

Thursday | Jan. 24, 2008

CONTENTS

Sharing ideas: *USPS meets with China Post*

More green innovations: *Creative solutions for reusable reply mail*

ReveNew\$: *New and improved • Hitting the nail on the head*

On this day: *The nation's top stamp collector*

Quotable Quotes: *Making the job easier*

Postscripts: *Watta storm! • Career milestone*

Mailbag: *Express Mail suggestion • A wonderful experience • I'm a dress*

Heroes' Corner: *Fall from grace?*

SHARING IDEAS

USPS meets with China Post



The leader of the China Post Group met this week with PMG Jack Potter and senior USPS executives to learn more about the Postal Service's financial initiatives, organizational models and performance-based pay system. Liu said he wanted to know more about the Postal Service's management style and the standardization that has resulted in record-setting performance and billions of dollars in savings.

PMG Jack Potter and Liu Andong, Chief Executive Officer of China Post.

Following a day-long exchange of ideas, Liu Andong, Chief Executive Officer of China Post, said he was impressed with the innovative practices and procedures presented by CFO Glen Walker, Controller Lynn Malcolm and Chief Human Resources Officer Tony Vegliante.

Liu and the USPS group also discussed the China Post Group-USPS Global Business collaboration that has resulted in record growth in Express Mail and package products. Global Business Managing Director and Senior VP Paul Vogel said the partnership will lead to growth in a number of different areas. "It's this type of relationship, along with good business practices, that will position USPS as a leader in the international package business," Vogel said.

The China Post Group delegation will be touring several postal facilities, beginning in the Capital Metro Area and ending in San Diego.

MORE GREEN INNOVATIONS

Creative solutions for reusable reply mail



To help protect the environment, the Postal Service encourages its business partners to find creative solutions that help mailers go green. One business partner — MailAgain of Houston, TX — has been doing just that for nearly 20 years.



MailAgain has developed mailing technologies focused on providing reliable, cost-effective and USPS-approved solutions for reusable reply mail.



MailAgain's reusable reply envelopes.

The company's products include reusable courtesy reply envelopes, business reply envelopes and CD/DVD mailers. Each uses a patent-pending "fail safe loop mail" design that allows USPS to run the outbound and return portions on automation machinery.

Working with USPS Engineering, MailAgain obtained automation compatibility certification for its letter-sized CD/DVD mailers. And MailAgain's design eliminates the need for adding separate address labels or tabbing, streamlining production and returns for its customers.

According to MailAgain, the company's green solutions are easy to implement and offer operational savings to mailers, while helping conserve precious environmental resources.

[Click here](#) for more information on MailAgain's offerings.

REVENUES

NEW AND IMPROVED. "eBayers love Carrier Pickup," says Newark, NJ, Small Business Specialist Edy Mattia. The love is growing — in double digits, according to the latest returns — helping the Postal Service increase its package volume and revenue. And now, with shipment confirmation acceptance notice (SCAN) as part of the eBay solution, Carrier Pickup for eBayers has improved. SCAN now includes an "acceptance event" at the point of entry, improving visibility and letting customers know that their merchandise is on the way. "If you know anyone interested in starting a home- or eBay-based business, make sure to tell them about the benefits of Free Carrier Pickup and SCAN," says Mattia.

HITTING THE NAIL ON THE HEAD. USPS National Accounts Manager Vickie Armstrong and Sales Specialist Mike Malone met with Home Depot's Atlanta-based marketing team to discuss strategies for increasing store traffic and raising average purchase totals. Armstrong and Malone encouraged the company to use customer data more effectively. The team proposed using "life events" like birthdays and weddings to create connections with the store's customers, to increase their lifetime value and to set Home Depot apart from the competition. The sales team hit the nail on the head. A First-Class Mail promotion in December resulted in a \$2 million deal for the Postal Service.

ON THIS DAY...

On this day in 1881, Catherine Manning was born. She served as curator of the Smithsonian Institution's philatelic collection from 1922 to 1948.

Visit www.postalmuseum.si.edu to find out what else happened today in postal history.

QUOTABLE QUOTES

"We sure appreciate people who keep their sidewalks cleaned off. And both city and rural carriers would like to thank people who keep the approaches to their mailboxes clear. That makes our job much easier." — Worthington, MN, Letter Carrier Bill Slater.

POSTSCRIPTS



WATTA STORM! Earlier this month, a powerful wind storm — with gusts reaching 80 mph — knocked down power lines and blocked roads in Walla Walla, WA. Damage from the storm was apparent on most streets in the city. Walla Walla postal employees braved the elements to keep the mail moving. "The employees completed 96 percent of all deliveries without missing a beat," said Benton, WA, Postmaster Doris Greer.

CAREER MILESTONE. Clerk William Saunders recently celebrated his golden anniversary of postal service. Employees from the Newark, NJ, Air Mail Center (AMC), where Saunders has worked for the last 32 years after transferring from the Newark Post Office, held a ceremony to honor his 50 years of service. Co-workers gave Saunders a 50-year pin, gifts and tokens of appreciation. New York Metro Area VP David Solomon,



Newark AMC Plant Manager Alix Bertrand, and New York Metro Area Distribution Networks Manager Stuart Gossoff attended the event. Saunders, a father of four, has no immediate plans to retire. In the photo, Saunders receives kisses from his wife, left, and daughter Karen during his golden anniversary ceremony.

MAILBAG

Steve Foster, Worcester, MA: I'm glad USPS is starting to look at revamping Express Mail. It would be a great help to zone rate Express Mail, perhaps making zone 1-2 Express Mail \$2 more than Priority Mail and rolling "Post Office to Post Office" into "Post Office to addressee" service, making it less confusing to customers. Many customers are using our competitors' next day service just to get a guaranteed in-state delivery.

Rose Duncan, Haysville, KS: Recently, one of our customers wanted to tell us what a wonderful experience he was having with the Postal Service and the free Priority Mail boxes he orders. Jay Reints, an eBay mailer, has mailed almost 1,000 Priority Mail packages to addresses all over the United States. He was very proud to tell us that as he approaches his 1,000th package, only one item has been damaged. But because he includes insurance and Delivery Confirmation with almost every package, the damaged item was covered.

Gloria Frank, Troy, MI: While visiting relatives, my aunt was showing how smart my 2-year-old cousin was. She asked her to tell us her age and birthday, which she did. Then my aunt said, "Tell them your address." My cousin replied, "I'm a dress!"

Have a question? A comment? Write to us at uspslink@usps.gov or just hit the "Reply" key. Be sure to include your topic in the subject line.

HEROES' CORNER

Two elderly friends were leaving a Brooklyn, NY, church together when they lost their footing and fell. Both were hurt and couldn't move. Letter Carrier Mike Adisano saw them fall, called for medical assistance, and stayed with the 86- and 90-year-old women until help arrived. Thanks in part to Adisano's quick response, both women recovered from their injuries.

MANAGING EDITOR:

George Maffett

george.t.maffett@usps.gov

MANAGER, Employee Communications

Helen Skillman

helen.j.skillman@usps.gov