

**Sharing Information, Solving Challenges**

The Postmaster General’s Mailers Technical Advisory Committee (MTAC) is a venue for the United States Postal Service 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 the Postal Service.

**50 Years of Success**

On May 27, 1965 Post Office Department Headquarters Circular No. 65-13 was issued by PMG John Gronouski, forming the Mailers Technical Advisory Committee and since then it has been 50 years of milestones.



**Looking Back at Partnership Results**

- ZIP Code
- Classification
- Presorting
  - Carrier Route
- ZIP+4
- Rate Case Implementation
- Barcoding
  - Address Block
  - Postnet Barcode
  - Delivery Point Barcode
- Automation
  - Optical Code Recognition
- Machinable Polywrap
- Addressing
  - National Change of Address
  - Coding Accuracy Support System
  - Advanced Address Quality Tools
- Drop Shipping
  - Transportation Worksharing
  - Savings
  - Palletized Mail
  - Drop Ship Appointment Systems
- Consistency
  - Mailing Standards
  - Business Mail Acceptance
- DMM Advisory
- Web-based Technology
  - eMir
  - Reply Mail website
  - iBSN
  - Mail.dat
- Business Mail Entry
  - Automated verification
  - PostalOne!
  - MERLIN
- Bundle Integrity
- Premium Forwarding Service
- Intelligent Mail Barcode
- eVS
- Commercial Plus postage
- Every Door Direct Mail
- Flats Sequencing System

**UNPARALLELED DEDICATION**

With 50 years of unmatched performance, MTAC and the Postal Service have been instrumental in helping make mail processes and programs work better.



When we work together to enhance the value of mail — from Product Development, Mail Preparation and Entry, Visibility and Service Performance Measurement, to Payment and Acceptance — we surpass expectations and the entire industry benefits.

The effort of this special group of industry experts has grown over the years and the successes and rewards are many. MTAC work groups have played instrumental roles in modernizing the mailing industry as the Postal Service evolves through automation technology. MTAC members can also take pride in knowing they supported worksharing programs that have generated billions of dollars in annual cost savings.

As we enter the next 50 years, our unique approach to building alliances will serve MTAC and the Postal Service well. We are committed to our common goal of keeping the mailing industry relevant and strong, well into the future.

## THANK YOU FOR YOUR PARTNERSHIP

“Our partnership with MTAC is incredibly valuable. It has endured for fifty years because it enables the Postal Service and the mailing industry to work better together, and enables us to grow stronger together. We can look confidently for opportunities in an increasingly dynamic marketplace when we do so collaboratively, strategically and with a shared commitment to invest in our future.”



**MEGAN J. BRENNAN**  
POSTMASTER GENERAL & CEO

## Have Your Voice Heard

Reaching out to Association members can be rewarding and productive, as you partner with recognized industry leaders who have an impressive history of accomplishments spanning five decades.

The Associations listed under “2015 MTAC Members” are united in their partnership with the Postal Service. As the Postal Service shares technical information with mailers, the Associations provide advice and recommendations on matters concerning mail-related products and services; advice and recommendations that you may have shared with your related Association.

The Associations are there for you and for the mutual benefit of mailing industry stakeholders and the Postal Service.

## How MTAC Works

**Task Teams:** A dedicated group of individuals quickly addressing very specific issues. They achieve results in a strict, often urgent period of time. The group concludes when the task or problem resolution is completed.

**User Groups:** These select groups serve as an ongoing forum for users of a particular postal product or process. The User Groups of today cover a wide-range of topics from Intelligent Mail, addressing, labeling lists, and eVS, to FAST, visibility, MTEOR, and promotions.

**Work Groups:** These proficient groups address defined issues and provide recommendations. The group concludes when recommendations are submitted for consideration.

**For more information:**

MTAC Program Manager, Consumer & Industry Affairs  
U.S. Postal Service  
475 L'Enfant Plaza SW, Washington, DC 20260-5600  
MTAC@usps.gov  
<https://ribbs.usps.gov/MTAC>

## John F. Kennedy,

35th President of the United States  
1961-1963

### Executive Order 11007 -

Prescribing Regulations for the Formation  
and Use of Advisory Committees, such as MTAC  
February 26, 1962

## 2015 MTAC Members

ABM - The Association of Business Information & Media Companies  
Agricultural Circulation Association  
Alliance of Nonprofit Mailers  
American Bankers Association  
American Catalog Mailers Association  
American Forest & Paper Association  
Association for Mail Electronic Enhancement  
Association for Postal Commerce  
Association of Direct Response Fundraising Counsel  
Association of Priority Mail Users  
City & Regional Magazine Association  
Classroom Publishers Association  
Continuity Shippers Association  
CRPA c/o Associated Church Press  
Direct Gardening Association  
Direct Marketing Association  
DMA Nonprofit Federation  
Edison Electric Institute  
Election Center  
Electronic Registration Information Center  
EMA  
Epicomm  
General Services Administration  
Global Address Data Association  
Gravure Association of the Americas  
IDEAlliance  
International Mailers' Advisory Group  
Local Search Association  
MPA - The Association of Magazine Media  
Mail Systems Management Association  
Major Mailers Association  
National Alliance of Standard Mailers & Logistics  
National Association of Advertising Distributors  
National Association of College & University Mail Services  
National Association of Presort Mailers  
National Catholic Development Conference  
National Industrial Transportation League  
National Newspaper Association  
National Postal Policy Council  
National Retail Federation  
Newspaper Association of America  
NPES - The Association for Suppliers of Printing, Publishing & Converting Technologies  
Offering Envelope Association  
Parcel Shippers Association  
Pharmaceutical Care Management Association  
Printing Industries of America  
Red Tag News Publications Association  
Saturation Mailers Coalition  
The Media and Content Marketing Association  
U.S. Chamber of Commerce