

**MAILERS' TECHNICAL ADVISORY COMMITTEE (MTAC)  
AUGUST 17 – 18, 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, AUGUST 17**

The meeting was called to order by Anita Pursley, Industry MTAC Co-Chair who welcomed everyone. She reminded all of the MTAC Industry Vice Chair election to be held later today and thanked Don Harle, Immediate Past Chair, who chaired the nominating committee made up of former MTAC Industry Chairs. The two candidates for MTAC Industry Vice-Chair are Chris Lien and John Stark. She also recognized that Don Harle had recently been hospitalized but reported he is now home and is on his way to full recovery. New association executives and representatives were then recognized. Susan LaChance, Postal MTAC Co-Chair highlighted the importance of today's meeting featuring Postal Service senior management. She also noted that tomorrow's agenda deviates from the normal format of MTAC General Sessions by asking the Industry to provide feedback about concerns and thoughts about the conceptual and pre-decisional releases being made this past week to the MTAC Leadership regarding the impact of USPS Network Optimization. Anita Pursley provide details of the breakouts to be held tomorrow morning.

Presentations:

Message from the PMG - Pat R. Donahoe, Postmaster General and Chief Executive Officer - Discussed the challenges facing all of us and reiterated his desire to work with the industry to ensure a healthy future for the Postal Service and the mailing industry.  
No slides were provided.

USPS Finances, presented by Joe Corbett, Chief Financial Officer and EVP  
[Click here to view presentation](#)

Legislative Status, presented by Ron Stroman, Deputy Postmaster General  
Discussed legislative initiatives and their importance for the Postal Service and the mailing industry.  
No slides were provided.

Network Optimization, presented by Dave Williams, VP Network Operations  
[Click here to view presentation](#)

Service Measurement, presented by Jim Cochrane, VP Product Information  
Slides are not available.

Marketing Opportunities, presented by Paul Vogel, President and Chief Marketing / Sales Officer and his Team  
[Click here to view presentation](#)

At the request of the Industry for an email address to use for feedback on broken links and suggestions, Joe Adams, General Manager Online & Marketing on Paul Vogel's Team, subsequently provided the following: [projectphoenix@usps.gov](mailto:projectphoenix@usps.gov)

## **THURSDAY, AUGUST 18**

The meeting was called to order by Phil Thompson, Industry Vice-Chair. Phil announced that Chris Lien had won the election for MTAC Industry Vice-Chair and he thanked both Chris and John Stark for their willingness to run for this important leadership position. Phil then recognized the completion of MTAC Work Group # 141 Spoilage & Shortage Reporting and Postage Reconciliation and presented Certificates of Appreciation to the Work Group Leaders Wanda Senne and Paula Stoskoff for the Industry and Audrey Meloni and Bill Chatfield for the USPS. Anita Pursley, Industry Chair then announced to applause that former MTAC Industry Chair Joyce McGarvy had been elected to the National Postal Forum Board of Directors. Susan LaChance, Postal Chair, then provided direction for the coming morning breakout sessions and stressed their importance in obtaining Industry feedback regarding the impact of USPS Network Optimization initiatives.

### Presentations:

Highlights of August 16 Postal Product Costing Workshop, presented by Jennifer Bradley for Tim O'Reilly, VP Controller

[Click here to view presentation](#)

Product Information Update, presented by Jim Cochrane, VP Product Information

[Click here to view presentation](#)

Respect the Clear Zone, presented by Dean Granholm, VP Delivery and Post Office Operations

[Click here to view video](#)

Breakout Sessions (seven) to Provide Industry Feedback (Voice of the Industry) Re: Impact of USPS Network Optimization Initiatives. Note: hardcopy presentation of four slides was provided to participants to depict discussion topics, show how the discussion groups would later share their feedback with the larger group, and the process for compiling group summaries.

[Click here to view presentation](#)

[Click here to view Mailing Industry Feedback Summary](#)

Report Back by Facilitators, presented by Erv Drewek, Steve Lopez, Chris Lien, Charley Howard, Wendy Smith, Steve Colella and Wanda Senne.

Report not yet available.

Susan LaChance, Postal Chair, then thanked all for their hard work to provide this valuable information. She summarized saying this initial industry input will help the Postal Service understand what is on people's minds regarding the conceptual and pre-decisional Network Optimization initiative as presented yesterday at MTAC by Dave Williams. Understanding industry concerns and keeping customer needs in mind will enable the Postal Service to maintain high levels of service in the future as we strive to achieve our objective of aligning postal operations with the changing communication landscape.

The meeting was adjourned at 12 noon by Phil Thompson.