

MAIL *SPOKEN HERE*

March 2019

The electronic newsletter from the Industry Engagement & Outreach team summarizing recent USPS news and developments

New! Mobile Phone Identity Verification for User Sign-Ups

A new identify verification process launched on Sunday, March 3, 2019, for new users signing up for Informed Delivery.

One Time Phone Verification (OTP) is used widely by the Industry

- Will replace all use of Knowledge Based Questions (KBQ) by USPS
- **More secure verification Process – will help deter fraud**

The USPS will continue to evolve the solution to strengthen the security controls while optimizing the customer experience.

National Postal Forum (NPF) Indianapolis, IN May 5-8, 2019



NPF Highlights

THE US POSTAL SERVICE CONSULTATION CENTER

Appointments are now available for mailers and shippers interested in scheduling personal time at the USPS Consultation Center of the National Postal Forum (NPF) where customers can receive advice from USPS on a variety of topics. The Consultation Center is open May 6 – May 8, 2019 at the Indiana Convention Center in Indianapolis, Indiana. You can receive expert advice from:

Pricing and Classification Service Center - Experts will be on-hand to talk to customers about specific issues related to: Mail Classification & Requirements, Hazardous/Restricted/Perishable Mailings, Nonprofit Marketing Mail Eligibility & Cooperative Mailings, Periodicals Content Eligibility, FCM vs.

Marketing Mail, Appeals, Alternate Automation Letter-Size Designs (TED-C and Non-paper pieces) and National Customer Support Rulings.

eVS & Package Returns - USPS representatives will be available to discuss the package platform and how it will relate to outbound, manifested packages in the future and non-manifested network returns now.

Enterprise Payment System - Subject matter experts will be available to provide program highlights and steps to set up an account on this important system change.

Mailpiece Design Analysts - will be available to discuss and guide you with the design of your card/letter and flat size mailpieces for your upcoming mailings. You can also bring your samples and a Mailpiece Design Analyst will provide an evaluation on the spot.

Mail Quality Metrics/Mailer Scorecard and Address Quality Hygiene - Speak to our subject matter experts regarding your Mailer Scorecard. Learn about the Mail Quality Metrics across the Streamlined Mail Entry Programs (Full Service, Move Update, Seamless Acceptance and eInduction) and best practices to improve your performance in these programs.

National Customer Support Center (NCSC) – Address Management - Talk to subject matter experts about your addressing questions or to get a better understanding of the products or services you can use to help reduce undeliverable-as-addressed mail and to meet Move Update Standards.

Informed Visibility® and Package Tracking - Meet with our experts who will discuss best practices and data analytics for mail and package tracking. We will discuss your company's mail tracking needs with you and show you how to sign up for Informed Visibility.

Product Classification/Product Management - Meet representatives that can help define postal policy on all products and services in the Domestic Mail Manual, International Mail Manual, and Publication 52: Hazardous, Restricted, and Perishable Mail, as well as provide references and explain tools available through Postal Explorer. Subject matter experts will also be available to discuss Parcel Return Service (PRS), Returns, Priority Mail Open and Distribute (PMOD), Business Reply Mail, Certified Mail, First-Class Mail, Marketing Mail, Periodicals, Share Mail and Picture Permit.

Visit the USPS Consultation Area (Booth #639) in the Indiana Convention Center Exhibit Hall!
Consultation begins at the dates and times below.

Monday, May 6, 9:30 AM – 4:00 PM

Tuesday, May 7, 9:30 AM – 2:00 PM and 5:00 PM - 6:30 PM

Wednesday, May 8, 9:00 AM – Noon

To register for the NPF please visit <https://npf.org/register/>

Drop in visits are welcome, but appointments are encouraged. To schedule your appointment today, email Industryfeedback@usps.gov with Consultation Center in the subject line.

THE US POSTAL SERVICE OFFICER-LED SESSIONS

2019 National Postal Forum, Indianapolis, Indiana

Are you ready to hear directly from the Postal Service's top executives face to face? The Officer Led Sessions at the 2019 National Postal Forum (NPF) will feature a variety of important mailer topics. Through informative talks and panel discussions, this is your opportunity to learn how the USPS plans to embrace the future of the mailing and shipping industry.

The National Postal Forum will be held at the Indiana Convention Center, May 5-8. Be sure to attend the Officer Led sessions below and hear how the USPS is ready to help grow your business!

Sunday, May 5, 2:45 PM – 3:45 PM

Welcome to the Cyberhood: Please Won't You be My (Safe) Neighbor?

Speaker: Greg Crabb, USPS VP Corporate Information Security Office

Cyber threats aren't going away – they're growing. Devastating cyberattacks continue to dominate the headlines, and organizations are more vulnerable than ever before due to widening skills gaps, insufficient funding, and evolving threat technology. As members of an interdependent mailing network, mail customers and service providers bear a responsibility to develop secure IT systems, policies, and processes to protect our industry from cyber assailants. This session will introduce attendees to the concept of cyber resilience, and share ways mailing organizations can improve their ability to respond to and recover from cyberattacks. In the digital age, the question is not "if" but "when" your organization will be targeted by cybercriminals. Learn about the cyber risks facing your enterprise and take the first steps towards eradicating cyber threats and strengthening your cyber defenses.

Monday, May 6, 11:00 AM – 12:00 PM

Innovating Today for Tomorrow's Customers

Speaker: Gary Reblin, VP Product Innovation

In the more than two centuries since Benjamin Franklin was appointed the first Postmaster General in 1775, the USPS has grown and changed with America, boldly embracing new technologies to better serve its customers. Join Gary Reblin as he shares progress on features such as Informed Delivery and discusses new innovations that are laying the groundwork for the digital future of USPS.

Monday, May 6, 1:30 PM – 2:30 PM

What's New in Pricing and Product?

Speaker: Steve Monteith, VP Marketing and Steve Phelps, VP Pricing and Costing (A)

May you live in interesting times - 2019 marks a pivotal time for the mailing industry. Join leading subject matter experts Steve Monteith and Steve Phelps as they discuss key market and regulatory forces driving future pricing and product decisions. The landscape presents a combination of industry, regulatory and legislative changes that could shape the mailing industry for years to come. Insights into product assessments and suggested changes and improvements will also be discussed.

Monday, May 6, 1:30 PM – 2:30 PM

Staying Alive!

Speaker: Gary Barksdale, Chief Postal Inspector

If you read the newspapers or watch the news, a sadly recurring event in our society is a shooter killing innocent people. High profile shootings can happen anywhere – and they take place in just minutes. What would you do? In this workshop, learn strategies from U.S. Postal Inspectors—USPS's own federal law enforcement agents—as they provide some simple actions you can take to protect yourself, co-workers and loved ones in an active shooter situation. Knowing what to do before it happens could help save your life, as well as those around you. BE PREPARED – SURVIVE!

Monday, May 6, 2:45 PM – 3:45 PM

Tomorrow's Mailing & Shipping Solutions Today

Speaker: Marc McCrery, VP Mail Entry Payment and Payment Technology (A)

In this fast-paced, advanced technological age, USPS is striving to ensure our customers' evolving expectations are met. From consolidating financial interactions into the centralized and secure Enterprise Payment System, to enabling customizable, piece-level data subscriptions through Informed Visibility, we have heard our customers desire to provide timely, modern-day solutions. We'll also discuss the Mailing & Shipping Solutions Center and the improved Business Customer Gateway, both of which are designed to provide streamlined, consistent interactions through multiple communication channels (in person, online, or over the phone), and finally we'll talk about the enhancements USPS has made to the Package Platform, which enables increased visibility into verification and package processing. The future of mailing and shipping is in development today, so join us for this informative session where you'll learn about all the ways USPS is working to help you meet your business needs.

Monday, May 6, 4:00 PM – 5:00 PM

Utilizing Analytics to Drive Performance and Fuel Innovation

Speaker: Jeff Johnson, VP Enterprise Analytics (A)

Come hear how USPS is creating predictive and prescriptive insights and business intelligence across the enterprise through the use of data analytic tools, geospatial technology, and predictive models. At every turn, USPS is innovating new ways to utilize its rich dataset to improve visibility into its service, performance, and customer experience.

Tuesday, May 7, 11:00 AM – 12:00 PM

Visualizing The End-to-End Journey of Mail and Packages Through the Operations Network (Virtual and Physical flow from Supplier to Mailbox)

Speaker: Robert Cintron, VP Network Operations

The USPS is focused on using data and technology in order to enhance the informed customer experience, by providing real-time visibility of mail, packages and the logistics network. The ecosystem of mailers, logistics providers, MSPs, etc. in collaboration will greatly enhance the customer experience this year. Join Robert Cintron in exploring the latest in data, technology and future vision for the mailing industry.

Tuesday, May 7, 1:30 PM – 2:30 PM

On The Road to Growth: First and Last Mile Paves the Way

Speaker: Kevin McAdams, VP Delivery Operations

The USPS' unequalled capacity to pick up and deliver mail and packages at every address in America has long been one of its defining assets. From first touch to the moment it's delivered, the USPS is committed to helping you grow your business. Now, as the USPS integrates new technologies into its delivery network, it's applying this strength in new ways to benefit everyone. Join Kevin McAdams as he discusses how Delivery Operations is leading the charge through innovation, emerging technology and

our ENGAGED employees to keep you informed. It's all about the mailing experience and our efforts to ensure customer satisfaction from the First Mile to the Last Mile.

Tuesday, May 7, 2:45 PM – 3:45 PM

Partnering with Suppliers for Success

Speaker: Mark Guifoil, VP Supply Management (A)

Learn about the processes and tools that Supply Management utilizes to identify suppliers that provide best in class and innovative goods and services to support postal operations and drive competitive advantage in the marketplace. This Officer Led session explores the purchasing landscape at the USPS, and discusses the processes used to identify and partner with key suppliers to drive value. The session will focus on how the USPS partners with suppliers to implement continuous improvements and provide new innovative solutions to grow the business.

Tuesday, May 7, 2:45 PM – 3:45 PM

Transforming the Customer Experience at USPS

Speaker: Kelly Sigmon, VP Customer Experience

The USPS is working on making the customer experience better for all of its customers. In this session Kelly Sigmon will discuss customer experience market trends and insights. This session will also demonstrate how the USPS is incorporating these learnings to improve the customer experience.

The National Postal Forum (NPF) is one of the largest mailing and shipping conferences of its kind. This is the opportunity for mailing professionals to network and learn about the future of the mailing industry. NPF provides an opportunity for customers to hear directly from Postal Service's top executives. To register for the NPF please visit <https://npf.org/register/>

New! Retailer Offers USPS-Licensed Apparel

Clothing retailer **Forever 21** has introduced an officially licensed Postal Service apparel line that features vintage USPS logos and designs from the 1970s, 1980s and 1990s.

“The collaboration will generate royalty revenue for the Postal Service and build brand awareness among a younger audience,” said Brand Marketing Executive Director Chris Karpenko.



The apparel line includes jackets, hoodies, T-shirts, joggers and other items that are available in Forever 21 stores and online at Forever21.com. The US Postal Service joins other organizations and businesses — including Coca-Cola, Kodak and NASA — that have licensed their logos for clothing lines.



The USPS apparel has received positive reaction since Forever 21 introduced the line last week. Social media posts about the clothing have received more than 1 million views and 250,000 “likes.”



Areas Inspiring Mail (AIM)

Areas Inspiring Mail (AIM) is the Chief Operating Officer's venue to collaborate locally with major mailing and shipping customers via their Area and District Managers.



Meetings are held twice a year in each area, hosted by different districts. They spotlight new national operations and network logistics initiatives, area service performance achievements, updates on Mailers Technical Advisory Committee (MTAC) Work Groups, User Groups and Task Teams, as well as provide an opportunity for local area and district mailing and shipping customers to collaborate with their District Managers on service issues. A plant tour is usually planned when the meetings are held at P&DCs.



The AIM meeting dates that were held for the first half of 2019 are listed below:

| | |
|--------------------|------------------|
| Pacific Area | January 24, 2019 |
| Eastern Area | March 5, 2019 |
| Southern Area | March 6, 2019 |
| Great Lakes Area | March 7, 2019 |
| Capital Metro Area | March 14, 2019 |
| Northeast Area | March 20, 2019 |
| Western Area | March 21, 2019 |



Stay tuned for future meeting dates!

For a list of Area AIM co-chairs, or to be added to the National AIM contact, list please visit <https://postalpro.usps.com/industry-focus-groups>

It's Tax Time - File securely this season

Tax season is here, and that means cyberattacks and scams are in full force.

Because vast amounts of valuable personal and financial information are shared online during tax season, this time of year is a cybercriminal's dream come true. To protect yourself, here are five easy-to-follow tips to avoid scams and file securely this year:

- **File early.** Criminals can file fraudulent tax returns using your stolen personal information. One of the best defenses is to file before they do.
- **Think before you click.** Beware of emails, text messages and social media posts that claim to be from the IRS and contain links or attachments. Cybercriminals may try to install malware onto your computer to steal your information.
- **Set strong passphrases.** If you file your taxes online, protect your information by using a passphrase

that contains uppercase and lowercase letters, numbers and special characters.

- **Use secure connections.** Criminals can use public Wi-Fi or weak networks to intercept your information.
- **Beware of phony calls. The IRS will never ask for credit or debit card information, demand immediate payment or threaten legal action in a cold call.**

If you believe you are a victim of tax fraud, contact the IRS.

Mail Your Tax Return with USPS

Use the U.S. Postal Service® to mail your tax return, track its arrival at the IRS, and get a receipt for when it was delivered. The safest option is to use Certified Mail, and get a postmarked Certified Mail receipt from the Post Office. That postmarked receipt provides evidence of the tax return's mailing, and delivery, even if the IRS later claims that it does not have the tax return. Other options that provide tracking include Priority Mail and Priority Mail Express, but receipts for those services provide less protection than a postmarked Certified Mail receipt.

Federal Tax Deadline

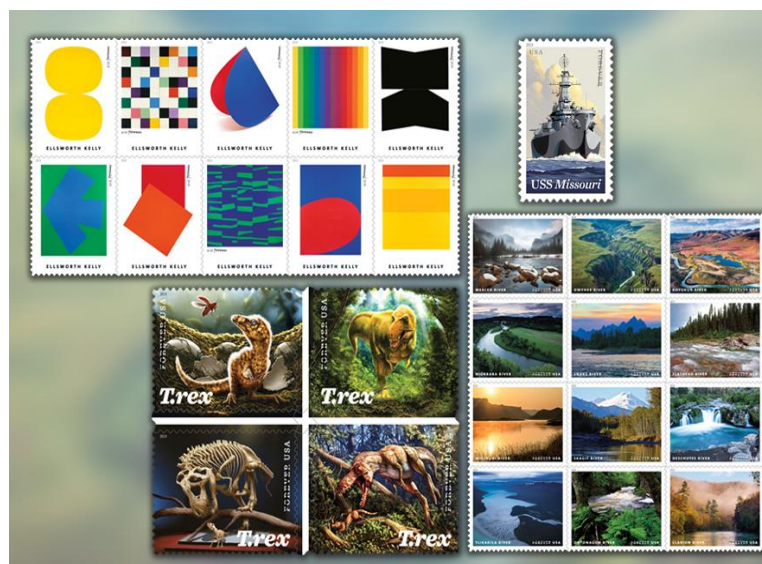
The IRS considers a tax return filed on time if it is addressed correctly, has enough postage, and is postmarked by the due date.

- **April 15, 2019** – Federal tax return filing deadline
- **October 15, 2019** – Federal tax return extension deadline

Check your local post office hours [here](#).

Mark Your Calendar!

The Postal Service has announced four new stamp release dates



The releases are:

- **Wild and Scenic Rivers**, Tuesday, May 21, Bend, OR
- **Ellsworth Kelly**, Friday, May 31, Spencer town, NY
- **USS Missouri**, Tuesday, June 11, Honolulu
- **Tyrannosaurus Rex**, Friday, June 28, Washington, DC

Informational EPS webinars

Business Mailer Support is hosting a series of weekly informational sessions on EPS for the mailing industry. You are encouraged to attend a session to familiarize yourself with EPS and the migration process. This series will end on April 2, 2019.

Webinar Information

What: EXTERNAL EPS Informational Series

When: Every Tuesday, 1:00pm – 2:00pm (EST)

Meeting Number: 746 736 388

Meeting Password: This meeting does not require a password.

To join this meeting (Now from mobile devices!)

Go to

<https://uspsmeetings.webex.com/uspsmeetings/j.php?MTID=m16e815612fc10e6d0ff515ac501224f3>

Teleconference information

Provide your phone number when you join the meeting to receive a call back. Alternatively, you can call:

Call-in toll-free number: 1-(855) 860-7461 (US)

Call-in number: 1-(678) 317-2063 (US)

Conference Code: 819 297 8257

Federal Register Notices:

Published in the *Federal Register* March 20, 2019

Sunshine Act Meetings; Temporary Emergency Committee of the Board of Governors (Doc # 2019-05373)

AGENCY: Postal Service

CHANGES IN THE MEETING:

The meeting has been cancelled and is not rescheduled.

PREVIOUSLY ANNOUNCED TIME AND DATE OF THE MEETING:

Monday, March 4, 2019, at 9:30 a.m.

CONTACT PERSON FOR MORE INFORMATION:

Michael J. Elston, Acting Secretary of the Board, U.S. Postal Service, 475 L'Enfant Plaza SW, Washington, DC 20260-1000. Telephone: (202) 268-4800.

Published in the *Federal Register* March 18, 2019

New Mailing Standards for Mailpieces Containing Liquids (Doc # 2019-04894)

AGENCY: Postal Service.

ACTION: Final Rule.

SUMMARY:

The Postal Service is revising Mailing Standards of the United States Postal Service, Domestic Mail Manual (DMM®), section 601.3.4 to clarify and supplement the mailing standards for mailpieces containing liquids.

DATES: Effective March 28, 2019.

FOR FURTHER INFORMATION CONTACT: Mary Collins at (202) 268-5551 or Wm. Kevin Gunther at (202) 268-7208.

Published in the *Federal Register* March 15, 2019

New Electronic Signature Option (Doc # 2019-04566)

AGENCY: Postal Service

ACTION: Proposed Rule

SUMMARY: The Postal Service is proposing to revise *Mailing Standards of the United States Postal Service*, Domestic Mail Manual (DMM®) to include a more flexible option for package addressees to provide an electronic signature indicating delivery of a package.

DATES: Submit comments on or before April 15, 2019.

FOR FURTHER INFORMATION CONTACT: Karen F. Key at (202) 268-7492, Tiffany S. Jesse at (202) 268-7303, or Garry Rodriguez at (202) 268-7281.

Published in the *Federal Register* March 1, 2019

Forms of Identification (Doc # 2019-03712)

AGENCY: Postal Service

SUMMARY: The Postal Service is proposing to amend *Mailing Standards of the United States Postal Service*, Domestic Mail Manual (DMM®) for clarity and consistency in the standards regarding forms of identification

DATES: Submit comments on or before April 1, 2019.

FOR FURTHER INFORMATION CONTACT: Karen Key at (202) 268-7492, Catherine Knox at (202) 268-5636, or Garry Rodriguez at (202) 268-7281.

Negotiated Service Agreements:

Product Changes-Priority Mail Express, Priority Mail and First-Class Package Service *Negotiated Service Agreements*: Posted 3/20/19 (Doc# 2019-05257)

Product Changes-**Priority Mail Express and Priority Mail Negotiated Service Agreements:** Posted 3/20/19 (Doc# 2019-05247), Posted 3/20/19 (Doc# 2019-05254), Posted 3/20/19 (Doc# 2019-05258)

Product Changes-**Priority Mail Express, Priority Mail and First-Class Negotiated Service Agreements:** Posted 3/20/19 (Doc# 2019-05246)

Product Changes-**Priority Mail Express Negotiated Service Agreements:** Posted 3/20/19 (Doc# 2019-05236), Posted 3/20/19 (Doc# 2019-05253)

Product Changes-**Priority Mail Negotiated Service Agreements:** Posted 3/20/19 (Doc# 2019-01073), Posted 3/20/19 (Doc# 2019-05242), Posted 3/20/19 (Doc# 2019-05243), Posted 3/20/19 (Doc# 2019-05244), Posted 3/20/19 (Doc# 2019-05245), Posted 3/20/19 (Doc# 2019-05248), Posted 3/20/19 (Doc# 2019-05249), Posted 3/20/19 (Doc# 2019-05250), Posted 3/20/19 (Doc# 2019-05251)

Product Changes-**Priority Mail and First-Class Package Service Negotiated Service Agreements:** Posted 3/20/19 (Doc# 2019-05255)

Product Changes-**First-Class Package Service Negotiated Service Agreements:** Posted 3/20/19 (Doc# 2019-05256),

Product Changes-**Parcel Select Negotiated Service Agreements:**

Product Changes-**Parcel Select and Parcel Return Service Negotiated Service Agreements:**

Product Changes-**Parcel Return Service Negotiated Service Agreements:** Posted 3/20/19 (Doc# 2019-05259), Posted 3/20/19 (Doc# 2019-05260),

Postal Bulletins:

Postal Bulletin 22515 dated 3/14/19

<https://about.usps.com/postal-bulletin/2019/pb22515/pb22515.pdf>

Manuals

DMM Revision: Prohibited Use of Precanceled Stamps on Reusable Containers

IMM Revision: Individual Country Listing for Belarus

IMM Revision: Individual Country Listing for China

IMM Revision: Individual Country Listing for Kazakhstan

IMM Revision: Individual Country Listing for Macao

Postal Bulletin 22514 dated 2/28/19

<https://about.usps.com/postal-bulletin/2019/pb22514/pb22514.pdf>

Handbooks

Handbook AS-353 Revision: Appendix — Privacy Act System of Records

Additional Resources:

FRN: [Federal Register Notices](#)

PB: [Postal Bulletin](#)

PE: [Postal Explorer](#) is a mailer's resource for all information contained in the [Domestic Mail Manual](#) (DMM), [International Mail Manual](#) (IMM), [Publication 52](#), *Hazardous, Restricted, and Perishable Mail*.

PostalPro: [PostalPro](#) is a mailer's resource for other information (i.e., Mailing and Shipping, Operations, Industry Forum, Certifications, Resources).

Please visit us on the USPS [Industry Outreach](#) website.

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