

"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



MTAC is a venue for USPS 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 USPS.

As a member of MTAC you will:

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





MTAC Structure

- Quarterly Meetings held at USPS Headquarters, Washington DC
 - Tuesday Afternoon MTAC Open Session
 - MTAC members and Industry stakeholders are invited
 - Wednesday All Day Focus Group Meetings Closed Meeting
 - MTAC members and approved participants only
 - Thursday Morning Meetings
 - MTAC Leadership and Executive Committee meetings
- MTAC work
 - Occurs within 3 structures:
 - User Group established for a topic area with array of issues runs for indefinite period
 - Work Group established to address specific technical issue with a defined period
 - > Task Team established to quickly resolve very specific issue with a small, focused team
 - Online meetings occurs as topic necessitates (weekly, bi-weekly, or monthly)





MTAC Executive Committee Members

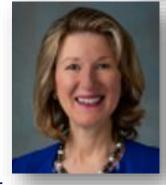


Bob Schimek Industry Chair (2020-2021) Quad

Steve Monteith
Postal Chair
Vice President, Marketing



Bob Rosser
Industry Vice Chair & Treasurer (2020)
IWCO Direct



Judy de Torok
Postal Co-Vice Chair
Manager, Industry Engagement & Outreach
Marketing



Thomas Hughes
Postal Co-Vice Chair
Manager, Industry Engagement & Outreach
Marketing



Wanda Senne Immediate Past Chair (2018-2019) DHL eCommerce

Patricia Harris
Program Manager/Secretary
Manager, Industry Engagement Strategy
Marketing





MTAC October 2019 Open Session

÷	MTAC Open Sess	ion Agenda	Ben Franklin Room, 11 th Floor	
	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 – 2:15 PM	Emerging Technologies And Innovations	Kristin Seaver Chief Information Officer & Executive Vice President	
	2:15 PM – 2:45PM	Operations Update	Dave Williams Chief Operating Officer & Executive Vice President	
	2:45 PM – 3:00 PM	Break		
	3:00 PM – 3:15 PM	Industry Communications	Steve Monteith VP, Marketing	
	3:15 PM – 3:45 PM	Houston District Update	Shaun Mossman VP Area Operations, Southern Area	
	3:45 PM – 4:30 PM	Election Mail Overview	Tammy Patrick Senior Advisor Elections Democracy Fund	
	4:30 PM – 5:00 PM	Pricing Update	Steve Phelps A/VP, Pricing and Costing	
	5:00 PM – 5:05 PM	Closing Remarks	Wanda Senne MTAC Industry Chair and	
		Special Presentation	Judy de Torok MTAC Postal Co-Vice Chair	





Previous MTAC Format Leadership

2019 Format

Industry	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	Joshua Colin A/VP, Processing and Maintenance	
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	



New For 2020 - Shape Based Format

- New Shape Based Focus Area Concept at the "C" level (CIO, CMO, COO)
- New Focus Areas:

Customer Experience, Product Innovation, Marketing		Mail Entry & Payment Technology
Rose Flanagan - Industry Lead	Adam Collinson - Industry Lead	Lisa Wurman – Industry Lead
Gary Reblin, Steve Monteith - USPS Leads	Kevin McAdams, Joshua Colin, Jeff Johnson - USPS Leads	Marc McCrery - USPS Lead

Shape Based Leadership (formerly Class) Five Industry Representatives:

Letters	Flats	Parcels
(Industry Co-Leaders)	(Industry Co-Leaders)	
• First Class – New Leader - David Marinelli	• Periodicals – New Leader – Steve Smith	Parcels (Package Services includes BPM) Leader John Medeiros
• USPS Marketing Mail – New Leader – Kurt Ruppel	 USPS Marketing Mail & BPM – New Leader - Carol Kliewer 	





Current User Groups

#2 - eVS/Product Tracking System

(Monthly)

Focuses on improvements in functionality across eVS and PTR

#3 - FAST & eInduction

(Monthly)

eDoc, SV scanners – Pursuant to Houston event, USPS looking at using GPS Technology to track mailer shipments

#4 - Informed Visibility (previously IMb Tracing)

(Monthly)

Focuses on container visibility, flats visibility, bundle irregularities, IV updates on PostalPro, etc. Currently focused on several pilots for enhanced visibility of remittance mail

#5 - Addressing (Technology & Business Strategy)

(Bi-weekly)

Addressing related issues and opportunities impacting both mail and business practices - addressing requirements, address related delivery issues, unique address types and characteristics, mail handling (Secure Destruction, UAA mail)

#8 - USPS Promotions

(Monthly)

Promotions implementation – software requirements, documentation, communication, etc.





Current User Groups cont'd

#9 - Presort Reference Data

(Monthly)

Provide updates and changes to labeling lists. Looks at accuracy of presort reference data

#11 - Mail Systems and Acceptance

(Bi-weekly)

Looks at PostalOne!, eInduction, Seamless Acceptance, and Payment Modernization issues

#12 - Informed Delivery

(Bi-weekly)

Focuses on enhancements to our Informed Delivery program, e.g. acquisition channels, system stabilization efforts

#13 - Operational Optimization (Closed December, 2019) (Weekly)

Focuses on technical or operational efficiencies that can reduce mail prep costs related to changes in the package industry, e.g. polybags, DIM pricing





In Progress

- > TT 26 Business Customer Gateway Pilot
 - Purpose: Gather feedback from newly designed Business Customer Gateway
 - Industry Leader: Trista Niswander
 - o Postal Leaders: Leider Chang
 - Sponsors: Marc McCrery (P), Lisa Wurman (I)

Newly Proposed

- > TT 28 Business Mailer Security & Privacy Priorities
 - Will focus on identifying priorities of security and data privacy threats
- ➤ TT 29 Address Quality Cycle O
 - Will focus on MEPT, operations, and industry impacts with the implementation of changes to CASS and NCOA^{Link} with impacts on Presorting, ACS, and Best Practices.
- ➤ TT 30 Seamless Flats Process
 - Will focus on developing new process for flats to address weight related challenges for Periodicals and Catalogs in commercial workflows.
- > TT 31 SOP Incident Communications Hot Wash
 - Will focus on Improvements to USPS incident communications





Work Groups In-Progress

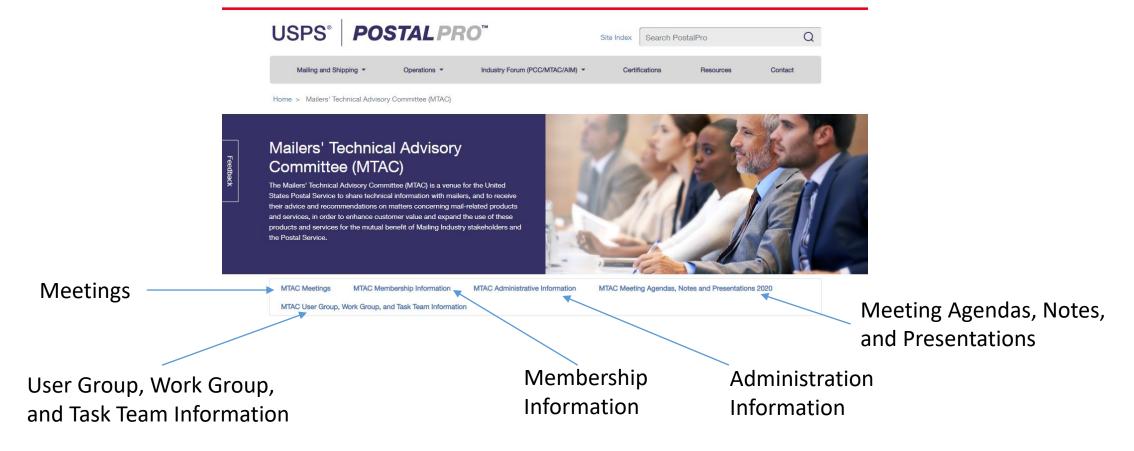
- > WG 182 Package Platform Vision for Mail Acceptance and Payment
 - payment issues surrounding our new package platform
 - acceptance, verification, payment processes and reports for commercial package mailings
- ➤ WG 191 Informed Address
 - Currently piloting a platform concept focused on targeted offers powered by IA.

New Work Groups

- ➤ WG 192 Extra Service Leverage Technology
 - will explore possibility of automating various Extra Service forms such as 3606-D Certificate of Bulk Mailing, 3665 – Certificate of Mailing – Firm (Domestic), 3800 – Certified Mail, 3817 – Certificate of Mailing
- ➤ WG 193 Undeclared Hazardous Materials
 - Focus on the reduction of undeclared and prohibited mailable hazardous materials (hazmat) tendered to air carriers and reporting process
- > Reactivate WG 189 (Formerly) Enhanced Visibility of Industry Supplied Transportation
 - Will focus on greater visibility of end-to-end transportation of mail from origin to destination (USPS induction point).



https://postalpro.usps.com/mtac



Thank you!





2020 MTAC Meeting Dates

- January 28-30, 2020
- March 24-26, 2020
- July 28-30, 2020
- October 27-29, 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

