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From the Desk of the District Manager



William J. Schnaars
*District Manager,
 New York District*

IT TAKES A VILLAGE POST OFFICE
USPS Announces Next Step in Optimizing Retail Network

PMG Pat Donahoe unveiled the Postal Service's next step in streamlining its retail network at a news conference in Washington, DC. Along with announcing a review of nearly 3,700 retail offices to determine customer needs, Donahoe introduced the Village Post Office concept — a retail-replacement option for affected communities around the country.

"We have the opportunity to become more efficient and at the same time, provide a better experience for our customers," said Donahoe, noting that more than 35 percent of USPS retail revenue comes from expanded access locations such as grocery stores, office supply stores, retail chains and usps.com.

Village Post Offices would be operated by local businesses and would offer popular postal products and services such as stamps and flat-rate packaging "and could bring needed foot traffic to corner markets, gas stations and other merchants who have been hit by the economic downturn," Donahoe added.

Joining Donahoe were Dean Granholm, vice president, Delivery and Post Office Operations, and Kelly Sigmon, vice president, Channel Access. "We expect this will be a popular offering for communities across the country," Granholm said. "We believe that expanded access is the key to modernizing our postal network and that the Village Post Office complements this strategy," Sigmon said.

★ ★ ★ ★ ★ **IN THIS ISSUE** ★ ★ ★ ★ ★

Expanding Access.....	2
New <i>USPS.com</i> Arrives.....	2
A New Trend.....	2
About Us.....	2
New Members.....	2
Did You Know.....	2
National PCC Day.....	3
Gift Cards Now Available at Post Offices.....	3
U.S. Postal Service Loss Continues in Third Quarter.....	3
Inside Scoop.....	3
Postal Service Salutes U.S. Merchant Marine on Forever Stamps.....	4



EXPANDING ACCESS



USPS Announces Post Office Replacement Model

As more customers choose to conduct their postal business online, at their favorite shopping destinations, and with their smartphones, the need for USPS to maintain the largest retail network in the country diminishes.

To that end, the Postal Service announced it is taking the next step in rightsizing its expansive retail network by conducting studies of approximately 3,700 retail offices to determine customer needs. As part of this effort, the Postal Service also has introduced a retail-replacement option for affected communities around the nation. "Today, more than 35 percent of the Postal Service's retail revenue comes from expanded access locations such as grocery stores, drug stores, office supply stores, retail chains, self-service kiosks, ATMs and usps.com, open 24/7," said PMG Pat Donahoe. "Our customers' habits have made it clear that they no longer require a physical Post Office to conduct most of their postal business."

USPS has introduced the Village Post Office as a potential replacement option for communities currently without a postal retail office and those affected by retail optimization efforts. Village Post Offices would be operated by local businesses — such as pharmacies, grocery stores and other appropriate retailers — and would offer popular postal products and services such as stamps and flat-rate packaging.

"By working with third-party retailers, we're creating easier, more convenient access to our products and services when and where our customers want them," said Donahoe. "The Village Post Office will offer another way for us to meet our customers' needs."

With 32,000 postal retail offices and more than 70,000 third-party retailers — Approved Postal Providers — selling postage stamps and providing expanded access to other postal products and

services, customers today have about 100,000 locations across the nation where they can do business with the Postal Service.

"The Postal Service of the future will be smaller, leaner and more competitive, and it will continue to drive commerce, serve communities and deliver value," said Donahoe.

NEW USPS.COM ARRIVES



Website Begins Offering Improved Customer Service

The new usps.com is now open for business. The redesigned website arrived with the first

wave of enhancements, including easier-to-find topics and tools and a fresh approach to online information.

"We know our customers are busy people," says Kelly Sigmon, vice president, Channel Access.

"The new usps.com is one more example of USPS creating easy, more convenient customer access to postal products and services."

One of the new features is Quick Tools, four applications in one easy-to-find area that allow users to quickly and easily perform the most commonly used customer specific tasks: "Track & Confirm," "Find a Post Office," "Calculate Postage," and "Look Up a ZIP Code."

Quick Tools gives users access to this information without interrupting their shipping or mailing processes. Quick Tools with rollover buttons appear on every page, providing customers with "take action" navigation regardless of where they are on the website.

At the top of every page, customers can select "Ship a Package," "Send Mail," "Shop," or "Business Solutions." Convenient drop-down menus offer links and information to help users quickly get to where they need to go. Under "Business Solutions," businesses of all sizes can receive training and learn how to grow their business. All information relating to Postal Customer Councils can be found at usps.com. Also with usps.com, a related website is now available. About.usps.com provides corporate information, such as USPS history, along with the latest news and information on the Postal Service. Users can access about.usps.com by clicking on a banner located on the bottom right side of usps.com and from a link in the footer found on each page — or by entering "about.usps.com" in the browser address bar.

Improvements and updates to both websites will be added the rest of this year and in fiscal year 2012.

A NEW TREND

EDDM Helps Printer Grow Business

Trend Offset Printing — a full-service commercial printer with locations in California, Texas and Florida — relies on convenient mailing solutions to keep its clients happy.

Santa Ana District Business Alliance Specialist Eddie Alvarran believed the company's clients would welcome the advantages of Every Door Direct Mail (EDDM) — a form of Simplified Addressing that allows business mailers to use mail delivery route information, instead of names and exact addresses, to reach target customer groups in urban areas.

Alvarran contacted members of Trend Offset Printing's sales team, who liked the idea. Together, they identified some of the company's clients who would benefit from EDDM, including Savings Safari — a producer of direct mail publications.

Savings Safari decided to test its products in new markets using EDDM. Trend Offset Printing now expects to print more than 70,000 additional mailpieces per month for its client.

★ ABOUT US ★

Consisting of Postal Customers in the New York City area, the Greater NY PCC employs its resources to implement and coordinate the activities of the Post Office in its relations with the Business Community and the Public in general.

The primary purpose of the Council is to, in accordance with general Postal Policy:

- Establish a means of regular communication between customers and local postal managers.
- Assist customers in improving their internal mail operations.
- Create a better understanding of the Postal Service through business meetings, mailer clinics, mailing seminars, tours of Postal facilities and visits to other customers' plants.
- Provide information necessary to make the most effective and efficient use of postal products and services.
- Provide an organized way for Postal speakers to introduce Postal products, services and programs to the public.

★ New Members ★

Michael Pfifferling, *Business Development Manager, Major Accounts, Riso Inc.*

Dennis Burger, *Associate VP, Industry - Printing Equipment, Riso Inc.*

Sarah Arnold, *Corporate Sales Manager, Industry - Paper and Print, NewPage Corporation*



NATIONAL PCC DAY, Wednesday, September 21, 2011

The Award Winning Greater NY PCC cordially invites you to attend. . . .

National PCC Day!
Celebrating 50 Years of America's Partnership

PCC 50

ALEXANDER HAMILTON U.S. CUSTOM HOUSE
Wednesday, September 21, 2011 • 1 Bowling Green, NY 10004 • 7:00am – 3:30pm

VENDOR EXHIBITION • NETWORKING • BREAKFAST & LUNCH INCLUDED
EDUCATIONAL WORKSHOPS • PROFESSIONAL CERTIFICATE

For Inquiries, contact: Wai Chow or Marcia Roberts, Greater NY Postal Customer Council, 421 8th Ave., Rm 3110, NY, NY 10199-9619 • 212 330 3809 • 212 330 3234 fax • email: gnyppcc@usps.gov • www.gnyppcc.org

AVP, Steve Forte, guest speaker for The Greater New York PCC

Planning is in full swing for National PCC Day on Sept. 21, hosted by the Tampa PCC, winner of the 2010 PCC of the Year Award. The live broadcast will begin at noon EDT and will feature a keynote address by Patrick Donahoe, Postmaster General and Chief Executive Officer. We'll announce the 2011 Premier Award winners along with the winners of the eight Leadership Awards.

National PCC Day provides a venue to communicate the power of mail through educational programs and to celebrate the contributions and successes of PCCs across the nation. In addition, customers have the opportunity to learn about current and future postal initiatives directly from the Postmaster General, and to network with local Postal Service executives and industry leaders. Through the support of the PCCs over the years, National PCC Day is considered the premier industry event of the fall.

GIFTS CARDS NOW AVAILABLE AT POST OFFICES



Customers can now purchase "the most-requested holiday gift" at more than 1,800 Post Offices.

The new line of "open-loop" gift cards — redeemable at any merchant that accepts the card brand — is part of a two-year market test,

and is being sold at Post Offices that also sell greeting cards.

"We're always looking for new ways to improve the customer experience and generate new revenue," said Kelly Sigmon, vice president, Channel Access. "Selling gift cards, greeting cards and stamps all at one location is a natural fit for our business model and a natural fit for our customers."

According to Sigmon, the market test will expand to up to 3,000 additional locations — including Post Offices without greeting cards — in October 2011, just in time for the holiday.

"Gift cards are the single most-requested holiday gift, with 77 percent of consumers buying at least one gift card during the holiday season," Sigmon said.

While the Postal Service can expand the market test to other vendors, American Express is the first company to participate in the program. American Express Gift Cards will be sold in denominations of \$25 and \$50 and in variable load denominations, with a minimum denomination of \$25 and a maximum denomination of \$100.

The Postal Service will operate only as a sales agent and will receive a negotiated portion of the purchase price: \$3.95 for the \$25 denomination, \$4.95 for the \$50 denomination and \$5.95 for the variable load cards.

U.S. POSTAL SERVICE LOSS CONTINUES IN THIRD QUARTER

Default on Federal Payments Unavoidable Without Congressional Action

WASHINGTON — The U.S. Postal Service ended its third quarter of fiscal year (FY) 2011 (April 1-June 30) with a net loss of \$3.1 billion, compared to a net loss of \$3.5 billion for the same

period in FY 2010. Total mail volume declined to 39.8 billion pieces for the quarter, compared to 40.9 billion pieces in the third quarter of FY 2010.

Postal Service third quarter revenue reflects the anemic state of the economy during the past three months. Additionally, the growth in electronic communications continues to erode core First-Class Mail volume. Net losses for the nine months ended June 30 amount to \$5.7 billion in 2011 compared to \$5.4 billion in 2010.

Even with significant cost reductions and revenue growth initiatives, current financial projections indicate the Postal Service will have a cash shortfall and will have reached its statutory borrowing limit by the end of the fiscal year. Absent substantial legislative change, the Postal Service will be forced to default on payments to the federal government.

"We continue to take aggressive actions to reduce costs and bring the size of our infrastructure into alignment with reduced customer demand," says Postmaster General and CEO Patrick Donahoe. The Postal Service announced plans on July 25 to identify and study nearly 3,700 under-utilized Post Offices for possible closure and introduced the new Village Post Office concept. Village Post Offices would be operated by local businesses, such as pharmacies, grocery stores and other appropriate retailers, and would offer popular postal products and services such as stamps and flat-rate packaging.


Despite an overall dire financial situation, the Postal Service reports increased revenue for the quarter in certain areas. Standard Mail revenue increased 1.7 percent in the third quarter, and Package Services revenue increased 3.2 percent. Revenue from Shipping Services, including Express Mail and Priority Mail, increased 7.3 percent for the quarter.

Major elements of the third quarter financial results include:

- Total mail volume of 39.8 billion pieces, compared to 40.9 billion pieces in the same period a year earlier, a decrease of 2.6 percent, led by a drop in First-Class Mail; and
- Operating revenue of \$15.8 billion, compared to \$16.0 billion in the same period a year earlier, a decrease of 1.7 percent.

Mailing Services revenue of \$13.6 billion decreased \$429 million, or 3.1 percent, in the third quarter of 2011, compared to the same period a year ago. Mailing Services volume of 39.5 billion pieces represents a 2.7 percent decline from the same period a year earlier.

INSIDE SCOOP



USPS has reduced its greenhouse gas emissions by 8 percent since 2008.



The Greater NY PCC
421 8th Avenue RM 3110
New York, NY 10199-9619

Save the Date!

2011 National Postal
Customer Council Day
September 21, 2011
gnypcc.org

First-Class Mail
Postage & Fees
Paid
USPS
Permit No. G-10



Postal Service Salutes U.S. Merchant Marine on Forever Stamps

Stamps Depict Four Iconic Vessels

KINGS POINT, NY — The Postal Service today salutes the U.S. Merchant Marine by issuing 60 million Forever stamps to set sail through the nation's mail stream starting today.

Related events will take place on the S.S. Lane Victory Liberty ship in San Pedro, CA, today and tomorrow in Baltimore, MD, on the S.S. John W. Brown Liberty ship.

“The new four-stamp pane that we are issuing today features vessels that have formed an important part of our country's maritime history — clipper ships, auxiliary steamships, Liberty ships and container ships,” said Jim Cochrane, vice president, Product Information. “As we dedicate these stamps, we pay homage not only to the ships, but also to the valor of the thousands of dedicated members of the U.S. Merchant Marine who served their country and served it honorably.”