

MailPro

NEWS FOR MAILING PROFESSIONALS

A NEW REALITY

POSTMASTER GENERAL
ADDRESSES MAILING
INDUSTRY ON PCC DAY

PAGE 3

POSTAL SERVICE FACES NEW REALITY

PROPOSES COMPREHENSIVE CHANGES TO NATIONWIDE INFRASTRUCTURE

FYI

Since its launch in October 2009, the Postal Service iPhone application has consistently been ranked in the top 10 free business applications.

Faced with a massive nationwide infrastructure that is no longer financially sustainable, the U.S. Postal Service proposed sweeping changes designed to save the organization up to \$3 billion a year by cutting its network of processing facilities by over half and adjusting service standards.

Proposals under consideration include studying nearly 250 processing facilities for possible consolidation or closure, reducing mail processing equipment by as much as 50 percent, dramatically decreasing the nationwide transportation network, adjusting the workforce size by as many as 35,000 positions and revising service standards for First-Class Mail.

"We are forced to face a new reality today," said Postmaster General Patrick Donahoe. "First-Class Mail supports the organization and drives network requirements. With the dramatic decline in mail volume and the resulting excess capacity, maintaining a vast national infrastructure is no longer realistic. Since 2006, we have closed 186 facilities, removed more than 1,500 pieces of mail processing equipment, decreased employee complement by more than 110,000 through attrition and reduced costs by \$12 billion."

Mail volume has declined by more than 43 billion pieces in the past five years and is continuing to

decline. First-Class Mail has dropped 25 percent and single piece First-Class Mail – letters bearing postage stamps – has declined 36 percent in the same timeframe, and nearly 50 percent in the past 10 years. The decline has created substantial excess capacity within the postal processing network.

The mail processing network itself was constructed to process and deliver First-Class Mail within a one-to-three day window depending on where the mail is sent and delivered. With the proposed change, the new service standard would become two-to-three days, meaning that on average, customers would no longer receive mail the day after it was mailed. If implemented, the change in service standards would allow for significant infrastructure changes to be made across the nation.

"Our employees continue to do a terrific job for our customers and are among the most dedicated workforce anywhere. These are difficult times and our announcement does not reflect on their commitment to service," said Donahoe.

An Advance Notice of Rulemaking pertaining to the proposed overnight service standard changes has been submitted to the Office of the Federal Register. The Postal Service intends to file with the Postal Regulatory Commission this fall.

TRACKBERRY

USPS EXPANDS ONLINE MOBILE ACCESS

USPS has expanded its public mobile device application to include BlackBerry devices.

With the Postal Service's release of its latest USPS mobile app, BlackBerry users join Android and iPhone users to track and confirm package delivery, locate nearby Post Offices and find a ZIP Code.

This makes the fourth mobile platform deployed by the Postal Service. Customers have downloaded the existing USPS apps more than 1.2 million times. There are more than 4 million visits per month through all USPS mobile channels.

The latest Postal Service mobile app is compatible with most current Blackberry devices. The app is free and available at the BlackBerry "Appworld" or by going to usps.com/mobile and clicking on the BlackBerry tab.

INSIDE THIS ISSUE

- 3 PMG ADDRESSES MAILING INDUSTRY
- 3 PCC DAY AWARD WINNERS
- 4 2011 HOLIDAY SHIPPING DATES
- 5 A SIMPLER WAY TO RETURN
- 5 USPS TESTS INDICIA CONCEPT
- 8 NEWS BRIEFS

This newsletter is published bimonthly at no charge for mailing professionals. It contains information on current Postal Service programs and services, pricing and classification, mailing success stories and industry news. To request *MailPro*, or to change your mailing address (include current mailing label), mail, fax or e-mail your name, title, company name, delivery address and daytime phone number to:

MailPro
NATIONAL CUSTOMER SUPPORT CENTER
US POSTAL SERVICE
6060 PRIMACY PKWY STE 101
MEMPHIS TN 38188-0001
Fax: 901-681-4521
E-mail: mncsc@usps.com

trusted, affordable, universal service

POSTMASTER GENERAL ADDRESSES MAILING INDUSTRY ON PCC DAY

In his annual state of the Postal Service address to the mailing industry and on the occasion of the 50th anniversary of the Postal Customer Council (PCC), Postmaster General and Chief Executive Officer Patrick Donahoe addressed a viewing audience of 8,000, describing the Postal Service's new reality.

"We have reduced our annual costs by more than \$12 billion and our workforce has been reduced by 110,000 career employees over the past four years, but we must do significantly more to return to profitability," said Donahoe. "We must reduce our annual costs by \$20 billion by 2015 to be profitable, and we do not currently have the flexibility in our business model to achieve these cost reductions."

Donahoe praised postal employees for their hard work to bring about incredible cost savings while at the same time achieving record levels of service. He stated the Postal Service's financial losses

are due to an overly restrictive business model and should not be interpreted as an indictment of the value of mail.

The Postal Service has advanced a comprehensive package of proposals that will allow it to operate more like a business, including giving the Postal Service the authority to transition to a national five-day per week delivery schedule, and resolving the retiree health benefit prepayment requirement.

"Short-term solutions will not help the Postal Service or this industry," said Donahoe. "We need long-term, comprehensive legislation and our expectation is that Congress will pass comprehensive legislation by the end of this calendar year," he added.

The PCC was formed 50 years ago to help build cooperation and communication between the Postal Service and business mailers. Donahoe pledged to work together with its PCC partners to make the mailing industry stronger, more compelling and more profitable.



FYI

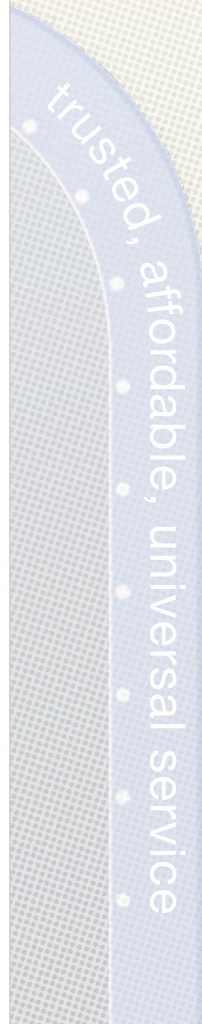
In 2010, hold mail service allowed more than 10 million customers to have their mail held safely at local Post Offices while they were away from home. Scheduling can be done online.

PCC DAY AWARD WINNERS ANNOUNCED

A much-anticipated highlight of PCC Day was the awards presentation that recognized outstanding achievements of PCCs around the country. The following award winners were announced:

- PCC Industry Member of the Year: Dorothy Cottrill, Sacramento PCC.
- PCC Postal Service Member of the Year: Sonya Dulan, Greater Oklahoma PCC.
- PCC of the Year: Greater Atlanta PCC (large market), Vermont PCC (small market).
- PCC Mentor of the Year: Mid-Michigan PCC.
- Business Partner of the Year: Admail West.
- District Manager of the Year: Rosemarie Fernandez, District Manager, San Francisco.
- Communication Program Excellence: Greater New York PCC (gold), Greater Portland, OR PCC (silver) and Greater Oklahoma and San Diego PCCs (bronze).
- Education Program Excellence: Tampa PCC (gold), Greater Portland, OR PCC (silver) and Miami-Dade PCC (bronze).

Additional information about Postal Customer Councils and National PCC Day can be found at <https://www.usps.com/business/local-pcc.htm>



2011 HOLIDAY SHIPPING DATES

FYI

The Military Care Kit and special pricing make it easy to send care packages to loved ones stationed in the military overseas.

To ensure delivery of holiday cards and packages by Dec. 25, the Postal Service suggests that mail be entered by the recommended mailing dates listed.

Remember, all mail addressed to military Post Offices overseas is subject to certain conditions or restrictions regarding content, preparation and handling.



Domestic Mail Class/Product	Cut Off Date
First-Class Mail	Dec. 20
Priority Mail	Dec. 21
Express Mail*	Dec. 22
Parcel Post	Dec. 15
DNDC Drop Ship	Dec. 19
DDU Drop Ship	Dec. 22
International Mail**	
Express Mail Military APO/FPO**	

*Some Express Mail destinations may have extended service commitments.
**See additional information below.

Military Mail Addressed to:	Express Mail Military Service (EMMS) ¹	First-Class Mail Letters and Cards	Priority Mail	Parcel Airlift Mail (PAL) ²	Space Available Mail (SAM) ³	Parcel Post
APO/FPO AE ZIPs 090-092	Dec. 17	Dec. 10	Dec. 10	Dec. 3	Nov. 26	Nov. 12
APO/FPO AE ZIP 093	N/A	Dec. 3	Dec. 3	Dec. 1	Nov. 26	Nov. 12
APO/FPO AE ZIPs 094-098	Dec. 17	Dec. 10	Dec. 10	Dec. 3	Nov. 26	Nov. 12
APO/FPO AA ZIP 340	Dec. 17	Dec. 10	Dec. 10	Dec. 3	Nov. 26	Nov. 12
APO/FPO AP ZIPs 962-966	Dec. 17	Dec. 10	Dec. 10	Dec. 3	Nov. 26	Nov. 12

¹EMMS: is available to selected military /diplomatic post offices. Check with your local Post Office to determine if this service is available to an APO/FPO/DPO address.

²PAL: is a service that provides air transportation for parcels on a space-available basis. It is available for Parcel Post items not exceeding 30 pounds in weight or 60 inches in length and girth combined. The applicable PAL fee must be paid in addition to the regular surface price for each addressed piece sent by PAL service.

³SAM: parcels are paid at Parcel Post prices with maximum weight and size limits of 15 pounds and 60 inches in length and girth combined. SAM parcels are first transported domestically by surface and then to overseas destinations by air on a space-available basis.

International Mail Addressed to:	Global Express Guaranteed (GXG)***	Express Mail International (EMS)	Priority Mail International (PMI)	First-Class Mail
Africa	Dec. 20	Dec. 10	Dec. 2	Dec. 2
Asia/Pacific Rim	Dec. 19	Dec. 15	Dec. 9	Dec. 9
Australia/New Zealand	Dec. 19	Dec. 15	Dec. 9	Dec. 9
Canada	Dec. 21	Dec. 16	Dec. 12	Dec. 9
Caribbean	Dec. 20	Dec. 15	Dec. 12	Dec. 9
Central and South America	Dec. 20	Dec. 10	Dec. 2	Dec. 2
Mexico	Dec. 21	Dec. 15	Dec. 9	Dec. 9
Europe	Dec. 20	Dec. 15	Dec. 12	Dec. 9
Middle East	Dec. 20	Dec. 15	Dec. 12	Dec. 9

***GXG Notes: 1) Cutoff date does not take into account time needed for customs clearance. 2) Should allocate extra transit day(s) for delivery outside major cities. 3) Last day to ship to Afghanistan is Dec 19 and Iraq is Dec 16.

2011 Holiday Season Import Dates[‡]

Surface		Air		EMS
LC/AO	CP	LC/AO	CP	
Dec. 9	Dec. 2	Dec. 16	Dec. 14	Dec. 17

[‡]Provides mailing guidelines for foreign postal partners in order to meet December 25 delivery.

Mail class by code:

CP = Priority parcels

LC = Letters, cards and letter packages

AO = Newspapers, magazines, matter for the blind, printed matter, small package

Dec. 2	Last day to send Parcel Post packages via surface transportation.
Dec. 9	Last day to send letters, flats and small packages via surface transportation.
Dec. 14	Last day to send Parcel Post packages via air transportation.
Dec. 16	Last day to send letters, flats and small packages via air transportation.
Dec. 17	Last day to send Express Mail service items (any shape).

trusted, affordable, universal service

A SIMPLER WAY TO RETURN

USPS INTRODUCES NEW SUITE OF OPTIONS

E-commerce shipping is an increasingly busy two-way street. In addition to its delivery strengths, the Postal Service is making sure USPS is the preferred shipper for packages traveling the returns lane as well.

The Postal Service is launching a new suite of shipping choices under the umbrella of USPS Returns. The new options, including Web-based label printing, enhanced tracking and streamlined payment, will speed start-up and make it easy for online retailers to use the Postal Service for returns.

"With e-commerce sales expected to continue to grow 10 percent annually over the next few years, we're offering online merchants an easier way to return," says Paul Vogel, president and chief marketing/sales officer. "This is an exciting opportunity for the Postal Service to grow our package business. We're building on the shipping products customers already are familiar with, and adding new features for increased ease and convenience for both consumers and merchants."

The Postal Service will offer three return options: Priority Mail Return Service, First-Class Package Return Service and Ground Return Service.

For e-commerce businesses, USPS is introducing a simple, easy-to-install label printing application that can be offered by e-tailers to their customers. This tool will enable label printing through a

merchant's website, or customers can contact the merchant's call center to request a returns label be emailed to them. The labels will feature the Intelligent Mail package barcode.

For consumers, enhancements are planned at retail and USPS.com that will make it easier for them to return merchandise as well.

"We're showing our customers that value in shipping with the Postal Service goes both ways," says Vogel.

For more information on USPS Returns, refer to the Sept. 22 issue of *Postal Bulletin*.



FYI

With Carrier Pickup, customers can go online to request that Express Mail and Priority Mail packages be picked up at their homes or offices — for free. In 2010, more than 56 million packages were picked up at homes and offices. <https://usps.com/shipping/carrierpickup/welcome.htm>

PILOT MAKES PERFECT USPS TESTS INDICIA CONCEPT

The Postal Service continues to develop its new Picture Perfect Imprint Indicia with Chrysler Corp., which signed on to pilot test the new initiative last April.

Chrysler's test already has been used on an estimated 1 million mailpieces. Now USPS is interested in marketing this new enhancement to other current and potential permit holders as a way to add value to the mail and generate incremental revenue.

"The operational test has gone well. Gauging from the reception by this customer, other mailers will be interested in using this technology to



call attention to their brands," said USPS Domestic Products Vice President Gary Reblin.

As planned, mailers would be able to use the indicia area of their mailpieces — prime real estate — to advertise their brands — thereby attracting more attention and potentially improving the reading rate of their mailpieces. USPS will establish requirements for embedding logos, trademarks, pictures or other images into indicia. Mailers would have to submit sample mailpieces for USPS review and approval before implementation.

USPS expects to file with the PRC seeking approval to launch the product sometime next year.

trusted, affordable, universal service

Short distance shipping. Far reaching value.



Now there's an easier, cost-effective way to ship shorter distances. With Priority Mail Regional Rate™ Boxes, *if it fits, it ships*®* up to 15 pounds. Simple pricing and no weighing. Boxes come in different sizes, and shipping starts at just \$4.97. Pay and ship exclusively online.

Scan this code with your smartphone to request your Priority Mail Regional Rate Shipping Kit! Or visit prioritymail.com/rr18

Priority Mail®
A simpler way to ship.



UNITED STATES
POSTAL SERVICE®

* For mailable items. Visit USPS.com for details.

† Offer ends 11/30/11 and is only available while supplies last. Offer valid for one customer per address.

Privacy Notice: For more information regarding our privacy policies, visit USPS.com/privacypolicy

©2011 United States Postal Service®. All Rights Reserved.

The Eagle Logo, the Letter Carrier Uniform, and the trade dress of USPS® Packaging are among the many trademarks of the U.S. Postal Service®.

HONORING THE LIVING USPS EXPANDS ELIGIBILITY FOR STAMP RECOGNITION

Beginning next year, the Postal Service's stamp program will recognize acclaimed musicians, sports stars, writers, artists and other nationally-known figures on U.S. postage stamps — while they're still alive.

USPS is ending its rule that an individual must have been deceased for at least five years before becoming eligible to be honored with a stamp. Under the new guidelines, living or recently deceased individuals will be eligible for commemoration.

"This change will enable us to pay tribute to individuals for their achievements while they are still alive to enjoy the honor," said Postmaster General Patrick Donahoe. "These remarkable individuals — through their transformative achievements in their respective fields — have made enduring

contributions to the United States of America. Honoring living individuals expands the interest in stamp topics and keeps our program timely, relevant and contemporary."

USPS is inviting the public to use social media to submit their ideas for individuals to honor. "We're inviting our customers to submit the top five living individuals they would like to see on stamps through Facebook and Twitter," said Stephen Kearney, manager, Stamp Services.

Each year, the Postmaster General's Citizens' Stamp Advisory Committee (CSAC) — composed of individuals whose backgrounds reflect a wide range of educational, artistic, historical and professional expertise — receives as many as 40,000 suggestions for stamp subjects.

Volume 5 Number 5

Editorial
Sandra Cutts
Izze Sella
Art Hill
Paula Rabkin

Design
Teresa Strayer

Patrick Donahoe
Postmaster General and
Chief Executive Officer

Maura Robinson
Vice President,
Pricing

Sam Pulcrano
Vice President,
Corporate Communications

MailPro
is published by U.S. Postal Service
Corporate Communications and Pricing.
USPS eagle symbol and logotype are
registered marks of the
United States Postal Service.

© 2011 United States Postal Service. The following are among the many trademarks owned by the United States Postal Service: United States Postal Service®, U.S. Postal Service®, USPS®, Post Office™, First-Class Mail®, usps.com®, Click-N-Ship®, Express Mail®, Priority Mail®, Standard Mail®, Intelligent Mail®, Parcel Select®, Express Mail International®, Signature Confirmation™, Certified Mail™, Delivery Confirmation™, Registered Mail™, ZIP Code™, Carrier Pickup™, Priority Mail International™, First-Class Mail International™, Postal Explorer®, RIBBS™ and FOREVER®. This is not a comprehensive list of all Postal Service marks.

Send address corrections and
subscription requests to:

MailPro
NATIONAL CUSTOMER SUPPORT CENTER
US POSTAL SERVICE
6060 PRIMACY PKWY STE 101
MEMPHIS TN 38188-0001
fax: 901-681-4521
e-mail: mncsc@usps.com

Send stories, photos and editorial suggestions to:
EDITOR

MailPro
US POSTAL SERVICE
475 L'ENFANT PLAZA SW RM 10541
WASHINGTON DC 20260-3100
fax: 202-268-2392
e-mail: mailpro@usps.com

See our Privacy Policy on usps.com.

Online services:
usps.com
ribbs.usps.gov
pe.usps.com

MailPro
about.usps.com/mailpro

PCC website/PCC Insider:
usps.com/business/get-training-learn-to-grow.htm

NEW NAME HELP YOURSELF AT THE "SELF-SERVICE SHIP AND MAIL CENTER"

USPS has renamed its familiar self-service kiosk.

Formerly known as the "APC" (Automated Postal Center), the ubiquitous machines that have generated more than \$2.7 billion since their debut in 2004 now will be called "Self-Service Ship and Mail Centers."

The Postal Service selected the name after surveys with a large group of small business and residential customers revealed it best supported the kiosk and the USPS brand.

Along with the new name, there also will be new signage using the Postal Service's new iconography that will list the key products and services available. The icons will help customers who don't understand or are unaware of the products and services available at these self-service

kiosks. And listing just the main services presents a cleaner, more appealing look.



*The newly
renamed
"Self-
Service
Ship and
Mail
Center."*

FYI

Click-N-Ship (CNS) allows customers to print shipping labels with postage for Priority Mail, Express Mail, Priority Mail International, Global Express Guaranteed and Express Mail International. CNS generated \$423 million in sales in 2010. <https://usps.com/shipping/label.htm>

trusted, affordable, universal service



NOW AT USPS.COM

MORE FEATURES. MORE ENHANCEMENTS.

- Multilingual option
(USPS.com in Spanish and Chinese)
- New Premium Forwarding Service
online application
- PayPal payment option in Click-N-Ship
- Redesigned Postal Store, Hold Mail, Redelivery
and PO Locator applications

**USPS is changing to keep up with
the evolving needs of our customers.**

