Mailers Technical Advisory Committee Update

Great Lakes Area
Areas Inspiring Mail (AIM) Meeting

MAILERS TECHNICAL ADVISORY COMMITTEE

UNITED STATES POSTAL SERVICE ®

August 17, 2017

MTAC Leadership (2016 to 2017)

Industry Leaders		Postal Service
Classes of Mail	**Focus Areas**	
First-Class Mail	**Payment & Acceptance, & Education**	
Mike Tate *American Bankers Association* Bank of America	**Bob Schimek** *Idealliance* Satori Software	**Pritha Mehra** 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.	**Isaac Cronkite** VP, Enterprise Analytics
Marketing Mail	**Mail Preparation, Entry, & Operations**	
Rose Flanagan *National Alliance of Standard Mailers & Logistics* Data-Mail Inc.	**Bob Rosser** *Association for Postal Commerce (PostCom)* IWCO Direct	**Robert Cintron** VP, Network Operations
Package Services	**Emerging Technology & Product Innovation**	
John Medeiros *Parcel Shippers Association* DHL Global Mail	**Steve Colella** *Idealliance* The Calmark Group	**Gary Reblin** VP, New Products and Innovation

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MTAC Executive Committee Members (2016-2017)

Industry	U. S. Postal Service
Erv Drewek **Industry Chair (2016-2017)** Graphic Communications, a Veritiv company	**Steve Monteith** **Postal Chair** Vice President, Marketing
Wanda Senne **Industry Vice Chair (2018-2019)** DHL eCommerce	**Judy de Torok** **Postal Co-Vice Chair** Manager, Industry Engagement & Outreach Marketing
Christopher G. Lien **Immediate Past Industry Chair (2014-2015)** BCC Software	**Tom Hughes** **Postal Co-Vice Chair** Manager, Business Customer Support & Service Sales
MAILERS TECHNICAL ADVISORY COMMITTEE UNITED STATES POSTAL SERVICE®	**Dale Kennedy** **Program Manager/Secretary** Manager, Industry Engagement Strategy Marketing

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MTAC April Meeting Recap & Upcoming Items

▶ **Opening Session speakers on Tuesday, April 25, 2017:**

- Chief Customer and Marketing Officer Jim Cochrane –
  Opened the meeting and discussed Customer Experience.

- Director, Customer & Marketing Insight Dan Barrett –
  Provided an Insight into how consumers value catalogs and respond to them.

- Chief Marketing Officer for American Greetings, Alex Ho –
  Paper Relevance in a Digital world.

- VP, Delivery Kevin McAdams–
  Provided an operations update.

- CIO VPs – Pritha Mehra, Greg Crabb, and Jeff Johnson –
  Transition to Secure File Transfer Protocol

- Chief Information Security Officer Greg Crabb and VP, Information Technology Jeff Johnson –
  Cybersecurity and Technology Overview

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MTAC Meeting Recap & Upcoming Items

▶ **Other topics from previous MTAC meetings**

- Chief Postal Inspector Guy Cottrell –
  Update on US Postal Inspection Service and customer outreach.

- Dr. John Leininger, Professor at Clemson University –
  Direct Mail opportunities with Digital collaboration to increase open and response rates.

- Chief Information Officer & EVP Kristin Seaver –
  Update on Informed Visibility, PostalOne! Roadmap, PTR performance, and Automated Package Verification (APV).

- National Association College and University Mailing Services Representatives Kenneth Green, Richard Boudrero, and Lea Holt – Delivery Point Pilot for Colleges and Universities

Current User Groups

#1 -   PostalOne!, SASP, Intelligent Mail   *(Bi-weekly)*

#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)*

#7 –   MTEOR   *(Bi-weekly)*

#8 –   USPS Promotions   *(Monthly)*

#9 –   Presort Reference Data   *(Bi-weekly)*

#10 – Mail Acceptance and Payment   *(Bi-weekly)*

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Status of Workgroups and Task Teams

► **In-Progress**

- TT 23 - Readiness for Trend Based Verification

- TT 25 – Mail Quality Data via Informed Visibility

- WG 168 - FSS Multi-scheme Pallets

- WG 173 - Payment Modernization

- WG 175 – Streamlining CSA Mail Preparation

- WG 176 – Streamlining RIBBS Information (*PostalPro*)

- WG 177 – Improvement in Address Quality Methodologies

- WG 179 – PostalOne! Roadmap

- WG 180 – Presort and Prep Optimization Work Group (PPOWG)

- WG 181 – USPS Marketing Mail Name Transition

- WG 182 – Package Platform Vision for Mail Acceptance and Payment

- WG 183 – Business Customer Gateway Improvement Team

- WG 184 – Customer Identity Management

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▶ **Congratulations! Mission Accomplished!**

- Task Team 24: MSP Incentive Implementation for Growth
  - Industry Leader: Bob Rosser
  - Postal Leaders: Victoria Stephen and Coakley Workman
  - Sponsors: Gary Reblin and Bob Rosser

- WG 178: IMpb Compliance Quality Metrics & Thresholds
  - Industry Leader: John Medieros
  - Postal Leaders: Juliaan Hess and Vicki Bosch
  - Sponsors: Gary Reblin and Steve Collela

- WG 170 – Certificate of Mailing (COM) Improvements
  - Industry Leader: David Marinelli & Cynthia Muldoon
  - Postal Leaders: Steve Monteith & Karen Key
  - Sponsors: Gary Reblin & Steve Colella

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Industry Engagement
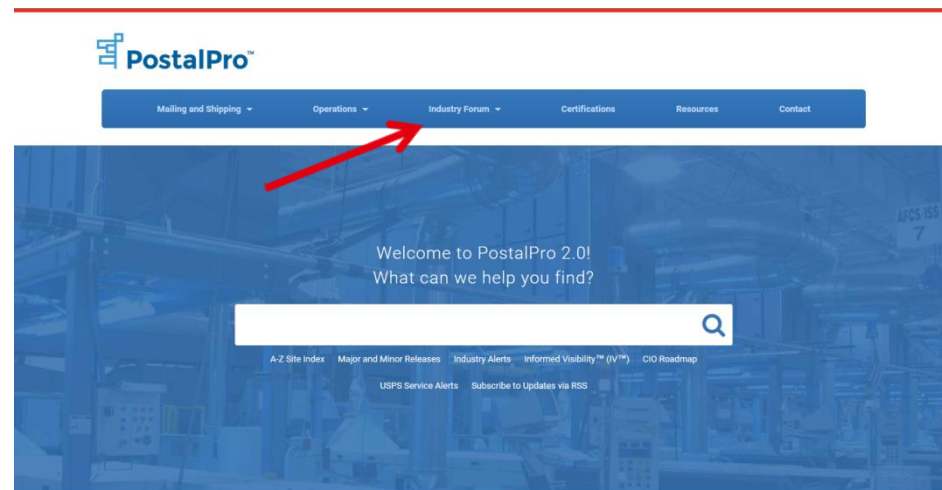
▶ ## Association Recruitment

- New association added this year: Council on Safe Transportation of Hazardous Articles (COSTHA)
- Seeking additional association membership with industries not fully represented on MTAC
  - i.e. Health Care, Insurance, Legal, others
- MTAC Industry Vice-Chair to manage recruitment and membership

▶ ## Member Involvement

- Encourage increased member engagement
  - Workgroups, User Groups, Task Teams
- Several associations have open slots
- Internal recruitment for new Leadership positions

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- **2017 MTAC Meeting Dates- August 22 -24, and December 5 - 7**

- **Contact an MTAC Association Executive if you would like to attend as a guest!**

  - **Postal Pro:**
    https://postalpro.usps.com

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Questions?

MTAC@usps.gov