



Areas Inspiring Mail

February 8, 2018

Agenda

9:30 – 10:00 A.M.	REGISTRATION	SPEAKERS
10:00 A.M. – 10:10 A.M.	WELCOME AND INTRODUCTIONS	BRIDGETT CARROLL POSTAL CO-CHAIR
10:15 A.M. – 10:45 A.M.	PACIFIC AREA UPDATE	LARRY MUNOZ UNITED STATES POSTAL SERVICE VICE PRESIDENT PACIFIC AREA OPERATIONS
10:45 A.M. – 11:15 A.M.	M.T.A.C. UPDATE	LINDSEY TAYLOR UNITED STATES POSTAL SERVICE INDUSTRY ENGAGEMENT SPECIALIST
11:15 A.M. – 11:45 A.M.	FIRST MILE TO LAST MILE	KEVIN MCADAMS USPS VICE PRESIDENT DELIVERY OPERATIONS
11:45 A.M. – 12:30 P.M.	LUNCH	PICK UP LUNCH
12:30 P.M. – 12:50 P.M.	2017 NPF UPDATE	BRIDGETT CARROLL
12:50 P.M. – 1:00 P.M.	CLOSING REMARKS	LARRY MUNOZ
1:00 P.M. – 2:00 P.M.	DISTRICT ROUND TABLE DISCUSSIONS	PACIFIC AREA DISTRICT LEADERSHIP

LINDSEY TAYLOR,
MANAGER INDUSTRY ENGAGEMENT STRATEGY (A)

MAILERS TECHNICAL ADVISORY COMMITTEE (MTAC) UPDATE

Mailers Technical Advisory Committee (MTAC)




Postmaster General's Mailers' Technical Advisory Committee (MTAC)

“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

As a member of MTAC you will:

- Network with mailing industry professionals
- Work collectively with postal leadership
- Grow professionally & expand your knowledge

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

<i>Industry</i>	<i>U. S. Postal Service</i>
Wanda Senne Industry Chair (2018-2019) DHL eCommerce	Steve Monteith Postal Chair Vice President, Marketing
Bob Schimek Industry Vice Chair (2020-2021) Quadient	Judy de Torok Postal Co-Vice Chair Manager, Industry Engagement & Outreach Marketing
Erv Drewek Immediate Past Chair (2016-2017) Graphic Communications, a Veritiv company	Tom Hughes Postal Co-Vice Chair Manager, Business Customer Support & Service Sales
 MAILERS TECHNICAL ADVISORY COMMITTEE UNITED STATES POSTAL SERVICE®	Lindsey Taylor Program Manager/Secretary A/Manager, Industry Engagement Strategy Marketing

1:00 PM - 1:05 PM	<i>Welcome and Introductions Chairman Remarks</i>	Steve Monteith – MTAC USPS Chair & Wanda Senne – MTAC Industry Chair
1:05 PM - 1:15 PM	<i>Welcome, Opening Remarks</i>	Megan Brennan Postmaster General/Chief Executive Officer
1:15 PM - 1:45 PM	<i>Introduction: From Field to HQ Perspective</i>	Jakki Krage Strako A/Chief Customer and Marketing Officer & EVP
1:45 PM - 2:15 PM	<i>Operations Update</i>	Dave Williams Chief Operating Officer & EVP
2:15 PM – 2:45 PM	<i>CIO Update</i>	Kristin Seaver Chief Information Officer & EVP
2:45 PM - 3:15 PM	<i>Informed Delivery Campaigns</i>	Tracy Brooks Vice President of Sales Salem One, Inc.
3:15 PM – 3:30 PM	BREAK	
3:30 PM – 4:00 PM	<i>Marketing Research</i>	Dan Barrett Director, Customer & Market Insight, Product Development
4:00 PM - 4:30 PM	<i>National Postal Museum</i>	Elliot Gruber Director, National Postal Museum
4:30 PM - 4:55 PM	<i>User Groups, Workgroups, and Task Teams</i>	Industry/USPS Leadership
4:55 PM - 5:00 PM	<i>Closing Remarks</i>	Wanda Senne – MTAC Industry Chair

Current MTAC User Groups

- | | |
|---|--------------------|
| #2 - eVS/Product Tracking System | <i>(Monthly)</i> |
| #3 - FAST & eInduction | <i>(Bi-weekly)</i> |
| #4 - Informed Visibility (previously IMb Tracing) | <i>(Weekly)</i> |
| #5 - Addressing (Technology & Business Strategy) | <i>(Bi-weekly)</i> |
| #8 - USPS Promotions | <i>(Monthly)</i> |
| #9 - Presort Reference Data | <i>(Monthly)</i> |
| #11- Mail Systems and Acceptance | <i>(Bi-weekly)</i> |

In-Progress



- TT 25 - Mail Quality Data via Informed Visibility
- WG 173 - Payment Modernization
- WG 180 - Presort and Prep Optimization Work Group (PPOWG)
- WG 182 - Package Platform Vision for Mail Acceptance and Payment

In-Progress

- WG 183 - Business Customer Gateway Improvement Team
- WG 184 - Customer Identity Management
- WG 185 - IMpb Compliance Address Quality Threshold
- WG 186 - Business Approach to Address Characteristic Indicators



In-Progress



- WG 187 - Improvements to Disaster Reporting
- WG 188 - Grow Mail Volume by Expanding Letter Mail Machinability Standards
- WG 189 - Enhanced Visibility of Industry Supplied Transportation

Congratulations! Mission Accomplished!

TT23: Readiness for Trend Based Verification

- Industry Leader: Todd Black
- Postal Leaders: Pritha Mehra
- Sponsors: Pritha Mehra, Bob Schimek

WG 176: RIBBS Redesign



- Industry Leader: Lisa Wurman
- Postal Leader: Mike Filipski
- Sponsors: Pritha Mehra, Angelo Anagnostopoulos

WG 181: USPS Marketing Mail Name Transition

- Industry Leader: Rose Flanagan, Lisa Bowes
- Postal Leaders: Becky Dobbins, Elke Reuning-Elliott
- Sponsors: Steve Monteith, Rose Flanagan

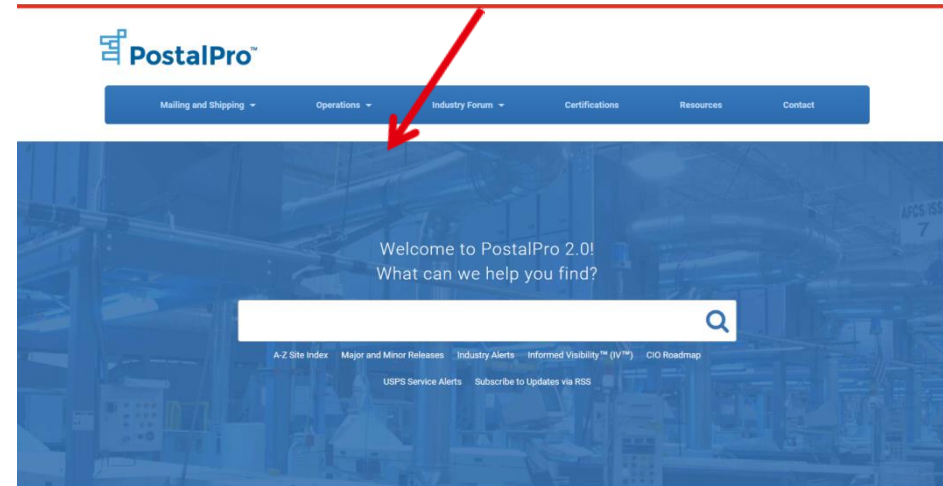
Retired User Groups

- UG 1: PostalOne!, SASP, Intelligent Mail
- UG 7: MTEOR
- UG 10: Mail Acceptance and Payment



2018 MTAC Meeting Dates

- February 27 – March 1
 - June 12 – 14
 - October 2 – 4
 - November 27 – 29
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- **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

Questions

Thank You