

PMG Potter addresses 'Xtreme Performance' theme at National Postal Forum in Anaheim



Postmaster General Jack Potter delivers the keynote at the recent National Postal Forum

"It's been an 'xtreme' year of change since we met last year," PMG Jack Potter said to the more than 3,000 attendees at the NPF keynote address. "Some were expected — like our new Intelligent Mail Barcode, new flats sequencer and our environmental initiatives. Some were unexpected — like a barrel of oil at \$125, gas close to \$4 a gallon and a weak economy.

"Despite the challenging economy, one thing that hasn't changed is America's confidence in the mail," Potter told the packed room. "We owe it to America, to our clients and to ourselves not to overreact to the situation at hand."

Mounting costs are an issue for every business today and the Postal Service is no different. Forum-goers got their first glimpse of one of the ways USPS is addressing costs — the new Flats Sequencing System (FSS). The FSS will revolutionize flat mail processing and quadruple productivity — it can sort up to 16,500 flats an hour in delivery point sequence. The FSS also will make us a more efficient organization — which is good for the environment.

"Going green makes sense — it's the right thing for the air we breathe today," Potter told the audience. "It's also the right thing for future generations. American people expect it if you are in business today. As good corporate citizens, you have to be green."

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Stamp dedication provides 'a great day for Minnesota'

Minnesotans turned out by the thousands to celebrate the state's 150th birthday on Saturday, May 17. The Minnesota Statehood Commemorative Stamp was dedicated on the grounds of the State Capitol in St. Paul, part of a two-day event marking Minnesota's Sesquicentennial.

Northland District Manager Tony Williams gave the crowd a homework assignment. "We've printed 60 million of these stamps," he said. "That's 60 million opportunities to let people across our nation know who we are and where we're from. Your assignment is to put aside the e-mail, put aside the text messages and use this chance to send someone a heartfelt, personal message that only the mail can deliver."



The stamp design features a photograph made by Richard Hamilton Smith at the city of Winona.

"The U.S. Postal Service is proud to be a part of this special celebration," said Terry W. McCaffrey, Manager, Stamp Development for the Postal Service (and Minnesota native), who served as the dedicating official. "We are thrilled to honor Minnesota with a postage stamp to commemorate its sesquicentennial."

Calendar of Events

July 22	MSMA Annual Boat Cruise - Lake Minnetonka
August 6	Postal Tour - St. Paul MPO (10 a.m. - 1 p.m.)
Sept. 17	National PCC Day - Intelligent Mail & Greening of the Mail
Oct. 8	MMA General Meeting
Tuesday's	MQC Study Group & Testing (4 consecutive weeks)
Nov. 6	MSMA Annual Meeting
Dec. 10	MMA - Holiday Event - Fort Snelling

Smarter than the average barcode *Intelligent Mail does it all*

“Simply put, the Intelligent Mail barcode is all about one thing — adding value to the mail.”

With that, Tom Day, Senior Vice President of Intelligent Mail and Address Quality, kicked off the Intelligent Mail Barcode (IMB) symposium at the National Postal Forum.

Given what IMB can do, it's no wonder mailers were lining up to learn more about it. The new barcode will consolidate a number of endorsements into a single line of digital information to handle sortation, address correction and tracking.

When IMB is implemented, mailers will be able to choose from

two options, Basic and Full Service. The Basic option requires essential elements of an IMB — service code, mailer ID and the delivery point code.

Full Service has all the elements of Basic plus a unique identity on each mailpiece.

Data from individual mailpieces and primary and secondary containers will be submitted by customers using electronic documentation. The result is the ability to scan an Intelligent Mail Container Barcode to know what mail was inducted and scans of individual mailpieces as they're processed.

The scanning of mail at entry is key to adding value to the mail. Full Service IMB provides free access to customers to “start-the-clock” — a new feature that gives customers a heads-up as their mail enters the mail stream. Free address correction information is included as well.

POTTER:

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Potter acknowledged the mailing industry is doing some remarkable things. “There’s more and more recycled material going into the mail, and more and more mail is being recycled after it’s done its job. That means they’re not only recyclable, they’re designed to be environmentally friendly and renewable.”

Another thing the Postal Service is doing right is implementing the new Intelligent Mail Barcode. “Mail is most effective when it’s accurate and deliverable, transparent and predictable,” Potter told attendees. “And the way we’re going to get there is by changing the barcode. The new Intelligent Mail Barcode will help us compete with the Internet and offer new and better information.”

Potter told customers to take advantage of volume pricing and to look forward to contract pricing in the coming months.

“We’ve only scratched the surface on the changes the new law will enable,” he said. “Our focus is to increase the value of mail through improved service, and predictable, affordable pricing.”

“Personally, I’m bullish on the future of the mail,” he said. “Our future is bright because of the teamwork that exists between the Postal Service and the mailing industry.”

Potter also presented the Partnership for Progress Award to members of the Mailers Technical Advisory Committee (MTAC), recognizing their “tremendous contribution” to the Postal Service. MTAC members have worked closely with postal officials on implementation of the FSS, Intelligent Mail Barcode and the new law.

POSTAL PARTNERS

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Postal Rate Commission visits Twin Cities



On June 4-5, members of the Postal Rate Commission visited the Twin Cities to hold a public hearing soliciting views relating to the universal service obligation of the Postal Service. PRC members also met with the Twin Cities PCC Executive Board and toured the Bulk Mail Center (BMC) in Eagan. In the photo at left, Dick Svendsen explains mail processing operations at the BMC to PRC members. At right, St. Paul Postmaster Mike Larson (2nd from left) and PCC Executive Board member John Joachim (3rd from left) discuss their testimony.

Upcoming events:

Don't miss St. Paul P&DC Tour; PCC Day

St. Paul P&DC Tour Wed., August 6

Don't miss one of the best opportunities to visit and tour one of the most efficient large postal facilities in the United States. On Wed. August 6 the Twin Cities Postal Customer Council (PCC) will sponsor tours of the St. Paul Processing and Distribution Center from 10 a.m.-1 p.m.

Tours will embark every ten minutes. Only eight visitors are permitted on each tour so you are asked to sign up for a half hour block of time during which your tour will begin. The small groups will allow for better access and plenty of attention from the tour leaders. Reception will start on the 6th floor at 10:00, and a box picnic lunch will be provided either before or immediately following your tour.

Cost for this event is \$20.00. Walk-ins will not be accepted.

Register with the coupon on p. 4 or online at: www.twincitiespcc.org

Safety notice:

The P&DC is a busy, highly mechanized work environment. Because of safety concerns, approved precautions must be observed at all times. This includes complying with regulations which prohibit wearing of the following types of footwear: *Heels and/or shoes more than 1 1/2 inches and soles more than 1/2 inch in height. Spiked heels, regardless of height, open shoes (sides, toes or heels) such as thongs, sandals, mules, house slippers, clogs or wedgies, moccasins and shoes with steel taps, shoes with cloth, nylon or mesh.*

PCC Day

Wed., September 17

Postmaster General John E. Potter will address more than 15,000 mailing partners and customers across the country during a coast to coast broadcast live from St. Louis, MO.

The Twin Cities PCC will feature five informational breakout sessions. Choose from: Intelligent Mail Barcode, the Basics; Greening of the Mail; IMB Roundtable; Advanced Focusing on Specific Pieces and Mail Piece Design.

Registration will begin at 8 a.m. with the first session starting at 8:30. The Postmaster General's presentation is scheduled for 11 a.m.

A picnic box lunch will be served. Cost of the event is \$15.00. Watch your mailbox for more information and registration details.



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St. Paul P&DC Tour/Picnic

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Please mail this completed form and a \$20 check payable to:
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Or register on-line at www.twincitiespcc.org
EIN# 41-1702023

When: Wed., Aug. 6

**Where: St. Paul P&DC
180 E. Kellogg Blvd.**

Check-in begins at 10 a.m. Tours run every 10 minutes beginning at 10:30. Please select by circling your preferred 30-minute block in which to tour. A picnic box lunch will either precede or immediately follow your tour.

10:30	11:00	11:30
noon	12:30	1:00