

# MEMO to MAILERS

Announcing —

USPS web TOOLS

# helps you nail the sale

**T**here'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.

continued on page 8

## WHAT'S INSIDE:

- 3 JOIN A PCC AND BECOME A STAR
- 4 EXFC IS NOT PUFF
- 6 BROKEN BUNDLES ARE NO JOY
- 9 POSTAL FORUM REGISTRATION FORM
- 12 CALL US AND WE'LL COME RUNNING

## LEGISLATIVE UPDATE

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

**M**any 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.

continued on page 7

# 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

CUT ALONG DOTTED LINE 

## 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>.

# 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.

### 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. ■



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

## 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

### 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



**Sheldon Rinehart**  
New Haven Postmaster



**Timothy Tinari**  
Knights of Columbus,  
New Haven

# 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:**

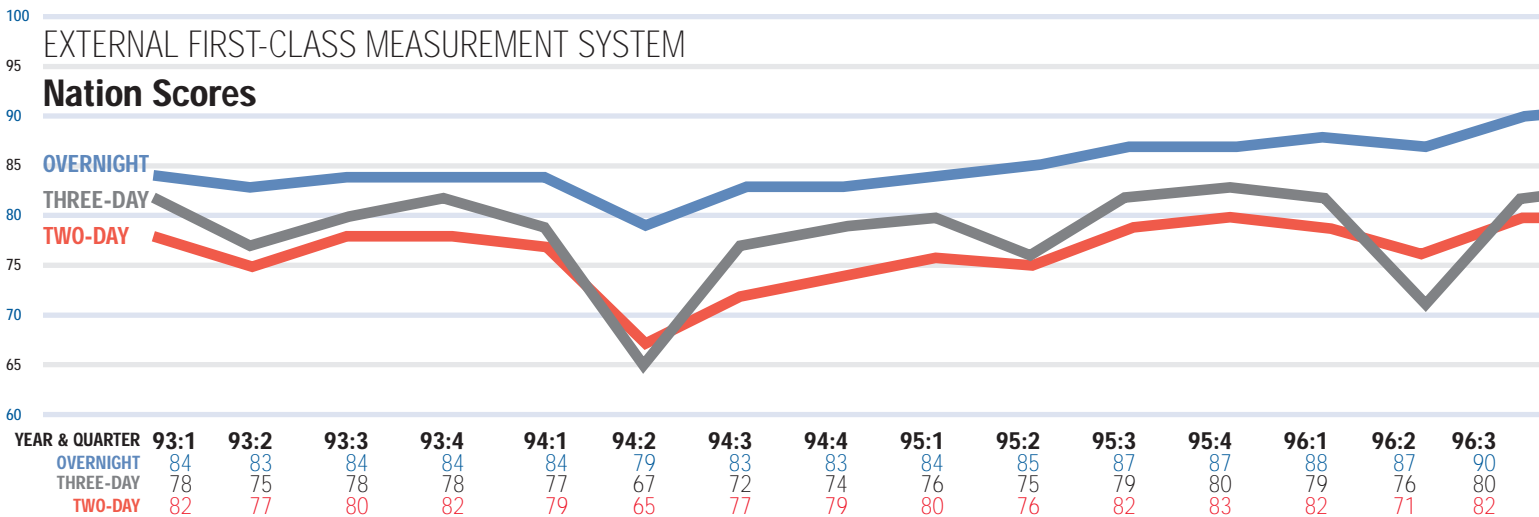
- 1 Both metered and stamped mail are tested — and have been for years. (During the past 18 months, we independently tested indicia mail with 18 major mailers. While the results were confidential between the USPS and companies involved, we can say that they were comparable to EXFC results.)
- 2 Both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

**H**ow 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**

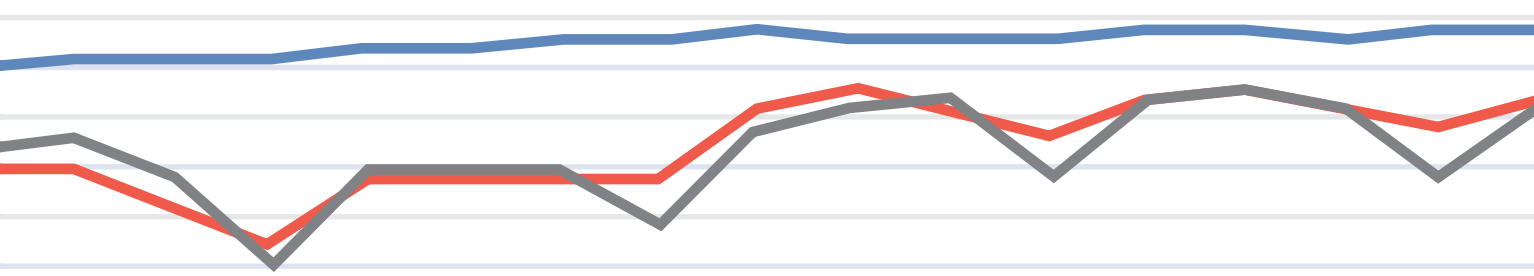
EXFC is an external measurement system of collection box to mailbox delivery performance.

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

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

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;

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."

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



The main culprit!



Properly loaded pallet

Photographs by Gerald T. Mierna



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 continued from page 1

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

**P**izzas 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.

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

Mexico has more Domino's than McDonalds. Olé!

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/](http://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

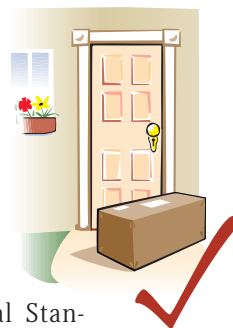
Facilitates the prompt return of merchan-



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  No  
 Are 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.*

|   |   |
|---|---|
| <input type="checkbox"/> Full (01) .....\$750<br>Includes the full menu: Business and General Sessions, Consultation Centers, Exhibits, Welcoming Reception, PCC Event, Continental Breakfasts, Lunches, Wednesday evening event.   | <input type="checkbox"/> Monday (04) .....\$350<br>Includes Business and General Sessions, Consultation Centers, Exhibits, Continental Breakfast and Lunch on the day chosen.   |
| <input type="checkbox"/> U.S. Postal Service (20) .....\$695<br>Same as Full Registration.  | <input type="checkbox"/> Tuesday (05) (Same options as Monday) .....\$350   |
| <input type="checkbox"/> Group (02) (per person) .....\$695<br>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.) | <input type="checkbox"/> Wednesday (06) (Same options as Monday) .....\$350   |
| <input type="checkbox"/> Business (03) .....\$650<br>Same as Full or Group Registration except Wednesday evening event.   | <b>OPTIONAL FEES:</b>   |
|   | <input type="checkbox"/> Guest/Spouse (11) (Food and social functions only) .....\$195<br>Guest name required: _____  |
|   | <input type="checkbox"/> NPF Golf Tournament, Saturday, Sept. 9, 2000 .....\$115<br>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. |
|   | <input type="checkbox"/> 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](http://npf.org) or at [NationalPostalForum.org](http://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. (GT) 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

**D**id 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](http://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.

