

the Communicator

Baltimore Postal Customer Council

Winter 2008 Volume 8.0

PCC Fall Meeting Another Home Run

It was another long ball hit by the Baltimore Postal Customer Council Team. USPS and business mailers worked together to put on another great event. Speaking of home runs, the Orioles could benefit from the creativity, planning and dedication that is exhibited at every event by the Baltimore PCC. The fall meeting held at Turf Valley was well within the previous high benchmarks set by the Baltimore PCC. 130 attended an informative meeting, and as always there was great food to be enjoyed by everyone. But the best part of the meeting had to be the \$2800.00 worth of toys donated by the Baltimore PCC to our United States Marines for

Toys for Tots. The PCC executive board would like to thank everyone that participated and donated their time, talent and resources to this worthy cause.

Charley Howard shown on this page opened the meeting with an overview of the new rate making environment. He spoke about the role of intelligent mail barcodes and the fact that they will be mandatory for discounts in 2009. He advised the group that the Postal Service is developing performance delivery standards for all classes of mail. Charley advised the group that this is an important time for the mail industry and we should all stay up-to-speed.



CPL Byron T. Parran and CPL Kyle G. Bodenhorn flanked by our Business Co-chair Charley Howard – Look at that pile of toys for Tots!

Upcoming Education Seminar

We are eagerly planning the 2008 Education Seminar and Business Expo. The date is Thursday, March 20th, 8:00 a.m. to 3:30 p.m., mark it down, and the location is still the University of Baltimore Thumel Business Center, 11 W. Mt. Royal Avenue, Baltimore.

This one-day event is filled with exciting education opportunities to help our

Baltimore District Customer Training - 2008

Training held in Room 401 Main Post Office. To Register call 410-347-4436.

- Mar 13 MDA/Intelligent Mail Barcode
- Apr 17 Periodicals Eligibility
- May 15 1st Class & STD Mail Eligibility
- Jun 19 Postage Statement Wizard
- July 17 Postage Statement Wizard
- Aug 14 Postage Statement Wizard
- Sept 18 1st Class & STD Mail Eligibility
- Oct 16 Periodicals Eligibility
- Nov 13 MDA/Intelligent Mail Barcode
- Dec 18 Postage Statement Wizard



Events

2008 Baltimore PCC Education Seminar
March 20, 2008 University of Baltimore

National Postal Forum
May 18-21, 2008
Anaheim, CA.

PCC Fall Meeting Another Home Run *from page 1*



Mr. John Gibson receiving the Baltimore PCC Postal Service Employee of the Year Award from board member Judith Antisdel. John will be retiring from the postal service and he surely will be missed.



Mr. Charley Howard receiving the Baltimore PCC Board Member of the Year Award from Baltimore Postmaster Mr. William Ridenour.



The Maryland MVA was represented (R to L) Bernie Cumberland, Jeanette Elgert, Brian Jackson and Beverly Harkum. They were joined by DHL representative Charles Brown.

Charley was voted Baltimore PCC Board Member of the Year and John Gibson was bestowed the honor of Baltimore PCC USPS Employee of the Year. This was a first for both awards and everyone agreed that there were no two better deserving recipients.

The Guest speaker was Leo Raymond of Mailing & Fulfillment Services who happened to agree with Charley that this is an important time for the mail industry. The USPS has been experiencing a downturn in volumes and revenue is shrinking. Beside this, he reminded attendees that the Postal Service has a large debt to pay off over the next ten years. In spite of this the USPS is positioning itself to be able to help us increase value to our businesses. The problem is that their expenses are constant despite decreasing revenues but he predicted that efficient mail cost will rise slower than inefficient mail.



Here you get a sense of the size of the crowd as our guest speaker Leo Raymond positions himself in the center of the room while making his presentation.



The Baltimore Postal Service group that always works so tirelessly by coming early and staying late to ensure everything runs smoothly for the Postal Customer Council events.

Upcoming Education Seminar *from page 1*

members keep up with the changing US Postal Service regulations and processes. Since the Postal Reform Bill was signed into law in December, 2006 the US Postal Service has been busy determining how they will meet the new requirements that dictate how they will conduct U. S. Postal business. Many of the changes have just recently been decided and more are in process. These changes affect the basics of doing business with the US Postal Service, from how new rate changes will be determined to a new "intelligent" barcoding system. These new changes will be presented in a Super Session. Other sessions will help those new to mailing or refresh experienced mailers. Vendor booths will add the latest in mailing products and services and of course great food to help the learning process.

The 2008 BPCC Education Seminar and Business Expo is crammed full of information and presented in nine sessions plus a SUPER SESSION as follows:

- Mail Piece Design and MQC
- Intelligent Mail Barcode/Implementation
- Direct Mail and New Products to Grow your Business
- Non-Profit Mail
- Presorted Standard Mail and Flats
- Address Management/Ancillary Endorsement/NCOA
- Mail Security
- Postal One/Postage Statement Wizard
- Selecting for Success - Vendor/Evaluation

SUPER SESSION – Postal Reform Update, New Rates & Rate Case Process Changes ... DON'T MISS THIS ONE!

Make plans now to attend this informative and educational seminar to gain the latest and best information critical to growing your revenue and maintaining a more efficient mail operation. PCC Members that register before February 22, 2008 pay only \$60.00! The cost for PCC members after the February 22, 2008 deadline will be \$75.00. Cost for non-PCC Members is \$85.00. However, join the PCC before February 22, 2008 and pay only \$60.00! That's a savings of \$25.00. To join, please visit our website at www.baltimorepcc.com; Download and complete our membership application and send it in with your registration form today. The seminar fee includes workshop sessions, continental breakfast (beginning at 8:00 a.m.), lunch and free parking. For more information, including a registration form, go to "Calendar of Events" on our website and click on "Show More Details" under the BPCC Education Seminar - March 20, 2008 event.

The Education Committee strives to provide education opportunities for the Baltimore PCC members in partnership with the US Postal Service. Education events facilitate the exchange of ideas about new and existing Postal Services products, programs, services and regulations that affect all businesses that use the mail.

Please check our website www.baltimorepcc.com for "Upcoming Events." Please let us know if you have any ideas about possible future Education Seminar sessions or events for our planning process. You can reach me at jamesbarlow@comcast.net or call 410-321-8821.

RESERVATION FORM Mailer's Education Seminar Thursday, March 20, 2008, at 8:00 a.m.

COMPANY: _____

ADDRESS: _____

PHONE: _____

NAMES OF ATTENDEES: 1) _____ 2) _____

3) _____ 4) _____

NO. OF ATTENDEES: _____

- Please check one of the following:**
 PCC Member cost \$60.00 before 2/22/08
 PCC Member cost \$75.00 after 2/22/08
 Non-PCC Member cost - \$85.00

Please return this form with your check payable to the Baltimore PCC no later than February 22, 2008 to:

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General Commentary – 2008 Will Prove To Be A Very Busy Year

By Charley Howard,
Postologist.

I recently addressed the membership of the Baltimore Postal Customer Council at their Fall General Membership meeting about what will be in store for them during 2008. It proved to be a rather somewhat somber off-the-cuff presentation. Thank goodness the real speaker had a sense of humor. Nevertheless I thought it may be wise to present these 2008 challenges here.

There is no doubt that 2008 will be very busy for most of us. This is largely due to the confluence of several major projects at the beginning of the year 2009. As well as the new law and the first rate filing under that new law.

So what are looking forward to?

- Rate filing early on with mid-to-late May implementation
- CPI Rate caps
- Staggered rule implementations that will affect rates
- A drastic change in how the industry influences postage rates
- Intelligent Mail System
- IMB
- Seamless Acceptance
- eDOC, electronic communication with USPS
- Flat Sequencing Sorter
- Flat Address placement and font size requirement
- USPS service performance standards and measurement
- Move Update every 95 days and includes Standard Mail
- Not a huge list, on the surface, but that is where the problem lays.

Challenge #1: Postal Rate Filing

It seems this is all I write about BUT..... We know the filing will occur late January through late February for a 90-day implementation period targeted for mid-to-late May 2008. The trick is to try to guess/predict what the "within class" rates will be – by shape. I had indicated last month that if flat mail volumes fell precipitously we could see a situation where the USPS chooses not to raise Standard flat rates and lets letter shaped mail bare the brunt of the CPI cap. The USPS has another way of inducing mailers to not shape shift their flats to letters and that has to do with the definition of a machinable and automatable letter. The USPS is taking a very close look at letter shapes and the impact upon processing them on the letter automation equipment. Basically, the USPS wants to run their equipment at full speed. Any piece that causes them to slow the machines down is considered a target for deeming it not automatable. The big problem here is that this is a pure production needs driven perspective and could drive many out of the mail.

The USPS needs to preserve their flat mail volumes, especially in light of the huge investment in the FSS project.

The following table reflects the change in flat volumes for postal quarter 4.

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Standard Mail Flats FY 2007 Quarter 4 Compared to Same Period Last Year (SPLY)

Category	% Volume Change in Q4 FY 2007 to SPLY	% Revenue Change in Q4 FY 2007 to SPLY
Regular Nonauto Presort	-21.8%	-2.6%
Regular Auto Presort	-17.6	1.2
Enhanced Carrier Route	-3.5	2.6
Nonprofit Nonauto Presort	-25.3	3.6
Nonprofit Auto Presort	-14.5	11.9
Nonprofit Enhanced CR	-21.5	-12.9
Total Standard Mail	-9.1	1.9

Source: U.S. Postal Service Quarterly Statistic Report, Quarter IV FY 2007

These are huge drops in volume. If it weren't for Regular ECR Standard flat volumes would be off 20%! And, this is with mailers still trying to figure out what possible solutions best fit their programs. The big concern is that the USPS is figuring that retailers and other advertisers are sticking to the plans for the fall by shape till the busy season is over, right about now. They have a history of what volumes do post busy season and are waiting to see what happens to flats. If the drop in volume continues then the USPS will be faced a serious challenge in rates and in substantiating their FSS investment.

The USPS production mindset is not completely off-base as regards the "slim-jim" issue. These pieces tend to be the result of converting a flat to a letter shape piece. This is very challenging due to content and presentation. By and large they do not run well on letter sorting equipment. But they meet the requirements of the Domestic Mail Manual – expect changes. The problem lies in the approach to solutions. Rather than trying to curtail creativity the USPS should be looking at ways to have these pieces process better. There are simple engineering solutions available that would foster creativity and growth rather than stifling their very existence.

If you had no increase for Standard Flats what would letters get hit for? If Standard is expected to sustain a 3% increase then letters would be around 5%. It is beginning to look like this may be the direction the USPS will take.

There is an aspect of the rate filing that is likely to deal with 1/2009 and that is a requirement to obtain automation discounts that not only will the IMB, Intelligent Mailpiece Barcode, be required but that electronic documentation, postage, and communication will be required. As this is rate driving it would have to be in this upcoming rate filing rather than a year latter. This could be a big issue for those mailers and service providers who are not yet using PostalOne for postage payment. In addition if you drop ship enter the mail you will need to employ electronic 8125s. This is all tied to IMB and Seamless Acceptance and those going down that road had better be already making their required investments and changes.

Challenge #2: Change In How Industry Influences Postage Rates

The last issue of the rate filing is how we deal with the post office. Up till now the process has been highly regulated and was a litigious process covering ten months. Not any more. Under the new law the USPS has to only demonstrate to the PRC that their rate



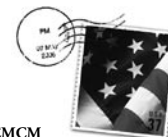
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filing meets the minimum criteria demanded by the new law and they can go ahead. These will be annual rate filings. So, how do we affect the USPS on these rate filings? You lobby! Perhaps this is a good thing in that the industry will get used to the process and actually lobby Congress more effectively. However, as regards rates we must work with the USPS on our ideas and concerns so as to have some degree of influence over the rate structure and products that they may employ. This is very iffy at best but perhaps more reliable than the past. The key point here though is that this represents a paradigm shift in the relationship between the USPS and the industry/mail owners. To make matters worse, we need to start now!

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Challenge #3: Intelligent Mail System

The Intelligent Mailpiece Barcode will be required January 2009 in order to gain postal automation discounts. We have a whole year to get this in place. This may seem like plenty of time, but it is not. This reminds me of FAST when the USPS decided to drop DSAS, the drop ship appointment system, in favor of a new one. This was no simple change as we have significant integrated systems involving drop ship. Fortunately, we had an available window of time in our IT group to attack this challenge. The IMB is very similar in that extensive IT support may be required to effect the changes necessary to meet the requirement. The more full-service you are the more difficult the challenge. The more integrated your solution sets are the more difficult the challenge.

IMB as a barcode replacement is not a simple replacement to the POSTNET and Planet Codes. There is at least one other service tied to the barcode; OneCode ACS. If you are providing destination CONFIRM tracking services and the client wants to make use of OneCode ACS you currently have a problem. CONFIRM ID codes are expensive and the code tied to ACS locks that code to that client. This would mean that the provider would have to get a new code for each client. This is not viable. The USPS and IDEAlliance have accepted this challenge and have decided to move forward with the creation of a "Cast of Characters" where who does what and gets what is defined with their own respective ID codes. This will be in the Mail.dat spec in January 2008 but will not be available till July 2008!

We are currently piloting the USPS Seamless Acceptance program. This takes the IMB system to its complete use. This adds container barcodes to the mix, pallet, sack, and tray. It also adds electronic drop ship clearance and postage to the mix. The main benefit is that postal detection is no longer provided by an on-site postal clerk. It takes place in live production in the postal field and operations; yes it is more risky. This means you produce mail and enter without having to wait on postal detection coverage. The other benefit to the mail owner is that eventually postage will not be paid till the pallets are scanned at the destination entry facility. The benefit to the USPS is data and cost savings.

To mitigate the risk for postage penalties we have to invest in scanners that will check addresses as they are being imaged on both the inkjet addressing equipment in the mail production plants and the laser printers in the data centers. This is because unlike MERLIN which takes a tiny sample of a mailing and verifies it and where the mailer can effect corrections, Seamless uses live real time scans to determine that all of the mail is there and is properly barcoded, sorted, and entered. This equipment is not off-the-shelf and needs to be created for each environment as applicable.

Seamless also requires unique barcodes on everything and this information has to be supplied to the USPS electronically. This created a pilot challenge in that the mailstream software did not support the piece level detail required at the time. We employed the XML version of the ADIS standard from IDEAlliance to achieve this. Now this is a problem in that it is superior to mail.dat as this only goes to the USPS rather than all around Harte-Hanks, and it compresses significantly better than a flat file does. The industry is looking at this and would like to see an XML version



Members of the Baltimore PCC include many educational institutions. Here are the attendees from the University of Maryland Baltimore. From L-R Larry Butler, Aaron Molok, Frances Beard, Scott Turner and James House.



Direct Mail employees were in attendance and looking in the holiday spirit. Russ Hicks, Dave Standiford, Lisa Zimmerman and Jessica May.

of Mail.dat but that would take about three years. As one standard is desired by all the ADIS solution will likely have to be dropped and file sizes will become huge.

One of the biggest challenges of the Seamless pilot is getting the USPS to scan pallets. It got as high as 53% but has fallen into the low twenties. I keep pointing out that the sure way to assure pallets are scanned is to put postage payment on it, now.

Other benefits to all from Seamless have to deal with the data available. You will have pallet level entry scans, tray scans, bundle scans from the parcel/bundle sorters (APPS) and random bundle scans at the delivery units. And you will have piece level scans from the delivery point sequencing process of letters and eventually flats via FSS.

The USPS wants to go live with Seamless around April 2008. Huge changes for those who will participate.

Challenge #4: Flats Sequencing Sorter

Probably around November 2008 the first of the Flat Sequencing Sorters will go live. There are 100 machines for 33 locations in phase one of the program. FSS will delivery point sequence flat shape mail just as with letters today. The flats will be placed in tubs for the letter carriers to use for delivery of the mail.

FSS causes another paradigm shift. FSS is no longer carrier based in its sort requirements for mail preparation. Rather it is machine scheme based. In order to get enough mail on pallets to the machines where they will be located the bundles will need to be smaller and prepared without shrink-wrap and of necessity the pallets will be smaller. There will always be FSS sites and non-FSS sites as the USPS will not cover the entire country. This means different mail make-up for FSS and non-FSS. During the flats summit in spring 2007 I pointed out that there is a larger problem in that even FSS sites will not be totally FSS covered; only 60% to 70% coverage. This means that 30% to 40% will be carrier based and how does one get that mail prepared to that site for delivery? Would it all go BMC? Would I have to make micro pallets and enter on a different day? For time-sensitive mail this is a very real problem. Fortunately the USPS and their contractor heard me and have developed a machine that takes in a pallet, de-bundles it, removes the straps, and sorts it to the FSS machine schemes and to non-FSS processing.

Some important points here:

- Phase one will take 18 to 24 months to implement and will represent roughly 23% of flat mail.
- Even at the end of Phase two only 46% will be covered and we are now in 2012.
- There will be more drop ship entries for all flat mailings than required today
- FSS forces address issues similar for letters to flats

Challenge #5: Flats Address Placement And Font Size Requirements

Because the letter carrier will be getting their flats in tubs from FSS the flats will need to have their addresses in the upper right corner, with the spine or final fold as viewed to the right.

To correspond with the FSS implementation the USPS has issued a Federal Register to change the Domestic Mail Manual to place requirements on address location with flat sized/shaped mail and minimum font size. This has the potential to be huge. The minimum font size is 8. It is possible that the one inch inkjet head will no longer suffice in this situation. Address location, within 2.5 inches of the top of the mailpiece could especially be a problem for enveloped flats.

These rules are targeted to be implemented in the fall of 2008. That is not a lot of time to make some of the changes that may be required and this could get lost in the challenges already addressed above.

Challenge #6: USPS Service Performance Standards And Measurement

The USPS developed service performance standards as required by the new law. The PRC has yet to accept them but it is likely they will. That will be by the end of December 2007. Then, by July 2008 the USPS must define how the standards will be measured. This will be mainly a combination of IMB and external responder as used for EXFC. It is accepted that there will be a time period for the USPS to meet the standards but they will have to start measuring mid-2008.

I bring this up as the industry will be involved and it will draw resources.

Challenge #7: Move Update Requirement

Last but not least, by November 2008 the new move update requirements will be in effect. This adds Standard Mail to First Class in order to get automation discounts. In addition the frequency has been increased from 180 days to every 95 days. This generally equates to move updating, NCOA'ing, every 60 days due to lead times from file selection to mail entry. This is an attempt to reduce the amount of UAA, Undeliverable As Addressed, mail. This mail costs the USPS \$1.8 Billion per year and they can't seem to get the volume down. More and more stringent file hygiene requirements have been implemented and will continue to get stricter. However, what the USPS doesn't seem to understand is that many mailers do all the hygiene and coding as required. However, they still mail the non-codable address records. It is this mail that hurts the post office. Either super extra efforts have to be taken to get the complete and correct address for those records or they should not be mailed. Some of them are deliverable today only by virtue of the letter carrier's knowledge. That is all fine and good except that the carrier doesn't see letters anymore as they are machine cased for them and flats are soon to be added to that category. So, amongst all the other "stuff" to get done during 2008 one may as well finally get that mailing file up to 100%.



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