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From the Desk of the District Manager



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

ENHANCING USPS.COM

New Features coming to USPS Website

Beginning this fall, USPS is adding several new features to usps.com. The Postal Service launched a revamped version of the website earlier this year (Link, 7/25).

The new features include the addition of PayPal for Click-N-Ship users; Spanish and Chinese translated pages and the redesign of Hold Mail and Redelivery. In addition, these services now will be integrated into customer accounts, creating a central location to access all activity.

“Without a doubt, adding PayPal and multilingual pages is a huge step forward in expanding our reach and making it easier to do business with the Postal Service,” says Kelly Sigmon, vice president, Channel Access.

A new feature — located in the upper left hand corner of the site — will allow customers to translate a page into Spanish or Chinese with a click of a mouse. “We recognize these are the two biggest markets that will have immediate impact within our customer base,” says Joe Adams, general manager, Digital Access.

Hold Mail and Redelivery also will have a new look and be able to integrate the information into the customer’s account. “usps.com customers will now have one location to view their postal activities,” says Adams. “This makes the user experience intuitive, efficient and ultimately will lead to more new and repeat business.”

Other enhancements to be launched later this year include a revamped Postal Store, a redesign of Click-N-Ship and the Direct Mail Hub.

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A NEW REALITY Postmaster General Addresses need for Legislative Reform



Postmaster General Patrick Donahoe delivering his National PCC Day speech in Tampa.

In his National PCC Day address, Postmaster General Patrick Donahoe described the Postal Service's new reality. He says USPS has reduced its annual costs by more than \$12 billion and its workforce by 110,000 career employees over the past four years. "But we must do significantly more to return to profitability," he said.

Donahoe says the Postal Service must reduce its annual costs by \$20 billion by 2015, "and we do not currently have the flexibility in our business model to achieve these cost reductions."

Donahoe praised postal employees for their hard work to bring about cost savings while also achieving record levels of service. He stated the Postal Service's financial losses are due largely to an overly restrictive business model and should not be interpreted as an indictment of the value of mail.

The Postal Service has prepared a comprehensive package of proposals for Congressional consideration that would allow it to operate more like a business. The proposals would

relieve USPS of large financial mandates and give it the authority to transition to a national five-day per week delivery schedule.

"Short-term solutions will not help the Postal Service or this industry," said Donahoe. "We need long-term, comprehensive legislation and our expectation is that Congress will pass comprehensive legislation by the end of this calendar year."

On the 50th anniversary of the PCC, Donahoe pledged to work together with PCC partners to make the mailing industry stronger, more compelling and more profitable.

NEW AVP FOR NORTHEAST AREA PMG Names Uluski



Vice President, Area Operations, Richard Uluski

PMG Pat Donahoe has announced the selection of Richard Uluski to be vice president, Area Operations, Northeast Area. Uluski will be responsible for postal operations, including mail processing and distribution, customer service and administrative operations, over a geographic area that includes Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, parts of New York

and New Jersey, the U.S. Virgin Islands and Puerto Rico. He reports to the chief operating officer and executive vice president. Previously, Uluski was manager, Operations Support, for the Northeast Area. He supervised the daily operations of all mail processing, delivery and customer service operations in the Northeast Area, including 45 plants, 4,000 delivery and retail units and approximately 90,000 employees. Uluski held a series of managerial positions until he received his executive appointment in 2002 as the plant manager, Stamford, CT, Processing and Distribution Center. In 2003, he was named Northeast Area manager, In-Plant Support and joined the Massachusetts Performance Cluster as lead plant manager in July 2003, overseeing operations for seven plants.

A graduate of Trinity College in Hartford, CT, Uluski's postal career began in 1980 when he was hired as a letter sorting machine operator at the New Haven, CT, General Post Office.



Highlights from the National PCC Day



William Schnaars, District Manager GNYPC, Steve Forte, AVP Northeast Area and Edward Conrad, Industry Co-Chair GNYPC



The Greater New York Postal Customer Council (PCC) won two awards at this year's National PCC

Day adding to their previously won 18 national awards—an annual event which showcases the work of local PCC leadership, and recognizes outstanding service. NY District employees and customers seated in the auditorium at the Customs House Museum in downtown Manhattan cheered when it was announced via a live satellite feed, that the Greater New York PCC won both the Gold Level Communications Program Excellence

Award and the Gold Level PCC Premier Award.

Celebrating its 50th anniversary, the PCC was formed to help build cooperation and communication between the Postal Service and business mailers.

Local PCCs meet several times a year, but everyone looks forward to the National PCC event which is telecast live to local chapters throughout the country. This year, Postmaster General Pat Donahoe delivered an impassioned presentation on the state of the Postal Service from Tampa Bay, Florida. Donahoe praised Postal employees for their hard work in creating cost savings while achieving record levels of service.

Speaking at the Greater NY PCC event, VP Area Operations Steve Forte (retired Oct. 1st) pointed out how prior to 2006, the USPS operational goal was to ensure it had the capacity to support larger volumes, where as today, the goal is to ensure USPS has just enough capacity to meet lower volumes, and to operate at a lower cost than its revenues can support. "So now, we're contracting," said Forte. "We have to reduce our mail-processing infrastructure to get ahead of the declining volumes. This activity is at the core of our ability to return the Postal Service to profitability." Forte mentioned that proposed mail processing changes could reduce annual operating costs by

\$3 billion by 2015 and the redesign of delivery functions could lower costs by another \$2 billion by 2015. "We are also reworking our retail network of Post Offices, transitioning to fewer brick and mortar Post Office buildings and expanding our network of retail partners, using kiosks and expanding our web offerings," he said.

District Manager Bill Schnaars who presided over the event said, "It's been a good day for the Greater NY PCC. Winning these awards shows how committed NY District is to working together with our business partners. As we look to the future", he added, "the initiatives that we are proposing would radically realign our network, and could form the foundation of financially sound Postal Service that will enable us to continue to serve our customers for many years to come." For more information about the PCC, visit www.gnypcc.org



Roxanne Hosein, USPS Triboro Liaison, Dennis Lacognata of Prompt mailers and BMEU manager Debra Sledge

LEADING THE WAY TO EXCELLENCE

2011 PCC Leadership Awards Announced



The GNYPC Executive Board. Winners for the GOLD Communication Program Excellence and GOLD Premier Awards

As part of National PCC Day activities, the Postal Service recognizes outstanding achievement by PCCs around the country. Here are the 2011 PCC Leadership Award winners:

- PCC of the Year — Greater Atlanta PCC (large market), Vermont PCC (small market)
- PCC Industry Member of the Year — Dorothy Cottrill, Sacramento PCC

- Postal Member of the Year — Sonya Dulan, Greater Oklahoma PCC
- PCC Mentor of the Year — Mid-Michigan PCC
- District Manager of the Year — Rosemarie Fernandez, District Manager, San Francisco
- Business Partner of the Year — Admail West, Sacramento PCC

Communication Program Excellence Awards:

- Greater New York PCC — Gold
- Greater Portland PCC — Silver
- Greater Oklahoma and San Diego PCCs — tied for bronze

Education Program Excellence Awards:

- Tampa PCC — Gold
- Great Portland PCC — Silver
- Miami-Dade PCC — Bronze

The Postal Service also recognizes PCCs which meet a set of national standards that serve as the benchmarks for PCC excellence by addressing the PCC Network's core growth strategy to "implement and leverage network best practices to create business growth opportunities for the Postal Service and its PCC members."

PCC Winner!



Jack Dunn, raffle winner of 9/11 Commemorative Frame and Raschelle Parker, NYPC Liaison

Comments from a PCC Attendee:

"I attended the NY PCC Day event yesterday and wanted to provide you some feedback. I thought the event was very well run and worth the trip from Chicago to attend. The networking opportunities provided me plenty of time to catch up with some old friends and well as discuss some business with PCSC folks. I also thought the box lunch provided was fantastic. The lunch had plenty to eat and all of the food was great.

You guys did a great job and wanted to thank you for your efforts. I will again look forward to flying in again next for next year's event."

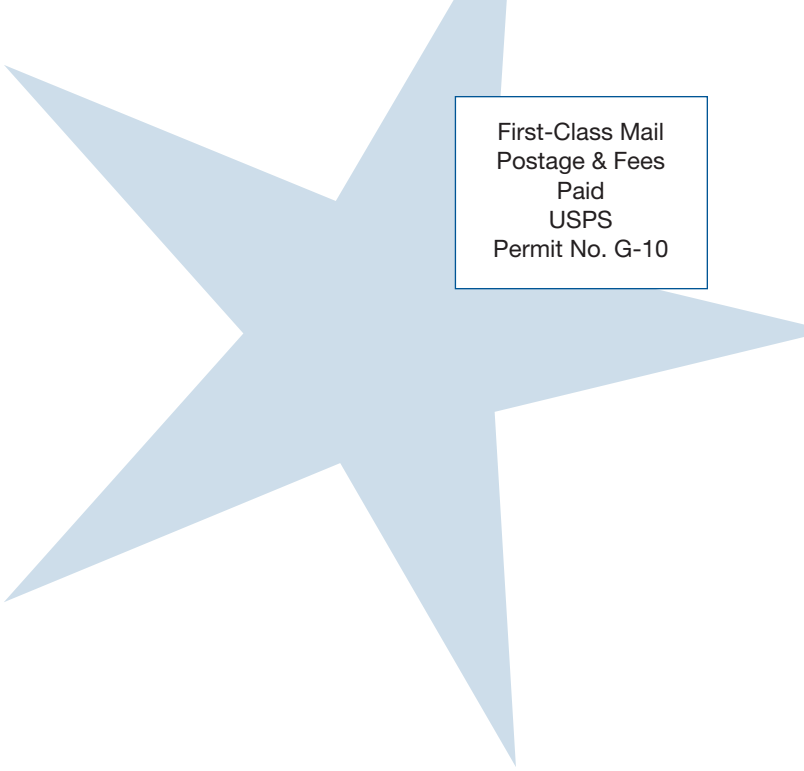
Thanks again, Stephen Colella, Calmark.

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The Greater NY PCC
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Save the Date!

HOLIDAY PARTY

December 7, 2011
Twins Restaurant
6pm to 8pm

★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.

HONORING THE LIVING

USPS Expands Eligibility for Stamp Recognition

Beginning next year, the Postal Service's stamp program will recognize acclaimed musicians, sports stars, writers, artists and other nationally-known figures on U.S. postage stamps — while they're still alive.

USPS is ending its rule stating an individual must have been deceased for at least five years before becoming eligible to be honored with a stamp. Under the new guidelines, living or recently deceased individuals will be eligible for commemoration.

"This change will enable us to pay tribute to individuals for their achievements while they are still alive to enjoy the honor," said PMG Patrick Donahoe. "These remarkable individuals — through their transformative achievements in their respective fields — have made enduring contributions to the United States of America. Honoring living individuals expands the interest in stamp topics and keeps our program timely, relevant and contemporary."

USPS is inviting the public to use social media to submit their ideas for individuals to honor. "We're inviting our customers to submit the top five living individuals they would like to see on stamps through Facebook and Twitter," said Stephen Kearney, manager, Stamp Services.

Each year, the Postmaster General's Citizens' Stamp Advisory Committee (CSAC) — composed of individuals whose backgrounds reflect a wide range of educational, artistic, historical and professional expertise — receives as many as 40,000 suggestions for stamp subjects.