

Dec. 6, 2010

<a href="#">TOP STORY</a>		<a href="#">CUSTOMER FOCUS</a>		<a href="#">EMPLOYEE FOCUS</a>	
<a href="#">BY THE NUMBERS</a>		<a href="#">POSTSCRIPTS</a>		<a href="#">QUOTABLE QUOTES</a>	
<a href="#">TIP OF THE DAY</a>	<a href="#">HEROES' CORNER</a>	<a href="#">MAILBAG</a>	<a href="#">DID YOU KNOW?</a>		

**TOP STORY**

**OPEN LETTER FROM PMG PAT DONAHOE  
CORE BUSINESS STRATEGIES DEFINED**

In an open letter to all employees on his first official day in office, PMG Pat Donahoe defines core business strategies that will guide the organization to become “a profitable, nimble Postal Service that competes for customers and has a well-defined and valued role in an increasingly digital world.”

Donahoe says the strategies will drive significant change in the organization in the coming days, weeks and months. “We are not going to stray from our core business function — mail and package delivery — but we are going to revitalize the way we approach the marketplace,” he states in the letter.

The core strategies, which will be more fully detailed as specific initiatives are announced, include:

- Strengthening the business to consumer channel
- Improving the customer experience
- Competing for package business; and
- Becoming a leaner, faster and smarter organization.

“We have to be more than an available, low-cost delivery resource,” Donahoe explains. “We have to win customers and find ways of complementing and adding value to the evolving nature of the way people communicate and conduct business.”

Thanking employees for “the great job you do every day,” Donahoe says he is “incredibly honored and humbled” to be the 73rd PMG and that he will maintain his commitment to frequent, open communications throughout the Postal Service.

“We are at the beginning of a new chapter in the history of our organization, and we will all help write it,” says Donahoe. “Your good ideas, your engagement, and relentless dedication ensure we will we will make great strides as we create tomorrow’s Postal Service together.

[Click here](#) to read the PMG’s full letter.



[RETURN TO TOP](#)

**CUSTOMER FOCUS**

**SHORE SALES  
MISSISSIPPI TOURISM GETS BOOST WITH DIRECT MAIL**

When news that the state of Mississippi was looking to reinvigorate tourism at its beaches, Jackson, MS, Mailing Solutions Specialist Carol Phillips saw a sales opportunity.

Last spring’s Gulf Coast oil spill was taking a toll on the state’s tourism revenue. Phillips

**LATEST VIDEOS**

- [PMG/COO Pat Donahoe Congressional Hearing \(12/03\)](#)
- [Going Green with Sam Pulcrano \(12/02\)](#)
- [Former PMG Jack Potter’s Farewell \(12/01\)](#)

believed a direct mail campaign mail was the best solution to let beach lovers know the Mississippi coastline was safe and open for business. So she met with executives of the Mississippi Development Authority.

Together, Phillips and state officials developed a program to increase the effectiveness of their marketing reach by including direct mail with other media.

The result of Phillip's efforts was a direct mail campaign that generated more than \$400,000 in new revenue for the Postal Service.



- [Saturation Mail Incentive — Lehigh Pizza \(11/24\)](#)
- [Dollars and Change with Joe Corbett \(11/22\)](#)
- [Talkin' Retail \(11/12\)](#)
- [Going Green with Sam Pulcrano \(11/04\)](#)

**Note:** Some readers' access to video may be limited or denied.

## QUOTABLE QUOTES

*"This is probably the fifth time I've mailed this season in these [Priority Mail Flat Rate] Boxes and they work out great. I love them. No matter the weight, you know how much it's going to cost. So there are no surprises."*  
— Pasco, WA, customer Marlene Mata.

## TIP OF THE DAY

Need boxes to ship those gifts this holiday season? No problem. Order free, eco-friendly packaging supplies for all your shipping needs from [shop.usps.com](http://shop.usps.com) — and have them delivered to your door.

## HEROES' CORNER

As Moncks Corner, SC, Rural Carrier Lynn McMillan was delivering mail, she noticed a wheelchair along the roadside and stopped to investigate. On the opposite side of the road, she found a man in the ditch where he had fallen while trying to cross the street. McMillan helped the man, who was not injured, back into his wheelchair and escorted him home. The elderly customer expressed his gratitude for McMillan's assistance, saying it could have been many more hours before anyone else spotted him.

Do you want to nominate an employee to be a hero? [Click here](#) for a copy of the nomination form.

## MAILBAG

**Maria Columbus, San Francisco, CA:** I found the "Smooth Operator" article about *Popular Mechanics'* recent test of the nation's top shipping companies' overnight delivery service very interesting ([Link](#), 12/1). But did anyone notice the magazine's other older postal-related story titled [10 Geeky Ways to Deliver Mail: U.S. Postal Service Technology?](#) It's also

[RETURN TO TOP](#)

## EMPLOYEE FOCUS

### GIVING THANKS

#### SOUTH CAROLINA EMPLOYEE DELIVERS TO THOSE IN NEED

Columbia, SC, Letter Carrier Herb Garvin knows his customers well — and he knows when they're in need. That's why the man who brings them the mail also delivered kindness this past Thanksgiving by giving out turkeys and collard greens to 170 families on his route.

"Some of them had bereavement in the past year, some are in between jobs and some of them are just nice people who deserve it," said Garvin.

Along with fellow Letter Carrier Patricka Hagans, Garvin made one special delivery after another. "We got a little Thanksgiving tidings for you," Garvin told one family as he handed them a turkey. "Greens and turkey for Thanksgiving," he told another family.

"I haven't been working," said one recipient of Garvin's holiday cheer. "I've been out sick, so it's going to be a big help."

Garvin and Hagans both used annual leave to make the deliveries, giving of their own time for others.

Garvin has been making his special deliveries for more than 10 years. It's all out of a kindness of heart and the depths of his pockets, plus a donation from his local National Association of Letter Carriers branch.

Garvin says his special delivery is a reminder to be thankful. "Some people are just not as blessed as you are or as fortunate," he says. "If you are in the position to give, then you should give."



Columbia, SC, Letter Carrier Herb Garvin with customer Shirley Best.

[RETURN TO TOP](#)

## BY THE NUMBERS

**GREEN OVERHEAD.** Green roofs are becoming more common in U.S. cities. Last year, Chicago, with more green roofs than any other U.S. city, increased its total of overhead sustainability to 7 million square feet. Washington, DC, added 190,000 square feet in 2009 and has set a goal of 20 percent green roof coverage by 2020. And the Morgan P&DC's

green roof — at 109,000 square feet, the biggest green roof in New York City and one of the largest in the country — continues to exceed its energy savings goals.

very interesting.

[RETURN TO TOP](#)

Have a question? A comment? Write to us at [uspslink@usps.gov](mailto:uspslink@usps.gov) or just hit the "Reply" key. Be sure to include your topic in the subject line.

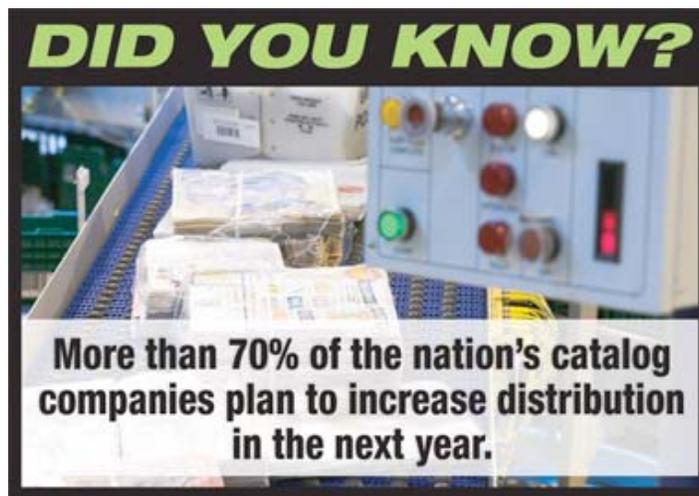
## POSTSCRIPTS

**FLAGS AT HALF-STAFF TOMORROW.** Tuesday, Dec. 7 is Pearl Harbor Remembrance Day. All USPS facilities must fly the American flag at half-staff. When flown at half-staff, hoist the flag to the peak for an instant and then lower it to the half-staff position. The flag should be raised to the peak again before lowering it for the day. For information about displaying the U.S. Flag at half-staff, view the Nov. 18 edition of [Postal Bulletin](#).

**COMPETITIVE PRODUCT PRICES.** In an order issued last Thursday, the Postal Regulatory Commission (PRC) found that 2011 competitive product prices announced by USPS ([Link](#), 11/3) comply with statutory requirements. These prices will be implemented Jan. 2, 2011, as planned. A host of new flat-rate product innovations also will be ushered in with new prices for Priority Mail, Express Mail and other Shipping Services. A complete listing of the new prices can be found at [usps.com/prices](http://usps.com/prices).

[RETURN TO TOP](#)

## DID YOU KNOW?



**DID YOU KNOW?**

More than 70% of the nation's catalog companies plan to increase distribution in the next year.

[RETURN TO TOP](#)



**2010 OPEN SEASON DEADLINES**

Federal Employees Dental and Vision Insurance Program (FEDVIP)	Begins Nov. 8 – Ends Dec. 13 (11:59 p.m. ET)
Annual Leave Exchange (ALE)	Begins Nov. 15 – Ends Dec. 15 (11:59 p.m. CT)
Federal Employee Health Benefits (FEHB)	Begins Nov. 8 – Ends Dec. 14 (5 p.m. CT)
Flexible Spending Accounts (FSA)	Begins Nov. 8 – Ends Dec. 26 (5 p.m. CT)

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**MANAGING EDITOR:**

Robert Anderson

[robert.a.anderson@usps.gov](mailto:robert.a.anderson@usps.gov)

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