

A graphic illustration showing several silhouettes of people in a meeting. In the foreground, two people are seated in office chairs, facing each other across a table. Behind them, several other silhouettes are standing and talking. The text 'Mailers Technical Advisory Committee (MTAC)' is overlaid on the center of the image.

**Mailers Technical Advisory Committee  
(MTAC)**

**Southern Area – AIM  
April 17, 2018**

## 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 USPS and the mailing industry to work better together, & enables us to grow stronger together.”*

PMG Megan Brennan

### MTAC benefits:

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

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

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

## Opening Session Speakers February 27, 2018:

- Postmaster General and Chief Executive Officer, **Megan Brennan**
- Chief Operating Officer & Executive Vice President, **Dave Williams**
- Chief Information Officer & Executive Vice President, **Kristin Seaver**
- Director, Customer Experience and Market Insights, **Dan Barrett**
- Executive Director, Product Management, **Tom Foti**
- Chief Financial Officer & Executive Vice President, **Joe Corbett**
- VP, Sales, Salem One Inc, **Tracy Brooks**
- Director, National Postal Museum, **Elliot Gruber**

## Current MTAC User Groups

- #2 - eVS/Product Tracking System *(Monthly)*
- #3 - FAST & eInduction *(Bi-weekly)*
- #4 - Informed Visibility (previously IMb Tracing) *(Bi-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)*

## Current MTAC Task Teams and Workgroups



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

## Current MTAC Workgroups

- 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





## Current MTAC Workgroups



- **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 - SUSPENDED**

## **Congratulations!**

## **Mission Accomplished!**

### **WG 176: RIBBS Redesign**

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

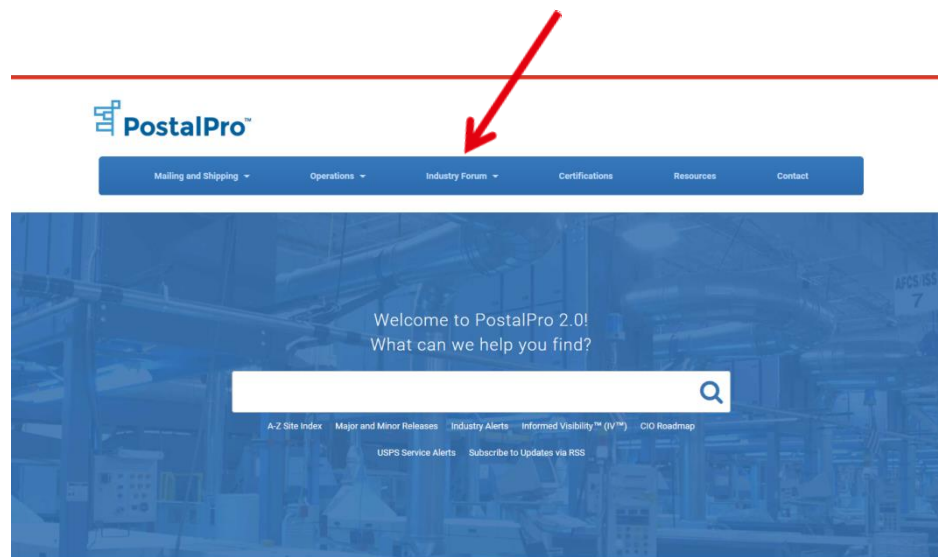
## Retired User Groups

- **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
- 
- 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](mailto:IndustryFeedback@usps.gov)

## USPS – INDUSTRY COLLABORATION

### OPPORTUNITIES:



NPF 2018 – San Antonio , TX, May 6-9

<http://www.npf.org>

MTAC – Meet Quarterly

<https://postalpro.usps.gov/>

GROWING TOGETHER

Areas Inspiring Mail Focus Groups

Calendar by Area

<http://postalpro.usps.com/industry-forum/area-mailing-industry-focus-group/calendar>

**This year's theme.....**



**.....Customer Experience Delivered**



**Torie Miles: Southern Area PCC Coordinator**  
**Cathy Scocco: PCC Liaison, HQ**

**Link to PCC Locator:**

<http://about.usps.com/postal-customer-council/pcc-locator.htm>

|                         |                    |                       |
|-------------------------|--------------------|-----------------------|
| Augusta                 | Austin             | Big Bend              |
| Broward County          | Central Arkansas   | Central Florida       |
| Fort Worth              | Gainesville/Ocala  | Greater Baton Rouge   |
| Greater Birmingham      | Greater Dallas     | Greater Jackson       |
| Greater New Orleans     | Greater Oklahoma   | Gulf Coast            |
| Houston                 | Miami-Dade County  | Middle Georgia        |
| Northeast Florida       | Northwest Arkansas | Northwest Louisiana   |
| Palm Beaches & Treasure | Panama City        | Panhandle             |
| San Antonio             | Savannah Georgia   | South Central Georgia |
| Southwest Florida       | South West Georgia | Tampa Bay Suncoast    |
| Tulsa                   |                    |                       |



Questions?