"Our partnership with MTAC is incredibly valuable. It has endured for more than 50 years because it enables the Postal Service and the mailing industry to work better together, & enables us to grow stronger together."

– PMG MEGAN BRENNAN

Postmaster General's
Mailers Technical Advisory Committee
MTAC

The Mailers' Technical Advisory Committee (MTAC) is a venue for the United States Postal Service to share technical information with mailers, and to receive their advice and recommendations on matters concerning mail-related products and services, in order to enhance customer value and expand the use of these products and services for the mutual benefit of Mailing Industry stakeholders and the Postal Service.

As a member of MTAC you will:

- Network with mailing industry professionals

- Work collectively with postal leadership

- Grow professionally & expand your knowledge

Industry	U. S. Postal Service
Wanda Senne **Industry Chair (2018-2019)** DHL eCommerce	**Steve Monteith** **Postal Chair** Vice President, Marketing
Bob Schimek **Industry Vice Chair & Treasurer (2020-2021)** Quadient	**Judy de Torok** **Postal Co-Vice Chair** Manager, Industry Engagement & Outreach Marketing
Erv Drewek **Immediate Past Chair (2016-2017)** Freedom Graphic Systems	**Tom Hughes** **Postal Co-Vice Chair** Manager, Business Customer Support & Service Sales
	Patricia Harris **Program Manager/Secretary** A/Manager, Industry Engagement Strategy Marketing

MAILERS TECHNICAL ADVISORY COMMITTEE
UNITED STATES POSTAL SERVICE®

Industry Leaders		Postal Service
Classes of Mail	**Focus Areas**	
First-Class Mail	**Payment & Acceptance, & Education**	
Mike Tate *American Bankers Association* Bank of America	**Lisa Wurman** *Gravure Association of the Americas* Quad/Graphics Inc.	**Marc McCrery** VP, Mail Entry & Payment Technology
Periodicals	**Enterprise Analytics & Data Usage**	
Randy Stumbo *Gravure Association of the Americas* Meredith Corp.	**Angelo Anagnostopoulos** *Edison Electric Institute* GrayHair Software Inc.	**Jeff Johnson** VP, Enterprise Analytics
Marketing Mail	**Mail Preparation, Entry, & Operations**	
Rose Flanagan *Direct Gardening Association* Data-Mail Inc.	**Bob Rosser** *Association for Postal Commerce (PostCom)* IWCO Direct	**Robert Cintron** VP, Network Operations
Package Services	**Emerging Technology & Product Innovation**	
John Medeiros *Parcel Shippers Association* DHL Global Mail	**Steve Colella** *Idealliance* The Calmark Group	**Gary Reblin** VP, Product Innovation

MAILERS TECHNICAL ADVISORY COMMITTEE
UNITED STATES POSTAL SERVICE®

Time	Topic	Speaker
1:00 PM - 1:05 PM	*Welcome and Introductions* *Chairman Remarks*	**Steve Monteith – MTAC USPS Chair &** **Wanda Senne – MTAC Industry Chair**
1:05 PM - 1:20 PM	*Opening Remarks*	**Megan Brennan** **Postmaster General & Chief Executive Officer**
1:20 PM - 2:20 PM	*Sandboxx*	**Sam Meek** **Chief Executive Officer** **Sandboxx**
2:20 PM - 2:40 PM	*Academic Outreach Update*	**Vicki Stephen** **Director, Mailing Services**
2:40 PM – 3:00PM	*National Postal Museum Update*	**Elliott Gruber** **Director** **National Postal Museum**
3:00 PM – 3:20 PM	**BREAK**	
3:20 PM - 4:20 PM	*Marketing Update*	**Jakki Krage Strako** **Chief Customer & Marketing Officer &EVP**
4:20 PM - 4:50 PM	*Operations Update*	**Dave Williams** **Chief Operating Officer & EVP**
4:50 PM - 4:55 PM	*User Groups, Workgroups & Task Teams*	**Industry/USPS Leadership**
4:55 PM - 5:00 PM	*Closing Remarks*	**Wanda Senne** **MTAC Industry Chair**
5:00 PM – 7:00 PM	*USPS Industry Stakeholders Reception*	**(Hall of Flags)**

#2 - eVS/Product Tracking System   *(Monthly)*

#3 - FAST & eInduction   *(Monthly)*

#4 - Informed Visibility (previously IMb Tracing)   *(Weekly)*

#5 - Addressing (Technology & Business Strategy)   *(Bi-weekly)*

#8 - USPS Promotions   *(Monthly)*

#9 - Presort Reference Data   *(Monthly)*

#11 - Mail Systems and Acceptance   *(Bi-weekly)*

#12 - Informed Delivery   *(Bi-weekly)*

#13 - Operational Optimization   *(Weekly)*

The Informed Delivery team is working to address system performance issues before the 2019 Promotion.

July In-Scope Items

- Mailer-Portal by paginating campaign data for retrieval/display
- Daily email digest to send multiple at once
- Image ingest by removing contention created by two triggers

In Progress

- TT 26 - Business Customer Gateway Pilot
  - Industry Leader: Trista Niswander
  - Postal Leaders: Leider Chang
  - Sponsors: Marc McCreary (P), Lisa Wurman (I)

Closed

- TT 27 - FRN: Marketing Mail Content Standards
  - Industry Leader: Rose Flanagan
  - Postal Leaders: Tom Foti
  - Sponsors: Steve Monteith

Work Groups In-Progress

- WG 182 - Package Platform Vision for Mail Acceptance and Payment

Work Groups Closing

- WG 186 - Business Approach to Address Characteristic Indicators

Work Groups Closed

- WG 184 - Customer Identity Management
- WG 190 – Business Customer Change of Address/ Hold Mail (COA/H)

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Industry Leader: Katherine Versteegh
Postal Leaders: Ni-Kwashi Aryeetey
Sponsors: Scott Bombaugh, Marc McCrery,
Kevin McAdams, Gary Reblin, Steve Colella

Mission:

Informed Address technology to provide groundwork
for many new USPS applications.

The Informed Address (IA) technology will...

...substitute a consumer's physical address with a unique code, providing greater value to mailers through several IA-powered applications while maintaining consumer privacy

Current State

Jane Doe
701 Main St, Apt. 34
Arlington, VA 22005

Illustrative – – – ▶

Future State

Preferred Postal Customer
99*01 CJNXZMPKYY 34
Arlington, VA 22005

This technology will enable USPS to...

...implement a number of new applications, including **Targeted Offers Powered by IA**

MAILERS TECHNICAL ADVISORY COMMITTEE
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Proposed 2020 MTAC Meeting Dates

- January TBD, 2020
- March TBD, 2020
- July TBD, 2020
- October TBD, 2020

- Postal Pro: https://postalpro.usps.com

Contact an MTAC Association Executive if you would like to attend as a guest or send an email to IndustryFeedback@usps.gov

Jeffrey Johnson
VP Enterprise Analytics
He has successfully championed the USPS's Informed Mobility initiative and is continuing to lead efforts to bring artificial intelligence capabilities to the organization.

Pritha N. Mehra
VP Information Technology
She leads the Postal Service's Computer Operations, IT Applications and Solutions Development, Enterprise Network Access, and IT Performance Management groups.

Marc D. McCrery
VP Mail Entry and Payment Technology
He is responsible for leading the Postal Service's mail preparation and payment support to commercial customers, and continuing the transformation of the USPS's commercial mailing and shipping channels.

https://postalpro.usps.com/mtac

Thank you!

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