

AGENDA (Rev 11/29/11)
MAILERS' TECHNICAL ADVISORY COMMITTEE (MTAC) MEETING
 November 30 – December 1, 2011
 U.S. Postal Service Headquarters
 475 L'Enfant Plz SW, Washington DC 20260

TUESDAY, NOVEMBER 29

Room 4841

1:30 pm – 3:30 pm Leadership Committee Meeting

WEDNESDAY, NOVEMBER 30

Ben Franklin Room

Note: Lunch is not provided

12:00 pm – 12:10 pm	Welcome & Announcements	Anita Pursley, Chair, Industry Susan LaChance, Chair, Postal
12:10 pm – 12:40 pm	Marketing/Sales Update	Paul Vogel, President and Chief Marketing/Sales Officer
12:40 pm – 1:00 pm	THE MAIL Campaign	Joyce Carrier, Manager Advertising and Media Planning
1:00 pm – 1:30 pm	Message from the PMG	Patrick R. Donahoe, Postmaster General and Chief Executive Officer
1:30 pm – 2:00 pm	2012 Pricing Strategy	Maura Robinson, Vice President Pricing
2:00 pm – 2:45 pm	Operations Update - including Mail Transport Equipment (MTE) and Service Performance	Megan Brennan, Chief Operating Officer and EVP
2:45 pm – 3:10 pm	Service Measurement	Jim Cochrane, Vice President, Product Information
3:10 pm – 3:30 pm	Mid-Afternoon Break (Room 11228)	
3:30 pm – 4:00 pm	Network Optimization	Dave Williams, Vice President, Network Operations
4:00 pm – 4:45 pm	USPS Financial Status	Joe Corbett, Chief Financial Officer & EVP
4:45 pm – 4:50 pm	Summary and Adjourn	Anita Pursley
Room 1P410		
5:00 pm – 6:00 pm	MTAC Business Meeting (MTAC Industry Leadership Committee Election & Other Business)	MTAC Industry Members Only
Ben Franklin Room		
6:00 pm – 8:15 pm	RECEPTION	

THURSDAY, DECEMBER 1

Room 11228

7:15 am Continental Breakfast

Ben Franklin Room

8:00 am – 8:10 am	Welcome & Announcements (Including Results of Industry Leadership Committee Election and MTAC Structure Overview)	Phil Thompson, Vice Chair, Industry Sharon Owens, Co-Vice Chair, Postal
8:10 am – 8:20 am	USPS Costing Systems Status	Tim O'Reilly, Vice President, Controller
8:20 am – 8:45 am	Industry Feedback - Pulse of the Industry <u>Panel – Mail Class</u> Sharon Harrison – First-Class Mail/ Expedited Services Erv Drewek – Periodicals Wendy Smith – Package Services Steve Colella – Standard Mail Ernie Rojas – At Large	Phil Thompson, Moderator
8:45 am – 11:45 am	<u>MTAC Groups by Focus Area</u> <u>- Introduction by “Foursome” Sponsors</u>	Phil Thompson, Moderator
8:45 am – 9:15 am	Wendy Smith/Charley Howard Jim Cochrane/Sharon Owens: - Service Measurement & Improvement <ul style="list-style-type: none">○ WG # 146 Provide Container Tray & Piece Level Detail to Full Service Customers<ul style="list-style-type: none">● Angelo Anagnostopoulos & Steve Dearing/ Kuldip Goyal○ WG # 145 Promote Significant Usage of 24-Digit Tray Labels<ul style="list-style-type: none">● Paula Stoskopf & Steve Dearing/Himesh Patel○ WG # 144 Modify Intelligent Mail Container Barcode Construct<ul style="list-style-type: none">● Bob Schimek & Steve Dearing/Himesh Patel○ WG # 142 Start-the-Clock for all Commercial Parcels<ul style="list-style-type: none">● Tom Underkoffler & Robert Raines○ UG # 2 eVS / Product Tracking System<ul style="list-style-type: none">● John Medeiros/Steve Zweig & Vicki Bosch/Lisa Hyater	

THURSDAY, DECEMBER 1 (Continued)

- 9:15 am – 9:25 am Wanda Senne/Erv Drewek/
Maura Robinson/Dave Williams:
- Optimization of Preparation & Entry
- WG # 148 Physical Location Defaults and Redirections
 - Lisa Bowes & Shibani Gambhir
 - UG # 3 FAST
 - Michelle Billmann/Rich Domagala & Alexis Broadhurst-Ross

- 9:25 am – 9:45 am Chris Lien/Sharon Harrison
Jim Wilson/Dean Granholm:
- Address Accuracy
- UG # 5 Addressing: Technology and Business Strategy
 - Adam Collinson/John Whittington & Angela Lawson/Paul Sullivan

Room 11228

9:45 am – 10:05 am Mid-morning Break (*note: HQ Badge Office **Room 1P331**
- open for MTAC only*)

Ben Franklin Room

- 10:05 am – 10:15 am Steve Colella/Don Harle
Gary Reblin/Cliff Rucker:
- Growth
- WG # 147 Enhanced Parcel Return Processes
 - Jody Berenblatt & Dan Barrett/Marc McCrery
 - UG # 4 CONFIRM
 - Angelo Anagnostopoulos/Ellie Alexander & Steve Monteith
- 10:15 am – 10:45 am MTAC Executive Committee:
- TT # 6 Mailpiece Design Support
 - Wanda Senne & Christine Simone
 - TT # 7 Full Service ACS Rating Implementation
 - Joyce McGarvy & Jim Wilson
 - TT # 8 New Product Information Process
 - Laine Ropson & Karen Tucker
 - TT # 9 FSS Labeling Lists and Service Standards
 - Mike Winn & Shibani Gambhir
 - TT # 10 Simplify Presort Software Approval Process for PAVE and seek Improvements in PostalOne! Data Interchange
 - Braden McCollum & Cher Rupp-Ruggeri
 - TT # 11 Revising Mail Preparation Parameter File Releases and Schedule to Minimize Costs and Service Impacts
 - Bob Schimek/Angelo Anagnostopoulos & Shibani

THURSDAY, DECEMBER 1 (Continued)

10:45 am – 11:45 am Debbie Cooper/Ernie Rojas

Pritha Mehra/Mike Amato:

- Intelligent Mail /Seamless Entry

- WG # 143 Seamless Acceptance
 - Bob Rosser/Mury Salls/Susan Pinter & Garrett Hoyt/Marty McGuire
- WG # 140 Enterprise Payment
 - Cheryl O'Day & Tanya Perry
- WG # 139 Start-the Clock for all Business Mail
 - Rose Flanagan & Christine Simone
- WG # 138 eDropship
 - Deborah Damore & Garrett Hoyt
- WG # 137 Full Service Feedback
 - Todd Black & Susan Redman
- UG # 1 PostalOne!, SASP, Intelligent Mail
 - Watt Bryan/Todd Black & Brenda Washington/Ruth Stock

11:45 am – 11:50 am Summary & Adjourn

Phil Thompson