT <WWW.USPS.GOV/POSTALINSPECTORS>.

CUT ALONG DOTTED LINE

Join a PCC

and become a star in your company

If you are a serious mailer and haven't joined a local Postal Customer Council (PCC) then you are truly missing the boat.

What is a PCC? It's an association of business mailers and postal officials who work together at the local level, and they're all across the nation. Mailers who join their local PCCs learn:

- new ways to reduce postage costs;
- new ways to increase sales;
- secrets to improving mail service;

- shortcuts in mail preparation;
- networking opportunities; and
- important postal contacts to know.

By reducing work hours, saving money and/or improving mail service for their company, many PCC members have used their new knowledge to earn raises and even promotions. In short, they became stars in their company.

If nothing else, PCC members usually learn something new at PCC meetings, which are held

monthly, quarterly or yearly. Your local postmaster or Postal Business Center can help you find the location of the nearest PCC.

NATIONAL PCC DAY

Six years ago, the PCC Advisory Committee recognized that with over 250 PCCs across the country and only one Postmaster General to go around, a great solution was to bring the nation's PCCs together via satellite through National PCC Day.

This year, live from Providence, RI, Postmaster General William Henderson and Rep. John McHugh, chairman of the Postal Service Subcommittee, discussed H.R. 22, the Postal Modernization Act of 2000. Chief Postal Inspector Ken Weaver was also on hand to discuss identity theft, suspicious packages and mailroom security. As an added

attraction this year, following the satellite broadcast, 50 PCCs across the nation had an officer of the Postal Service participate in a Q&A session.

John Wargo
Vice President of Strategic Marketing,
USPS
Host of PCC Day

HOW TO BE BEST IN CLASS

The night before PCC Day, the co-chairs of seven PCCs from across the nation were honored at a special banquet for their award-winning efforts, as judged by the PCC Advisory Committee, from over 100 nominations.

Following are the stories of three of the seven winners' accomplishments presented during the "Best Practices Panel" at PCC Day and a list of the other categories and winners. ■

THE STARS



Harley "Buddy" Morrison
Georgia Power

Most Creative PCC Event

The Greater Atlanta PCC went "all out" to get attendees to "Come See the Stars" at last year's National PCC Day where board members dressed as ushers in red blazers and served "hot dawgs" and popcorn. They made customers feel they were the stars by having videos taken at their companies and shown at the innovative event.



Marjorie Brown
Atlanta Postmaster



Shenandoah Smith
Owner, Garrette II

Best PCC Co-Chairs

The "Most Outstanding PCC Co-Chair Team" award went to Greater Phoenix PCC "Sonny and Cher" team of Shenandoah Smith, owner of Garrette II in Chandler, AZ, and Phoenix Postmaster Johnray Egelhoff. Since September 1998, under this co-chair team's guidance, the Greater Phoenix PCC has more than doubled its attendance at monthly meetings and has tripled its membership.



Johnray Egelhoff
Phoenix Postmaster

Most Innovative PCC

From networking and educational seminars, to community service and golf tournaments, the Greater New Haven, CT, PCC kept its members working together to improve business and the communities in which they live.

2000 PCC Day Award Winners

Category 1

Most Innovative PCC

Greater New Haven
RUNNERS-UP
Greater Phoenix, Denver

Category 2

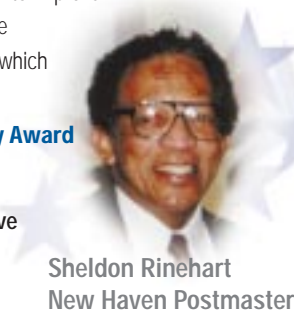
Best New Membership Campaign

Western Massachusetts.
RUNNERS-UP
Dallas, Greater Phoenix

Category 3

Best Single PCC Event

Greater Atlanta
RUNNERS-UP
Omaha, Sacramento



Sheldon Rinehart
New Haven Postmaster



Timothy Tinari
Knights of Columbus,
New Haven

Category 4

Best Multi-PCC Event

Central Missouri/Capitol City Missouri
RUNNERS-UP
Dallas/Ft. Worth, Denver/No. Colorado,
United South Carolina State PCCs

Category 5

Best PCC Newsletter

Metro Washington
RUNNERS-UP
Central Ohio,
Des Moines

Category 6

Best PCC Contributor

Mary Williams, So
Suburban PCC
RUNNERS-UP
Ken Plummer,
Milwaukee; Jerry
Kidwell, Central Ohio;
Chuck Winkle, Greater
St. Louis

Category 7

Best PCC Co-Chairs

Greater Phoenix
RUNNERS-UP
Greater Philadelphia,
Central Massachusetts,
Denver

MEASURING First-Class Mail is not puff...

Postal employees believe that moving the local First-Class Mail delivery from the low 80th-percentile range in the early 1990s to the 94th-percentile range of today is definitely not puff ... but worthy of praise.

"Another puff piece" is what *PostCom Bulletin* editor Gene Del Polito wrote about the recent External First-Class (EXFC) measurement quarterly results.

Postal employees, however, believe that moving the local First-Class Mail delivery from the low 80th-percentile range in the early 1990s to the 94th-percentile range of today is definitely not puff ... but worthy of praise.

Even more important, it's a reflection of their dedication, focus and continued hard work.

PricewaterhouseCoopers reports that during the March 4 through May 19 time frame, 94 percent of its overnight First-Class Mail was delivered on time. This is a 1-percent increase over the previous year's result.

Besides local service, the results of two- and three-day First-Class Mail service have been publicly reported at every Postal Service Board of Governors meeting since the testing began.

However, some mailers have privately wondered why those numbers do not equal the local overnight result.

So here's the deal. It's true that in the early years of EXFC measurement, the Postal Service concentrated first on improving the local First-Class Mail service because it represents nearly half

of the First-Class Mail volume.

It's also true that two- and three-day First-Class Mail performance has lagged behind local service. But even that has improved some 15 points from the high 70's (in the case of two-day mail) to the high 80's.

Frankly, two- and three-day service is harder to fix because it involves more than local transportation connections. It includes airline, train and trucking connections and travels through a number of different postal plants. But we're working on it.

To move the two- and three-day numbers even higher, postal management is held accountable for this service result.

Finally, to clear up any misunderstanding of what is measured by PricewaterhouseCoopers, **here are the facts:**

- 1 Both metered and stamped mail are tested — and have been for years. (During the past 18 months, we independently tested indicia mail with 18 major mailers. While the results were confidential between the USPS and companies involved, we can say that they were comparable to EXFC results.)
- 2 Both businesses and households are tested (street addresses and post office boxes).

3 Testing mirrors "real" mail flows.

4 EXFC tests the most "mail handling" steps; therefore the result reflects a true end-to-end measure of performance for those ZIP Codes tested.

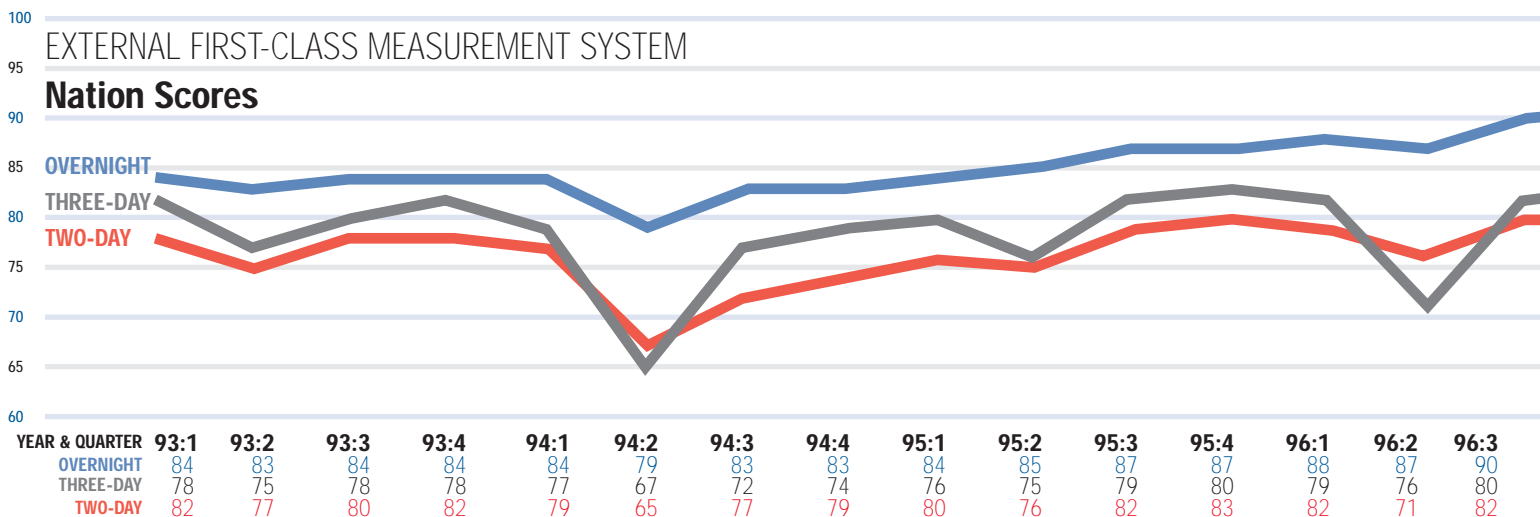
5 EXFC is a reflection of what the customer actually experiences. It is not a "step-by-step process" measure.

THE BEST IN THE NATION

Where is the best local service in the nation? In postal quarter III, fiscal year 2000, the Dakotas and the Central Plains led the nation with a 97 percent on-time result. Tied for second place at 96 percent are the Appalachian, Kentuckiana, Albany, Springfield (MA), North Florida, Big Sky, Honolulu, Seattle, Rio Grande, Suncoast, Van Nuys, Western New York, Albuquerque and Akron Performance Clusters.

Two-day service nationwide matched that of the same period last year at 87 percent on-time. Three-day service nationwide is down one point over the previous year at 86 percent on-time. "The Postal Service is committed to improving service performance," says Lizbeth Dobbins, manager of Customer Satisfaction Measurement.

Leading the nation with a 91 percent on-time delivery in two- and three-day combined service is the Pittsburgh cluster. ■



NATIONAL OVERNIGHT FIRST-CLASS
**PERFORMANCE FOR
 EXFC — 94%**

How is local First-Class Mail service? To find out, PricewaterhouseCoopers independently measures service performance for First-Class Mail from deposit to delivery ("collection box to mail slot") in 85 Performance Clusters (PCs).

EXFC results for March 4 through May 19, 2000, indicate that 94 percent of First-Class Mail pieces destined for addresses within their overnight-committed service area were delivered on time. Here are the results and a listing of the three-digit ZIP Code areas measured.

For further information, contact Frank Ippolito in Consumer Affairs at (202) 268-4681.

More on EXFC

EXFC is an external measurement system of collection box to mailbox delivery performance. EXFC continuously tests a panel of 465 ZIP Code areas selected on the basis of geographic and volume density from which 90% of First-Class volume originates and 80% destines. EXFC is not a system-wide measurement of all First-Class Mail performance.

EXFC Clusters (85)

DISTRICT	LOCAL RESULT	3-DIGIT ZIP CODES INCLUDED IN SYSTEM	DISTRICT	LOCAL RESULT	3-DIGIT ZIP CODES INCLUDED IN SYSTEM
AKRON	96	436, 442, 443, 445, 447, 449	LONG BEACH	95	902, 903, 904, 905, 906, 907, 908
ALABAMA	94	350, 351, 352, 358, 361, 366	LONG ISLAND	95	115, 117, 118, 119
ALASKA	96*	995, 996	LOS ANGELES	95	900
ALBANY	96	120, 121, 122, 123, 128, 130, 131, 132, 135, 139	LOUISIANA	95	700, 701, 705, 708, 711
ALBUQUERQUE	96	870, 871	MAINE	95	040, 041, 043, 044, 045, 048
APPALACHIAN	96	240, 250, 251, 252, 253, 263, 264, 265	MID-AMERICA	93	640, 641, 658, 661, 662
ARIZONA	94	850, 852, 853, 855, 856, 857	MID-CAROLINAS	93	280, 281, 282, 283, 288, 297
ARKANSAS	94	720, 721, 722, 723, 727	MIDDLESEX-CNTRL	95	015, 016, 017, 018, 019
ATLANTA	92	300, 301, 302, 303	MISSISSIPPI	95	386, 390, 391, 392, 395
BALTIMORE	95	210, 211, 212, 214, 217, 219	NEW HAMPSHIRE	95	030, 031, 032, 033, 034, 038
BIG SKY	96	590, 591, 598	NEW YORK	94	100, 104
BOSTON	94	021, 024	NORTH FLORIDA	96	320, 321, 322, 323, 325, 326
CAPITAL	95	200, 206, 207, 208, 209	NORTHERN ILLINOIS	93	600, 601, 602, 603, 611
CARIBBEAN	91	006, 007, 009	NORTHERN N JERSEY	93	070, 071, 072, 073, 074, 075, 076
CENTRAL FLORIDA	94	327, 328, 329, 334	NORTHERN VIRGINIA	95	201, 220, 221, 222, 223
CENTRAL ILLINOIS	95	604, 605, 616, 617, 618, 627	NORTHLAND	94	540, 546, 550, 551, 553, 554, 559, 563
CENTRAL N JERSEY	95	077, 078, 079, 085, 086, 088, 089	OAKLAND	94	945, 946, 947, 948
CENTRAL PLAINS	97	515, 516, 666, 670, 671, 672, 680, 681, 685	OKLAHOMA	95	730, 731, 740, 741, 743
CHICAGO	95	606, 607	PHILADELPHIA	94	190, 191
CINCINNATI	94	410, 450, 451, 452, 454, 458, 470	PITTSBURGH	95	150, 151, 152, 153, 154, 156
CLEVELAND	95	440, 441	PORTLAND	93	970, 971, 972, 973, 974, 986
COLORADO/WYOMING	93	800, 801, 802, 803, 809, 820	RICHMOND	93	224, 225, 230, 231, 232, 233, 234, 235, 238
COLUMBUS	94	430, 431, 432, 433	RIO GRANDE	96	765, 767, 780, 781, 782, 784, 786, 787, 788, 789, 797, 799
CONNECTICUT	95	060, 061, 062, 064, 069	ROYAL OAK	93	480, 483, 484, 485
DAKOTAS	97	570, 571, 573, 581	SACRAMENTO	94	952, 956, 957, 958
DALLAS	94	750, 751, 752, 754, 757	SALT LAKE CITY	95	840, 841, 844
DETROIT	95	481, 482, 492	SAN DIEGO	95	919, 920, 921, 924
ERIE	95	159, 161, 164, 165, 166	SAN FRANCISCO	94	940, 941, 943, 944, 949
FORT WORTH	94	760, 761, 762, 764, 791, 794	SAN JOSE	94	933, 937, 939, 950, 951
GATEWAY	94	620, 622, 630, 631, 633, 652	SANTA ANA	94	917, 918, 926, 927, 928
GREATER INDIANA	93	460, 461, 462, 463, 464, 466, 468, 469, 473, 478, 479	SEATTLE	96	980, 981, 982, 984, 985
GREATER MICHIGAN	95	486, 488, 489, 490, 493, 494, 495	SOUTH FLORIDA	95	330, 331, 332, 333
GREATER S CAROLINA	94	290, 291, 292, 293, 294, 295, 296	SOUTH GEORGIA	94	309, 310, 312, 314, 319
GREENSBORO	94	270, 271, 272, 273, 274, 275, 276, 277, 278, 286	SOUTH JERSEY	94	080, 081, 082, 083, 084, 197, 198
HARRISBURG	95	170, 171, 172, 178, 180, 185, 187	SE NEW ENGLAND	95	020, 023, 027, 028, 029
HAWKEYE	95	500, 501, 502, 503, 507, 511, 520, 524, 612	SPOKANE	95	835, 837, 838, 990, 991, 992, 994
HONOLULU	96	967, 968	SPRINGFIELD	96	010, 011, 012, 013, 050, 054
HOUSTON	93	770, 772, 773, 774	SUNCOAST	96	335, 336, 337, 338, 339, 341, 342, 346
KENTUCKIANA	96	400, 401, 402, 405, 406, 471, 477	TENNESSEE	94	370, 371, 372, 374, 379, 380, 381
LAKELAND	95	530, 531, 532, 535, 537, 543, 544, 549	TRIBORO	94	110, 112, 113, 114, 116
LANCASTER	94	176, 189, 193, 194, 196	VAN NUYS	96	911, 913, 914, 915, 916, 930, 931
LAS VEGAS	94	890, 891, 895	WESTCHESTER	93	105, 106, 107, 108, 109, 125
			WESTERN NEW YORK	96	140, 141, 142, 143, 144, 145, 146

* Two-day service

96:4	97:1	97:2	97:3	97:4	98:1	98:2	98:3	98:4	99:1	99:2	99:3	99:4	00:1	00:2	00:3
91	91	91	92	92	93	93	94	93	93	93	94	94	93	94	94
80	76	72	79	79	79	79	86	88	86	83	87	88	86	84	87
83	79	70	80	80	80	74	84	86	87	79	87	88	86	79	86

broken bundles are no joy

mtac memo

Houston, we have a problem. But not just in Houston — it's all over the U.S. postal system. The problem? Broken flats bundles.

Maybe it doesn't sound like a serious problem to you, but to flats mailers and the Postal Service the extra mail handling costs are estimated at over \$100 million a year. In addition, service may suffer, and pieces — costing the sender from a few cents to several dollars per piece to produce — may be damaged.

To reduce breakage in



Broken bundles

bundles (called "packages" in the Domestic Mail Manual"), members of the Mailers' Technical Advisory Committee (MTAC) — who meet with postal officials quarterly in Washington, DC — formed the Package Integrity Work Group.

Russell Shores, of the Brown Printing Co., in Waseca, MN, and Industry Co-Chair of the MTAC Package Integrity Work Group, says his group observed flats coming into a number of postal plants around the country and consequently they were able to determine some of the root causes.

The main culprit?

"That's right," says Shores. "It's the good old sack."



The main culprit!

Shores says that mailers may carefully place their flats bundles in the sacks, but due to the way that sacks are loaded, transported and processed, the bundles often break open.

"In fact, we found that a vast majority of the broken bundles originate in sacks delivered to the Postal Service."



Broken bundles in sack

What's the cure? Shores says the ideal is using pallets instead of sacks.

The Work Group estimates a failure rate at the first Postal Service handling of packages of almost 18 percent for sacked mail packages and just over 1 percent for palletized mail. Also, once improperly secured bundles are entered into the mailstream, even more breakage can occur.

But what if you are a small volume mailer that does not have the volume for a pallet? The Package Integrity Work Group is reviewing a variety of options to ensure better package integrity, such as using shrink-wrapping or double banding.

"The high incidence of broken flats bundles results in Postal Service productivity slowdowns when lines stop;



Properly loaded pallet

Photographs by Gerald T. Merina



Shrink-wrapped and double-banded bundles

additional labor to repackage the loose product; and additional sorting costs for pieces that can't be returned to original packages," says Package Integrity team member Sander Glick from Project Performance Corporation in Washington, DC. "These costs inevitably translate to increased postal rates for flats mailers."

The group also observed the following:

- Bundles of mail with glossy covers break at a high rate. For the majority of this type of mail, shrink-wrap appears to ensure better package integrity than other packaging methods.
- In general, Periodical and Standard Mail (A) bundles break at the same rate. Bundles secured with only one rubber band, one string or one strap break at a significantly higher rate.

If nothing else, the MTAC Package Integrity Work Group hopes that the "owners of the mail" reading this article become aware of the magnitude of the broken bundle problem and how much this contributes to increased postal costs that translate into higher rates for flats.

In the next few months, the Work Group plans a controlled testing of various packaging methods to come up with specific recommendations to improve the packaging of sacked and palletized mail.

However, until then, they recommend that mailers do the following:

- Visit your printer's plant to observe how they package your mail and how they work.
- Take a tour of your local mail processing plant to see how your mail is processed. A little understanding goes a long way.

- Know that different mailpiece and package characteristics may require different packaging methods. For example, shrink-wrap over one plastic strap will secure a package of glossy magazines much better than two rubber bands or even two plastic straps.
- In most instances, two banding straps were better than one.
- Note whether the strapping is bending and bowing your package. If so, consider shrink-wrapping
- Watch the package weight. It must not exceed 20 pounds; smaller weight limits are even better.
- Make pallet weights as low as possible (within DMM section M041 standards) to minimize sack usage. ■

LEGISLATIVE UPDATE

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sal service so that Congress can better understand those costs, and provide the necessary protections in the future.

Under the Act, the Postal Service would operate in competitive markets on the same terms and conditions as faced by its private sector competitors. The Postal Service would be given pricing flexibility in connection with these products but their pricing, collectively, would be required to cover overhead costs to the same extent as all postal products, on average. The Postal Service's competitive products would also be subject to — among others — antitrust laws, fair-trading laws and equal customs procedures.

H.R. 22 would subject postage rates on non-competitive services to price caps based on inflation. It would also require the Postal Service to prepare annual reports on the quality of service provided by all of its non-competitive services. H.R. 22 also includes new incentives for improved postal efficiency, and prohibits the Postal Service from charging users of monopoly services with overhead costs that should be allocated to its competitive ventures; competitive services must stand or fall on their merits.

THE POSTAL MODERNIZATION ACT OF 2000: WHERE IT STANDS

Rep. John McHugh (R-NY), Chairman of the Subcommittee on the Postal Service, introduced H.R. 22 on the first day of the current Congress. On April 29, 1999, the Subcommittee approved Chairman McHugh's revised bill by voice vote and sent it to the full Committee on Government Reform for consideration. ■

USPS delivers for DOMINO'S

Pizzas in Iceland? Pizzas in Mexico? Pizzas in France? Who'd a thunk it? Domino's Pizza did. And today there are over 6,000 worldwide franchises (4,600 in the U.S.).

Needless to say, communicating with their international franchisees is a necessity for

Domino's, headquartered in Ann Arbor, MI.

While they are not sending pepperoni pizzas overseas [they could with International Express Mail™], they are now sending the *Pepperoni Press* — the franchisee's newsletter and major link to Domino's headquarters — via the U.S. Postal Service.

Since switching international carriers to the Postal Service, "Domino's has experienced a minimum of 40 percent savings per month,"

Pam Meadows,
Domino's Mail
Center manager.



says Pam Meadows, Domino's Mail Center manager.

Meadows says Domino's uses the Postal Service exclusively for their international and domestic mailings unless it exceeds the weight limits and then they use another carrier.

"We are finding now that our franchisees in other countries are even returning their overseas mail via the U.S. Postal Service, whenever it's available in their country.

"When I initially came on board, a lot of programs with other international couriers were in place. We were paying exorbitant rates and our franchisees were complaining that their mail was arriving late."

The company began with Tom Monaghan, former CEO, delivering pizzas out of the back of his Volkswagen.

DOMINO'S TRIVIA

They deliver 600 pizzas an hour in Australia.

Domino's sells more pizzas in Iceland than in any other foreign country.

Mexico has more Domino's than McDonalds. Olé!

Domino's delivers pizza by camel and by snowmobile in some markets.

Pam's phone number is 734-930-3900 (Fax 3498).

After talking to Postal Service account representative Costan Bostic, Meadows says she was amazed at the array of services the Postal Service offered and, of course, the savings.

"I would urge any company that mails overseas to talk to the Postal Service first to see what it can do for their bottom line," concludes Meadows. ■

WEB TOOLS

continued from page 1

To get started just go to uspsprioritymail.com/ and click "online retailer" and then click "Web Developer's Tool Kit" to give your customers — and employees — easy access to important shipping information including delivery information, rates and more, right from your Internet or intranet site.

The tool kit is not a hammer and wrench, but is actually an easy way to link the Postal Service's cool products to your site.

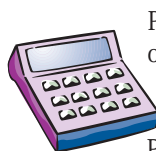
Here's a list of the free Application Program Interfaces (APIs) that you can add to your website.

TRACK/CONFIRM

Lets your customers (and em-

ployees) find out the delivery status of Priority Mail® and Parcel Post packages using a Delivery Confirmation™ number. It also provides tracking for Express Mail® and Priority Mail Global Guaranteed shipments — up to five lookups per transaction.

RATE CALCULATOR



Provides automated online access to domestic rates for Express Mail, Priority Mail and Parcel Post, as well as international rate information for Global Priority Mail and Express Mail International.

ELECTRONIC MERCHANDISE RETURN

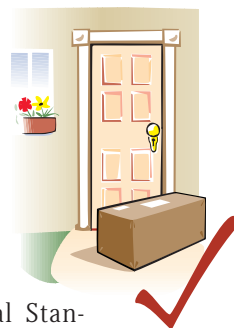
Facilitates the prompt return of merchan-



dise to you from your customers who will be able to download and print postage-paid labels directly from your website. No other shipper offers a return solution like this.

DELIVERY CONFIRMATION

Enables you to generate a graphic Delivery Confirmation Label for Priority Mail, Parcel Post, Bound Printed Matter, Library Rate and Special Standard, with distinct numbers and barcodes.



EXPRESS MAIL SERVICE COMMITMENTS

Answers questions about Ex-



press Mail service and guarantees from one ZIP Code to another.

PRIORITY MAIL SERVICE STANDARDS

Estimates delivery times between ZIP Codes for Priority Mail.



STANDARD MAIL (B) SERVICE STANDARDS

This API provides estimates on delivery times between three-digit ZIP Codes for Parcel Post, Bound Printed Matter, Library Rate and Special Standard.

It's easy to get started. After registering for the APIs, you will receive all necessary documentation, along with a programmer's guide and sample applications by e-mail. ■





National Postal Forum

DEPARTMENT 946, McLEAN, VA 22109-0946

PHONE 703/218-5015 FAX 703/218-5020

Registration Form

Anaheim, California ■ September 10-13, 2000

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

PLEASE TYPE OR PRINT ALL INFORMATION.

Batch	_____
Ck No.	_____
Amount	_____

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? ☐ Yes ☐ No Are you a PCC Co-Chair? ☐ Yes ☐ NoAre you a member of a PCC? ☐ Yes ☐ No Name of PCC: _____

THESE RATES ARE FOR PRE-REGISTRATION ONLY.

On-Site Registration: a \$50 processing fee will be added to all categories except One Day and Exhibit Hall Only

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

Rates are per person.

- ☐ **Full (01)**\$750
Includes the full menu: Business and General Sessions, Consultation Centers, Exhibits, Welcoming Reception, PCC Event, Continental Breakfasts, Lunches, Wednesday evening event.
- ☐ **U.S. Postal Service (20)**\$695
Same as Full Registration.
- ☐ **Group (02) (per person)**\$695
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 (03)**\$650
Same as Full or Group Registration except Wednesday evening event.
- ☐ **Monday (04)**\$350
Includes Business and General Sessions, Consultation Centers, Exhibits, Continental Breakfast and Lunch on the day chosen.
- ☐ **Tuesday (05)** (Same options as Monday)\$350
- ☐ **Wednesday (06)** (Same options as Monday)\$350
- OPTIONAL FEES:**
- ☐ **Guest/Spouse (11)** (Food and social functions only)\$195
Guest name required: _____
- ☐ **NPF Golf Tournament, Saturday, Sept. 9, 2000**\$115
The Oak Creek Golf Club. Includes a shotgun start at 1:00 p.m., greens fees, cart, transportation, awards, lunch, reception and prizes. Forms must be received by Aug. 18, 2000, as long as space is available.
- ☐ **NPF 5K Walk/Run, Tuesday, Sept. 12, 2000**\$15

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 cancellation penalty information on reverse side.

☐ **REGISTRATION** (See Note on back of form.)☐ Charge \$ _____ to my ☐ American Express ☐ MasterCard ☐ VISA

Card # _____ Expiration ____ / ____

Signature _____

HOTEL ASSIGNMENTS WILL NOT BE MADE WITHOUT A PAID AND COMPLETED FORUM REGISTRATION.

INDICATE YOUR HOTEL SELECTION. CIRCLE RATE CATEGORY PREFERRED.

HOTEL ASSIGNMENTS ARE ON A FIRST-COME, FIRST-SERVE BASIS. SUBJECT TO AVAILABILITY.

Preference (1, 2 & 3)		Single	Double
	Anaheim Hilton	\$170	\$170
	Anaheim Marriott	\$170	\$170
	Hyatt Regency	\$139	\$139
	Disneyland Hotel	\$152	\$152
	Disneyland Pacific	\$142	\$142
	Westcoast Anaheim	\$118	\$118

ARRIVAL Date _____ **DEPARTURE Date** _____☐ **HOTEL GUARANTEE** ☐ American Express ☐ MasterCard ☐ VISA ☐ Diners

Card # _____ Expiration ____ / ____

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

Special Requests (disabled, non-smoking, crib, King, 2 doubles, govt.-rate rooms, etc.): _____

Visit us on the Internet at npf.org or at NationalPostalForum.org

(Over)

Registration and Housing Policies and General Information

National Postal Forum

Anaheim, California ■ September 10-13, 2000

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

Register Now

Registration Forms and Fees received by August 25, 2000: You will receive your full confirmation IN THE MAIL.

Registration Forms and Fees received after August 25, 2000: DO NOT MAIL. Bring your forms and fees to register on-site.

Cancellations

Cancellations received by the National Postal Forum prior to August 11, 2000, are subject to a \$25 processing fee.

Cancellations received between August 12, 2000 and August 25, 2000 are subject to a \$100 processing fee.

No refunds, full or partial, will be issued for cancellations received by the National Postal Forum after August 25, 2000.

All cancellations must be received in writing by the National Postal Forum.

Cancellation of registration will automatically cancel your hotel room.

Send completed Registration Form as follows:

Paying Registration by check, send to:
NPF
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.

First night deposit is required and will be immediately charged to credit card. DO NOT SEND HOTEL PAYMENT TO THE POSTAL FORUM.

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.

Government Rate Rooms: Please call the NPF Housing line at 703/293-2325.

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

USPS Area Hotel Assignments:

Pacific	Hilton
Southwest	Hilton
Great Lakes	Marriott
West	Marriott
Midwest	Marriott
Southeast	Disney Pacific
Northeast	Disney Pacific
New York Metro	Disneyland
Allegheny	Disneyland
Mid-Atlantic	Hyatt
D.C. Metro	Hyatt

ON TOP OF THE WORLD

Take a global bow. The Postal Service was honored with two World Mail Awards 2000 at the 11th World Express and Mail Conference in Paris. The Postal Service earned the Internet Commerce Award for its Electronic Merchandise Return Service and the Innovation Award for Address Management's fast forward program.

GSA NAMES TOP FED MANAGERS

The General Services Administration's Office of Governmentwide Policy names the winners of its first annual Federal Mail Best Practice Awards for demonstrating the "strongest commitment to innovative policies and practices in mail communications."

Federal Mail Manager of the Year — Leonard A. Bartels, Of-

ficial Mail manager, Department of Defense.

Federal Mail Center Excellence — Mary R. Anderson, Alvan Majors, and Tony Nellums, Mail Services Team, Department of Energy.

POSTAL FORUM APPOINTS TWO NEW DIRECTORS

Two new directors were appointed to the National Postal Forum, announced Michael J. Genick, executive director and chief operating officer. They are Michael S. Coughlin, an account executive/partner with the Computer Services Corp., and past deputy postmaster general from 1987 to 1999; and C. Neil Benson, who served as deputy postmaster general under William Bolger from 1980 to 1983.

GOVERNORS NAME NEW SECRETARY

U.S. Postal Service Board of Governors Chairman Einar Dyhrkopp today named David G. Hunter to serve as Secretary to the Board of Governors.

As Secretary to the Board, Hunter will serve as the Governors' primary staff assistant. In 1999, Hunter received the Postal Service's Vice President's Award for his leadership in developing and managing the POS ONE retail platform.

NICE JOB

Automatic Data Processing (ADP) praised the Postal Service during its recent proxy season for "accurate and timely delivery" of three million, two-pound proxy packages relating to the large mergers between Pfizer and Warner Lambert and MCI WorldCom and Sprint. ADP experienced a 30 percent increase in volume, which the company says the Postal Service processed "flawlessly."



THEY DID IT!

Wendy's employees came through for founder Dave Thomas by placing the largest stamp order — ever — for 2.5 million Adoption stamps. Helping to promote sales of the adoption stamp at Wendy's corporate headquarters were (L to R) Bob Taft, governor of Ohio; adoptee Thomas; and John Ward, vice president for Core Business Marketing.

MEMO to MAILERS

Volume 35 Number 7

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POSTAL SERVICE NAMES

Top 10 Quality Supply Award Winners for 2000

In early June, the U.S. Postal Service named the 2000 Quality Supplier Award winners that provided their very best — from tools to equipment to materials to services — that enabled postal employees to deliver record service to Americans once again.

Keith Strange, vice president of Purchasing and Materials, said the 10 winners passed a rigorous seven-step evaluation that mirrors the Malcolm Baldrige National Quality Award process.

To put the award into context, the Postal Service, during fiscal year 1999, awarded more than 64,000 contracts worth more than \$9.1 billion.

Following is the list of 2000 Quality Supplier Award categories and winners:

SMALL BUSINESS

Operational Services

Amplex Corporation of Grand Prairie, TX

Stamp fulfillment services to retail outlets

Twin Cities Air Service, Inc., of Auburn, ME

Air taxi mail service

Professional & Consultant Services

General Technology, Inc. (GTI) of Newport Beach, CA

Computer software and support

Merrick & Company of Aurora, CO

Architecture/engineering services

Manufacturing

Boneal, Inc., of Means, KY

Parts and accessories for mail processing equipment

Light Corporation of Grand Haven, MI

Manufacturer of light fixtures

LARGE BUSINESS

Operational Services

J.E. Dunn Construction Company of Kansas City, MO

General construction services

Professional & Consultant Services

SRA International of Fairfax, VA

Y2K, information technology and

systems integration services

The Gallup Organization of Lincoln, NE

Customer satisfaction and Voice of the Employee surveys

Manufacturing

Systems & Electronics, Inc. (SEI) of St. Louis, MO

Loading/unloading systems

Change Service Requested

Call us and we'll come running



Did you know that the U.S. Postal Service will pick up all prepaid Express Mail®, Priority Mail® and Parcel Post packages from your office or home for one fee of \$8.25?

Just call (800) 222-1811.

(And include any other pieces of mail that you'd like to deposit — as long as we can fit them in our vehicle.)

Here are some answers to typical questions.

Q How do I pay for the pickup service fee?

A The postal carrier will accept cash, check, postal money order, meter strip and good ole' American stamps.

Q How do I "prepay" postage on Express, Priority and packages?

A Larger businesses prepay primarily using postage meters. Smaller companies tend to use PC Postage (electronic postage) or postage stamps. Many small businesses keep special flat rate stamps on hand: \$3.20 for the Priority Mail 2-lb. rate and \$15.75 for the Express Mail 2-lb. rate. Express and Priority Mail envelopes and boxes are free and available at local post offices or you can order them in advance by calling 800-527-1950 and we'll ship them to you for free.

Q How can I determine the cost for each item?

A If you know the weight of your item and ZIP Code destination, the folks at the (800) 222-1811 number will give you the rate. You can also use the rate calcu-

lator on the Postal Service Website, usps.com. To figure out the weight, larger businesses use a postage scale. SOHOs (small offices, home offices) and individuals can weigh themselves on their bathroom scale — without the package and then with the package — to figure out pound rates.

Q Can I hand you packages without postage and have you bill me later?

A No. For our pickups, postage must be already on the packages. The Postal Service does not offer a billing service.

Q How late can I call for pickup?

A Any time up to two hours before your local post office closes. ■

NO, this is not a pickup —
we're offering to pickup
—your mail, that is.

