PostCom Bulletin

The Journal of Postal Commerce

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HIGHLIGHTS . . . . . .

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You will get a good understanding of the report data elements, and how the reports can be used to improve mail and data quality.

. . . . . . POSTAL VISION 2020 CONFERENCE EXAMINES ROAD TO 21ST CENTURY USPS -- Postal Vision 2020 3.0 was held earlier this week in Washington, DC. The third annual Postal Vision 2020 conference, it focused on the challenges faced for a 21st century Postal Service in a rapidly evolving technology environment. PostCom provides highlights from the conference in this week's and next week's issues of the *PostCom Bulletin*.

. . . . . . GOOGLE EXEC SAYS PHYSICAL DELIVERY IS FUNDAMENTAL -- Vint Cerf, vice president and chief internet evangelist for Google, told PostalVision 2020 attendees that although we need to be "blunt and brutal in our analysis of the problems," he considers physical delivery to be fundamental to a Democratic society. "We can not afford not to have that capability," he said, noting that it is a national infrastructure like telecommunications, schools, roads, water, etc. "It is incumbent on us to figure out how we retain this infrastructure."

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HIGHLIGHTS (cont.) . . . . .

University; Fred Rolando, President of the National Association of Letter Carriers (NALC); and Nye Stevens, formerly from Congressional Research Services. When asked if the USPS is "past the point of return," the panel members said no.

. . . . . . **USPS IG ON DIGITAL CHANGE** -- David Williams, USPS Inspector General (IG), told the PV2020 audience that this is a "period of amazing change," and said we need to figure out how to respond to that in terms of our postal system and businesses. Williams said the union of smart devices and social networking make the need to physically transport lots of messages undesirable. Technology and print are rediscovering each other, he said, in relationships such as smart devices and QR codes, geofencing, hybrid and reverse hybrid.

. . . . . . **CARPER SAYS POSTAL REFORM BILL COMING** -- Senator Tom Carper, Chairman of the Senate Homeland Security and Governmental Affairs Committee, told the PV2020 group that the Senate is working to develop "some agreement on common principles on which postal legislation could be drawn," and hopes to have something soon. He said he would like to do it as a bipartisan bill and have the House develop its own bill, then be able to introduce it next month and hold hearings next month. He said hearings are needed so that others don't stop the progress of the legislation by saying that correct procedure was not followed in that it is a different bill and therefore needs hearing. He said that he would like to have a bill on the President's desk by the July 4 recess, or if that does not happen, by the August recess.

. . . . . . **OIG/INFOTRENDS TO RELEASE STUDY ON WHAT AMERICANS WANT** -- The USPS' Office of the Inspector General (OIG) and InfoTrends by the end of May will publish a study titled "What America Wants and Needs from the U.S. Postal Service," InfoTrends associate director Matt Swain told the PV2020 audience.

. . . . . . **THE PV2020 IDEA LAB** -- Over the course of the two-day conference, lots of ideas and thoughts on possible postal-digital initiatives were tossed out in formal presentations as well as in informal discussions. Here are just some of the thoughts generated in the PostalVision 2020 "Idea Lab."

. . . . . . **ROLANDO AT POSTALVISION 2020** -- At Wednesday's session of PostalVision 2020, NALC President Fredric Rolando explained in persuasive -- and un-rebutted -- terms why going to five-day mail delivery is neither warranted nor wise, and would in fact be destructive. The factor accounting for almost all of the Postal Service's red ink, Rolando told the audience at the L'Enfant Plaza Hotel in Washington D.C., is the congressional mandate to pre-fund future retiree health benefits for the next 75 years and do so within a decade, a requirement faced by no other agency or company in America.

. . . . . . **USPS RELEASES UPDATED FIVE-YEAR PLAN** -- The U.S. Postal Service has updated is five-year plan to reflect the current business environment and political pressures it is facing. The plan is designed to communicate to key stakeholders the vital role that the USPS plays in the U.S. economy. The USPS said that the plan provides ". . . important solutions required to return the Postal Service to financial and operational viability and self-sufficiency. It believes that all elements of the plan must be implemented to provide long-term financial stability.

. . . . . . **NEW POSTAL INCENTIVE COULD BACKFIRE FOR MAILERS** -- According to postal commenter, Dead Tree Edition, "Mailers should beware of postal officials bearing gifts. The U.S. Postal Service announced a few days ago a "Technology Credit" of up to $5,000 for mailers who use Full-Service Intelligent Mail Barcodes. But if the Postal Service gets its way, the one-time credit would result in a permanent and ultimately far more expensive price increase for senders of First Class, Standard, Periodicals, and Bound Printed Matter mail. And it would set a precedent for similar efforts to circumvent the inflation-based price cap on most postal rates."

. . . . . . **POSTAL-DIGITAL WEEK CONTINUES WITH IDEALLIANCE MEETING** -- The postal-digital discussions continued this week in a separate meeting run by the IDEAlliance which followed on after Postal Vision 2020 (see article above). The IDEAlliance on April 26, 2013, held its first "Postal-Digital Summit." Where the topics and discussions at PostalVision 2020 largely addressed policy issues as well as innovations, the IDEAlliance sessions delved deeper into the nuts and bolts of existing and future digital technical specifications used by the USPS and industry.

. . . . . . **POSTAL NOTES** – PostCom submits refund comments to the USPS. PMG speaks at National Press Club. Senator Carper reaches out to Chairman Goldway. President nominates former Northrup Grumman exec as USPS Governor. USPS delays FCM tracer market test. PMG addresses full-service IMb In letter to industry. DeFazio and Sanders introduce postal bills. USPS renews FedEx air network contract. FedEx launches "FedEx Delivery Manager." Armstrong faces suit from DOJ. Mail or email? What's a marketer to do? NALC Members discuss future of Postal Service. Letter carriers to launch food drive. Direct mail is dead, long live direct mail! Paperless Post defies digital strategy with crane. PRC approves changes to International Commercial Plus pricing. UPS announces earnings.

. . . . . . **FEDERAL REGISTER** -- Updates from the Federal Register that affect the mailing industry.

. . . . . . **DMM ADVISORY** -- Updates from the Domestic Mail Manual.

. . . . . . **OFFICE OF INSPECTOR GENERAL UPDATE** -- An update from the USPS Office of Inspector General.

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Folded Self-Mailers: Review Your Understanding

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We've had several months to integrate the Folded Self-Mailer regulations into our mailing programs, yet there may still be some questions. What paper weight do I use? What's this about panels… and which one should be addressed? What size? Can I still use glue? You can get answers and/or clarifications as you join the Association for Postal Commerce for a FREE webinar on Tuesday, May 7, 2013 at 1:00pm Eastern as Christine Simone, USPS HQ Business Programs Specialist and Craig Vance, USPS HQ Operations Integration & Support, review the regulations: including how to fold, address, and seal Folded Self-Mailers and Un-enveloped Mailpieces. Title: Folded Self-Mailers: Review Your Understanding Date: Tuesday, May 7, 2013 Time: 1:00 PM - 2:00 PM EDT After registering you will receive a confirmation email containing information about joining the Webinar.

POSTAL VISION 2020 CONFERENCE EXAMINES ROAD TO 21ST CENTURY USPS

Postal Vision 2020 3.0 was held earlier this week in Washington, DC. The third annual Postal Vision 2020 conference, it focused on the challenges faced for a 21st century Postal Service in a rapidly evolving technology environment.

John Callan, Managing Director, Ursa Major Associates, and the visionary behind the creation of the PostalVision 2020 conference, said the initiative is a non-partisan collaborative effort designed to be deliberately provocative, look at disparate opinions and new ideas, and help position America for the new millennium. The first PV2020 conference, held in 2011, focused on the theme of "What Would Google Do?" in terms of postal and digital; and the second conference, held last year, focused on "Platform Possibilities."

"Disruptive innovation is nothing new," Callan said in kicking off the conference, noting that "adaptation and transition are essentials." The 21st century postal challenge is unprecedented and existential, he said, including a technology-driven digital disruptive innovation, unrelenting decline of the USPS' core product, a cash crisis, no taxpayer support, an unspecified by law universal service obligation, and questions on future needs from the postal system. "It's our problem," he told the PV2020 audience, noting that currently little support is being seen from Congress.

Conference attendees included commercial and consumer postal customers; representatives from the USPS and postal policy influencers/regulators including the PRC, GAO, OIG and NAPA; third party service providers and suppliers; postal labor unions; consultant, analysts, and scholars; innovators and entrepreneurs; legislators and press representatives. Featured speakers included Senator Tom Carper, Chairman, Senate Homeland Security and Governmental Affairs Committee; the Honorable David M. Walker, founder/CEO of the Comeback America Initiative and former US Comptroller General; Vint Cerf, Vice President and Chief Internet Evangelist, Google; Randy Miskanic, USPS Vice President of Secure Digital Solutions; and a long list of notable panelists and speakers.

The conference was sponsored by Pitney Bowes, the Escher Group, the Smithsonian National Postal Museum, DHL Global Mail, GrayHair Advisors, and IMS, inc. with support from a variety of associations including The Association of Postal Commerce (PostCom), the Association of Marketing Service Providers (AMSP, formerly MFSA), the Global Address Data Association (GADA), the Parcel Shippers Association (PSA), the National Association of Presort Mailers (NAPM), the American Catalog Mailers Association (ACMA), and the International Mailers Advisory Group (IMAG). Highlights from the conference are presented below.

GOOGLE EXEC SAYS PHYSICAL DELIVERY IS FUNDAMENTAL

Vint Cerf, vice president and chief internet evangelist for Google, told PostalVision 2020 attendees that although we need to be "blunt and brutal in our analysis of the problems," he considers physical delivery to be fundamental to a Democratic society. "We can not afford not to have that capability," he said, noting that it is a national infrastructure like telecommunications, schools, roads, water, etc. "It is incumbent on us to figure out how we retain this infrastructure," Cerf told the audience, noting that his personal frustrations about

the way the Postal Service is treated are echoed and exacerbated by others. "It is being treated like the private sector," he said, "but forced to operate according to the electoral aspirations of Congress." "Congress is ignoring or exacerbating the problems," Cerf said, "and we need to challenge them to get serious."

The Google executive said that the Postal Service does a great job with physical delivery. "Their quality is extraordinary," he said, "and we may have taken that for granted." He said that no matter how well we do with electronic communications, if a letter is destroyed it would be hard to get it re-transmitted.

Cerf discussed recent technology developments, noting that there are areas the USPS could explore if permitted. He said that in the online world, mobility is a big area. He predicted that by 2020 80% of the world's population will be online, but not 100%.   Some examples of emerging technologies include internet-enabled picture frame devices which go to a web site and download images, then cycle through them to display allow families with digital cameras to take photos, upload them to the web site, then share photos which are fed back into the picture frame devices to other family members. Internet-enabled light bulbs are another technology innovation, Cerf noted. He said there are theories that we should internet-enable all the entertainment boxes and use phones to control appliances. "As soon as you do that," he said, "you create opportunities for third parties to offer services if they can reach those entertainment devices." "There are opportunities for new business every time you create new platforms, standards, or interfaces," he told the PV2020 audience.

Cerf said that Google glasses are another example of future technology. He gave the analogy that two people – one deaf English-speaking person and one blind German-speaking person – could communicate through technology like Google glasses which have a camera, display, and audio. The glasses could pick up and translate the German into English to play back to the deaf person and it could also video the sign language from the deaf person and translate it into English and then German. Cerf said the interpretation of sign language via computer is still a challenge, but the rest is very feasible.

"The Postal Service is unique," Cerf said, "in that they can touch every residence and business once a day." He said that the idea of using the Postal Service for official government agency communications through email as well as hardcopy mail is an idea that should be explored. "Why not have official electronic addresses as well," he said, noting that the .post top level domain has not really been exercised. Cerf said the Postal Service also could help validate and provide authentication capabilities. The notion of the post office as a secure place you could go for signature services is also something that should be explored, he said. "We should take advantage of the physical presence of the Postal Service and elaborate on that," he said.

"Our job is twofold," Cerf told the PV2020 audience, "to get creative about what we can do to retain, maintain and enhance the Postal Service, and to be relentless in drawing attention to Congress that this infrastructure must not be lost."

USPS DIGITAL VP JOINS THE DISCUSSION

Randy Miskanic, USPS Vice President of Secure Digital Solutions (SDS), told the PV2020 group that his group has been in "listening versus talking mode" during its first two months, and noted that the PV2020 conference presents a "great opportunity to listen." Miskanic said that the USPS and industry need to look at how mail will be relevant to the next generation, and how to complement physical products and services by moving into the digital space as well as what the USPS can do in the entire digital space.

Miskanic said that people have asked why the USPS would put a law enforcement person such as himself in the Secure Digital Solutions innovation space. "From my perspective," he said, "we are leading with security, privacy and trust – our value add behind our USPS brand." "We feel strongly that having that core, we can let consumers dictate our product offerings," he told the PV2020 audience, noting that the USPS wants to develop a platform open to share and leverage across the industry. "The USPS is not necessarily a technology innovator," he said, "so the model is core to our success." "Open source standards we could define, govern, and enforce so all of us have success in the digital space," he said. "Our strategy remains under development," Miskanic told the group, "but there is opportunity to have dialogue as we move forward."

The USPS digital chief said the USPS needs to have a vision for the next few years in terms of initiatives it could explore under its existing legislative framework. "We want to develop a platform," he said, "and we are listening." He said the USPS can leverage its attributes of public trust, enabling private and secure information exchange as it moves from the physical to the digital space. The USPS needs to look at how to leverage its physical assets as well, Miskanic said, noting that the USPS brings significant value in its last mile delivery, as well as 36,000 physical touch points where it could add significant value in digital identity and authentication services.

The USPS has decades of experience dealing with all types of fraud enforcement in the physical mail domain, Miskanic said, and many of the threats that have impacted consumers for years have now moved into the digital domain. The USPS could help address gaps in security and privacy in the digital domain, he said, noting the USPS has one of the largest IT infrastructures in the world. "There are

some commonalities in these communication channels," Miskanic said, "with users needing to understand their communications are secure, delivered unopened, and that the contents remain confidential."

In the area of credentialing/authentication, Miskanic said the USPS has two initiatives it is working on, as previously announced, which include its MyPost pilot – a secure, authenticated space to access USPS services, and the Anonymous Broker service the USPS will manage under the government FCCX (Federal Cloud Credential Exchange) initiative, which he said should come to pilot in the next 4-6 months with a group of federal agencies. In the secure messaging arena, Miskanic noted that the USPS' EPM (Electronic Postmark Service) is protected by law today, and used to verify the authenticity of a document or file sent electronically as of a specific point in time.

Miskanic also noted that the USPS about 3 weeks ago acquired the .post domain for the USPS. He said the USPS has no deployment strategy yet, but understands the value. He noted that there are foreign posts that are much more progressive than the USPS in the digital arena, and said that perhaps the best thing would be to move forward globally with a collective vision through the Universal Postal Union (UPU).

The USPS digital chief said that he expects at next year's Postal Vision 2020 conference, the USPS will have more to show on these initiatives.

WALKER SAYS USPS IS "MICROCOSM" OF FEDERAL GOVERNMENT

The Honorable David Walker, founder of the Comeback America initiative and former U.S. Comptroller General, talked to the PV2020 crowd about transforming government – including the Postal Service – to meet 21st century challenges. "The federal government has grown too big, promised too much, and needs to fundamentally restructure," Walker said, noting that it has "no plan, no budget, and no performance metrics." "There are significant parallels between the Postal Service and the government," he said, noting that in many cases the Postal Service is a "microcosm of the federal government."

Walker said both the USPS and federal government have models that need to be modernized to reflect 21st century realities, both have large operating deficits and debt levels as well as huge unfunded obligations, both saw the issues they are now facing coming but did not adjust course, and both need to re-examine what they do, how they do it, who does it, and how they pay for it. He noted that as of the end of Fiscal Year 2012, the USPS had $96.1 billion in total liabilities and unfunded retiree health benefit and pension liabilities, and the federal government had almost $70 trillion in total liabilities and unfunded retiree health benefit and pension liabilities.

Reviewing the USPS' proposed business model changes, Walker noted that the USPS is not a corporation or a public company, and has fundamental differences in the way it operates. He said the USPS is supposed to be self-supporting but is not achieving that objective and is not expected to achieve it in the near term absent fundamental reforms.

Walker said the current USPS board, which he said is Congress under the USPS' current structure, "is attempting to micro-manage and that has to change." "Just because they have the ability to do something doesn't mean they should do it," he said. "Congress needs to help rather than hinder the USPS' efforts to reform," Walker told the PV2020 group.   He also said the USPS Board of Governors "needs a leader and not lag actions on these issues." "Just because the GAO said Congress has the right to do what it did on 6- to 5-day delivery, that doesn't make it the right thing to do," he said.

Walker briefly reviewed the recent NAPA panel summary and recommendations, noting that the scope of the initiative was limited. He said the recommendations essentially expanded on USPS engaging in more public-private partner relationships. He said there were pros and cons to the NAPA-recommended concept and the paper points out a number of challenges that would need to be addressed.

"There has to be an effort to improve the USPS' liquidity in the short term," Walker told the PV2020 group, "including looking at its short term obligations with retiree health benefits funding." He said the benefits need to be funded over time, but the USPS should be made whole in regard to its overpayments.

In response to the question of what industry can do to help the USPS' situation, Walker said that Congress should be encouraged to move on postal reform efforts and to strengthen the USPS Board of Governors to act more as a board of directors so that Congress is not acting in that capacity.

IS THE USPS PAST THE POINT OF NO RETURN?

The Honorable Robert Taub, Vice Chairman of the Postal Regulatory Commission (PRC), led a panel at the PV2020 conference which included the Honorable Lee Fritschler, George Mason University; Fred Rolando, President of the National Association of Letter Carriers (NALC); and Nye Stevens, formerly from Congressional Research Services.

When asked if the USPS is "past the point of return," the panel members said no. "It's important to understand the USPS has a great future," said Rolando, "people have changed the way they use the mail, the way they are shopping, but the USPS just needs to adjust to that." "The future of e-commerce is unlimited," he said, "it's important to change the conversation from the USPS' losses because it does not lose that money delivering the mail." Rolando noted the USPS made $100 million in its last quarter and said the USPS is the "richest broke company I've ever herd of." He noted that the USPS has surpluses in its retiree health benefits pre-funding where most others have no pre-funding.

Fritschler said the USPS has not gone past the point of no return, but noted that the world has changed and postal policy has not since 1970. He said there is a huge question still unanswered in terms of the USPS' universal service obligation and what it means. "That doesn't exist in the law," he said, "it has never been very clear and there is no interest on the Hill in defining it."

Stevens said the day of a self-financed USPS are over. "We need to find a way of making a choice between a Postal Service that is self-financed and being a national infrastructure to provide other ancillary benefits to the public."

When asked whether just modifying the USPS' pension provisions would be enough to give it breathing room or whether more is needed, Fritschler said that instead of thinking of the Postal Service as a communication device when that part of its mailstream is disappearing, we need to think more of it as a "broadcast mechanism." He said 85-90% of what is delivered in the mail is advertising which puts the USPS in direct competition with other media such as radio, TV and internet advertising. "I think there will be a time when the public and mailers are confronted with the question of what the role of a government entity should be in broadcast," he said.

Rolando said the first step is for Congress to understand the ideology of what kind of Postal Service we want – one for the nation or one for corporate profit. He said the USPS provides a stable middle class workforce, which is a great asset. He said beyond fixing the pre-funding issues, Congress also should allow the labor unions and USPS to negotiate on health care reform. He also said the USPS should not be cutting back its network until its future mission is defined.

Stevens said the USPS would not likely be saved just by deferring the retiree health benefits funding. "The USPS has a very expensive workforce," he said. He noted that when looking at other activities the USPS could undertake, the fact that its workforce is more expensive than its competitors is a big drawback. Rolando said the cost of labor has gone down in the last few years at USPS and noted that all new carriers hired into the USPS are non-career with no health benefits and no retirement.

Fritschler said the USPS needs to be allowed room for innovation and entrepreneurship, and to be allowed to chase opportunities quickly. Nye said the USPS is "vastly over-regulated," by having the PRC, OIG, GAO and Congress involved.

In response to the question of what the USPS could do to deal with its challenges absent legislation, Stevens said the USPS has a plan and has put forth proposals but Congress stepped in and the USPS may have backed off. He said the USPS should follow through on some of its own ideas, such as shortening delivery days of the week and closing post offices. Rolando said the USPS should "stop with the slash and burn agenda," which he said has not been able to show savings. He said the studies on savings from 5-day delivery are contrary and said that Congress should start with USPS health care reform, where billions could be saved.

USPS IG ON DIGITAL CHANGE

David Williams, USPS Inspector General (IG), told the PV2020 audience that this is a "period of amazing change," and said we need to figure out how to respond to that in terms of our postal system and businesses.

Williams said the union of smart devices and social networking make the need to physically transport lots of messages undesirable. Technology and print are rediscovering each other, he said, in relationships such as smart devices and QR codes, geofencing, hybrid and reverse hybrid.

"People have no idea how many government agencies there are and which pertain to their needs," Williams said, noting that government agency budgetary powers are shrinking and they will be losing front offices and collapsing into e-government. He said that post offices could support initiatives through digital platforms to restore the place of government agencies.

The world is becoming more customer-centric, Williams told the PV2020 crowd, which is redefining the way markets interact with customers. For instance, there is no easy way to redeem digital currency for cash, he said, but it is taking over. What if the post office was a place to redeem debit cards for cash and purchase one time debit card use? Twenty percent of the population is under-banked, he noted, and 8% has no bank, so they can't participate in today's world.

The speed of technology change is like danging tectonic plates, Williams said, with email and wall posts already being abandoned. "Where will it all settle, and how can we gather messages strewn across so many different media?" he asked. He said the "big data" is becoming the norm. "How do we know what is important and curate knowledge from the data tsunami," he asked.

Williams said that the "rise of the global grid" means we now have "buyers without borders," which puts world posts under pressure to position themselves correctly to pass by others, or stand still while others pass them. He said there are a few models that should be examined in terms of what would best position Americans or American commerce for the 21st century.

CARPER SAYS POSTAL REFORM BILL COMING

Senator Tom Carper, Chairman of the Senate Homeland Security and Governmental Affairs Committee, told the PV2020 group that the USPS plays a key role in the U.S. economy because 7-8 million jobs in the U.S. are directly related to the postal industry and USPS. He said the Senate worked hard last year to come up with a postal bill, and passed a bipartisan bill in April, but noted that the House was not as successful. He noted that this year brings changes to the Senate and House committees working on postal issues, and new leadership. "There is a chance for us to try and figure out as a team where we want to go, and a chance to begin the conversation," which he said has been done.

Carper said the Senate is working to develop "some agreement on common principles on which postal legislation could be drawn," and hopes to have something soon. He said he would like to do it as a bipartisan bill and have the House develop its own bill, then be able to introduce it next month and hold hearings next month. He said hearings are needed so that others don't stop the progress of the legislation by saying that correct procedure was not followed in that it is a different bill and therefore needs hearing. He said that he would like to have a bill on the President's desk by the July 4 recess, or if that does not happen, by the August recess.

Making an analogy between the USPS and the auto industry, Carper said the USPS had huge market share but now all that has changed. "The USPS needs to right-size its enterprise and we need to help them," he said. He said some members are uneasy about having rural post offices close or mail processing centers with hundreds of jobs shut down, so figuring out how to allow the USPS to right-size may take awhile but can get done. "We don't have a choice," he told the PV2020 audience.

Carper said the Senate legislation provides a roadmap that may not go all the way to the end, but gives a good start. He said there is "broad agreement that the USPS has overpaid into FERS and should be able to get that money back," which he said the USPS should use to incent some of its employees to retire to bring down its head count in a humane way and then pay down some of its debt.

On the topic of 5-day delivery, Carper said that the Senate bill last year had allowed the change two years from the date of enactment, and the House wanted to make the change immediately, so perhaps a compromise between 24 months and 0 months is in order.

Noting that then-President Bush said the only way he would sign a postal reform bill in 2006 was if something dramatic was done with the pre-funding, Carper said the change is one of the reasons why the USPS is struggling. He suggested the pre-funding schedule could be changed and amortized over 40 years or some other period.

Carper said the USPS has to "find ways to use its distribution network to create unique value," and suggested that it could deliver wine and beer, or charge more to deliver Standard Mail at a time it is worth more (like in time for a retail sale), which he said the retailer would pay more for.

In response to the question of what the USPS should be allowed to do on the digital front, Carper said the Senate focuses on innovation in its bill. He said they have "called for someone at the USPS to be in charge of innovation, and we need to get out of their way." He said he likes the idea of doing roundtable informal hearings with innovators and digital thinkers to foster innovation. "We need to get this done," Carper said, "urge your colleagues not to be rubber stamp but be part of a positive process." "This problem can be solved," he said, "and we need to do it."

OIG/INFOTRENDS TO RELEASE STUDY ON WHAT AMERICANS WANT

The USPS' Office of the Inspector General (OIG) and InfoTrends by the end of May will publish a study titled "What America Wants and Needs from the U.S. Postal Service," InfoTrends associate director Matt Swain told the PV2020 audience. "A lot of voices are being heard in the discussion," he said, "but what is largely missing is the voice of the American public."   The OIG study is designed to better understand what role the USPS could play in the future and how Americans view the Postal Service. Swain shared some early results with the PV2020 group.

Swain said the study sample is comprised of 5,000 internet-connected Americans aged 18+, aligning with the distribution of U.S. Census for age, gender, and region of the country. He acknowledged that the study methodology introduces a skew in that it likely excludes higher numbers of rural and lower income Americans.

The study results show that many Americans are misinformed as to how the USPS is funded, Swain reported, with 35.1% thinking the USPS is fully funded by tax dollars, 41.9% thinking it is partially-funded by tax dollars, and 23.0% thinking it is self-funded, receiving no tax dollars. Older Americans are most likely to think that the USPS is self-funded, he reported.

The study next asked about the USPS' universal service obligation in terms of whether respondents felt that despite its current financial problems, the USPS should continue to serve all areas of the country even when it is not profitable. Those who think the USPS is self-funded were most likely to say that the USPS should be continued to be required to provide universal service. "The results support the theme that regardless of who is paying for it," Swain said, "it is important to Americans that universal service continues."

When asked whether it would have an impact on them if the USPS did not exist in 5 years, 48.7% of the respondents said it would have a significant impact; 30.8% said it would have a moderate impact; 15.4% said it would have a minor impact; and 5.1% said it would have no impact. Swain noted that 95% of the respondents said they would be impacted if the USPS did not exist in 5 years.

When asked which mail delivery method they would prefer, given the choice, 29.6% said all physical; 22.1% said mostly physical; 11.9% said half and half; 8.9% said mostly electronic; 21.5% said 'it depends;" 2.6% said all electronic; and 3.3% said they had no preference. The study shows that Americans' delivery preferences vary based on the content delivered, however, with 71.3% saying they would prefer personal mail be all physical delivery.

Survey respondents had mixed feelings about potential USPS cost reductions, Swain reported, with 48.2% supporting closing underutilized post offices, but only 57.9% of those indicating they would still be in favor of closing underutilized post offices if it meant their local post office would close. He said that study respondents did not support cost reduction efforts such as those that would: delay mail delivery, decrease Post Office hours, or reduce mail delivery to three days per week. Only 29.1% said they were ok with 5-days a week delivery, 74.0% opposed reducing post office hours; 70.3% opposed closing of sorting facilities if it meant 1-2 days delivery delay; and 74.0% opposed 3-days per week delivery service.

The study asked participants about additional services the USPS could explore, with 63.7% interested in renewing their driver's license at a post office; 58.0% interested in obtaining their permit/license at a post office; 41.1% interested in collecting their social security or other government benefits at a post office; 35.6% interested in paying a bill at a post office; and 29.6% interested in transferring money at a post office. Younger Americans are more open to new services from the USPS, Swain noted. Respondents are also interested in the Postal Service providing digital services, with younger respondents being most encouraging of growth in this direction, he said.

The study will be published on the OIG's web site by the end of May, Swain told the PV2020 group.

THE PV2020 IDEA LAB

Over the course of the two-day conference, lots of ideas and thoughts on possible postal-digital initiatives were tossed out in formal presentations as well as in informal discussions. Here are just some of the thoughts generated in the PostalVision 2020 "Idea Lab."

• Each experience having to do with shipping, mail, courier, advertising could be digital. What role could the Postal Service play in that?

• Instead of putting stamps on letters, what about something like EZ Pass where mail is entered without stamps but linked to an account to make paying postage easier. Why do you need to "Click," why not just "Ship?" Use the return address to circle back to the sender for postage collection. Copy models used in other industries to make it easier for the consumer.

• For passport services, take photos at all post offices where you can renew passports. Leverage the physical post office infrastructure for person services that cannot be digital. What else could the USPS do in that construct, sharing labor across multiple functions to defray costs and provide services for consumers?

• The USPS should explore extending its infrastructure to tie facility locations to be adjacent to warehousing operations for e-commerce companies.

• The USPS should explore offering a payment transaction service such as the post is doing in Kenya. With credit card transactions, fees are costing businesses several percent and there is inefficiency throughout the economy. There is opportunity for a lower-cost transaction system.

• The USPS should explore services for the international small business market, including: a service to provide reputation score of sellers; an international package movement coordination service using a consolidation facility to establish a presence in foreign countries; a micro warehousing service for small businesses; a promotional and shipping material distribution service; a customs clearance service to assist sellers in completing the customs clearance process (utilizing the stringent oversight within the USPS, pre-determined sellers could be assisted in moving their shipments of pre-approved products through customs faster); expanding its COD service to include international transactions; providing a regulatory compliance management service to include sending alerts or notifications to buyers and sellers, assistance to meet government guidelines and regulations, verification of the product as legal trade and assurance of good condition of the product being shipped;

expanding the USPS' customer service to provide additional services to small businesses, providing language-specific support to specific communities; enhancing current insurance coverage to provide more options to the buyer and seller; enhancing the user experience of mailing and shipping by providing 'one-click ship' to store the sender's information including his/her address, maintain an address book for the sender, and enable the sender to mail or ship items with ease; provide a service to authenticate both trading partners – the buyer and the seller – to verify whether the trading partner is trustworthy and credible; provide the ability to track and trace shipments with greater accuracy and in real time; enhance the product return service to make it easier for the buyer, and integrating the seller's disposition requirements; offer a software calculator to help buyers and sellers calculate the 'fully landed' cost of a shipment, taking into consideration the seller's location, buyer's location, type of product being shipped, etc.; and offer simplified shipping options at reasonable prices to customers.

• Turn post offices into broadband centers

More Coming on PV2020. Stay tuned – next week's issue of the *PostCom Bulletin* will continue our coverage of highlights from the PostalVision 2020 conference, including features on innovators, entrepreneurs, what other posts are doing, and more on e-government!

ROLANDO AT POSTALVISION 2020

At Wednesday's session of PostalVision 2020, NALC President Fredric Rolando explained in persuasive -- and un-rebutted -- terms why going to five-day mail delivery is neither warranted nor wise, and would in fact be destructive. The factor accounting for almost all of the Postal Service's red ink, Rolando told the audience at the L'Enfant Plaza Hotel in Washington D.C., is the congressional mandate to pre-fund future retiree health benefits for the next 75 years and do so within a decade, a requirement faced by no other agency or company in America.

"It's important to face up to where the losses are coming from," President Rolando said, as he made the case against eliminating Saturday delivery, as pushed for by the postmaster general and anti-worker elements in Congress. In the most recent fiscal quarter, Rolando said, that mandate accounted for all of the red ink -- in fact, in operational terms, the USPS had a $100 million profit delivering the mail, Rolando said. And so, pre-funding is the issue that Congress needs to address to set the Postal Service on a sound financial course.

Rolando was on a four-member panel titled "The Road Ahead." Outlining how well situated the USPS is in terms of its future pension and health benefit obligations, President Rolando said, "This is the richest 'broke' company I've ever heard of." Further, he said, it is illogical to try to "right-size" the unique universal network of the USPS without first defining its mission in an evolving society. It's clear that people have changed the way they communicate, and that the Postal Service needs to adapt -- and "slashing" services and the network before developing a plan of how to adapt makes no sense and would be self-defeating.

Those pushing for a reduction of services to the American people aim "to take the Postal Service in a different direction from what it was established for -- to serve the American people," Rolando said. "It's time to be honest with the American people. This isn't just about Saturday delivery. It's about ideology, about selling off the Postal Service for corporate profit." There are ways to save money that don't involve degrading the network, including changes in health care provisions and pricing reforms, and a plan should be developed to grow the business and increase revenue, Rolando said. Labor costs have decreased in recent years, even as worker productivity has reached record highs, he said.

"The Postal Service has a great future," Rolando said, noting the "unlimited" future of e-Commerce, but the USPS needs improved leadership. The current Board of Governors suffers from too many vacancies and too little business expertise. "We've got to get a governance structure in there that has a vision for how to run a $65 billion company," and that understands the concepts of growth and profits, Rolando said.

USPS RELEASES UPDATED FIVE-YEAR PLAN

The U.S. Postal Service has updated is five-year plan to reflect the current business environment and political pressures it is facing. The plan is designed to communicate to key stakeholders the vital role that the USPS plays in the U.S. economy. The USPS said that the plan provides ". . . important solutions required to return the Postal Service to financial and operational viability and self-sufficiency. It believes that all elements of the plan must be implemented to provide long-term financial stability.

The Postal Service forecasts a $20 billion gap between revenue and expenses by 2017. The Postal Service is facing declining mail volume and revenue and growing net losses with no borrowing authority because it reached its statutory debt limit in FY12. It also stated that its profit margins are decreasing driven by the loss of First-Class Mail. Even with the growth in shipping and packages, the loss from First-Class Mail will continue to hurt the Postal Service.

The Postal Service said it ". . . needs to save up to $20 billion annually over the next five years, of which nearly half requires legislative action." The USPS believes that each of the identified initiatives are "essential" to restore it to financial viability.

Here is a summary of the cost initiatives, the USPS is and wants to pursue:

•   Health care. Health benefits plan sponsored by the USPS. Estimated savings of $5.7 billion from elimination of RHB pre-funding and $2 billion from Postal Service Health Plan for retirees and employees.
•   FERS. Reduction in FERS obligation and "normal cost" contribution, based on USPS-specific assumptions & demographics. Estimated savings of $0.3 billion annually.
•   Network. Rationalize service standards. Consolidation of mail processing facilities. Relocation of equipment. Capture of reduced volume workload. Estimated savings of $2.4 billion in 2014 and growing to $3.4 billion in 2017.
•   Retail. Reducing cost of service. Simplifying product offering to enhance customer experience. Optimizing levels of services based on customer demand. Capture of reduced volume workload. Estimated savings of $1.2 billion in 2014, growing to $1.6 billion in 2017.
•   Delivery. Delivery Optimization. Expand business and residential delivery to centralized boxes. Capture of reduced volume workload. Estimated savings of $1.0 billion in 2014, growing to $1.8 billion in 2017.
•   6-day packages, 5-day mail. New delivery schedule. Estimated savings of $1.9 billion annually when fully implemented.
•   Workforce and non-personnel. Reduction in total unit labor costs. Non-Personnel savings. Retirement plan of the future. Estimated savings in workforce of $1.8 billion in 2017 and non-personnel growing to $2.5 billion in 2017.

The Postal Service estimated a $19.7 billion total savings by 2016 through the different initiatives.

The USPS identified key legislative goal it needs to regain financial self-sufficiency.

•   Require USPS Health Care Plan (Resolves RHB Prefunding Issue)
•   Refund FERS Overpayment
•   Adjust Delivery Frequency (6-Day Packages, 5-Day Mail)
•   Streamline Governance Model
•   Authority to Expand Products and Services
•   Require Defined Contribution System for Future Postal Employees
•   Instructions to Arbitrator
•   Reform Workers' Compensation
•   Right to Appeal EEOC Class Action Decisions

The Postal Service laid out revenue growth initiatives:

•   Enhance mail - Create a multi-sensory experience through
    •   Mobile on mail that interacts with consumers
    •   Mail with Audio/Visual features
    •   Hardcopy to digital that connects consumers to: Website, Social media or Purchase point

•   Package Growth
    •   Close competitive gaps to level the playing field: Competitive pricing. New Priority Mail Features: Day-Certain and Insurance
    •   Build advantages by targeting new solution for ecommerce: Speedier service, Improved access that enables customers and consumers to use USPS services easier and more effectively.

•   Digital Products - extend the USPS's current technology and data platform in ways that help better support the mailing industry and the American public.

http://about.usps.com/strategic-planning/fiveyearplan-04162013-final.pdf

NEW POSTAL INCENTIVE COULD BACKFIRE FOR MAILERS

The following is an article by Dead Tree Edition. It appears here with permission.

Mailers should beware of postal officials bearing gifts.

The U.S. Postal Service announced a few days ago a "Technology Credit" of up to $5,000 for mailers who use Full-Service Intelligent Mail Barcodes. But if the Postal Service gets its way, the one-time credit would result in a permanent and ultimately far more expensive price increase for senders of First Class, Standard, Periodicals, and Bound Printed Matter mail.

And it would set a precedent for similar efforts to circumvent the inflation-based price cap on most postal rates.

"The purpose of the Technology Credit is to offset a portion of the investment by mailers in the hardware and software changes necessary to support Full-Service mailings," the USPS filing said. Mailers already have another incentive to go Full Service by Jan. 26, 2014: After that, only mail with Full Service IMbs will receive automation discounts.

At an estimated cost of $66 million, USPS will provide credits to mailers that have mailings containing at least 90% Full-Service pieces between June 1, 2013 and May 31, 2014.

Here's the catch: USPS is asking the Postal Regulatory Commission to consider the credits a price decrease for purposes of calculating the price cap for the next round of rate changes. Without such consideration, USPS claims it would be discouraged from offering future credits that promote more efficient mailing practices.

The logic of the request seems to be that the Postal Service would be paying out credits of $66 million to mailers in the coming months, so it should be able to balance that with $66 million worth of price increases next year.

But consider the case of a major magazine that now pays $10 million annually in Periodicals postage and earns the $5,000 Technology Credit. If the Consumer Price Index doesn't change during the course of 2013, the magazine normally would not face a postage increase next year.

With the Postal Service's request, however, even with no inflation the Periodicals rate cap would increase an estimated one-quarter of a percent. That increase would cost the magazine almost $25,000.

And if the inflation rate remained zero percent for another year, again the magazine's postage bill would be $10,025,000 – instead of the even $10 million it would be if the USPS's request is denied

In other words, if the Postal Service is successful, the magazine would get a $5,000 credit this year and in return pay a recurring charge of almost $25,000 annually. With a return on investment like that, no doubt postal officials would look for other one-time credits they could "give" mailers.

The PRC has set a deadline of May 6 for comments on the Postal Service's proposal.
http://deadtreeedition.blogspot.com/2013/04/new-postal-incentive-could-backfire-for.html

POSTAL-DIGITAL WEEK CONTINUES WITH IDEALLIANCE MEETING

The postal-digital discussions continued this week in a separate meeting run by the IDEAlliance which followed on after Postal Vision 2020 (see article above). The IDEAlliance on April 26, 2013, held its first "Postal-Digital Summit." Where the topics and discussions at PostalVision 2020 largely addressed policy issues as well as innovations, the IDEAlliance sessions delved deeper into the nuts and bolts of existing and future digital technical specifications used by the USPS and industry.

The IDEAlliance one-day meeting featured discussions on technology trends within the advertising and publishing industries, the future of Mail.dat and Mail.XML, mobile and interactivity of print today and tomorrow, the USPS' digital direction and how the postal supply chain can work to ensure that information technology enables the efficient flow of mail and the data that is at the foundation of processing. Highlights of the event included:

• The "big 5" enabling technologies for 2013 include: cloud computing, cybersecurity, mobile computing, social computing/social networking, and big data.

• The internet has had a huge impact on printing and hardcopy publications, including shifts to internet vs. hardcopy advertising and news. It all has a big impact on postal!

• Mail.dat provides a stable, workable, and comprehensive basis for functionality and remains the master mailing database, while Mail.XML provides for lightweight transaction processing and functionality not currently within the scope of Mail.dat. But is the cost of programming for Mail.dat changes becoming unsustainable for the USPS and industry? What should the next generation solution look like, and when should it be implemented?

• Tablets have brought huge disruptive change to the publishing industry with each new version bringing new sizes, new resolution, new aspect ratios, new operating systems...and lots of complications for publishers striving to design publications that work as well on tablets (and mobile) as on laptops! Publishers must produce print and digital editions in the same time frame as they used to have for print alone, every tablet is a one-off in term of publication specs, the tablet channel is very

fragmented right now, and publishers have to decide which to target, with different toolkits needed to build the apps. In response, the IDEAlliance has developed its NextPub initiative to help its members cope with these disruptive changes, bringing publishers and technology providers together to work as partners to address the publishing challenges for the future, defining a standards-based architecture for delivering dynamic content across devices and publication channels, and to act as a technology incubator for tools for tomorrow's productivity.

- Delivering interactive print requires 3 pieces: designing for the right operating system (it's possible to design for 90% of consumers by hitting Android and Apple IOS platforms), mobile broadband availability (still a mixed bag but headed to a better place as the FCC's reverse auction fills in cell tower gaps), and redefined expectations (variety and availability).

- QR codes, augmented reality, image recognition, and more – what's the right choice for interactive print? Matt Kammerait, Quad Graphics, says they all have their place. Each has unique benefits and drawbacks that make each perfect in some situations and awful in others, he said. And they should be used in conjunction or support of other media (video, games, digital, e-commerce, etc.) because they play well together!

- USPS rulings on what constitutes "advertising" for interactive print-digital pieces can have a serious impact on the growth of the industry – the USPS should develop this policy in close collaboration with the supply chain!

- The USPS' digital innovation direction needs to be developed in an open, collaborative process that reaches beyond internal sources and suppliers.

- The USPS may be in "triage" condition for this year...but it needs to set a course for the coming years beyond that, particularly in the digital innovation arena, and it needs to collaborate with its supply chain partners.

- What do the USPS and software providers want to see in the future in terms of electronic exchange of information for price changes, postage statements, incentive programs, digital receipts, and prototyping new products/services?

The IDEAlliance discussions on the above and more will continue and the association is considering another postal-digit summit to be held in the fall in New York City. For more information, contact David Steinhardt, IDEAlliance president (Dsteinhardt@idealliance.org).

POSTAL NOTES

POSTCOM SUBMITS REFUND COMMENTS TO THE USPS. The Association of Postal Commerce (PostCom) responded to the Postal Service's proposed rulemaking, Refunds and Exchanges, Proposed Rule, CFR Vol. 78, No. 50, 16213-16220 [2013-05863]. It major points from the submission, included:

- The punishment does not fit the crime. The additional of a 10 percent administrative processing fee is not an appropriate fee for the USPS to charge and should maintain the current refund fee structure.
- Industry concerns. PostCom believes the USPS needs to file with the PRC before implementing an administrative fee. The 10 percent fee is not a simple cost recovery mechanism, rather it is a fee that mailers must pay to receive refunds related to postal services they tried to use. PostCom, however, does not believe that finding a solution to this problem requires the PRC's involvement. PostCom members suggest creating a Mailers Technical Advisory Committee (MTAC) Task Team to address the root cause of the problem, instead of masking it by throwing additional customer paid revenues at it.
- Clarification needed. PostCom requests clarification on how the Postal Service will handle a customer having leftover postage in a permit account after a mailing is complete. Under the current process, a PS Form 3533 is typically completed and provided to the USPS, which then processes the request. Will the 10 percent fee apply to the refund of leftover postage as well? No additional resources or labor are used for this process.

http://www.postcom.org/public/2013/refund%20comments-postcomfinal.pdf

PMG SPEAKS AT NATIONAL PRESS CLUB. USPS: Postmaster General Patrick R. Donahoe was the featured luncheon speaker at the April 19th, 2013 National Press Club Newsmakers Luncheon in Washington, DC. He urged Congress to pass legislation soon and outlined requirements for that legislation to avoid any long-term burden to U.S. taxpayers. His speech can be found at: *http://about.usps.com/news/national-releases/2013/pr13_0419nationalpressclub.htm*

SENATOR CARPER REACHES OUT TO CHAIRMAN GOLDWAY. Here are excerpts from a letter from Senator Carper to PRC Chairman Goldway:

In correspondence last year, the amount of time and resources at the Commission devoted to travel was called into question, particularly as it appeared to struggle at times to fulfill its higher-priority statutory responsibilities in a

timely manner. You were urged to limit such trips to what was only truly necessary, and to better document the ways in which the Commission explored other options — such as phone, videoconference, fax and email — to conduct business. We appreciate the changes you recently made to the Commission's travel policy intend to control travel spending and encourage Commission staff to utilize more cost-effective alternatives to travel.

We write to ask that you provide the Committee on Homeland Security and Governmental Affairs a detailed update on the Commission's travel expenses and the implementation of your travel policy changes. As a follow-up to information you provided last year, please provide a list of all trips made in calendar years 2012 and 2013, as well as projected travel for the remainder of the current calendar year. Please include the actual, or for future travel, estimated cost of each trip; the list of Commission staff and/or commissioners included in such travel; an itinerary for each trip; documentation that presents any consideration by the Commission as to other options for conducting the same business, if available; and a description of how such trip lead to improvements of the Commission's work, the United States Postal Service, or fulfilled a statutory requirement.

Finally, please also supply the committee a list of any conferences for which the Commission funded sponsorship, and the amount of such sponsorship costs, in the five most recent fiscal years.

http://www.postcom.org/public/2013/PostalRegulatoryCommissionLetter.pdf

PRESIDENT NOMINATES FORMER NORTHRUP GRUMMAN EXEC AS USPS GOVERNOR. The President has sent to the Senate the nomination of David Michael Bennett, of North Carolina, to be a Governor of the United States Postal Service for a term expiring December 8, 2018, vice Thurgood Marshall, Jr., term expired. Bennett is a former executive of Northrup Grumman.
 http://www.whitehouse.gov/the-press-office/2013/04/23/presidential-nominations-sent-senate

USPS DELAYS FCM TRACER MARKET TEST. USPS: The First-Class Tracer market test began on December 10, 2011 with 50 test locations. However, in Fiscal Year 2012, Quarter 4, the Postal Service became aware of a scripting error that caused the Track & Cofirm system to display the "Out for delivery" scan event without a corresponding date/time. Feedback received internally and from participating Post Offices indicated that customers wanted to see a date/time associated with the 'Out for delivery' scan event.

As a result, management decided to: 1) put the market test on hold pending an enhancement of the scripting; 2) stop distribution of the existing tracer barcodes; and 3) allow the test locations to sell out of their existing supplies. In the interim, the Postal Service is actively working to enhance the scripting, and anticipates that the necessary system updates to will be completed by July 2013. The Postal Service will report on the status of the scripting updates in future data collection reports.
http://www.prc.gov/docs/86/86861/USPS%20Cov%20Ltr%20for%20FC%20Tracer%20DCR.pdf

PMG ADDRESSES FULL-SERVICE IMb IN LETTER TO INDUSTRY. From the PMG's Letter:

On January 26, 2014, an Intelligent Mail® barcode and the full-service option will be required for mailers to receive automation price discounts. Our intent is to create 1 00 percent visibility in the mailstream by providing mailers with near real-time data on their mail and packages from origin to final delivery.

In an effort to assist the mailing community in the conversion to full-service Intelligent Mail, we have worked during the past two years to develop several important initiatives. In June we will begin offering a Full-Service Technology Credit to help defray some of the costs associated with conversion to full-service. In addition, we are working to make it easier for mailers to adopt full-service including certifying and promoting vendors' full-service software.

Despite these and other steps, it has come to my attention that some businesses remain skeptical about the Postal Service's resolve to meet the January implementation date. I want to assure everyone that our full-service requirement will go into effect in January 2014. The benefits of full-service to the mailing industry compel us to meet this time line.

I look forward to continuing our work together to make full visibility of the mail a reality and to grow our industry.

http://www.postcom.org/public/2013/PMG%20letter%20to%20Industry%204-19-13.pdf

DE FAZIO AND SANDERS INTRODUCE POSTAL BILLS. A Democratic congressman has launched a petition with the White House seeking support for his legislation to revamp the U.S. Postal Service. Rep. Peter DeFazio's (Ore.) bill would end a requirement that USPS prefund future retirees' healthcare, mandate that the service deliver the mail six days a week, give the service more revenue-generating opportunities and push the agency to bring back overnight delivery standards. DeFazio's bill contains the sort of

proposals that many liberals and postal unions favor, and comes after USPS lost close to $16 billion in the last fiscal year – most of it from defaults on the prefunding requirement. Sen. Bernie Sanders (I-Vt.), who played a big role in bipartisan postal legislation that the Senate passed in 2012, has introduced companion legislation.
http://thehill.com/blogs/on-the-money/1007-other/295963-dem-congressman-launches-wh-postal-petition

USPS RENEWS FEDEX AIR NETWORK CONTRACT. On April 23, 2013, the United States Postal Service awarded Federal Express Corporation (FedEx) a seven-year Air Cargo Network contract to provide domestic air transportation service for Priority and Express Mail. The current contract with FedEx ends in September 2013, and the new contract will begin in October 2013. The Postal Service conducted a competitive procurement for the transportation of domestic mail products by air, incorporating new service performance requirements and improved contract terms and conditions. Following a rigorous evaluation of technical aspects, pricing, and other factors in the proposals, the Postal Service determined that the FedEx proposal represented the best value. See also the _Wall Street Journal_ and _Bloomberg Businessweek_.

http://about.usps.com/news/national-releases/2013/pr13_fedex-042313.htm
http://stream.wsj.com/story/latest-headlines/SS-2-63399/SS-2-218993/
http://www.businessweek.com/news/2013-04-23/fedex-to-fly-mail-for-postal-service-for-10-dot-5-billion

FEDEX LAUNCHES "FEDEX DELIVERY MANAGER." FedEx Corp., through its FedEx Services subsidiary, has launched FedEx Delivery Manager which gives U.S. customers a range of options to schedule dates, locations and times of delivery. By signing up at fedex.com/delivery, customers can receive notification of FedEx Express and FedEx Ground packages en route to their homes, and can choose various delivery options. Sign up is free. Some options, including scheduling deliveries for a specific date, or time, or to another address are available for a nominal fee. Customers can also actively track and manage the deliveries en route to or from their home without a tracking number or even a FedEx account. FedEx Delivery Manager is available through multiple digital platforms—including a free mobile app—and customers can request alerts via email, SMS text or phone, providing advance notifications about packages being shipped to their homes. With FedEx Delivery Manager, customers can request the options they want, when they want them, without being locked into a premium-priced membership.
http://www.businesswire.com/news/home/20130423005607/en/Package-Recipients-Customize-Deliveries-Home-FedEx-Delivery

ARMSTRONG FACES SUIT FROM DOJ. The Justice Department laid out its case in a lawsuit against Lance Armstrong on Tuesday, saying the cyclist violated his contract with the U.S. Postal Service and was "unjustly enriched" while cheating to win the Tour de France.
http://www.foxnews.com/sports/2013/04/23/justice-dept-lays-out-suit-against-lance-armstrong-says-was-unjustly-enriched/

MAIL OR EMAIL? WHAT'S A MARKETER TO DO? Should you use email marketing instead of direct mail? Isn't email cheaper, quicker and more productive? "Is direct mail dead?" Pat Friesen asks in her digital book, "The Copywriting Cross-Channel Handbook," published by DirectMarketingIQ. "Direct mail is not dead," she says, "But it's changing." The copywriter and columnist says that for direct mail "to remain cost-effective, it's become much more targeted and is now integrated with digital media."
http://www.heraldtribune.com/article/20130422/COLUMNIST/130429942/-1/news?p=all&tc=pgall

NALC MEMBERS DISCUSS FUTURE OF POSTAL SERVICE. NebraskaTV: Sparks flew at the National Association of Letter Carriers annual meeting in Kearney, Neb. Saturday morning. Members voiced their opinion about the future of their jobs and where the Postal Service is headed. Many members in the crowd were veterans and one major concern was keeping their benefits after retiring from being a mail carrier. NALC officer Nicole Rhine says what started the re-routing of the Postal Service's operations was when Congress decided to mandate the Postal Service to pre-fund millions of dollars for future employee's pensions. "It's this mandate that's caused most of the problem so we're trying to work with Congress," said Rhine. But Rep. Adrian Smith says he wants the government to be less involved. "I don't think it's appropriate for Congress to get overly involved in the management of the Postal Service," said Smith. And Rhine says this issue should be a bi-partisan effort.
http://www.nebraska.tv/story/22033038/nalc-members-discuss-future-of-postal-service

LETTER CARRIERS TO LAUNCH FOOD DRIVE. The National Association of Letter Carriers (NALC) will conduct its 21st annual food drive to combat hunger on Saturday, May 11. Letter carriers will collect non-perishable food donations on that day as they deliver mail along their postal routes. It is the nation's largest single-day food drive, and is held annually on the second Saturday in May in 10,000 cities and towns in all 50 states, the District of Columbia, Puerto Rico, the Virgin Islands and Guam.
http://www.prnewswire.com/news-releases-test/letter-carriers-annual-food-drive-set-for-may-11-throughout-nation-204139511.html

DIRECT MAIL IS DEAD, LONG LIVE DIRECT MAIL! Herald Tribune: Should you use email marketing instead of direct mail? Isn't email cheaper, quicker and more productive? "Is direct mail dead?" Pat Friesen asks in her digital book, "The Copywriting Cross-Channel Handbook," published by DirectMarketingIQ. "Direct mail is not dead," she says, "But it's changing." The copywriter

and columnist says that for direct mail "to remain cost-effective, it's become much more targeted and is now integrated with digital media." *http://www.heraldtribune.com/article/20130422/COLUMNIST/130429942/-1/news?p=all&tc=pgall*

PAPERLESS POST DEFIES DIGITAL STRATEGY WITH CRANE. Associated Press: Paperless Post has defied its original digital business model successfully once. Now the online invitation and greeting card startup is taking that defiance a step further. The New York company launched Paper by Paperless Post in October after customers requested a way to get its electronic greeting cards and invitations in a more old-fashioned way: On actual paper. Starting Wednesday, Paperless Post is teaming up with stationery and card maker Crane & Co. to print wedding invitations. Users will be able to choose from 35 wedding invitation designs that they can customize and then print on Crane paper. It sounds like an unlikely match: Crane has been printing cards and stationery on paper made of 100 percent cotton since 1801 in Dalton, Mass., while Paperless Post was launched in 2009 by 20-something siblings with no plans to ever print cards. But it turns out people still want to walk to the mailbox and send the real thing, even though it's much easier and less expensive to send invites and greetings through a tweet, Facebook message or email.
http://www.npr.org/templates/story/story.php?storyId=176179586

PRC APPROVES CHANGES TO INTERNATIONAL COMMERCIAL PLUS PRICING. PRC: On March 29, 2013, the Postal Service pursuant to 39 C.F.R. §§ 3020.90 and 3020.91, filed notice of minor classification changes concerning the volume threshold for qualifying for certain Commercial Plus pricing categories. The Commission approves the proposed change.
http://www.prc.gov/docs/86/86862/Order%201703.pdf

UPS ANNOUNCES EARNINGS. UPS has announced first quarter 2013 adjusted diluted earnings per share of $1.04. The quarter benefited from a stronger than expected post-holiday season in January as UPS e-commerce solutions resonated with customers. In the U.S. Domestic segment, daily package volume grew 4.4% and operating profit improved 9%. Additionally, UPS reaffirmed its full-year 2013 guidance for adjusted diluted earnings per share; an increase of 6-to-12% over 2012 adjusted results.
http://pressroom.ups.com/Press+Releases/Current+Press+Releases/E-Commerce+Lifts+UPS+1Q+Earnings

FEDERAL REGISTER

Postal Regulatory Commission

- **Docket No. C2009–1R; Order No. 1700.** Settlement Conference, 23786-23790 [2013-09373]
  http://www.gpo.gov/fdsys/pkg/FR-2013-04-22/pdf/2013-09373.pdf

- **Docket No. R2013–6; Order No. 1702.** Temporary Mailing Promotions
  http://www.gpo.gov/fdsys/pkg/FR-2013-04-24/pdf/2013-09597.pdf

U.S. Postal Service

- **Proposed Rule:** New Mailing Standards for Live Animals and Special Handling
  http://www.gpo.gov/fdsys/pkg/FR-2013-04-24/pdf/2013-09603.pdf

POSTAL REGULATORY COMMISSION UPDATE

- **Docket No. MC2013–45:** *Express Mail and Express Mail International Name Change:* The United States Postal Service (Postal Service) hereby gives notice of minor changes to the Mail Classification Schedule (MCS). The proposed changes reflect the Postal Service's plan to rename Express Mail® and Express Mail International® as Priority Mail Express™ and Priority Mail Express International™.
  http://www.prc.gov/docs/86/86866/PRC%20Notice%20(EM%20Name%20Change).pdf

- **R2013-6**: Corrections to Notice of Market-Dominant Price Adjustment (Technology Credit Promotion)
  http://www.prc.gov/docs/86/86869/Notice.of.Errata.pdf
  http://www.prc.gov/docs/86/86869/PriceCapAnalysis042613.xls

- **MT2012-1:** First-Class Tracer Data Collection Report FY12, Q1-4 and FY13, Q1-2
  http://www.prc.gov/docs/86/86861/USPS%20Cov%20Ltr%20for%20FC%20Tracer%20DCR.pdf
  http://www.prc.gov/docs/86/86861/First-Class Tracer by Quarter Detail.xls

DMM UPDATE

 IMb™ Services Update:

• **PostalOne!® Release 34.0.0 Deployment** — is rescheduled for April 21. An extended maintenance window is required to complete all software updates. There will be a PostalOne! ® outage from 12 midnight through 9 a.m. CT, Sunday, April 21, 2013. A mandatory Mail.dat® client download will be available immediately following the software update. Release notes for PostalOne! Release 34.0 can be found on RIBBS by clicking on Major/Minor Release Schedule/ 2013 Releases in the left-hand navigation bar or by going directly to Full Service 2013 Releases.

• **PostalOne! Release 34.0 Test Environment for Mailers (TEM) Deployment** — is rescheduled for Monday, April 22, 2013, and PostalOne! TEM will be unavailable from 7 a.m. through 3 p.m. CT.

• **PostalOne! Release 34.0 Webinars**— for mailers were held on April 16 and 18. Access the PostalOne! Release 34.0 PowerPoint and the April 16 recording on RIBBS under Intelligent Mail/Education.

• **FAST® Release 24.0 Deployment** – is rescheduled for Sunday, April 21, 2013, from 4 a.m. to 8 a.m. CT. FAST® Mail.XML® messages will not be available from 12 midnight to 9 a.m. CT; however, messages will be queued during the outage. On-line FAST appointments can still be made from 12 midnight to 4 a.m. CT and then after 8 a.m. CT.

• **FAST Release 24.0 Test Environment for Mailers (TEM) Deployment** — is rescheduled for Monday, April 22, 2013. FAST TEM will not be available from 8 a.m. through 12 noon CT. Contact the FAST Customer Support Desk (by email fast@usps.com or by phone 1-877-569-6614) if you have any problems. **Full-Service Major Outage** — The Full-Service application will undergo a major system upgrade from Saturday, May 4 through Monday, May 6, 2013, requiring a major outage that will affect Full-Service mailers' ability to access new data (ACS Feedback Reports, Container and Tray Visibility reports, Mail Data Quality reports). Outage hours will be announced when available. On May 7, 2013, Full-Service mailers will again be able to access this data, but the data will not be current until Tuesday May 14, 2013.

• **Full-Service System Upgrade** — The Full-Service application will undergo a major system upgrade from midnight Saturday, May 4, through midnight CT, Tuesday, May 7, 2013. During this period, Full-Service mailers will not receive or have access to new data (ACS Feedback Reports; Container, Tray, and Bundle Visibility reports; Mail Data Quality reports). Starting Tuesday, May 7, 2013, Full-Service mailers will begin to receive and have access to new data, but the data will not be current until Tuesday, May 14, 2013. Access to existing data will not be affected during the upgrade period.

• **PostalOne!® Release 34.0.1:** A release to repair known issues in PostalOne! ® Release 34.0.1 will be deployed during the scheduled maintenance window from 4 a.m. through 8 a.m. CDT on Sunday, May 5, 2013. This will be done in a rolling fashion and there will be no planned outage during the software deployment. There is no new Mail.dat® client with this release. This release will address known issues including display and reporting issues. Details will be posted Monday, April 29, 2013, on RIBBS under *Major/Minor Releases/2013 Releases/April 2013* .

• The Postal Service has filed a request with the Postal Regulatory Commission to change the names of Express Mail® and Express Mail International®. If approved, Express Mail®, which has long served as our fastest domestic service, will be named Priority Mail ExpressTM. Express Mail International® will be named Priority Mail Express InternationalTM. If approved, the changes will take effect on July 28, 2013. The goal of the changes are to help revitalize Express Mail by leveraging the widespread recognition of, and positive associations with, the Priority Mail brand as well as building on the brand awareness of Priority Mail. An additional benefit is that the new names will effectively consolidate a good portion of the Postal Service's shipping products under a single brand identity. Priority Mail Express and Priority Mail Express International will retain the same service as they receive today. Additional information will follow in the coming weeks to guide Express Mail and Express Mail International customers through the transition, including guidance on packaging supplies and labeling. The specific changes involved with this request are as follows:

Current:	Revised:
Express Mail	Priority Mail Express
Express Mail Corporate Account (EMCA)	USPS Corporate Account (USPSCA)
Express Mail International	Priority Mail Express International

OIG UPDATE

• **Report Number MS-MA-13-002**. **Postal Service Product Costing Methodologies**, Postal Service stakeholders continue to discuss whether the Postal Service's current costing methodologies are viable in today's environment, given the changes in law, trends toward digital technology, and high costs of manual sampling required with current costing methodologies. The following areas appear to need improvement: (1) cost of collecting data from manual sampling, statistical systems, and special studies; (2) availability of timely cost reporting data; and (3) high costs that cannot be directly attributable to a

product. In response to these concerns, Postal Service officials recognize the need to explore other options and requested a second report in this series to benchmark costing methodologies of foreign posts.
https://www.uspsoig.gov/foia_files/ms-ma-13-002.pdf

- **Next Generation Collection and Delivery Vehicles – 13XG031DR000**. Vehicle replacement is critical in meeting the Postal Service operational needs and future strategies. Our objective is to assess the Postal Service's replacement strategy for delivery and collection vehicles and identify additional opportunities to address operational needs.
http://auditprojects.uspsoig.gov/2013/04/24/next-generation-collection-and-delivery-vehicles-13xg031dr000/

- **Office of Audit Report Number: MS-WP-13-002. Virtual Post Office Boxes.** "....The virtual PO box would benefit the Postal Service as it responds to the complex challenge of monetizing digital services, since the traditional PO box already has a fee structure. The virtual PO box, in addition to adding functionality to email accounts and smart devices, would also be a portal for broad new uses for the Postal Service's current network and products."
https://www.uspsoig.gov/foia_files/ms-wp-13-002.pdf

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OVER THERE . . . . INTERNATIONAL POSTAL NEWS

The Foreigner : The Norwegian Design Council annually recognises design excellence through awards in seven categories. The prizes can be many if considerable number of good designs were realised the previous year. An Honours Award is also conferred on the one judged the best of the year among all the designs so recognised. The Council conferred this year's on the Paxster, an electric vehicle for postal delivery. The Paxster is a motorised light quadracycle, which can be registered as a moped according to the relevant EU Directive. Yet the Paxster has a weight capacity of 200 kg (about 440 pounds) and can travel 50 to 80 km (some 30 to 50 miles) before its lithium ion polymer battery needs recharging.
http://theforeigner.no/pages/news/norway-electric-post-vehicle-gets-a-design-award/

The Foreigner : A Rembrandt etching sent to a gallery owner recorded delivery went missing in the Norwegian postal service.
http://theforeigner.no/pages/news-in-brief/norway-post-service-mislays-rembrandt-artwork/

Post & Parcel : Canada Post will be making a $1bn annual loss by the year 2020 – and changing prices or service standards cannot deal with the problem alone, according to a new report. The study commissioned by Canada Post suggested a range of solutions should be taken together to solve the budget gap – including moving to alternate-day deliveries, and ending delivery to the door.
http://postandparcel.info/55483/news/companies/cut-mail-delivery-services-to-bridge-1bn-budget-gap-canada-post-advised/

National Post : It is time to acknowledge that, certainly in urban Canada, there is almost no reason for Canada Post to exist at all. All I get in the mail are bank and credit card statements that I have begged to stop receiving; magazines, which I could live without if alternative distribution methods proved cost-prohibitive; Christmas and birthday cards, ditto; cheques, which have no earthly reason to exist in 2013; parcels, which represent Canada Post's only growth market (projected to rise 26% by 2020) but which arrive just as often via courier; and junk. If anything is to be salvaged from Canada Post, the company and the country that owns it need to abandon romantic notions and confront its near-obsolescence.
http://fullcomment.nationalpost.com/2013/04/24/chris-selley-if-we-are-going-to-subsidize-anything-it-should-be-broadband-internet-not-mail/'

Public Integrity : Finnish state-owned postal company Itella has offshore subsidiaries in both Cyprus and the BVI, documents obtained by the International Consortium of Investigative Journalists show. The revelation comes at a time when the Finnish government promised to be at the frontline of the fight against tax evasion. Since 2011, Finland has explored the possibility of adopting a stricter set of criteria for tax havens, surpassing the standards applied by the Organization for Economic Cooperation and Development. Itella, part of the National Mail Company, has had four subsidiaries in tax havens over the past five years; three in Cyprus and one in the British Virgin Islands.
http://www.publicintegrity.org/2013/04/24/12566/finnish-finance-minister-calls-state-owned-postal-company-s-links-tax-havens

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Here are the first 6 differences that will make a difference on how you mail.

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- <u>We offer 400 combined years of experience in solving direct marketing and postal issues.</u>

- <u>We provide mail service providers with solutions to enhance their market share.</u>

- We innovated <u>InHome™ mail dating</u>, <u>postage reconciliation</u>, <u>mail monitoring</u> and <u>postal simplification</u>.

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O Canada : In a stunning update to the lawsuit currently underway between Canada Post and Geolytica, the firm which runs Geocoder.ca, Canada Post now claims they also own the common word pair "postal code." In an amended statement of claim, filed this week in federal court, Canada Post is expanding their original claim — that they own the copyright to postal codes — against Geolytica to include not just copyright violations but trademark violations.
http://o.canada.com/2013/04/24/canada-post-says-they-hold-trademark-on-the-words-postal-code/

PRNewswire : Canada Post has launched a public online forum for Canadians to join a national conversation that will help shape future postal services. The launch of the public forum follows the April 23 release of a Conference Board of Canada report entitled "The future of postal services in Canada." The report projects Canada Post may lose almost $1 billion a year by 2020 as a result of relentless declines in Lettermail volumes. As Canadians have changed how they use the postal system, Canada Post is seeking their views on how to transform the business in order to meet their current and future needs. The Corporation is aware of the important role it plays in connecting Canadians, in urban and rural Canada, in the North and as an enabler for small businesses. Canadians will be able to share their thoughts in two ways. They can submit their comments on the Canada Post website (canadapost.ca) and click on The Future of Canada Post or they can write to the address below: THE FUTURE OF CANADA POST, 2701 RIVERSIDE DR SUITE N0800, OTTAWA ON K1A 0B1
http://www.prnewswire.com/news-releases-test/what-kind-of-postal-service-will-you-need-in-the-future---canada-post-poses-questi on-to-canadians-in-public-online-forum-204471301.html?

The Times of India : While postal department is pushing for modernisation of its services, its revenue has also increased. Allahabad postal region earned revenue of more than one billion rupees in the last financial year. Other than transmission of letters and selling postage stamps, the department also provides services like banking, insurance and other financial services.
http://timesofindia.indiatimes.com/city/allahabad/New-services-push-postal-dept-revenue/articleshow/19704837.cms

AGI : Italy's antitrust authority ruled on Tuesday that Poste Italiane SpA has six months to apply VAT to its services.
http://www.agi.it/english-version/business/elenco-notizie/201304231949-eco-ren1102-antitrust_rules_against_postal_services_inc umbent_on_vat?

Postal Technology International : KEBA has launched its KePol automated logistics system in the Czech Republic that will be operated by Kouzelna Almara and will be used for the company's parcel deliveries and those of other selected e-shop partners. The e-commerce market in the Czech Republic is growing rapidly with a corresponding, ongoing increase in parcel volume. Kouzelna Almara is looking to provide its customers with a genuine value added service, allowing them to collect their parcels at their own convenience 24/7. It is here that KEBA parcel automation provides a genuine customer advantage, as delivery and recipient availability are no longer inter-connected processes. This is one of the key benefits that will provide Kouzelna Almara with a competitive lead in the market.
http://postaltechnologyinternational.com/news.php?NewsID=48316

Daily Telegraph : Tens of millions of bills and credit statements could go undelivered by Royal Mail after postal unions said they were planning their biggest programme of industrial unrest for six years.
http://www.telegraph.co.uk/news/politics/10013586/Tens-of-millions-of-bills-and-credit-statements-could-go-undelivered-in-bigge st-mail-stoppage-for-six-years.html

Financial Times : Ecommerce is booming in Russia as more people hook up to the internet. But a corresponding surge in parcel volumes is straining the old fashioned postal services to the limit and last week cost the head of the Russian post office his job. The Russian ministry of telecommunications fired Alexander Kiselyov, the chief executive of state owned Pochta Rossii on Friday amid a furore over a breakdown in parcel deliveries. Kiselyov, who has headed the post office since 2009, will be replaced by Dmitry Strashnov, the former head of mobile telephone operator Tele2 Russia, Ria Novosti reported. Kiselyov has been fighting to save his job in recent weeks as a 500 ton backlog of foreign parcels swamped Moscow airports, forcing the authorities to refuse incoming deliveries from overseas. He says the Russian customs services – known for nitpicking surveillance practices – were partly responsible for the chaos. But Pochta Rossii and Kiselyov have taken the flack as angry Russians petitioned online for improvements to the postal service.
http://blogs.ft.com/beyond-brics/2013/04/23/russias-post-office-struggles-to-keep-up/

The Moscow News : Pochta Rossii Chief Executive Alexander Kiselyov has been sacked, Russia's Communications Ministry said Friday, in an apparent response to mounting accusations of inefficiency as Russia's postal service struggled to deal with hundreds of tons of backlogged international packages. Kiselyov has been replaced by Dmitry Strashnov, former CEO of telecoms operator Tele2 Russia, who quit the job on the eve of the purchase of the former subsidiary of the Swedish Tele2 by the VTB Bank. He is the fifth person to head Pochta Rossii since 2007. But the problems at the postal service go deeper than its leadership, an expert said. "Unfortunately, this won't help," Kirill Kabanov, head of the National Anti-Corruption Committee told The Moscow New. "There is still lack of a development strategy, it's connected to corruption." Russia's postal service has increasingly been under fire for delays and inefficiency, with up to 20 percent of correspondences not reaching their addressees on time, according to figures from the

Communications Ministry. But problems are exacerbated by a worn-out Soviet-era infrastructure. Out of 42,000 postal departments, 70 percent are operating at a loss. Meanwhile, 65 percent of correspondence is still sorted by hand, according to RIA Novosti. Last week, the government ordered Pochta Rossii to be transferred under the direct control of the Communications Ministry in an attempt to improve efficiency, according to an official statement posted on the government's site.
http://themoscownews.com/russianews/20130419/191452481/Russian-postal-service-chief-sacked.html

Dawn.com : With mushroom growth and booming business of courier companies, the government is considering setting up of Pakistan Private Courier Services Regulatory Authority (PPCSRA) to regulate and monitor courier services for improved competition, revenue collection and consumer protection. The ministries of finance, postal services, law and justice and interior are currently in consultation process for finalisation of legislation that could be put in place through a presidential ordinance or an act of parliament after May 11 general elections. The proposed regulatory authority would not only regulate the functions of courier and cargo services but also generate funds for the government and set tariffs for courier services in a transparent and fair manner.
http://dawn.com/2013/04/23/regulator-for-courier-business-in-the-offing/

Wall Street Journal : Technology is having a dramatic impact on how Canadians use postal services, and the resulting decline in mail volume is projected to push Canada Post to an annual operating loss of $1 billion by 2020. A Conference Board of Canada report, The Future of Postal Service in Canada, looks at how the needs and expectations of Canadian households and businesses are evolving, and assesses a range of options that could enable Canada's postal service to remain self-sustaining in the digital age.
http://online.wsj.com/article/PR-CO-20130423-909593.html?mod=googlenews_wsj

Belfast Telegraph : In response to claims that privatisation could wreck our postal service, I wanted to point out that, in 2011, parliament passed the Postal Services Act, which set a framework for private investment in Royal Mail. Private investment will still allow Royal Mail to continue to deliver a six-days-a-week service at a uniform price across the country. Royal Mail has an opportunity to grow.
http://www.belfasttelegraph.co.uk/opinion/letters/royal-mail-will-deliver-on-its-service-guarantees-29214369.html

Financial Times : A Polish delivery company is to launch a service allowing customers to collect their internet purchases from lockers on petrol station forecourts and in supermarket car parks in the UK. The arrival of InPost's service in the UK underlines the proliferation of services that let customers pick up items they have bought on the internet from bricks-and-mortar locations.
http://www.ft.com/intl/cms/s/0/9f8e8232-a8f4-11e2-bcfb-00144feabdc0.html

7thSpace : After a series of investigations, Hong Kong Customs on April 18 seized a batch of counterfeit clothes and accessories, worth about $20,000, that had used the postal service as the delivery channel.
http://7thspace.com/headlines/436333/hk_customs_seizes_counterfeit_clothes_and_accessories_via_postal_channel.html

Romanian Insider : Romanian private postal services operator Total Post will expand its distribution network in Romania with 31 new units in the counties of lfov, Arge?, Gala?i, Buzau, Ialomi?a, Olt, Covasna, Bra?ov, Dâmbovi?a and Vâlcea. The company managed to sign two important contracts with clients in the utilities and the telecom areas, which will bring an additional 17 million deliveries a year.
http://www.romania-insider.com/romanian-postal-services-supplier-total-post-expands-network-lands-two-large-contracts/80296/

Asia Pacific Future Gov : Bahrain Post has partnered with the eGovernment Authority of Bahrain to launch a mobile service for package tracking. Customers can enter their 13 digit 'mail number' to track their shipments online through Bahrain's egovernment portal, or through a smartphone app, available free for Android and iOS-based phones. Users can download this app through the mobile section of the egovernment portal.
http://www.futuregov.asia/articles/2013/apr/22/bahrain-post-releases-app-tracking-packages/

Financial Times : Postal union leaders are threatening to ballot members on boycotting deliveries for Royal Mail's rivals, in a move that could muddy the waters over privatisation of the state-owned postal operator. The Communication Workers Union's annual conference later this month will discuss a timetable for a consultative ballot of its 150,000 Royal Mail members to introduce a ban on the grounds that rivals are competing unfairly by "cherry-picking" profitable bulk mail contracts.
http://www.ft.com/intl/cms/s/0/b01b7e80-a916-11e2-a096-00144feabdc0.html

Post & Parcel : Post Danmark has agreed a partnership with nationwide convenience stores chain Coop to offer in-store parcel collection. The alliance will see Denmark's designated postal operator installing 300 automated package locker terminals in Coop stores where Internet shoppers can pick up their parcels.
http://postandparcel.info/55339/news/it/post-danmark-to-install-300-parcel-terminals-in-coop-stores/

POSTAL PREVIEWS

• April 28-May 1, 2013: **MAILCOM ' 13.** Tropicana Hotel & Casino, Atlantic City, NJ. For more information visit *www.mailcom.org* or email Lance Humphries, Managing Director *LJHumphries@msn.com*.

• May 1, 2013: **PostCom Webinar: "Accessing & Understanding Mail Quality Reporting".** Join the Association for Postal Commerce for a FREE webinar with Arlene Zisow, USPS Business Mail Support Analyst, and Steven Krejcik, Director of Strategic Technical Business Development for Pitney Bowes Presort Services, Inc. who will describe how to navigate the Microstrategy reports. You will get a good understanding of the report data elements, and how the reports can be used to improve mail and data quality. Webinar scheduled 1:00 to 2:00 pm EDT. Space is limited. Reserve your Webinar seat now at *https://www1.gotomeeting.com/register/508103937*

• May, 2013: **USPS & Industry Area Focus Group Meeting.** Eastern Area, TBD. For more information contact Jesus Galvez/Shari Myers (412)-494-2666/(412)-494-3904.

• May 7, 2013: **PostCom Webinar: "Folded Self-Mailers: Review Your Understanding".** We've had several months to integrate the Folded Self-Mailer regulations into our mailing programs, yet there may still be some questions. What paper weight do I use? What's this about panels... and which one should be addressed? What size? Can I still use glue? You can get answers and/or clarifications as you join the Association for Postal Commerce for a FREE webinar as Christine Simone, USPS HQ Business Programs Specialist and Craig Vance, USPS HQ Operations Integration & Support, review the regulations: including how to fold, address, and seal Folded Self-Mailers and Un-enveloped Mailpieces. Webinar scheduled 1:00 to 2:00 pm EDT. Space is limited. Reserve your Webinar seat now at *https://www1.gotomeeting.com/register/147180689*

• May 8-9, 2013: **ACMA 6th Annual National Catalog Forum.** Washington Plaza Hotel, Washington, DC. For more information contact Catherine Roden, Assistant Director, American Catalog Mailers Association, 800-509-9514 email croden@catalogmailers.org or visit www.catalogmailers.org.

• May 14-16, 2013: **Mailers Technical Advisory Committee.** Washington, DC. *USPS Leadership Forums for Stakeholders* will be held on Tuesday afternoon, May 14; *MTAC Focus Group Sessions* are scheduled for all day Wednesday, May 15. The only activities related to MTAC on Thursday May 16 are the MTAC Leadership meeting, and various work group and task team meetings, which typically are not publicized except to members. For more information, email　　　*mtac@usps.gov*

• May 16, 2013: **decision/analysis partners 2013 Free Postal Webinar Series.** Designed for advanced and emerging economy postal operators. **Measuring Postal Performance.** For more information visit *http://www.decisionanalysis.net*

• May 15-17, 2013: **32nd Annual Eastern Conference.** Shawnee Inn, Shawnee on Delaware, PA. For more information visit *http://crri.rutgers.edu*

• May 29-June 1, 2013: **21st Conference on Postal and Delivery Economics .** Portmarnock Hotel and Golf Links, Portmarnock, County Dublin, Ireland. For more information visit *http://crri.rutgers.edu*.

• June 4-5, 2013: **PostCom Board of Directors Meeting.** Hilton Old Town Alexandria, 1767 King Street, Alexandria, VA 22314. For more information, contact Caroline Miller at PostCom on 703-524-0096 or via email at *cmiller1@postcom.org*

June 5-6, 2013: **IDEAlliance's Spectrum Conference.** AMA Conference Center - Chicago - 8655 West Higgins Road, Chicago, IL 60631. For more information visit *www.IDEAlliance.org*

• June 19-21, 2013: **CRRI 26th Annual Western Conference.** Hyatt Regency Monterey, Monterey CA. For more information visit *http://crri.rutgers.edu*.

• June 20, 2013: **USPS & Industry Area Focus Group Meeting.** Northeast Area, New York City JAF PO. For more information contact Len rooke/Marc Riley (860) 285-7391/(617) 654-5784.

• June 20, 2013: **decision/analysis partners 2013 Free Postal Webinar Series.** Designed for advanced and emerging economy postal operators. **Evaluating Postal Automation for Middle Income Countries.** For more information visit *http://www.decisionanalysis.net*

- June 25-28, 2013: **AMSP Annual Conference.** Rancho Bernardo Inn, San Diego, CA. For more information visit *www.amsp.org*

- June 25, 2013: **USPS & Industry Area Focus Group Meeting.** Southern Area, Tampa FL, For more   information contact Pat Lewis (212)-267-3147.

- June 26, 2013: **USPS & Industry Area Focus Group Meeting.** Capital Metro Area, Charlotte P&DC. For more information contact Ivy Jackson (301)-548-1476.

- July 18, 2013: **decision/analysis partners 2013 Free Postal Webinar Series.** Designed for advanced and emerging economy postal operators. **Improving Delivery Management.** For more information visit *http://www.decisionanalysis.net*

- July 23, 2013: **USPS & Industry Area Focus Group Meeting.** Southern Area, Tampa FL. For more information contact Pat Lewis, (214) 267-3147.

- August 7, 2013: **USPS & Industry Area Focus Group Meeting.** Western Area, Minneapolis, MN. For more information contact Pattie Herrera/Ben Alba (303) 313-5406/(303) 313-5030.

- August 15, 2013: **decision/analysis partners 2013 Free Postal Webinar Series.** Designed for advanced and emerging economy postal operators. **Are Parcel Terminals for You?** For more information visit *http://www.decisionanalysis.net*

- August 27-29, 2013: **Mailers Technical Advisory Committee.** Washington, DC.
USPS Leadership Forums for Stakeholders will be held on Tuesday afternoon, August 27; *MTAC Focus Group Sessions* are scheduled for all day Wednesday, August 28. The only activities related to MTAC on Thursday August 29 are the MTAC Leadership meeting, and various work group and task team meetings, which typically are not publicized except to members. For more information, email   *mtac@usps.gov*

- September 19-20, 2013: **2013 CSA Invitational Postal Seminar.** Annapolis, MD. For more information contact Jody Berenblatt, GrayHair Advisors by phone 856-313-3847 or via email at jody@grayhairadvisors.com

- September 19, 2013: **decision/analysis partners 2013 Free Postal Webinar Series.** Designed for advanced and emerging economy postal operators. **The Concept of Postal Platform and its Applications.** For more information visit *http://www.decisionanalysis.net*

- October 1-2, 2013: **PostCom Board of Directors Meeting.** Venable LLP Building, 575 Seventh Street, NW, Washington, DC. For more information, contact Caroline Miller at PostCom by phone 703-524-0096 or via email at *cmiller1@postcom.org*

- October 3, 2013: **USPS & Industry Area Focus Group Meeting.** Northeast Area, Boston MA P&DC. For more information contact Len Rooke/Marc Riley (860) 285-7391/(617) 654-5784.

- October 12-17, 2013: **DMA 2013.** McCormick Place West, Chicago, IL. For more information visit *www.the-dma.org*

- October 17, 2013: **decision/analysis partners 2013 Free Postal Webinar Series.** Designed for advanced and emerging economy postal operators. **Carrier Owned Delivery Routes.** For more information visit *http://www.decisionanalysis.net*

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If you are looking for:

– An application experience without the cost of building one

– Customizable branding features, including logos, backgrounds, video, ad pop-up and web links

– A way to generate revenue through mobile subscriptions

– Eliminating costly international mail charges for global subscribers

– A simple conversion process allows for immediate content upload

– Metrics for advertising and marketing

– Low cost and immediate startup, saving time and money

Mobile dPub Offers:

– Comprehensive subscriber management tools

– Complete search tools, including archived issues

– The option to wrap content as a native application and made available through the Apple and Android marketplaces

– Customizable security tools allow the publisher to control distribution of their content

– No download required to access your content

– Supports touch screen features of the mobile device

– Enhance content with links, video, social media

What Sets Us Apart?

– Publications are immediately mobile ready

– Text only reading mode improves ease of use on smaller devices

– Integrated real-time Google analytics allow for capture of visits, views, bookmarks, emails and link click-throughs

– The ability to publish under your own URL for branding and additional features

– Integration with social media

– Ongoing development assists in keeping pace with technology and access to new features

– Selectable on or off features include: print, generate PDF, email and crop/save content