

**MAILERS' TECHNICAL ADVISORY COMMITTEE (MTAC)  
NOVEMBER 30 – DECEMBER 1, 2011 MEETING MINUTES**

The meeting was held at U.S. Postal Service Headquarters, 475 L'Enfant Plaza SW, Washington DC. All presentations can be downloaded from the MTAC website.

**WEDNESDAY, NOVEMBER 30**

The meeting was called to order by Anita Pursley, Industry MTAC Co-Chair who welcomed everyone. She reminded all of the MTAC Industry Leadership Committee election to be held later today and thanked the nominees for offering to provide leadership to MTAC during these challenging times. She said those elected will be making a major commitment and will play a key role in advising the USPS regarding impacts on the industry of Postal Service initiatives. New MTAC representatives were introduced. Susan LaChance, Postal MTAC Co-Chair outlined the agenda for this fourth quarterly MTAC General Session meeting. Susan indicated certain adjustments are being made in the MTAC attendance policy (i.e. to limit third party attendees) to be consistent with the MTAC Charter.

Marketing/Sales Update, presented by Paul Vogel, President and Chief Marketing/Sales Officer  
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THE MAIL Campaign, presented by Joyce Carrier, Manager, Advertising and Media Planning  
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[Click here to view video # 1](#)  
[Click here to view video # 2](#)

Message from the PMG, presented by Patrick R. Donahoe, Postmaster General and Chief Executive Officer  
No slides were provided. The Postmaster General discussed legislation, service and the exigency case. He presented Anita Pursley with a special plaque to recognize the successful conclusion of her past two year tenure as MTAC Industry Chair and for her significant contributions to the Postal Service and the mailing industry. He announced Anita will now serve starting January 1 another two years as MTAC Immediate Past Chair. He also recognized Don Harle who is completing his six years on the MTAC Executive Committee Leadership who will now join the prestigious list of former MTAC Chairs on the MTAC Honor Roll of Ex Officios. Finally, together with Anita and Don, he recognized all former MTAC Industry Chairs in attendance – Bob O'Brien, Joyce McGarvy and Joe Lubenow.

Pricing Strategy, presented by Maura Robinson, Vice President, Pricing  
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Operations Update, presented by Megan Brennan, Chief Operating Officer and EVP  
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Service Measurement, presented by Jim Cochrane, Vice President, Product Information  
[Click here to view presentation](#)

Network Optimization, presented by Dave Williams, Vice President, Network Operations  
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USPS Financial Status, presented by Steve Massey, VP Finance & Planning  
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The meeting was adjourned at 5:00 pm by Anita Pursley.

**THURSDAY, DECEMBER 1**

The meeting was called to order by Phil Thompson, Industry Vice Chair and Sharon Owens, Postal Co-Vice Chair. Phil announced the following winners of the MTAC Industry Leadership Committee election at the Industry only meeting held at 5:00 pm yesterday:

MAIL CLASS:

FOCUS AREA:

First-Class Mail/Expedited

Entry and Preparation

Sharon Harrison

Todd Black

Periodicals

Mail Piece Design / Product  
Development

John Stark

Rose Flanagan

Standard Mail

Acceptance

Wanda Senne

Dale Miller

Package Services

Service Performance

John Medeiros

Lisa Bowes

Payment

Angelo Anagnostopoulos

USPS Costing Systems Status, presented by Tim O'Reilly, Vice President, Controller  
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Industry Feedback - Pulse of the Industry was moderated by Phil Thompson and consisted of the following panel by Mail Class:

Sharon Harrison – First-Class Mail/  
Expedited Services

Erv Drewek – Periodicals

Wendy Smith – Package Services

Steve Colella – Standard Mail

MTAC Groups by Focus Area then provided progress updates introduced by their respective "Foursome" Sponsors as follows:

Wendy Smith/Charley Howard and Jim Cochrane/Sharon Owens for Service Measurement & Improvement

WG # 146 Provide Container Tray & Piece Level Detail to Full Service Customers, presented by Angelo Anagnostopoulos & Steve Dearing/Kuldip Goyal

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WG # 145 Promote Significant Usage of 24-Digit Tray Labels, presented by Paula Stoskopf & Steve Dearing/Himesh Patel

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WG # 144 Modify Intelligent Mail Container Barcode Construct, presented by Bob Schimek & Steve Dearing/Himesh Patel

[Click here to view presentation](#)

WG # 142 Start-the-Clock for all Commercial Parcels, presented by Tom Underkoffler & Robert Raines

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UG # 2 eVS / Product Tracking System, presented by John Medeiros/Steve Zweig & Vicki Bosch/Lisa Hyater

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Wanda Senne/Erv Drewek and Maura Robinson/Dave Williams for Optimization of Preparation & Entry

WG # 148 Physical Location Defaults and Redirections, presented by Lisa Bowes & Shibani Gambhir

No slides were provided.

UG # 3 FAST, presented by Michelle Billmann/Rich Domagala & Alexis Broadhurst-Ross

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Chris Lien/Sharon Harrison and Jim Wilson/Dean Granholm for Address Accuracy

UG # 5 Addressing: Technology and Business Strategy, presented by Adam Collinson/John Whittington & Angela Lawson/Paul Sullivan

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Steve Colella/Don Harle and Gary Reblin/Cliff Rucker for Growth

WG # 147 Enhanced Parcel Return Processes, presented by Jody Berenblatt & Dan Barrett/Marc McCrery

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UG # 4 CONFIRM, presented by Angelo Anagnostopoulos/Ellie Alexander & Steve Monteith

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MTAC Executive Committee for Task Teams

TT # 6 Mailpiece Design Support, presented by Wanda Senne & Christine Simone

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TT # 7 Full Service ACS Rating Implementation, presented by Joyce McGarvy & Jim Wilson  
No slides were provided.

TT # 8 New Product Information Process, presented by Laine Ropson & Karen Tucker  
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TT # 9 FSS Labeling Lists and Service Standards, presented by Mike Winn & Shibani Gambhir  
No slides were provided.

TT # 10 Simplify Presort Software Approval Process for PAVE and seek Improvements in  
PostalOne! Data Interchange, presented by Braden McCollum & Cher Rupp-Ruggeri  
[Click here to view presentation](#)

TT # 11 Revising Mail Preparation Parameter File Releases and Schedule to Minimize Costs and  
Service Impacts, presented by Bob Schimek/Angelo Anagnostopoulos & Shibani Gambhir  
[Click here to view presentation](#)

Debbie Cooper/Ernie Rojas and Pritha Mehra/Mike Amato for Intelligent Mail /Seamless Entry  
[Click here to view presentations for the following:](#)

WG # 143 Seamless Acceptance, presented by Bob Rosser/Mury Salls/Susan Pinter & Garrett  
Hoyt/Marty McGuire

WG # 140 Enterprise Payment, presented by Cheryl O'Day and Tanya Perry

WG # 139 Start-the Clock for all Business Mail, presented by Rose Flanagan & Christine Simone

WG # 138 eDropship, presented by Deborah Damore & Garrett Hoyt

UG # 1 PostalOne!, SASP, Intelligent Mail, presented by Watt Bryan/Todd Black & Brenda  
Washington/Ruth Stock

The meeting was adjourned by Phil Thompson at 12 noon.