

MTAC TASK TEAM (TT) # 22 MEETING MINUTES

MTAC – 50TH ANNIVERSARY EVENT PLANNING (2015) Team

Members: Erv Drewek – Industry Leader
 Judy de Torok – USPS Leader
 Don Harle
 David Steinhardt
 Tonda Rush
 Charley Howard
 Dennis Farley
 Ernie Harris
 Maureen Goodson
 Ernie Rojas
 Paul Miller
 Anita Pursely
 Paula Stoskopf
 Joyce McGarvy
 Debbie Branagan
 Kathy Kamen
 Lee Garvey
 Hamilton Davison

1st Meeting – November 20, 2014 - From Judy de Torok's 12/16/14 email to TT #22 members:

Dear Task Team Members:

It's been a busy few weeks for all of us, and I appreciate everyone making time to work on MTAC 50th Anniversary event activities. Thank you so very much.

In the email below, I have summarized notes from our November meeting. I also am including a variety of attachments for your review, as well. The first attachment is a brochure from MTAC's 40th Anniversary celebration. I am attaching this so you have a reference for the type of collateral material that we plan on creating to recognize the accomplishments of the 50th. The second attachment is a list of USPS accomplishments since January 2005; we would appreciate your feedback on items that you feel should be noted in a 50th anniversary brochure. The third attachment is a list that reflects former MTAC members; as you may recall from our first meeting, we are reaching out to develop a database so that former members can be invited to participate in 2015 events.

As you review all of these items, please feel free to send me additional suggestions of accomplishments that may be missing from the list and please let me know if we are missing any alumni from the MTAC list. On our end, we are working on developing a budget for special events and legal issues on how to best fund them.

Thanks, Judy.

Meeting notes from the November, 20, 2014 MTAC 50th Anniversary Task Team meeting:

Cost Associated with Activities:

The TT discussed options as to how to pay for events and three avenues were discussed as viable options: MTAC dues, sponsorships and associations making a gift in the name of advancing the history of the mailing and shipping industry.

Action Item: USPS to determine cost and develop a budget to support events; USPS to discuss with legal all three options listed above.

Membership Roster: USPS to share roster of past members to identify key contributors and to locate addresses to invite former members to events commemorating 2015.

History of MTAC: USPS to share historic documents with task team members for future consideration.

Goal of Tributes: Members were asked to identify key points to make in documenting MTAC's contributions. Among the points articulated by Task Team members:

- Free advice. Mailers offer recommendations to USPS on how to improve products/services.
- Competition: While competitors are in MTAC together, they are able to put their differences aside and work toward the common good of improving the mail. Members represent "associations" not individual companies.
- History of mail: need to capture it quickly before digital replaces it. Oral and written histories need to be preserved for next generation.

I will be in touch regarding our next meeting.

January 16, 2015 Telecon with TT # 22 Leaders Erv Drewek and Judy de Torok extended TT #22 from 12/31/14 expected completion date to April 30, 2015.

January 30, 2015 Telecon – TT # 22 members met to discuss and vote on three prospective MTAC logo designs.

February 19, 2015 Meeting (after Feb 17 regular MTAC meeting held where MTAC 50th teaser video shown with Bill Hoyt, Celebrating 50 Years of Achievement Information Sheet introduced, MTAC 50th logo unveiled and plans for May announced):

- The overall anniversary celebration plan for NPF May 20, 2015 Anaheim was discussed along with who to invite – the purpose being to ensure all are invited to the extent possible without anyone being left out.
- Special logo for MTAC 50th was discussed
- Special MTAC 50th ribbons were discussed
- Special MTAC 50th risers were discussed for photo op
- Other ideas discussed were possibility of MTAC certificates of membership with 50th logo signed by PMG and invite members to bring MTAC momentos from past to select events

Attachments:

- MTAC 40th Anniversary Brochure Side One
- MTAC 40th Anniversary Brochure Side Two
- USPS Accomplishments Since January 2005
- MTAC Alumni List
- MTAC 50th Discussion Draft for 2015
- Final MTAC 50th Logo with Dates
- Final MTAC 50th Information Sheet
- Events for MTAC Members at May NPF (especially 50th Anniversary Evening Reception May 19, 2015 and MTAC Meetings 2 pm – 5:30 pm May 20, 2015)