



The Postal Customer Council Santa Ana Breeze

Upcoming Events

July 8, 2010

Postal Facility Tour and BBQ

USPS Mail Processing Plant
3101 W. Sunflower Santa Ana CA 92799

September 15, 2010

National PCC Day

Location to be announced July 1st, 2010

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'Service Up, Costs Down'

Drew Aliperto was named Vice President, Area Operations for the Pacific Area in October 2009. In this role, he is the senior postal official in an area that encompasses California, Hawaii, Guam, American Samoa and the trust territories. He reports to Deputy Postmaster General and Chief Operating Officer Pat Donahoe and is responsible for all postal operations including mail processing and distribution and customer service and administrative operations.

Aliperto oversees approximately 76,000 employees in eight districts who collect, transport, process and deliver 81 million pieces of mail each day to 16.5 million delivery points. He also administers an annual budget of \$6.1 billion.

"Our mission in the Pacific Area is to provide our customers premier service in the most efficient, cost-effective way possible. We call it 'Service Up, Cost Down,' and we focus on this every single day," says Aliperto.

A 32-year Postal Service veteran, Aliperto served as manager of operations support in the Pacific Area since 2007. Earlier, he served as plant manager in St. Paul, MN. His other assignments have been manager and senior manager of distribution operations at processing facilities in both Minneapolis and St. Paul, as well as acting

senior plant manager in Sacramento.

Since assuming his new role as Vice President, Aliperto has dedicated a good deal of his time to two areas of emphasis: leadership and developing people.

"I regularly visit each of our eight districts to encourage growth in leadership," he says. "Much of our success in these challenging times is dependent upon our ability to use our leadership skills to achieve and sustain the delicate balance between pulling costs out of our operations and support functions while keeping our service at high levels.

"In terms of developing people, I've made it a personal goal to help identify and encourage our high-potential employees to prepare them to be the future leaders in the Postal Service," says Aliperto.

He and his wife Rita, who also is a USPS employee, enjoy bowling in a league with co-workers. He also is an avid outdoorsman who goes on hunting and fishing trips across the country. He has a trip to Africa planned for next year.

"We're adjusting to the California lifestyle," says Aliperto. "In fact, I've switched from ice fishing in Minnesota to snorkeling in California and Hawaii. Life is good."



Our Next Event

May 20, 2010

2010 Southern California Joint PCC "Gold Rush" Postal Seminar and Vendor Show

Join the Santa Ana District PCC along with the Los Angeles and Van Nuys PCC's as we go for the Gold Award Premier PCC in 2010. The preparations are now completed and the excitement for this event continues to grow.

Listen to Pacific Area VP, Drew Aliperto as he updates us on the USPS's five day delivery plan. Attend our last two "qualifying" educational sessions (of the four required) towards your Postal Intelligence Certificate. Hear the latest on one of the most talked about postal changes in recent years, Intelligent Mail Barcodes. We will also feature a session on FSS by Richard Younce. You will not want to miss the vendor exhibits along with your chance to win a prize at "Vendor Bingo"!

Register now to attend this event at the Doubletree Hotel in Commerce on May 20th. Go to our website at www.socalpcc.org and click the Santa Ana tab, then click RSVP TODAY at the top of the page. See you there!



Four Myths about the USPS

For 235 years, the U.S. Postal Service has delivered your mail in snow, rain and dark of night. However, tough market conditions are creating new challenges for our business. Misconceptions about the future of our enterprise abound; dispelling these myths will show that we can continue to deliver the mail.

1. The Postal Service wastes taxpayer dollars.

The Postal Service, reorganized in 1971 as an independent agency of the executive branch, operates as a commercial entity. We rely on the sale of postage, mail products and services for revenue.

A small annual appropriation from Congress reimburses the USPS for free mail for the blind and absentee-ballot mailing for overseas military personnel. Otherwise, we have not received taxpayer funds to support postal operations since 1982; in fact, though we're often described as "quasi-governmental," we're required by law to cover our costs.

2. The Postal Service is inefficient.

Ten years ago, it took 70 employees one

hour to sort 35,000 letters. Today, in that same hour, two employees process that same volume of mail. Though the number of addresses in the nation has grown by nearly 18 million in the past decade, the number of employees who handle the increased delivery load has decreased by more than 200,000.

But keeping operating costs down is the greatest testament to efficiency. Since 2002, the Postal Service has cut its costs by \$43 billion, including by \$6 billion in 2009. These savings have come through workforce and overtime reduction, the renegotiation of more than 500 supplier contracts, the consolidation of facilities, the closing of administrative offices, and cuts in travel expenses and supply budgets.

3. Mail is not reliable.

Independent quarterly surveys conducted by IBM confirm that the Postal Service has achieved record reliability levels. In the last quarter of 2009, on-time overnight delivery of single-piece first-class mail was at 96 percent for the fifth straight quarter, an agency best.

4. The USPS is not environmentally

friendly.

There's no way around it: Delivering mail uses fossil fuels, and mail often produces paper waste. Still, the Postal Service is greener than you think. As long as consumers and businesses use physical mail, we're committed to finding ways to process it responsibly.

Our fleet of 44,000 alternative-fuel-capable vehicles is one of the largest in the world and includes electric, three-wheeled electric, hybrid electric, ethanol, fuel-cell, biodiesel and propane technology. More than a half-billion packages and envelopes that we provide free annually are recyclable and made of environmentally friendly materials.



SPREAD THE WORD

MAILERS CAN SAVE MONEY USING INTELLIGENT MAIL FULL SERVICE

With more than 7 billion pieces of mail processed and \$2 billion in revenue generated for the Postal Service, the Intelligent Mail Full Service program also has been a success story for business mailers, says Thomas Day, senior vice president, Intelligent Mail and Address Quality.

According to Day, early adopters of Intelligent Mail Full Service have one thing in common: They worked closely with all stakeholders in their mail supply chains and developed Full Service project plans.

To date, there are 300 business mailers participating in Intelligent Mail Full Service. One reason, says Day, is because Intelligent Mail Full Service provides mailers with "start-the-clock" information — electronic data that lets mailers know when their mailings enter the Postal Service network. Free address correction service (ACS) information is another reason.

"The publishing industry is a big fan of free ACS," says Pritha Mehra, vice president, Business Mail Entry and Payment Technologies. "Many of them are on target to save millions of dollars a year. Considering the savings from free ACS, as well as the postage discount for participating in Full Service, the return on investment can be very high."

For mailers who are still thinking about signing on to the program, Mehra has these tips:

- Talk to colleagues who generate the mail in your organization to determine the return on investment of Full Service price discounts and free ACS.
- Work closely with your mail service providers, including equipment manufacturers and software vendors, to determine their capabilities, such as the ability to print the Intelligent Mail barcode.
- Make sure your mailing software is capable of submitting postage statements and other supporting documentation electronically through the *PostalOne!* system. (Mailers are encouraged to use one of three electronic options: Postal Wizard, Mail.dat or Mail.XML.)

For more information about Intelligent Mail Full Service, customers should visit ribbs.usps.gov.

Neither snow nor rain nor gloom of night...

Contrary to popular belief, the United States Post Office has no official motto. However, a number of postal buildings contain inscrip-



tions, the most familiar of which appear on postal buildings in New York City and Washington D.C. General Post Office, New York City, 8th Avenue and 33rd. Street.

"Neither snow nor rain nor gloom of night stays these couriers from the swift completion of their appointed rounds."

This inscription was supplied by William Mitchell Kendall of the firm of

McKim, Mead & White, The Architects who designed the New York General Post Office.

Kendall said the sentence appears in the works of Herodotus and describes the expeditions of the Greeks against the Persians under Cyrus, about 500 B.C.

The Persians operated a system of mounted postal couriers, and the sentence describes the fidelity with which their work was done.

Featured Member

Our newsletter staff has been featuring members from the mailing industry so we felt it was time to feature one from the USPS. Our first choice had to be the 2009 /2010 "Mentor of the Year" award winner, Scott Jones.

Scott has been with the USPS for 30 years. His management career began as the Business Mail Entry Unit (BMEU) Supervisor at the Fullerton Post Office where he served for 12 years before being promoted to BMEU Mgr. for the Santa Ana District, a post he has held for the last 12 years.

When asked what he enjoys the most about being involved with the SADPCC he replied "It provides me the opportunity to assist customers in

keeping current on the many changes occurring in mail piece design, and changes to postal regulations. Staying current is a very challenging task and the PCC affords a great opportunity for mailers and our mailing community to have a forum to discuss these challenges and find solutions."

One of Scott's favorite interests is music. He plays drums in a classic rock band known as "Orange County Vintage Rock Company" that performs occasionally at various local venues. Scott has been playing drums since he was in junior high and has played in several bands over the years. All the members of his current band have professional careers outside of music, with very demanding schedules, so the band does not play as often as they would like. But they enjoy getting together every 5 or 6 weeks to practice and to play an occasional gig as time permits.

Scott also enjoys magic and model railroading. He has collected magic tricks for many years and used to perform magic shows for children's birthday parties. Although currently he has no time for these hobbies, he hopes to take them up in the future after he retires. When that day does arrive, we know he will have continued success!



Moving to Five Day Delivery

It's been floated as an idea for years, so maybe when you hear the words "five day delivery," you don't take them seriously. Take them seriously. That's the message from Headquarters. When it happens — and they are working very hard in Washington D.C. to make sure it happens — it will be the single biggest change to the way we do business that any current Postal Service employee has ever experienced. So tell your employees about the plan, why it's necessary, what it will take to make it happen, and what impact the change will have.

Why it's necessary and what it will take.

Quite simply, the Postal Service business model no longer works. It was created in 1971 with the assumption that the growth in mail volume would pay for the growth in delivery points. That worked until 2000, when volume growth began to slow. During the last decade volume plateaued and then began to plummet. In 2006 the USPS delivered 213 billion pieces of mail. This year we are

projecting volume of 168 billion pieces.

No one predicts a return to earlier volume levels. Even with a resurgence of commercial mail as the economy improves, electronic diversion will continue to eat away at mail volume. Meanwhile the number of delivery points grows on, from 135 million in 2000 to 149 million in 2009. Even with the major cost-cutting efforts we've adopted — 6 billion dollars in Fiscal Year 2009 — there is no way we can cut enough costs in the future to remain sustainable. Something has to give.

Surveys have indicated that of all the potential solutions to our fiscal situation, the one that is the most popular with the public is eliminating Saturday delivery. Saturday is our lightest day, and one third of businesses are closed. It's estimated that moving to five day delivery would save three billion dollars a year. But it cannot happen without a change in law. And for that, we are depending on Congress and the President.

What's the plan?

- No delivery or collections on Saturday, except Express Mail
- Post Offices currently open for retail services on Saturday will remain open
- Delivery to P.O. Boxes will remain as it is
- Express Mail will continue to be delivered 365 days a year
- Priority Mail may be delivered only to P.O. Boxes on Saturday
- Originating mail will be processed only Monday through Friday
- Destinating mail, except to P.O. Boxes, will be processed only Monday through Friday
- Remittance Mail processing and Caller Service will continue as they are now
- Bulk drop shipments will continue to be accepted on weekends. Existing service standards will be maintained

On Set with "Al"

New TV ads will again feature the Santa Ana District resident.

Actor Mike Bradecich hasn't become a household name (yet), but the Santa Ana District resident is fast becoming one of the most recognizable faces on television, playing Letter Carrier "Al" in the popular series of USPS TV spots promoting the Priority Mail Flat Rate Box.

Happily for Bradecich and the Postal Service, the commercials have been so successful that three more are now in production, and one of them was filmed recently here in the District.

"It's been great!" says Bradecich, as genuinely genial as his commercial persona. "The other day I took my four year old daughter to see Disney's The Princess and the Frog. Before the movie started they ran one of the ads and my daughter shouted 'That's my Dad!'"

But surprisingly, Bradecich says he is rarely recognized in person. Perhaps that's because, as he readily admits, "I am the most generic-looking man in America." In fact he loves to point out that he has mailed things at Post Offices where he was standing just a few feet from a life-size cardboard cut-out of himself, and no one made the connection.

Even his letter carrier in Long Beach hasn't caught on yet. He says that on a few occa-

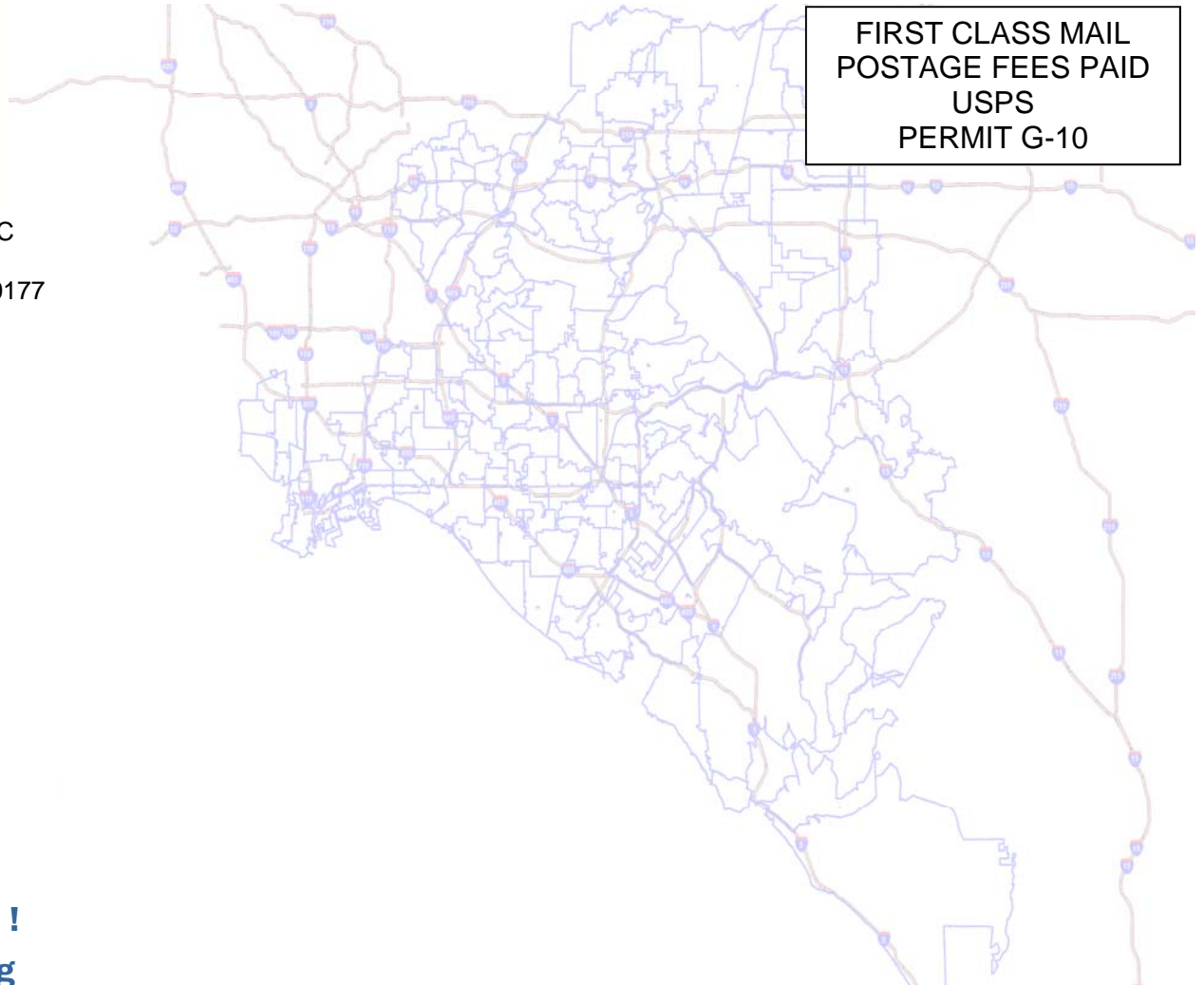
sions she's handed him his mail and he's been tempted to point to his face and ask if there is anything about it that looks familiar to her.





SANTA ANA DISTRICT PCC
PO BOX 177
LONG BEACH CA 90801--0177

FIRST CLASS MAIL
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We're on the web !
www.socalpcc.org

Ask the Eagle

Dear Eagle,

Q: *If I move to a new house, will I still get my mail?*

A: Just fill out a change of address card with your Post Office and they will be happy to forward your mail. More than 41 million change-of-address cards are processed each year as a free service to the 17% of the nation's population that moves.

Dear Eagle,

Q: *Does the USPS have a Police Department?*

A: One of the country's oldest federal law enforcement agencies, the U.S. Postal Inspection Service has a long, proud and successful history of protecting the Postal Service, securing the nation's mail system and ensuring public trust in the mail.

Dear Eagle,

Q: *I know the Postal Service has Post Offices to serve every city in the United States. Where is the "Oddest" Post Office Location?*

A: It would have to be an undersea post office was established in 1939 as part of a scientific facility on the seabed off the Bahamas. They used a special oval postmark that was inscribed "SEA FLOOR/BAHAMAS".

Dear Eagle,

Q: *Sometimes I don't have time to stop by the Post Office to buy stamps or get Postal information. Do they have a website?*

A: You bet.... and it's a good one. www.usps.com It's one of the most frequently visited government sites, with more than 413 million visits in 2009 - averaging 1.1 million visitors each day.

