



**November 28, 2018**

## ○ **Agenda**

- ❖ **Welcome and Call to Order**
- ❖ **Badge Office Logistics and Other Administrative Notes**
- ❖ **Special Presentation**
  - **Report out from FY18 Closed Work Groups**
    - **WG 176: Streamlining RIBBS Information**
    - **WG 180: Presort and Prep Optimization**
    - **WG 181: Transitioning to Marketing Mail**
    - **WG 183: Business Customer Gateway Improvement Team**
- ❖ **New Associations and Members**
- ❖ **Adjournment of Meeting**

**LOCATION: BEN FRANKLIN ROOM**

Time	9:00 AM –10:15 AM	10:30 AM – 11:45 AM	11:45 AM - 1:00 PM	1:15 PM – 2:30 PM	2:45 PM –4:00 PM
<b>FOCUS AREA</b> →	<b>Enterprise Analytics/ Data Usage</b> <i>(Cronkhite/ ANAGNOSTOPOULOS)</i>	<b>Product Innovation/Emerging Technology</b> <i>(Reblin/COLELLA)</i>	<b>LUNCH</b>	<b>Mail Prep &amp; Entry, Operations</b> <i>(Cintron/ROSSER)</i>	<b>Payment &amp; Acceptance, Education</b> <i>(Mehra/ Wurman)</i>

# 2019 MTAC Meeting Dates:

Tuesday: MTAC Leadership Open Session;

Wednesday: Membership assembly, Focus Groups, and Business Session

Thursday: MTAC Leadership and Executive Committee Meetings

February 26 – 28

June 18 – 20

August 27 – 29

October 29 – 31



**UNITED STATES  
POSTAL SERVICE®**



***MAILERS TECHNICAL  
ADVISORY COMMITTEE***

**UNITED STATES POSTAL SERVICE®**

# **WORKGROUP 176**

**Streamlining RIBBS Information**

# **WORKGROUP 180**

**Presort and Prep Optimization**

# **WORKGROUP 181**

**Transition To USPS Marketing Mail**



- November 10, 2017 Resolution to Workgroup 181
- 1) The transition to USPS Marketing Mail continues.
- 2) The launch date for the new optional indicia language was initially intended for January 2019, but customers who would like to use the Marketing Mail indicia earlier should contact the Pricing and Classification Service Center (PCSC) before they mail. Send a PDF or JPG of indicia to [Charles.tricamo@usps.gov](mailto:Charles.tricamo@usps.gov)
  - **NOTE: The DMM was updated 3-15-18 to include both naming conventions. Exhibit 604.5.3.11 shows both permit examples**
- 3) All shapes of mail may use either Marketing Mail or Standard Mail verbiage. Both are acceptable.

- 4) Nonprofit mailers do not have to convert. If a Nonprofit mailer wishes to use the new marking, then the indicia should read “Nonprofit MKTG Mail.”
- 5) Pallet placards, tray and sack labels verbiage will not change. These will all continue to be labeled as Standard Mail.
- 6) Existing Standard Mail stamp(s) will keep the same markings. Future print runs will be evaluated as needed.
- 7) Research results will be shared if a sufficiently large number of companies from a variety of industries tested and agreed to share their results at an aggregate level.
- 8) The DMM will be updated with proper markings.

# **WORKGROUP 183**

**Business Customer Gateway Improvement Team**

## NEW MTAC MEMBERS

- **Association for Print Technologies**
  - Joseph Radgowski
- **Council on Safe Transportation of Hazardous Articles (COSTHA)**
  - Executive – L’Gena Shaffer
  - Representative – Ben Pritchett
- **National Industrial Transportation League (NITL)**
  - Representative – Kalin Robinson

# SPECIAL RECOGNITION

# OSCAR VAZQUEZ

# Work Group 190

**Business Customer Change Of Address /  
Hold Mail**

[Starlene.R.Blackwood@usps.gov](mailto:Starlene.R.Blackwood@usps.gov)

## FACE-TO-FACE UG/WG/TT MEETINGS THURSDAY, NOVEMBER 29, 2018

<b>8:30 AM -10:30 AM</b>	<b>WG #173 Payment Modernization</b>	<b>Room 1P410</b>
<b>10:00 AM-12:00 PM</b>	<b>MTAC Executive Committee Meeting</b>	<b>Room 4841 <i>(MTAC Leadership Only)</i></b>
<b>12:00 PM-1:00 PM</b>	<b>MTAC Executive Committee Meeting</b>	<b>Room 4841 <i>(Executive Committee Only)</i></b>



Thank You