

POSTCOM BULLETIN 19-13

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HIGHLIGHTS

Folded Self-Mailers: Review Your Understanding

Reserve your Webinar seat now at: <https://www1.gotomeeting.com/register/147180689>

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.

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In a move to comply with the Patient Protection and Affordable Care Act (PPACA), the U.S. Postal Service today awarded UnitedHealthcare a contract to support a Postal Service health plan for all eligible non-career employees.

..... **HAPPENINGS AT THE PRC** -- The Postal Regulatory Commission has seen lots of activity this past week that is worth nothing.

..... **WHAT WILL IT TAKE?** -- According to postal commenter, Gene Del Polito, "despite the fact that the Postal Service has made great strides in reducing its workforce complement and reorganizing its network and services to produce services that adequately and more cost-efficiently meet the nation's continuing postal needs, much of what needs doing can only be undertaken if Congress does its part in re-fitting the nation's postal laws."

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..... **POSTALVISION 2020 TALKS E-GOVERNMENT INNOVATIONS** -- This year's PostalVision 2020 conference also included presentations on a variety of e-government initiatives, an area the USPS already will play a role in through its FCCX pilot.

HIGHLIGHTS (cont)

. **WHAT THE NEXT GENERATION WANTS FROM THE POSTAL SERVICE** -- Another new feature of last week's PostalVision 2020 conference was a panel comprised of 18-24 year olds representing the next generation, who discussed their communication needs and what they think the Postal Service needs to do to meet those needs

. **POSTAL NOTES** – USPS Board to meet in open session. USPS awards air cargo network contract to FedEx. Fed Reserve Banks announces new study to examine nation's payment usage. UPS averts teamsters strike risk with new 5-yr contract. DeLauro angered over USPS' early closing of processing center. Pitney Bowes boss seeks more changes, after grim first quarter. Microsoft promo turns Forbes Mag into a free Wi-Fi hotspot. Quad/Graphics invests in Pixability to tackle online video market. USPS: The next Amtrak? Union challenges POSTPlan, demands jobs.

. **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.

. **POSTAL PREVIEWS**

USPS AWARDS CONTRACT TO PROVIDE HEALTH BENEFITS TO SELECT NON-CAREER EMPLOYEES

The following is a USPS press release.

In a move to comply with the Patient Protection and Affordable Care Act (PPACA), the U.S. Postal Service today awarded UnitedHealthcare a contract to support a Postal Service health plan for all eligible non-career employees.

The contract period begins April 30, 2013 and provides coverage for years 2014 through 2016. Three additional terms of two years each may be negotiated for a total possible contract life of over nine (9) years. The estimated contract value is \$239 million annually assuming 35,000 participants, but may vary significantly depending on actual non-career employee plan participation.

After conducting a highly competitive and rigorous evaluation of technical aspects, pricing, and other factors in the proposals, the Postal Service determined that the UnitedHealthcare proposal represented the best value. The new contract ensures the Postal Service's compliance with PPACA while providing non-career employees affordable essential health plan coverage at group rates provided through the Postal Service. The Postal Service has a long history of being a responsible employer and today's announcement builds on that history.

Approved by Congress in 2010, the PPACA requires employers with more than 50 employees to offer qualifying employees specified levels of coverage at an affordable cost by January 2014. The Act extends coverage to employees who are paid for an average of 30 hours per week for a specified period of time. (No change is required for Postal Service career employees since the coverage provided under the Federal Employees Health Benefits (FEHB) Program satisfies PPACA requirements.) Coverage becomes effective in January 2014.

http://about.usps.com/news/national-releases/2013/pr13_045.htm

HAPPENINGS AT THE PRC

The Postal Regulatory Commission has seen lots of activity this past week that is worth nothing.

- **USPS TO REBRAND EXPRESS MAIL.** The USPS has given notice to the Postal Regulatory Commission that it intends to amend the MCS in three ways: (1) to change the name of "Express Mail" to "Priority Mail Express"; (2) to change the name of "Express Mail International" to "Priority Mail Express International"; and (3) to change the name of "Express Mail Corporate Account (EMCA)" to "USPS Corporate Account (USPSCA). The Postal Service hopes that by implementing the name changes it will reinvigorate Express Mail and Express Mail International by leveraging the widespread recognition of, and positive associations with, the Priority Mail brand as well as consolidate most of the Postal Service's shipping products under a single brand identity. The proposed name changes are scheduled to take effect on July 28, 2013. Comments are due by May 7 from interested parties. [http://www.prc.gov/Docs/86/86866/PRC%20Notice%20\(EM%20Name%20Change\).pdf](http://www.prc.gov/Docs/86/86866/PRC%20Notice%20(EM%20Name%20Change).pdf)

- **USPS MAKES CORRECTION TO TECH CREDIT PROMO AT PRC.** USPS: The United States Postal Service hereby corrects the following errors in the Notice of Market-Dominant Price Adjustment and related attachment that it filed on April 16, 2013, in connection with the Technology Credit Promotion:

In the PriceCapAnalysis.xls workbook, the figures in cell D4 of the “Additional Cap per class” tab and cell B19 of the “Tech Credits breakdown” tab were wrong. Both cells have been corrected in the attached workbook, PriceCapAnalysis042613.xls, leading to changes throughout the workbook.

As a result of the corrections described above, the Technology Credit Pricing Authority table on page 6 of the Notice should be replaced with the following table:

Technology Credit Pricing Authority	Original Filing	Updated Filing
First-Class Mail	0.077%	0.084%
Standard Mail	0.244%	0.231%
Periodicals	0.158%	0.165%
Package Services	0.014%	0.015%

<http://www.prc.gov/docs/86/86869/Notice.of.Errata.pdf>

- **DISCOVER COMMENTS TO PRC ON ACD.** DFS: Discover Financial Services (DFS) read with great concern the Commission's views, expressed in the recent Annual Compliance Determination for FY 2012, on the matter of whether our Negotiated Service Agreement (NSA) with the Postal Service was profitable or not.
<http://www.prc.gov/Docs/86/86886/Notice%20of%20DFS%20with%20letter.pdf>
- **CHAIRMAN ASKS QUESTIONS OF THE USPS ON ITS TECH CREDIT PROMOTION.** The Chairman of the Postal Regulatory Commission has submitted an information request to the Postal Service on its notice of price adjustment for the Technology Credit Promotion. The questions pertain to many that the industry have about this promotion. Some of the questions have to do with:
 - How the USPS came up with the \$66 million total in postage credit resulting from this promotion?
 - What mailers are eligible for this promotion and how the USPS came up with this list?
 - Whether the promotion has rate cap implications and what time of rate adjustment the USPS is considering.
 - Whether or not the USPS is proposing the creation of permanent price cap authority from this promotion even through it is a temporary, one-time offer.
 - When will the USPS submit its final figures since the \$66 million is just a preliminary estimate.

<http://www.prc.gov/docs/86/86887/CHIR%20No.%201.pdf>

Due to this CHIR, the PRC has extended the comment period for interested parties from May 6 to May 9.

http://www.prc.gov/Docs/86/86891/Order_1708.pdf

Note: The USPS has requested that the comment period for the tech credit promo be extended until May 17.

<http://www.prc.gov/docs/86/86895/Extension.pdf>

WHAT WILL IT TAKE?

A postal commentary prepared for Mailing and Systems Technology magazine by Gene Del Polito, President, Association for Postal Commerce. It appears here with permission from the author.

Over the past three years, I've written more articles and items on postal reform than even I can remember. Despite the repeated assurances from those on Capitol Hill who are supposed to handle such things, virtually nothing has been done to address some of the ills that are plaguing the nation's postal system and hampering the post's ability to function effectively as an engine for mail-based commerce.

Last year, Congress' postal leaders told us they were within a hair's breadth of getting a reform measure out of Congress on the President's desk for his signature. Or, as they like to put it up there in the marble dome, they had gotten the bill down into defender's red zone. (You see, football's big in Washington, and when you can't actually get anything done, you try to make your failures sound impressive through the use of football metaphors.)

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Red zone? My foot. Those who were familiar with Washington election year politics were well aware that not even the Tappan Zee could have spanned the gulf between the opposing sides.

Now, we're being told Congress has its postal reform ball just within the ten-yard span from the goal line. Big deal. Do you want to know how many games I've seen in my lifetime where even the last ten yards presented insurmountable obstacles?

These are the times when after hearing years of congressional blithering about the crisis proportions of the Postal Service's fiscal state, the impact a postal collapse could have on the economy, and the need to get something done to sidestep perilous postal paths, everyone starts talking as if they were from Missouri. "Show me!"

But here's the thing I really don't get. Everyone within the mailing industry knows how badly meaningful postal reform is needed. Everyone knows the toll the uncertainties of Congress' inaction is having on the Postal Service and its customers. Everyone knows that the postal system is still a vital and needed part of the nation's economic infrastructure. But no one within the industry seems willing to tell their "friends" in Congress they've had enough of congressional lolly-gagging, and that it's time to put up or shut up. Nobody wants to tell their "friends" that unless Congress acts soon, the political campaign contributions will end, and that the industry will spur a torrent of public criticism that will mess up many a members' congressional careers.

Instead, the voices of the industry continue to hold back. They continue to talk quietly and patiently about the pendency of a postal reform measure everyone really knows Congress hasn't the stones to enact.

And what about the mailing industry's "silent" majority? Are they flooding Congress with letters, phone calls, faxes, and emails telling Congress to put up or get out of the way? Nope. They sit there like quiet sheep willing to be led by many a Capitol Hill Judas goat who, in the long run, will do nothing more than lead these innocent sheep to a postal slaughter.

For its part, the Postal Service has been clear. It's told Congress repeatedly that postal reform is sorely needed, and that fiscal conditions were about to get truly butt ugly unless Congress got off the dime to act. It's told Congress that the Postal Service needs:

A re-amortization of the postal retiree health benefit pre-funding requirement enacted in 2006.

A refund of the excess monies already contributed in employee's behalf in the Federal Employee Retirement System (FERS).

More flexibility to bring about the necessary changes that must be done to right-size the Postal Service's human and physical infrastructure to more closely match present day and realistically projected work load needs.

Authority for the Postal Service to institute with its employees a fiscally sound and responsible self-run health insurance and defined contribution benefit programs.

Greater flexibility from Congress and the regulator to pursue new programs and services that can be accommodated within the scope of the USPS' postal mission that can generate new sources of revenue.

Despite the fact that the Postal Service has made great strides in reducing its workforce complement and reorganizing its network and services to produce services that adequately and more cost-efficiently meet the nation's continuing postal needs, much of what needs doing can only be undertaken if Congress does its part in re-fitting the nation's postal laws.

Sooner or later (and hopefully sooner rather than later), the members of our industry must wake up to the reality that Congress legislates for those that it sees. If you want Congress' attention, you've got to get into its face and make a lot of noise. If you just sit there quietly in the background, you'll get rolled right over.

So, what will it take to get the members of our industry off the postal reform bench and into the game? The clock is ticking. The game's winding down, and you've just been given your two minute warning. Just remember that when the gun goes off ending the game, it may not be filled with blanks and it may be pointed at you.

Keep in mind that old saying: "There are three kinds of people in this world. Those who make things happen. Those who merely watch things happen. And those who wonder what happened." In which camp would you prefer to be?

If old sayings aren't your thing, then remember the prayer: "Ask and you shall receive. Seek and you shall find. Knock and it shall be opened to you."

And then, there's Del Polito's corollary. "Continue to sit on your duff doing nuthin', and get yourself ready to suffer the consequences."

<http://www.postcom.org/public/articles/2013articles/what.will.it.take.htm>

KEY DIGITAL INSIGHTS AT POSTALVISION 2020

PostCom continues its coverage from last week's Postal Vision 2020 3.0 conference held 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 completes its conference coverage this week, focusing on postal-digital initiatives already underway in the U.S. and abroad, as well as e-government developments, entrepreneurial forays, and more.

Linda Abraham, co-founder of comScore, presented an overview of data collected that brings key insights on the digital world. "The digital world is very complex," she told the PV2020 audience, "and things are changing at an unprecedented pace." She said that a few million people have opted into the comScore panel, and data also has been collected from over one million web sites. Abraham said comScore has about 1.5 trillion digital interactions a month, which on a daily basis is as much data as is in the Library of Congress, being collected every day.

What does the digital world mean to consumers to live, play and work? Abraham said the proliferation of devices is exceeding the population growth. When the internet first started it was used primarily for business traffic, she said, but in 2008 the "crossover" occurred and today consumer use of the internet exceeds business traffic by about five times. It's not just digital, but multi-platform, Abraham told the PV 2020 group, and it has led to disruption in shopping and buying, a displacement of time and place. "Businesses used to have some control over where people did things like shop, dine, etc." she said, "but now that is being more defined by the consumer."

How fast are things really changing? Abraham reported that mobile devices now account for more than 13% of web traffic, with 87% of web traffic coming from PCs (down 6% from last year), 8% from mobile (up 67% from last year), and 5% from tablets (up 173% from last year). The rate of technology adoption is accelerating, she reported, noting that it took 38 years for radio use to reach 50 million global users, 14 years for TV to do the same, 4 years for the internet, 3.6 years for Facebook, 2.8 years for the iPhone, 2.2 years for Android, and 80 days for the iPad.

Tablet ownership is growing at an unprecedented pace, Abraham told the PostalVision 2020 group, with devices owned at 40 million 3 years after production and at 100 million in 12 years. She said the adoption rate is faster than that even of mobile phones.

For mobile devices, over 80% of the traffic now is Apple and Android. In what historically is a highly dynamic platform market, things have changed very recently (since 2005) and very quickly in terms of providers. Abraham said that most top properties now have double digit mobile-only audiences. Google sites have 13% mobile-only users, Facebook.com has 19%, Amazon sites have 20%, Wal-Mart has 21% and Pandora.com has 61% mobile-only users.

Shopping and buying trends are rapidly evolving as technology changes, Abraham reported, with social usage and transactions showing the biggest growth. According to MobiLens, for the three-month average ending December 2012, the top 10 smartphone usage categories by year-on-year growth were: instant messaging (45%), social networking with check-in function (44%), insurance service (43%), electronic payments (42.9%), digital books/magazines (41.2%), online retail (40.9%), photo/video sharing (40.7%), home/lifestyle (40.5%), adult entertainment (40.1%), and dating services (40.0%).

Smartphone purchasing now exceeds 19%, Abraham said, noting that 52.4% of U.S. smartphone owners use their phones for shopping activities while in a retail store. According to MobiLens, 42.5% took a picture of a product, 34.9% texted or called family/friends about a product, 32.7% sent a picture of a product to family/friends, 30.4% scanned a product barcode, 22.4% compared product prices, 18.5% found coupons or deals, 18.1% found a store location, 15.4% researched product features, 10.2% checked product availability, and 5.6% purchased goods or services online. More than ten percent of e-commerce retail dollars are now spent via mobile devices, she said, which is a 4 times increase in just 2 years.

Devices play different roles throughout the day, according to comScore data, with PCs dominating working hours, mobile phones leading during commuting hours, and tablet use dominating the early to late evening hours. Nearly half of tablet owners use their tablet while watching TV, she reported.

In terms of postal-specific trends, Abraham reported that classic web-based experiences with posts are flat to down across the world, with usps.com total unique visitors going from 6.5% in March 2012 to only 6.6% in March 2013. Unique visitors to CanadaPost.ca dropped from 9.3% in March 2012 to 7.4% in March 2013; and other posts remained either flat or with only slight increases.

Mobile channels are carving out a larger share of the shipping pie, Abraham reported, according to comScores data. The percentage of time spent using Shipping Services by platform showed that as of February 2013, 72% was spent on a PC, 23% was spent on a smartphone and 6% was spent on a tablet in terms of shipping services use. Shipping services significantly extend their audience reach through mobile, she noted.

What does all this mean for the USPS? Abraham said the USPS should focus on digital (and device) first. “Each experience having to do with shipping, mail, courier, advertising could be digital,” she said, “and the USPS should be thinking what role could it play in that.” She said the USPS should look at something like the EZPass experience rather than requiring consumers to put stamps on letters. Using the return address, the USPS should look at models being used by other industries to make it easier for consumers, she suggested. She also said there is a huge role for the USPS in terms of security, using its brand.

“If not digital, what could it be?” is the next question the USPS should be looking at, Abraham said. The USPS should leverage personal services that cannot be digital through its physical infrastructure, looking at what other things it could do in that space, sharing labor costs across multiple functions to defray costs and provide services for consumers.

The USPS should not have to figure it all out itself, Abraham said, “it should decide what to lend its brand to, or bid out/compete.” She said the USPS has a role in the multi-platform experience of shopping/buying and that there is absolute measurable positive synergy with catalogs and spending.

ENTREPRENEURS TAKE CENTER STAGE AT POSTALVISION 2020

In addition to providing an incubator for policy discussions on postal-digital topics, last week’s PostalVision 2020 conference featured an interesting collection of entrepreneurs who shared some of their ideas and innovations. Here are highlights from some of the entrepreneurial participants.

Lettrs.com. Drew Bartkiewicz, co-founder and CEO of lettrs.com, told the PV2020 crowd that “postal, social, mobile and the cloud are not mutually exclusive.” He said if you could bring the accessibility of the USPS to the world many are living in today of mobile and social networking, you could resurrect something everyone would love to experience. That is what lettrs.com is designed to do, he said. InfoTrends data said that over 72% of people surveyed still cherish receiving a letter, Bartkiewicz noted, but there is “something missing in social media, which is a more quiet, purposeful way to write a letter.”

Lettrs.com launched in December 2012 as a cloud platform to bring letter-writing to the internet, Bartkiewicz said, noting users from 98 countries after only a few months. “Our premise is people do want not just communication in their life, but meaningful communication,” he said.

“What happened to letters?” he asked the group, stating that his non-scientific research concludes that technology accelerates efficiency in tasks and the technology developments we have seen have emphasized the functional communications. Platforms for communications like tweets, emails and likes are designed to be fast, functional, but not necessarily meaningful, he said.

Lettrs.com takes a systems approach and a design approach to create a platform that makes letter writing identifiable to the next generation as well as our generation, Bartkiewicz said. “Today,” he said, “we communicate in quantity and not quality.” He said people want to write letters but perhaps are burdened with the mechanics of doing so. Lettrs.com creates a new way to write letters, he said, noting that about half the users on the platform are non-Americans, creating a letter in another country, tapping it into the cloud, then sending it.

The platform allows technology to enhance and facilitate letter writing, allowing users to write a letter, pick a theme, attach pictures and choose their delivery option (physical recipient, digital recipient or open letter). The Lettrs.com app is available now, Bartkiewicz said, for \$2.99 from the Apple Store, with a special promotion to send hardcopy letters from now until Mother’s Day for free.

SoPost. Jonathan Grubin, entrepreneur and founder of SoPost, told the PV2020 audience that the SoPost initiative links Facebook and other social media accounts to a postal address for delivery purposes. Launched last year, it is trying to “re-invent the postal address,” Grubin said. For example, he explained, he does not know his sister’s postal address but he knows her FB and other email account info. He himself moves between several residences a year, he said, and very few people know one of his addresses much less multiple addresses and when he will be at each place. As a result, there are missed deliveries, re-routes of mail, and he has to spend time standing in line to pick up items, etc.

“SoPost says my Facebook account can be my address,” Grubin explained, noting that it can dynamically change where items are sent using the social identity as a proxy for the postal address.

“I know very few addresses, but I want to send stuff to my friends,” he said, “I could not fill out shipping details but I have 1,363 connections on Facebook and Twitter.” “If I could use a Facebook name as a shipping address,” he explained, “then it is easy to send stuff and turn the postal address into where you are.”

Grubin said his ultimate goal with SoPost is to integrate with carriers. “Delivery failure is expensive,” he said, “it is expensive for consumers in terms of time spent re-arranging and getting deliveries, time spent obtaining people’s addresses, etc.” “It is expensive for businesses as well,” he told the PV2020 group, in that it is costly for e-commerce retailers, and delivery failure is expensive for carriers. “In the UK, it costs over \$1.5 billion a year,” he said, “so if we can bring efficiency to the process, there are cost savings.”

Grubin (jonathan@sopost.com) said he is in the process of moving forward and is talking with some national carriers and retailers and hopes to make deals with businesses that view this as a way to reach a younger market.

POSTALVISION 2020 TALKS E-GOVERNMENT INNOVATIONS

This year’s PostalVision 2020 conference also included presentations on a variety of e-government initiatives, an area the USPS already will play a role in through its FCCX pilot [see *PostCom Bulletin* 10-13 for more information].

Sascha Meinrath, New America Foundation, told the PV2020 audience that there is an unprecedented amount of inter-connectivity possible and that post offices and other community-based organizations are a critical component. “Today we have this notion that everything needs to be connected to the cloud,” he said, “but the reality is quite different.” He said you need look no further than every single business and one of the first things done is to share resources, computer equipment, and create an intranet to do things locally at high speeds and for free. “It’s crazy that we don’t do that on a big scale,” he said. “The internet is supposed to be a network of networks,” Meinrath said, “but in many ways our business models are pushing us away from that to everything being connected through some central point to maximize billable digital moments, but not always in the best interest of communities.”

Meinrath said the USPS has an unprecedented reputational asset – the security of the mail and non-discrimination of what it carries, along with its universal service reach.

GovDelivery. Scott Burns, CEO/founder of GovDelivery (GovDelivery.com for more information), told the PV2020 audience that local, state and federal government agencies need to build audiences, reach out and convert information to action. Governments use GovDelivery to identify existing content (web pages, RSS feeds, social media accounts, etc.), then connect content to GovDelivery which proactively monitors sources for changes or updates, and creates and sends formatted multi-channel messages to subscribers.

Burns said a lot of technology underlies the GovDelivery service which now has over 550 clients including the “largest and most critical in the world.” He said that over 30,000 people are signing up for the service on a daily basis and about one billion messages are sent out through the service per quarter.

With a long list of federal agency clients including GPO, the CDC, NASA, USDA, IRS, FEMA, SBA, DHS and many more, the GovDelivery network allows stakeholders to sign up for updates without visiting the specific agency web site. Burns noted that 25-50% of sign ups come from other agency sites. He said the platform streamlines communications across complex organizations and many channels. The service focuses on the “create once, publish everywhere” strategy and messages are sent out via Facebook, email, Twitter, etc.

Connecting digital channels to location or securing mass communication channels are more difficult challenges, Burns said, without some level of government involvement.

More information and several white papers are available from the GovDelivery web site (GovDelivery.com), and Burns can be reached by email (scott.burns@govdelivery.com), phone (651-726-7303) or Twitter (@smburns).

What Other Posts are Doing with Government Initiatives in the Digital Arena. Farah Abdallah, PhD and “innovation expert,” told the PV2020 audience that the role of the post in the digital area should include how it can help government solve some of the issues it faces. The post could help bring more digital while solving cyber security problems, and make information accessible to every person in the U.S. She noted how other posts have moved forward with such initiatives.

Malaysia Post has transformed post offices in rural areas into community broadband centers in association with the Ministry of Communications, Science and Technology (MCST). According to UPU statistics, she noted, more than 60 Posts worldwide are offering public internet access points in over 31,000 post offices, connecting the nations to the digital economy.

Poste Italiane was the first postal company worldwide to become a virtual network operator, Abdallah told the PV2020 audience, and has achieved a record of over 2.2 million SIM cards sold in 3 years. She noted that 75% of customers are also using their mobile

phones to make payments and to transfer money. Another service by Poste Italiane is a prepaid card introduced in 2003 which is being used by 7 million people today and allows for payments online and at POS and withdrawals at ATMs.

PostSuisse is offering e-government services through electronic identity services such as proof of identity, proof of function, and a universal identifier. The government and post of Tunisia partnered to provide a service to support implementation of its e-government strategy which offers citizens a universal free secure email service linked to physical address and identity of the customer; a postal digital box dedicated to the electronic reception and storage of government and administrative documents, bills, mail from social and educational institutions, and others; and a secure multi-channel delivery.

A variety of posts have initiatives in the international e-commerce and trade arena, including Saudi Arabia, Korea, Malaysia, Tunisia, Brazil, and France, Abdallah noted. In South America, Exporta Facil (Easy Export) offers a trade facilitation through the postal network in cooperation with several banks. The post is a key partner to simplify the physical export processes. Through the service, about 10,000 businesses that had never exported before were able to access external markets.

Using Digital for the Irish Constitution Convention. Liam Church, president and CEO of the Escher Group, described how Ireland used e-government to complete the convention on the Irish Constitution. The government decided it wanted a combination of paper communications through the postal system, website communications, and social media, for its collaborative effort to ensure certain aspects of the Constitution were fully equipped for the 21st century and make recommendations to the Irish Parliament on future amendments.

A hybrid system was launched by the Irish post in December, with technology supplied by the Escher Group, which included user access via multiple channels; security and access controls; document management and workflow; a digital mail box infrastructure; and messaging. The system had both private and public participation so that both Irish citizens and convention members could gain the type of access they needed. The solution looks like a web site, but includes a series of mailboxes which populate certain windows on the web site and are accessed and controlled by individuals reviewing the Constitution.

“Technology has allowed Ireland to implement its Constitution very quickly,” Burns said, “and make it a very effective process, engaging a lot of constituents in the wider Irish community.”

German Approach to Secure Electronic Communication – De-Mail. Monika Plum, Francotyp-Postalia Holding, gave the PV2020 audience an overview of De-Mail, the German approach to secure email. The legislation sets the framework and standards for De-Mail, she said, and the business community implements it through a legally regulated accreditation and certification process. Francotyp-Postalia is the first accredited De-Mail provider since CeBIT in 2012, she noted. She said there are several providers now, but a need for them to be interoperable like in the mobile sector.

The De-Mail process includes secure authentication of the sender and recipient, encrypted communication transport and legally binding delivery options. “There does not need to be a total plan at the start,” Plum told the PV2020 group. A standard for secure electronic communication is needed, then an organization selected as a trusted party, which she said could be the USPS in the U.S. “You just need to adopt the necessary legislation,” she said, “then let the industry develop the products.”

WHAT THE NEXT GENERATION WANTS FROM THE POSTAL SERVICE

Another new feature of last week’s PostalVision 2020 conference was a panel comprised of 18-24 year olds representing the next generation, who discussed their communication needs and what they think the Postal Service needs to do to meet those needs.

When asked what communication platforms they and their peers use today and why, the panelists’ responses included Facebook, Twitter, and mobile phones. “It’s all about immediacy and instant communications,” said panelist Nikita Shamdasani, student, UNC. “How do I get to who I need to get to as quickly as possible,” she said, noting that text messaging followed by email are the most common communication methods she and her peers use. Shamdasani said their communications are largely technology-based and don’t include phone calls very often.

Lauren Abraham, a student and participant in the Model Congress initiative, said communications focus much of the time on school work, such as groups sharing homework or working together on projects.

Blake Bartkiewicz, student (and son of lettrs.com founder Drew Bartkiewicz), said that from a social aspect, Facebook is used quite a bit but over the past year many communications have shifted to Twitter and more of his peers are using that now than FB. Instagram also has gained in popularity, he said.

In terms of downsides, the panelists said that so much technology can be distracting and sometimes gets in their way of focusing and accomplishing things. Abraham said technology enables the user to try to be as efficient as possible, but with lots of homework and tests, sometimes there is not enough time to use technology. “I talk to Siri which sends text messages for me while I’m packing my

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backpack,” she said. “Things which add to efficiency and allow multi-tasking are powerful,” she said, “but it means I am paying less attention to each task.” Shamdasani agreed that her “attention span goes down with each new social media I plug into,” and said they are all constantly being updated, so you can’t go on FB every ten minutes and not find something different each time.

Shamdasani said the point of text messaging and being able to reach someone is to get information or an answer and then go your own way. She said with FB and people displaying feelings and what they are doing, “we take it for granted that we already know what is going on in their life, so perhaps social media distorts what is really going on with someone and having access to that information makes us less inclined to ask them how things are really going.” Abraham said the answers are not always black and white. “Technology in some ways has enabled us to get in touch with people we would not normally be able to communicate with,” she said, such as using FB to connect with people in other countries.

In response to the question about the USPS in the future and how it can support their needs going forward, Shamdasani said the USPS connects the country “in a way that could be utilized to help with the whole instant gratification phenomenon.” “If fast is a trend and digital,” she said, “the USPS has a way to address those issues.” Abraham said that the USPS has important implications for her generation, but she is not sure how much of that is social. “Our generation uses online shopping very effectively,” she said, “and that is a huge way for the USPS to connect with our generation.” She said while she does mail letters, it is “only as a last resort when there is no other way to communicate with someone,” and said she thinks that is where much of her generation is headed.

The panelists described their use of e-commerce to purchase items which then are delivered, such as buying school books. Shamdasani said she downloads books on Kindle and videos on iTunes, so she doesn’t get many things delivered, but online shopping saves the time of having to go to a retail store. The panelists said the brand names they tend to trust include Amazon, Apple, and some specific retailers. When asked what it would take for them to go to a post office, or where should post offices be located, Abraham said she would like to be able to fill out the shipping details on her phone, drive to a post office and drop the package without having to fill out more information or wait in line. Shamdasani said she would go to a post office if she needed to get a license or other service that required in-person action. Bartkiewicz said he would go depending on the location, and whether it is near other destinations he would frequent. They all agreed that it can be time consuming to go to a post office as they is “always a line.”

When asked for recommendations for the future of the USPS, Abraham said it should be entirely privatized, maintaining as much of its existing infrastructure as possible, using a model where existing post offices were sold to private companies but with provisions to protect employees. Shamdasani, who participated in a UNC Kenan-Flagler Business School project on the USPS noted that her group was told they were not allowed to choose shut down or privatization as a solution, so they had to look at the future of the USPS a bit differently. She said her class had many recommendations on how the USPS could be more competitive, including a hybrid mail solution, same day delivery, digital mail service, advertising space on trucks, an online consolidated billing service platform, and data collection through transpromotional advertising, telematics, and aggregated data reports. [A copy of her class’ paper will be available on the PV2020 web site].

POSTAL NOTES

USPS BOARD TO MEET IN OPEN SESSION. USPS: The Board of Governors of the U.S. Postal Service will meet May 10 in open session at Postal Service headquarters, 475 L’Enfant Plaza, SW, Washington, DC. The public is welcome to observe the meeting beginning at 8:30 a.m. in the Ben Franklin Room on the 11th floor. The Board is expected to discuss the following items:

- Call to order and remarks of the Chairman of the Board
- Remarks of the Postmaster General and CEO
- Approval of minutes of previous meetings
- Committee reports
- Quarterly report on financial performance
- Quarterly service performance report
- Tentative agenda for the June 18 meeting
- Adjourn

Open session meetings of the Board of Governors are available on live audio webcasts at <http://about.usps.com/news/electronic-press-kits/bog/welcome.htm>. Three hours after the conclusion of the open session meeting, a recorded audio file will be available for listening. In compliance with Section 508 of the Rehabilitation Act, the audio webcast will be open-captioned.

USPS AWARDS AIR CARGO NETWORK CONTRACT TO FEDEX. USPS: 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

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represented the best value. The new contract benefits postal customers by providing service improvements, capacity flexibility, and other planned operational improvements. Based on estimated volumes the new agreement is valued at approximately \$10.5 billion over the seven-year term. The new contract allows the Postal Service to continue a successful business relationship with FedEx.

http://about.usps.com/news/national-releases/2013/pr13_fedex-042313.htm

FED RESERVE BANKS ANNOUNCES NEW STUDY TO EXAMINE NATION'S PAYMENT USAGE. Federal Reserve System: The Federal Reserve's Retail Payments Office (RPO), located at the Federal Reserve Bank in Atlanta, today announced plans to conduct a new study to determine the current volume and composition of electronic and check payments in the United States. This triennial study continues the research conducted by the Federal Reserve in 2001, 2004, 2007, and 2010.

UPS AVERTS TEAMSTER STRIKE RISK WITH NEW 5-YR CONTRACT. Bloomberg Businessweek: United Parcel Service Inc. (UPS) and the Teamsters union agreed to a new five-year contract covering 250,000 employees, erasing the risk that some business might be lost through just the threat of a strike. The accord includes "substantial" pay raises, higher wages for new part-time employees and the creation of 2,000 more full-time jobs from the ranks of part-timers, the union said yesterday. The agreement will go to a ratification vote among rank-and-file drivers, package sorters and clerks before taking effect on Aug. 1.

<http://www.businessweek.com/news/2013-04-25/ups-ends-teamsters-strike-risk-with-new-contract-before-deadline>

DELAURO ANGERED OVER USPS' EARLY CLOSING OF PROCESSING CENTER. Rep. Rosa DeLauro (CT-3): Congresswoman Rosa DeLauro (CT-3) released the following statement on United States Postal Service (USPS)'s official notice that they will close the Wallingford Processing Center in September. The closure is expected to cost over 360 employees their job. The closure was originally scheduled for February 2014. "I am outraged at USPS's decision to consolidate one the region's newest mail processing centers ahead of schedule. Our postal workers do an extraordinary service for the community and they should be treated with the respect and gratitude they have earned. That includes taking every opportunity to solve USPS' financial problems without destroying these good middle class jobs." "USPS has unilaterally sped up with closing process, ignoring the many members of Congress who have tried to engage with them. This will cost millions of Americans across the country their job, including many veterans."

http://delauro.house.gov/index.php?option=com_content&view=article&id=1258:delauro-angered-over-postal-services-official-notice-wallingford-processing-center-will-close-early-&catid=2:2012-press-releases&Itemid=21

PITNEY BOWES BOSS SEEKS MORE CHANGES, AFTER GRIM FIRST QUARTER. Post & Parcel: The new chief executive of Pitney Bowes warned today that there were "no sacred cows" at the underperforming mail technology and services giant, as he looks to cut struggling parts of the company. Marc Lautenbach said he was carrying out a thorough review of the firm after taking charge, and is now looking to reposition its portfolio of services, potentially exiting business areas that do not meet his requirements for shareholder returns. Speaking to analysts today as the company revealed gloomy first quarter results in which revenues were down 4% year-on-year and earnings per share slumped by 58%, Lautenbach said he would be creating a more "disciplined" culture at Pitney Bowes, so that it "moves forward with a greater sense of urgency". "The only sacred cows in this company is the client and the shareholder," he said. "There is no sacred cow in the portfolio – in order for businesses to remain part of our portfolio, they need to be strategically coherent, be a leader in the market or regenerate a return that is accretive to shareholders."

<http://postandparcel.info/55566/news/companies/pitney-bowes-boss-seeks-more-changes-after-grim-first-quarter/>

MICROSOFT PROMO TURNS FORBES MAG INTO A FREE WI-FI HOTSPOT. BGR: Many subscribers will be in for a surprise when the latest issue of Forbes Magazine arrives on doorsteps and newsstands. Microsoft has embedded a Wi-Fi router in select copies of the May 6th print edition of the magazine, which gives users 15 days of free Wi-Fi through T-Mobile. The free Wi-Fi is part of Microsoft's latest campaign to promote its subscription-based Office 365 service. The router lasts for three hours before it must be recharged using the included microUSB cable. Once activated, up to five devices at a time can be connected to the hotspot until the free service expires.

[http://bgr.com/2013/04/30/microsoft-office-365-promotion-free-wi-fi/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+TheBoyGeniusReport+\(BGR+|+Boy+Genius+Report\)&utm_content=My+Yahoo](http://bgr.com/2013/04/30/microsoft-office-365-promotion-free-wi-fi/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+TheBoyGeniusReport+(BGR+|+Boy+Genius+Report)&utm_content=My+Yahoo)

QUAD/GRAPHICS INVESTS IN PIXABILITY TO TACKLE ONLINE VIDEO MARKET. 4-Traders: Quad/Graphics, Inc., a leading global printer and media channel integrator, has purchased a minority interest in Pixability, a YouTube-certified marketing and advertising company that works with brands, e-commerce firms and agencies to improve video marketing results. Leading brand marketers and publishers will have access to a powerful solution that allows them to easily and effectively incorporate online video with any of their marketing channels to engage prospects and customers - from awareness to action through to customer support.

<http://www.4-traders.com/QUAD-GRAPHICS-INC-6372251/news/Quad-Graphics-Inc-Quad-Graphics-Invests-in-Pixability-to-Tackle-Online-Video-Market-16803443/>

USPS: THE NEXT AMTRAK? Direct Marketing News: Concerning the future of the U.S. Postal Service (USPS), one thing is abundantly clear: It is going to change, sooner rather than later, and in significant fashion. "The postal service is a dinosaur," Postal Regulatory Commission (PRC) General Counsel Stephen Sharfman told marketers at the recent Direct Marketing Association 2013

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DMA in DC Conference. “It’s still roaming the earth, but the question is how long it will continue to do so and what role it will play.” One way or another, direct mailers will have to get used to the notion of a scaled down Postal Service. “It is going to shrink, it has to shrink,” Sharfman concluded. “As a model, what comes to mind is passenger rail service. It’s preserved by Congress, important to some, but certainly not as important as it used to be.” <http://www.dmnews.com/usps-the-next-amtrak/article/290576/>

UNION CHALLENGES POSTPLAN, DEMANDS JOBS. American Postal Workers Union: The APWU challenged management’s “POSTPlan” at an arbitration hearing that began on May 1. The union charged that the plan, which resulted in a drastic reduction in the hours of operation at thousands of post offices, also deprives the APWU members of thousands of jobs, in violation of the 2010-2015 Collective Bargaining Agreement.

<http://www.apwu.org/news/webart/2013/13-055-postplanarbitration-130501.htm>

FEDERAL REGISTER

Postal Regulatory Commission

- Notices: Temporary Mailing Promotions, 24239-24240 [2013-09597]
<http://www.gpo.gov/fdsys/pkg/FR-2013-04-24/pdf/2013-09597.pdf>

U.S. Postal Service

- Proposed Rules: New Mailing Standards for Live Animals and Special Handling, 24132-24134 [2013-09603]
<http://www.gpo.gov/fdsys/pkg/FR-2013-04-24/pdf/2013-09603.pdf>
- Notices: Meetings; Sunshine Act, 25490 [2013-10344] <http://www.gpo.gov/fdsys/pkg/FR-2013-05-01/pdf/2013-10344.pdf>
- Proposed Rules: Balloting Materials Postage, 25677-25678 [2013-10347]
<http://www.gpo.gov/fdsys/pkg/FR-2013-05-02/pdf/2013-10347.pdf>

DMM ADVISORY

IMb Services Update

- **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](#).

OIG UPDATE

- **Blog topic this week:** [Mail Business, Real Estate Business, or Both?](#) In the late 1950s, McDonald’s executives discovered that being in the real estate business was more profitable than focusing solely on the food business. McDonald’s founder Ray Kroc had a business partner, Harry J. Sonneborn, who devised a plan to purchase or lease the land on which nearly all McDonald’s restaurants would be located. He then charged franchisees a monthly rental fee for the land, or a percentage of their sales, whichever was greater. The rest, as they say, is entrepreneurial history. With 33,000 facilities on more than 300 million square feet of land, the U.S. Postal Service operates more retail outlets than McDonald’s. The Postal Service owns and leases properties in high-traffic areas, often in a city’s most desirable location. Is there an opportunity for the Postal Service to lease or sublease its vast real estate holdings to other businesses to generate revenue and improve cash flow? Could the Postal Service sell its facilities in desirable locations and lease back a portion of the facility as needed? For example, the Postal Service partnered in 2007 with a development company to renovate and lease out part of the main Post Office in New York City (James A. Farley building) for retail and other purposes, including a new Amtrak train station and hotel space. While the redevelopment has hit construction delays, it remains a promising model for future plans. These kinds of opportunities are not necessarily restricted to post offices in large cities. Smaller facilities are likely to be attractive to third parties as well. One example is the Redondo Beach Galleria Station in Redondo CA, a very small retail unit in a shopping mall, currently on the market to be subleased. Do you think the Postal Service should sell or lease its facilities in prime real-estate locations? Should it have any restrictions on which facilities it can sell or lease or what types of operations can

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lease a postal facility? Should there be restrictions on how the Postal Service uses the revenues raised from such a sale or lease? Share your thoughts.

- **Reports:**

- **U.S. Postal Service Data Governance** ([DP-AR-13-004](#)®). The Postal Service could improve management of critical data to assist managers and employees to achieve strategic and operational goals. We identified 148 data-related issues in OIG reports issued in FYs 2009 through 2012. The majority of the issues involved unreliable or inaccurate data or were caused by an absence of policies or the Postal Service not enforcing existing policies. Although the Postal Service defined a structure for a data governance program in 2003, full roles and responsibilities were not uniformly adopted across the enterprise. Also, limitations in the Postal Service's data governance program placed the Postal Service at risk to potential vulnerabilities that could affect data quality, availability, and integrity and result in inefficient operations, disruptions of service, and fraud. We identified best practices used by companies with successful data governance programs. We used these best practices to identify a possible implementation strategy.).
- Response to Bicameral Task Force on Climate Change ([HR-MA-13-002](#))

- **Press Release**

- [Postal Service Cracks Down on Money Order Fraud](#)

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OVER THERE . . . INTERNATIONAL POSTAL NEWS

 **CBC News:** The federal government has introduced legislation that gives it sweeping powers to intervene in the collective bargaining process of Crown corporations, and even in the scale of executive salaries. The provisions, which are part of the omnibus budget implementation bill tabled Monday, say that government ministers on the Treasury Board Secretariat will be able to impose "any requirement" on Crown corporations at the bargaining table. The new legislation also says employers at agencies such as the CBC, Canada Post, Via Rail and over 40 other Crown corporations must seek approval from Treasury Board before fixing working conditions for both unionized and non-unionized employees.
<http://www.cbc.ca/news/canada/toronto/story/2013/05/01/pol-government-controls-collective-bargaining-crown-corporations.html>

 **HQComoxValley:** Adapt or die. That's the message for Canada Post, as they face massive financial losses if they stick with the current business model. "Unless we make changes, fundamental changes, the company stands to lose about a billion dollars a year, beginning in 2020" says Anick Lozier, spokesperson for Canada Post. "The mail is changing, because people are using it differently, because of the digital alternatives." Canada Post has been making minor changes to the way it delivers mail, as the number of letters they move continues to decline, and the cost of delivering those letters continues to increase. A recent Conference Board of Canada report outlined 6 options for Canada Post to move on, in order to secure its future. Now those options are available to the public to give feedback on. <http://hqcomoxvalley.com/home/news/v/Local/180974/Canada-Post-being-forced-into-radical-changes>

 **Irish Times:** An Post's most unprofitable business is its postal delivery service, the State company's incoming chairman told an Oireachtas committee today. The company last week revealed that it lost over €9 million last year, €7 million of which was directly attributable to its operations. Chairman designate, Christophe Mueller, told the Oireachtas Joint Committee on Transport and Communications today that the most unprofitable element of the business is the "last mile", that is, the final leg of its postal delivery service. He warned that the company has to tackle the problem of maintaining services such as this while keeping them affordable for its customers. Mr Mueller indicated that post codes could be part of the solution.
<http://www.irishtimes.com/business/sectors/retail-and-services/postal-delivery-least-profitable-area-for-an-post-1.1379055>

 **The Asahi Shimbun:** Toshiba Corp. announced on May 1 that its wholly owned subsidiary, Toshiba Asia Pacific Ltd., has been awarded a contract to supply Singapore Post with a completely integrated automated postal system. Under the 3.6-billion-yen (\$37 million) contract, the electronics company will supply a system that can sort and cancel letters and packages as well as recognize addresses and barcodes on mail. The contract follows Toshiba's success in winning a contract from Post Serbia in January.
http://ajw.asahi.com/article/economy/biz_briefs/AJ201305010071

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 **Kam City**: The Post Office has launched a search for retailers to run 70 Crown branches, a day after workers went on strike over the move. The company said it was expecting strong interest from independent and national retailers wanting to operate a Post Office branch from their premises. The Post Office said it had already received over 150 expressions of interest from potential retail partners who wanted to benefit from increased footfall into their store and the income they receive from selling and transacting postal products. <http://www.kamcity.com/namnews/asp/newsarticle.asp?newsid=70047>

 **4-Traders**: The Francotyp-Postalia Holding AG, Birkenwerder, has placed Group financing on a secure footing for the next 3.5 years with a renewal option for another 1.5 years. Financing contracts were signed today with a consortium of banks led by Deutsche Postbank AG as Mandated Lead Arranger and Agent and with Commerzbank AG as Mandated Lead Arranger and Collateral Security Agent. This means that liabilities in connection with the original financing originally agreed until the end of February 2014 in an amount of roughly EUR 36 million will be redeemed ahead of schedule. <http://www.4-traders.com/Francotyp-POSTALIA-HOLDIN-530892/news/Francotyp-Postalia-Holding-AG-Francotyp-Postalia-completes-restructuring-of-Group-financing-ahead-16801232/>

 **Azerbaijan Business Center**: Azerbaijani-Mail (Azərpoçt Ltd) is preparing to begin rebranding within then framework of technical assistance of Financial Services Development Project provided by the World Bank at the expense of a grant from the State Secretariat for Economic Affairs (SECO). Informed sources say that there is a short list of candidates for the rebranding and advertising campaign on a new brand of the postal operator. "The tender for an international audit of Azerbaijan's postal operator and training workshops for its staff continues. It will take several months for Azərpoçt to sum up the tender results, coordinate them with the WB and conduct contract negotiations. In this regard, the re-branding consultant can begin work the second half of 2013," the source said. The work is financed by a SECO grant of approx. \$550,000. According to plans, completion of all these works, except workshops, was scheduled for the first half of 2013, and workshops should have lasted during entire 2013. Now terms of works can change. <http://abc.az/eng/news/main/73213.html>

 **Straits Times**: Singpost is replacing its current mail sorting machines with a new system that can process mail items faster. The new machines are part of a \$45million investment to upgrade its mail sorting infrastructure. This will reduce the time needed to sort mail, and allow postmen to focus more on delivering mail accurately and quickly, Singpost said in a press release on Tuesday. The new machines can sort outgoing international mail according to countries and forward redirected mail to the new address, two functions that are currently done manually and are labour-intensive. They can also read QR codes to access tracking information and details. <http://www.straitstimes.com/breaking-news/singapore/story/singpost-invests-45million-machines-can-sort-mail-faster-20130430>

 **Reuters**: Dutch delivery group TNT Express, the target of a failed \$7 billion takeover by United Parcel Service, said the impact of cost-cutting measures would show up in the second half. The collapse of the UPS bid forced TNT Express to come up with job cuts, divestments and other measures last month to turn around its performance as a standalone delivery firm. It said it would cut 4,000 jobs, or about 6 percent of the workforce, over the next three years and create cost savings of 220 million euros a year by 2015 by improving efficiency. It is also looking for a buyer for its troubled Brazilian unit, where it said it expects to reduce losses further, after agreeing to sell its Chinese domestic business last month. <http://www.reuters.com/article/2013/04/29/us-tntexpress-earnings-idUSBRE93S04C20130429>

 **The Nation**: Thailand Post Co expects Bt1.2 billion profit this year, thanks to booming e-commerce that has boosted growth of its logistics and postal-service businesses. E-commerce by small and medium-sized enterprises is growing very quickly, which is driving Thailand Post's postal and logistics revenue. Last year it delivered 82 million pieces to users and is forecasting about 5-per-cent growth this year, said Thailand Post president Anusara Chittmitrapap. <http://www.nationmultimedia.com/business/Thailand-Post-aims-high-amid-e-commerce-boom-30205047.html>

 **Yahoo! U.K. Finance**: There is no doubt that an IPO is the Government's favoured approach Mr Fallon said as much to Parliament last week and that it intends to move with lightning speed. The strategy will be to set the terms of the debate so that privatisation is seen as inevitable, emasculating the campaign against it. Mr Fallon is promising that a privatised mail service would not only keep a six-days-a-week pattern at affordable prices, but actually improve service, delivering letters more quickly. Cash raised from privatisation would make the service more efficient. Key to the strategy will be neutralising opposition from the Communication Workers Union. They will still make plenty of noise, but one senior industry figure advises: "Watch their feet, not their mouths". Under the Postal Services Act, the Government is obliged to pass on 10pc of equity to Royal Mail staff; that could concentrate a few minds if it comes to a ballot on industrial action. If the Treasury wants to box clever, it could increase that amount above 10pc and make privatisation a truly attractive prospect to the 170,000-plus workers. Calls to man the barricades might then fall on deaf ears. <http://uk.finance.yahoo.com/news/royal-mail-privatisation-looks-blitzkrieg-191420797.html>

 **Handy Shipping Guide**: The news that Deutsche Post AG is to increase pay by 3.1% on August 1, 2013, followed by a further 2.6% on October 1, 2014 for the approximately 130,000 employees who are covered by a collective-bargaining agreement has met with a mixed reaction from unions. Whilst negotiations conducted with the German services union ver.di (Vereinte

Dienstleistungsgewerkschaft or United Services union) was greeted as a reasonable result there are still concerns over the labour situation for many staff employed beyond the home country's borders.

<http://www.handyshippingguide.com/shipping-news/freight-and-logistics-giant-increases-wages-but-not-for-all> 4554

 **Orange News:** The Government is to start looking in the next few days for a syndicate of banks to advise on a possible flotation of the Royal Mail. Business Minister Michael Fallon announced the move as he voiced hopes that global advisers on a sell-off will be appointed at the end of May. The advisers will help by handling the sale of shares, if privatisation goes ahead. The institutions take a fee from the Government in exchange for setting up an effective privatisation. Mr Fallon said ministers did not want to be tied to a specific type of sale or deadline for the sell-off, adding that the Government was attracted to an Initial Public Offering (IPO) as the preferred option.

[http://web.orange.co.uk/article/news/govt to tender for advisers in royal mail sale?DCSext.panellink=LatestNews&DCSext.panellinkpos=2](http://web.orange.co.uk/article/news/govt%20to%20tender%20for%20advisers%20in%20royal%20mail%20sale?DCSext.panellink=LatestNews&DCSext.panellinkpos=2)

 **Bloomberg:** Back in Soviet days, trading for a profit was considered a crime. If government prosecutors have their way in the case of opposition activist Alexei Navalny, Russia -- purportedly a market economy -- could be imprisoning someone for such "speculation" again. The first of two criminal cases against Navalny, whose campaigning against official corruption has made him a nemesis of President Vladimir Putin, entered the trial stage in the city of Kirov last week. Prosecutors have charged Navalny and a businessman named Pyotr Ofitserov with stealing 16 million rubles (\$530,000) worth of lumber from a now-bankrupt state-owned company called Kirovles in 2009. Navalny was then working as an unpaid adviser to the Kirov governor with a brief to root out corruption. The felony charge carries a maximum prison sentence of 10 years. Navalny and his brother Oleg, a postal official, face similar allegations in another case that has not yet gone to trial. A cargo-delivery company set up by the Navalnys received 55 million rubles (\$1.8 million) for services rendered to the Russian branch of the French cosmetics company Yves Rocher, but outsourced the work to a different operator for 31 million rubles (\$1 million). Investigators say that the profit was made illegally, because Oleg Navalny used his job with the Russian postal service to drum up business for a firm that had no resources to do what it promised.

<http://www.bloomberg.com/news/2013-04-29/cost-of-doing-business-in-russia-can-be-prison.html>

 **The Telegraph:** A privatised Royal Mail will deliver the post more quickly, Business minister Michael Fallon has suggested. Postal services minister Michael Fallon made the suggestion in a speech setting out the Coalition's plans to privatise Royal Mail in the next 12 months. Mr Fallon repeated that the Government has still not decided whether to float Royal Mail on the London Stock Market, or sell a stake in it to a rival firm. However he announced that the investment banks which will run any flotation of Royal Mail will be appointed by the end of next month. Mr Fallon told an audience at the Policy Exchange that privatising Britain's national postal operator was "the way to put Royal Mail onto a long-term sustainable basis".

<http://www.telegraph.co.uk/news/uknews/royal-mail/10025773/Privatised-Royal-Mail-will-deliver-post-more-quickly-minister-suggests.html>

 **The Guardian:** Last week marked the formal announcement by Michael Fallon, the minister for business and enterprise, that the Royal Mail will be sold off by next April, setting the ball rolling on what is set to be the biggest privatisation for over 20 years. This follows the deregulation of postal services in 2006, which allowed companies like TNT Post to win contracts to deliver mail from the supplier all the way to the letterbox on behalf of private and public sector organisations. TNT Post, who I worked for over the course of a month, are in a pilot phase in West and Central London this year, providing competition to deliver letters directly to the doorstep for the first time in Royal Mail's 360-year history. If successful, TNT will expand its operation across other parts of the country in the next five years, aiming to employ up to 20,000 postal workers.

<http://www.guardian.co.uk/commentisfree/2013/apr/29/postal-privatisation-zero-hour-workers>

 **Post & Parcel:** The issue of under-paid postage is costing European postal operators a combined \$1bn a year, according to research from UK software firm Pinesoft.

<http://postandparcel.info/55537/news/companies/underpaid-postage-costs-eu-postal-operators-a-billion-a-year/>

 **Financial Times:** Police should open counters in supermarkets and set up "Tardis" boxes for the public to reach officers via video link, according to research into how forces can save money by closing stations as budget cuts bite. The idea comes as the Metropolitan Police and more than 10 other forces are already in talks with the Post Office about opening police front counters in high street branches. City Hall is expected to start a trial of the Post Office scheme this summer, which is likely to involve postal staff being trained to do administrative work on behalf of police, such as taking down lost property reports and checking driving documents after offences. <http://www.ft.com/intl/cms/s/0/b3e18896-afee-11e2-8d07-00144feabd0.html>

 **Warsaw Business Journal:** InPost, a subsidiary of private postal operator Integer.pl, plans to install up to 2,000 lockers for delivery of internet purchases in the United Kingdom this year. The company will spend €45 million on the investment, but hopes that in three years' time, 25 percent of its profit will come from the UK.

<http://www.wbj.pl/article-62605-inpost-plans-huge-global-expansion.html>

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 **Daily Mail:** Every postal worker in Britain will be given around £1,500 of shares in Royal Mail when it floats on the stock market, the Business Minister will say today. It will be the largest employee share scheme for 25 years with around 140,000 workers from postmen to local delivery office managers expected to scoop a windfall.

<http://www.dailymail.co.uk/news/article-2316316/Every-Royal-Mail-staff-member-1-500-share-windfall-company-floats-stock-exchange.html?ito=feeds-newsxml>

 **Korea IT Times:** LG CNS, an LG Group company specializing in information technology services including consulting and system integration, said on April 28 that it has won a project to provide postal information management solution "Viva Post" to Pos Malaysia Berhad, Malaysia's postal services company. According to LG CNS, the solution allows tracking and controlling of mail and packages electronically. The solution will be provided as part of a 3.5-billion-won project for Pos Malaysia to be completed by November next year.

<http://www.koreaitimes.com/story/27998/lg-cns-wins-project-provide-postal-service-solution-viva-post-pos-malaysia>

 **MIS Asia:** In terms of productivity, the mobile computers from Motorola Solutions have surely enabled our mobile workforce to achieve higher productivity levels, be it in the field, at the post offices or for checking orders. With this hand-held mobile computer, our mobile workforce is able to perform rapid scanning of packages, and keep track of deliveries accurately. The compact form factor combined with a clear visual display and extended battery life ultimately boost employee productivity. Due to the multi function capabilities of the MC3000 series and the mobility applications, many of the earlier manual processes have now been integrated into a single seamless automated process, saving our workers a lot of effort and time. Even small details such as the rotating head configuration of the laser reader is small, lightweight and durable, making it ideal to use and further complements PosLaju's track and trace application, which requires accurate data capture and high performance computing.

<http://www.mis-asia.com/resource/applications/malaysias-poslaju-chooses-motorola-for-track-and-trace/?page=2>

 **China.org:** Major international parcel companies, including TNT, FedEx, UPS and DHL and their Chinese counterparts such as ZJS Express and SF-Express gathered in Beijing Wednesday to attend a seminar as they consider a move to raise prices as the industry's regulatory body the Postal Universal Service Fund prepares to impose surcharges, the China Times reported.

http://www.china.org.cn/business/2013-04/27/content_28679867.htm

POSTAL PREVIEWS

- May 7, 2013: **USPS & Industry Area Focus Group Meeting**, Pacific Area, Pacific Area Office, San Diego, CA. For more information contact Susan Recchia (858)-674-3173.
- 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>

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- 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 5, 2013: **USPS & Industry Area Focus Group Meetings**. Great Lakes Area, Carol Stream P&DC. For more information contact Suzanne Slivka (630) 539-4783.
- 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>
- November 19-21, 2013: **Mailers Technical Advisory Committee**. Washington, DC. **USPS Leadership Forums for Stakeholders** will be held on Tuesday afternoon, November 19; **MTAC Focus Group Sessions** are scheduled for all day Wednesday, November 20. The only activities related to MTAC on Thursday November 21 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
- February 9, 10, 11, 2014: **IDEAlliance POTC Forum**. Sheraton Sand Key Resort, Clearwater Beach, FL. For more information, visit www.idealliance.org or call Georgia Volakis, 703-837-1075 or email gvolakis@idealliance.org.
- March 16-19, 2014 - **National Postal Forum**. National Harbor Place, Washington, DC. For more information, visit the NPF website at <http://www.npf.org>.
- May 17-20, 2015 - **National Postal Forum**. Anaheim, CA. For more information, visit the NPF website at <http://www.npf.org>.

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