

A large, dark blue, stylized version of the 'AIM' logo, centered on the page. The background features a collage of postage stamps, including the Statue of Liberty, an American flag, a colorful star, and various 'FOREVER / USA' stamps.

**GREAT LAKES AREA
VIRTUAL MEETING**

OPENING REMARKS

SERVICE

KEYNOTE ADDRESS

AWARDS

CLOSING REMARKS

MIKE MCINTURF

AIM Postal Co-Chair
Great Lakes Marketing Manager

SAL VACCA

VP Great Lakes Area
Operations (A)

STEVE MONTEITH

Customer Continuity, COVID-19
Response Command Team

SAL VACCA

SAL VACCA



OPENING REMARKS

MIKE MCINTURF

Great Lakes Area Marketing Manager



Steve Krejcik
Industry Co-Chair
First-Class Mail



Michelle Zalewski
Industry Co-Chair
Marketing Mail



Phil Claiborne
Industry Co-Chair
Periodicals



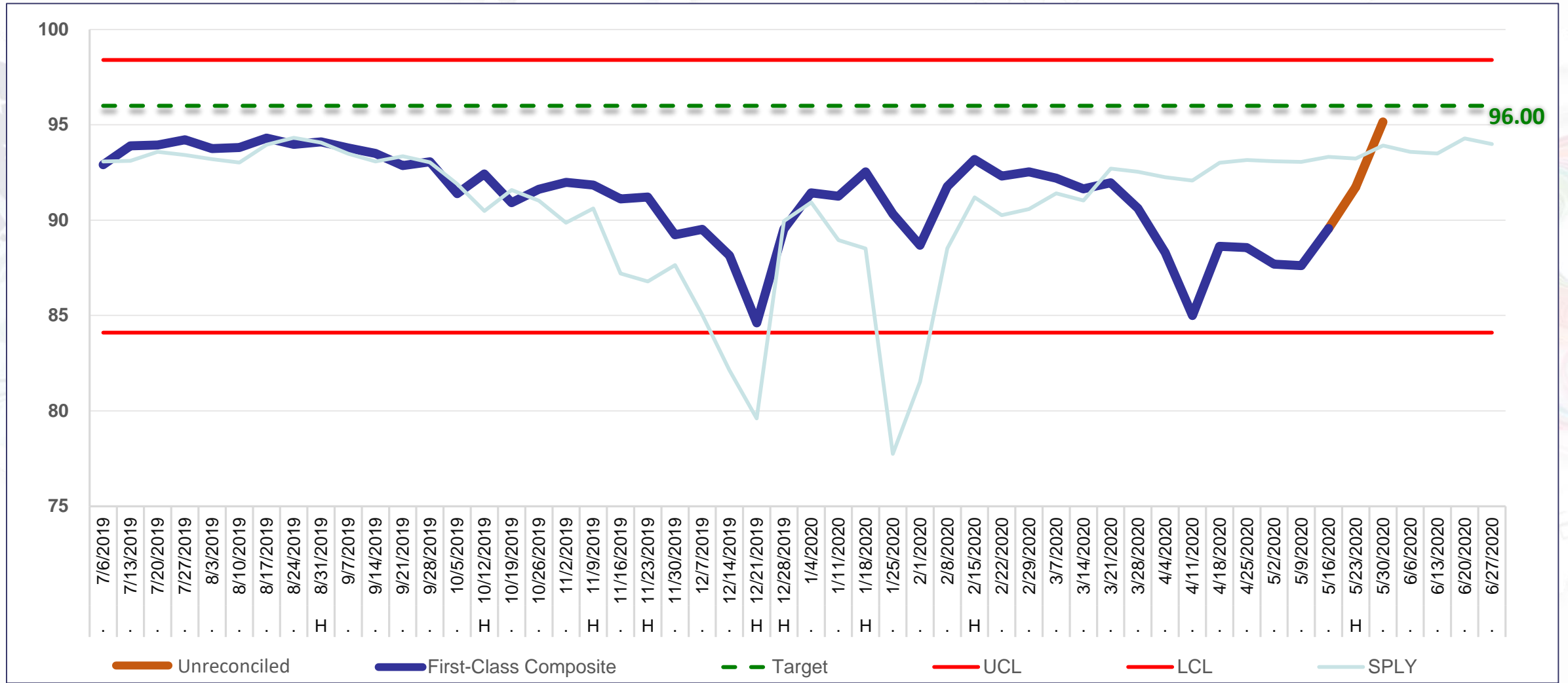
Mike McInturf
Postal Co-Chair

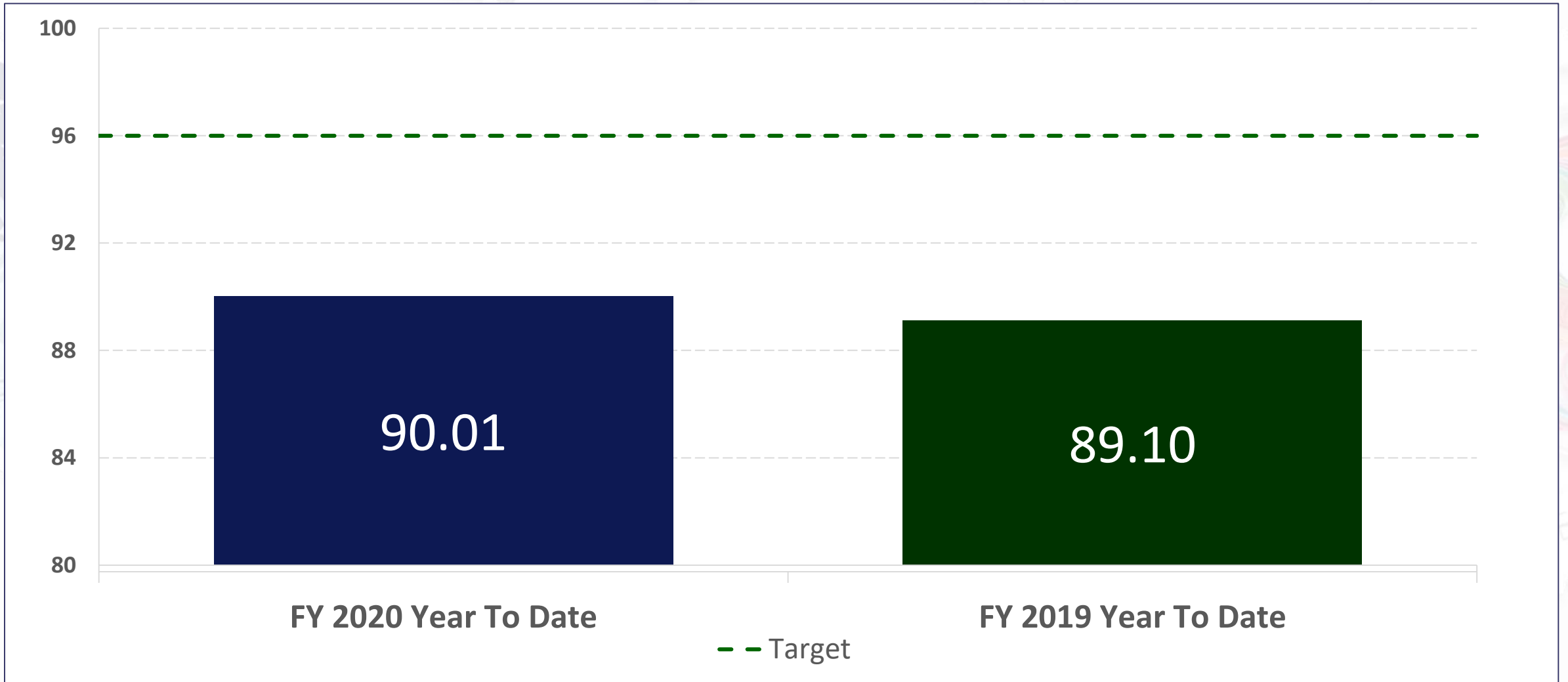


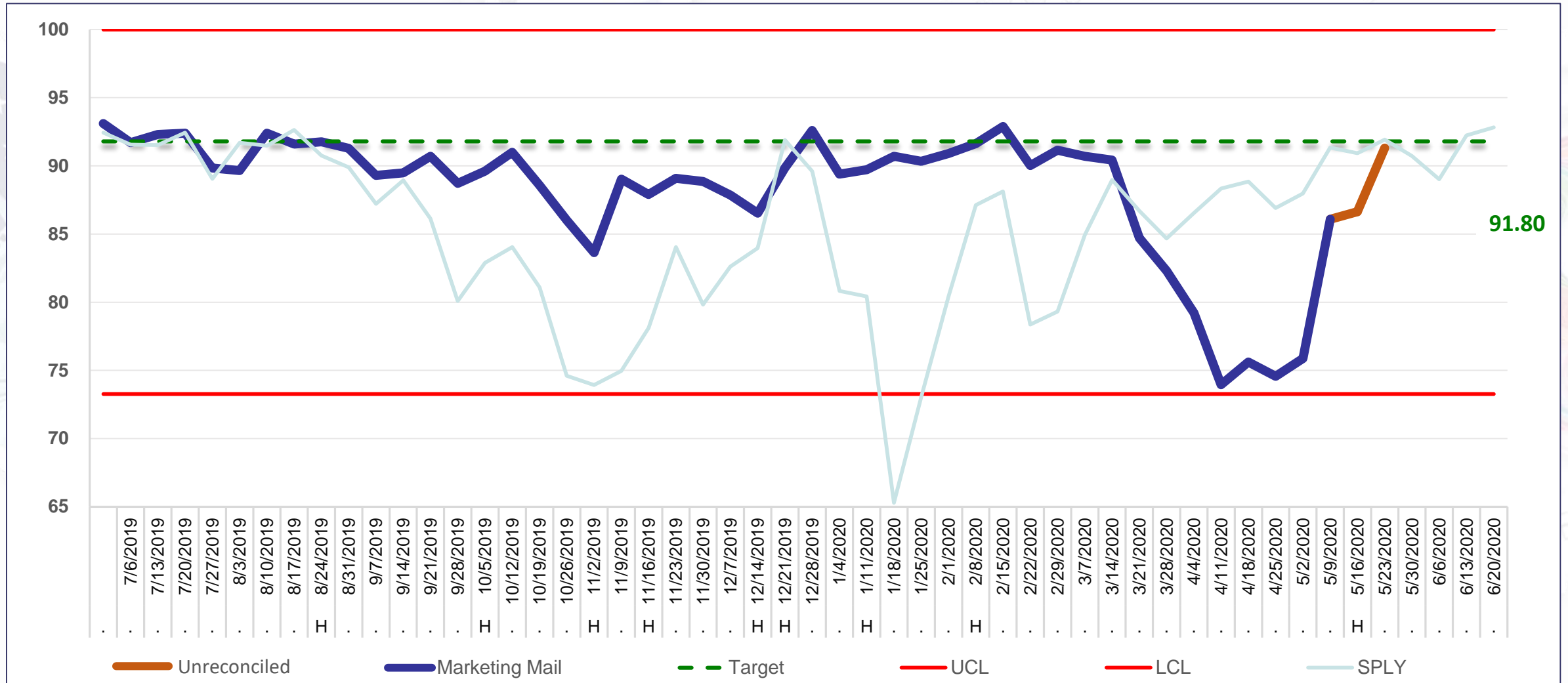
SERVICE

Sal Vacca

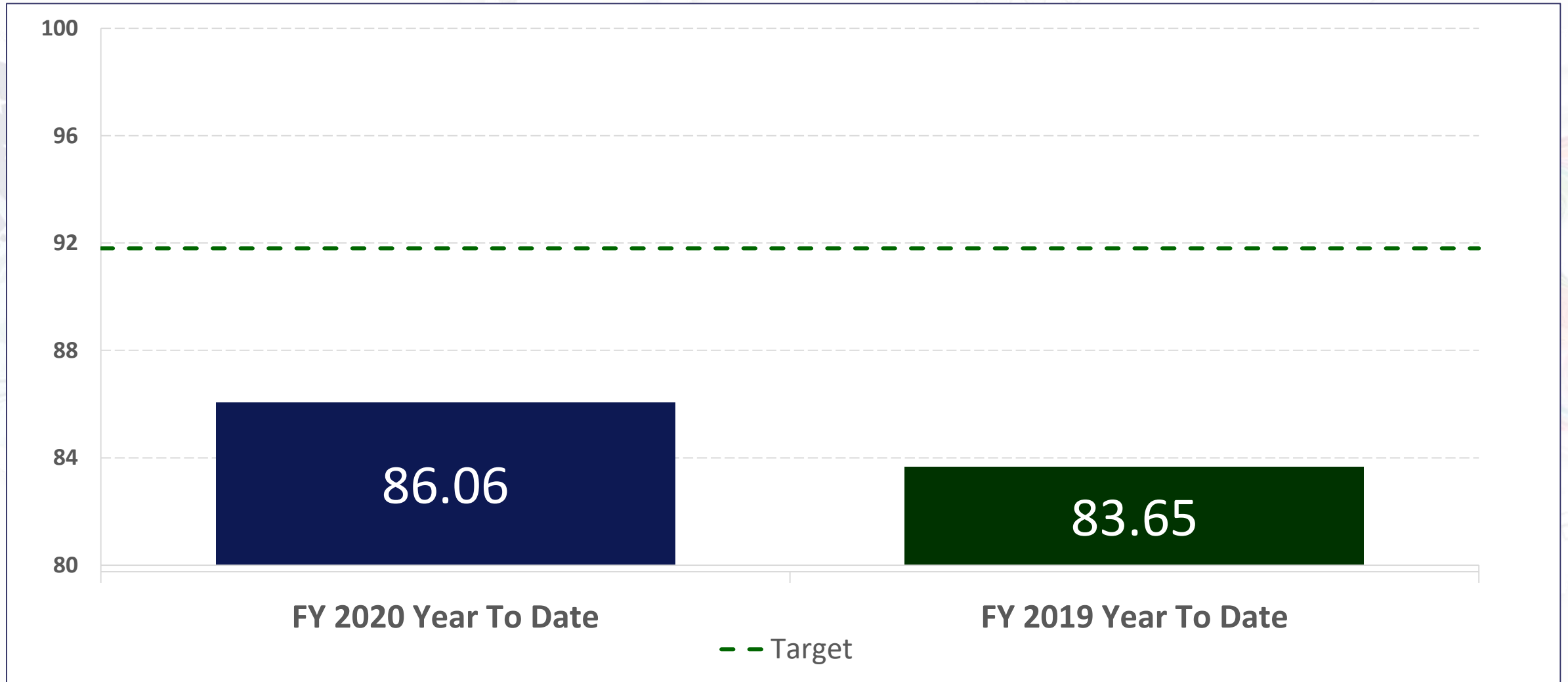
**Vice President Great Lakes Area (A)
Great Lakes Area**

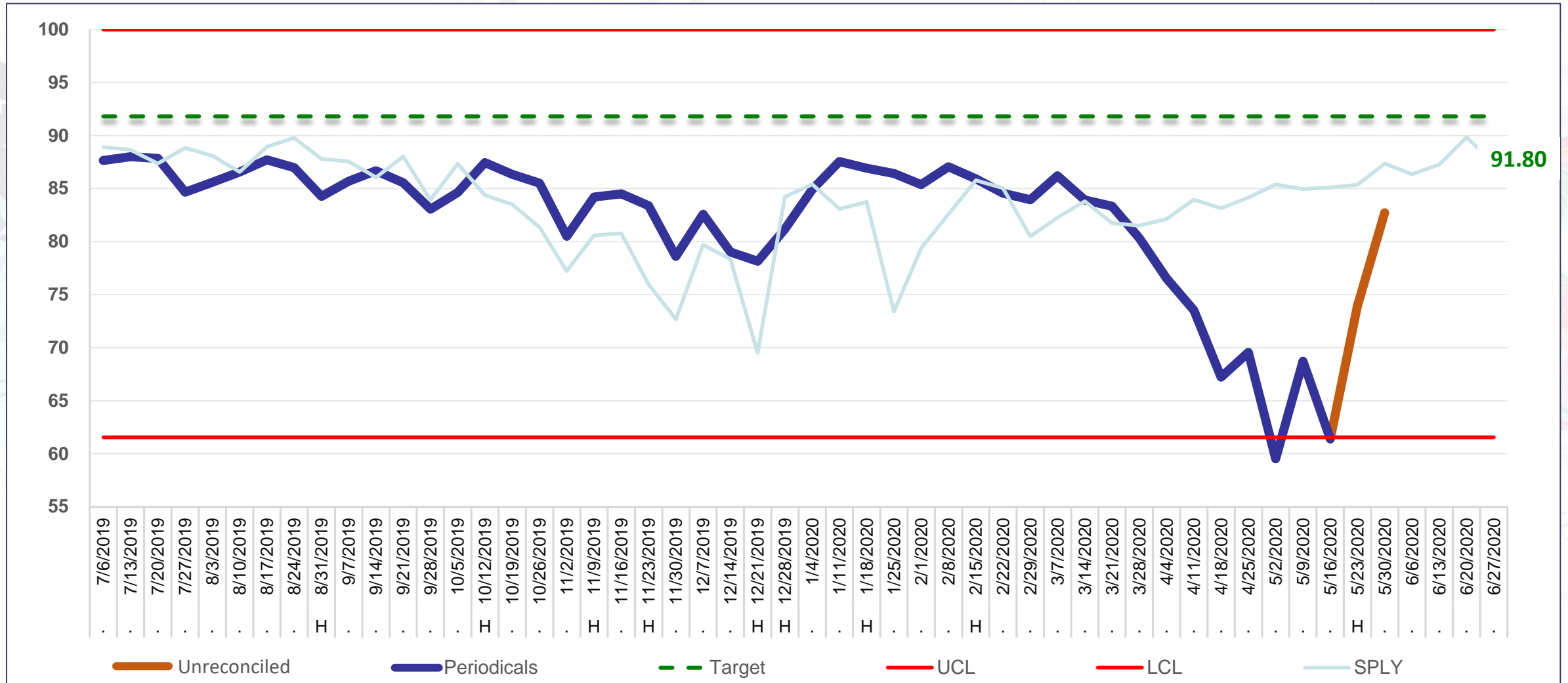


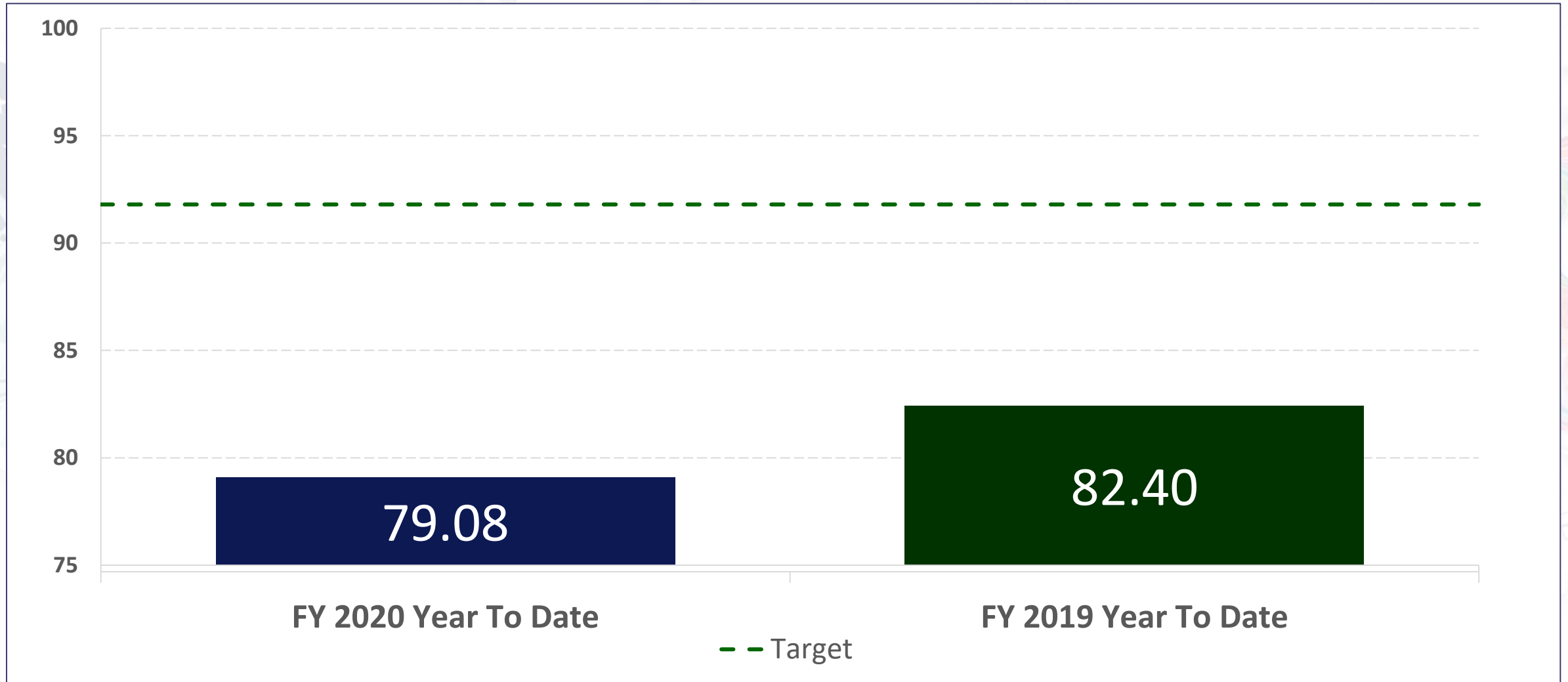




91.80









KEYNOTE ADDRESS —

Steve Monteith

**Customer Continuity, COVID-19 Response
Command Team**

Employee Response

Simon Storey

- Employee Safety and Well Being
- Public Health Guidance and USPS Policy Alignment
- Employee Confirmed Case protocols
- Safety and Cleaning Protocols
- Enterprise Telework Policy

Operational Continuity

Joshua Colin

- Continuity of operations with high absenteeism
- Product visibility and hot spot remediation
- Census/Elections
- Field Telework

Business Continuity

Mark Guilfoil

- Continuity of Critical business processes
- Supply Management
- Paying Employees
- Customer Consumer Facing Support
- Customer Industry Facing
- Internal Support
- HQ Telework
- HQ Contractor coordination

Customer Continuity

Steve Monteith

- Continuity of critical outreach with our customers
- Consumer
- Industry
- Major Mailer/Shipper
- Mail Service Provider
- Business Needs

COMMITTED TO CONNECTING
PEOPLE AND BUSINESSES



Unique
Marketing
and Delivery
Solutions



Meeting New
and Unmet
Needs



Delivering
Business and
Customer Value





65%
CONSUMERS AGREE
MAIL LIFTS
THEIR SPIRITS¹

54%
FEEL MORE
CONNECTED TO
PEOPLE THROUGH THE
MAIL¹



#1 USPS IS MOST TRUSTED BRAND
IN THE COUNTRY²

#1 USPS BUSINESS RESPONSE
TO THE PANDEMIC³

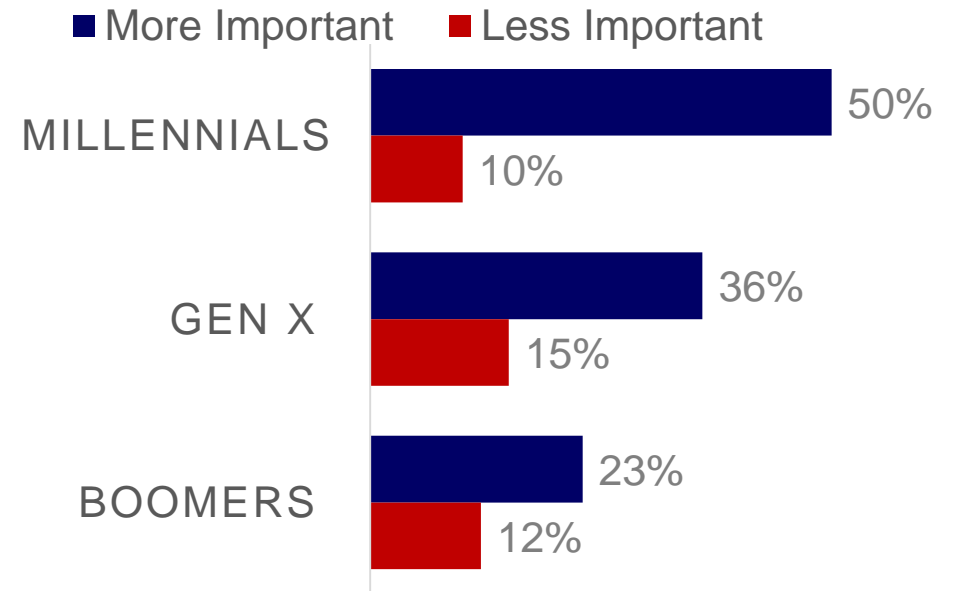
1. COVID Mail Attitudes April 2020 2. Morning Consult Most Trusted Brands Survey 2020 3. Harris Poll Essential 100, May 28, 2020.



77% of Americans indicate they have a high interest in receiving mail*

53% tried a new business after receiving Marketing Mail*

Importance of Mail Compared to 3 Years Ago by Generation



**Source: Market Research & Insights – Mail Moments Fall 2019*



Interest

Turns people who know, into people who might *want*.



Consideration

Turns curiosity into active evaluation.



Leads

Turns the best prospects into valuable leads.



Sales

Turns hooked leads into paying customers.



Repeat sales

Turns a single sale into a repeat customer.





Informed Delivery®



Retargeted Direct Mail



Informed Visibility®



Digitally Enhanced Mail

RETARGETED
DIRECT MAIL

65%

INCREASED
WEBSITE TRAFFIC¹

50%

INCREASED
CONVERSIONS¹

DELIVERING
MULTIPLE
IMPRESSIONS

35%

LIFT IN
ORDERS²

60%

LIFT IN REVENUE
PER CUSTOMERS²

MEASURING
ATTRIBUTION

MANAGE OPERATIONS

ENHANCE VISIBILITY

DATA-DRIVEN
SOLUTIONS





26.89M+

Registered Users

21.65M

Email-enabled Users

348K+

Weekly User Registrations

~200K

PRE-COVID

Weekly User Registrations



53,250

Campaigns Completed

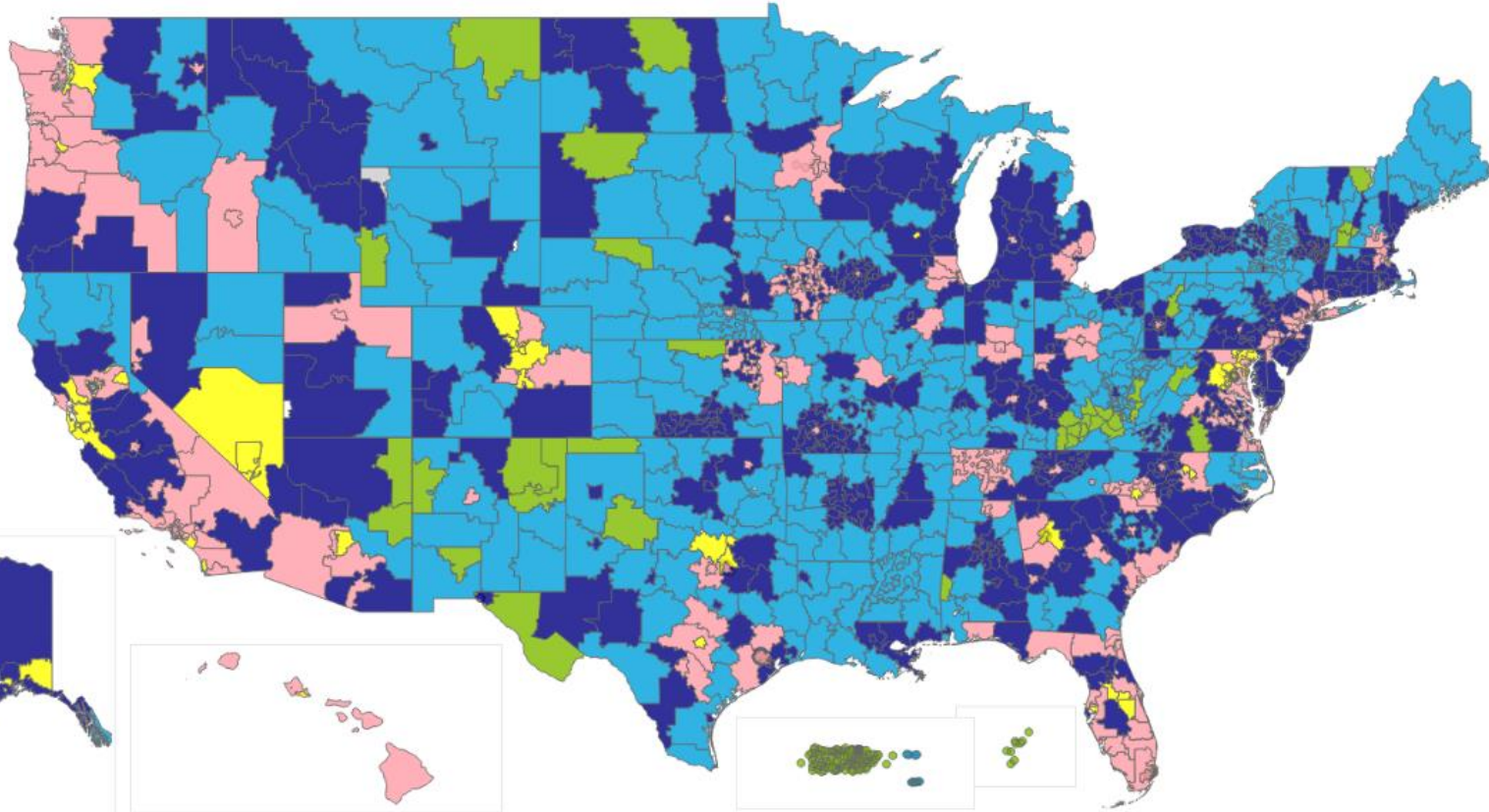
6,718

Brands Represented

63.5%

Average Email Open Rate

*Source: Product Innovation Stats as of June 2, 2020



Households Saturation Rate:

- No Registered Households
- 0 to 5%
- 5 to 10%
- 10 to 15%
- 15 to 20%
- Over 20%

16.1%
National Saturation
of Eligible
Deliveries

63.5%
Average Email
Open Rate

Optimizing your omnichannel campaigns with real-time visibility and insights.
Able to inform the sender when mail has arrived at the home.



FOREVER / USA

2014

FOREVER



**DISCOVER
PRODUCTS**

**ENGAGE W/
INFORMATION**

**MAKE
DECISIONS**

**BUILD
LASTING BRAND
RELATIONSHIPS**



The background of the slide features a collage of postage stamps. One prominent stamp shows the American flag with the year '2019' in the top left corner. Another stamp has the word 'FOREVER' and 'USA' visible. There are several red stars scattered across the stamps. The NPF logo is centered on the left side, with the letters 'NPF' in a large, bold, dark blue font, and 'NATIONAL POSTAL FORUM' in a smaller, dark blue font below it.

NPF

NATIONAL POSTAL FORUM

Save the Dates

National Postal Forum Announces:
NPF Virtual Summer Series
Thursdays 2 - 3 p.m. (EST)
July 23 - Sept. 3, 2020

Featuring USPS and industry
speakers on key postal news,
strategies and updates

Learn more at [NPF.org](https://www.npf.org).



THANK YOU!

Steve Monteith
Customer Continuity, COVID-19 Response
Command Team



GREAT LAKES



GREAT LAKES AREA INNOVATION AWARDS



Babbitt's Sports Center Muskegon, MI

**Winner of the Great Lakes Area
Shipping and eCommerce
Innovation Award**



Kiwanis International Indianapolis, IN

**Winner of the Great Lakes Area
Mailing and Digital
Innovation Award**