

May 9, 2011

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**TOP STORY**

**THE SIMPLE JUST GOT SIMPLER  
INTRODUCING FOREVER-PRICED PACKAGING**

Building on the simplicity of flat-rate shipping and the value of Forever postage, USPS has announced a shipping option that lets customers lock in future postage increases at current prices when using select Priority Mail Flat Rate packaging.

“Prepaid Forever Priority Mail Flat Rate packaging” is a ground-breaking approach to shipping, designed to make it easier to do business with the Postal Service and address the core strategy of increasing the USPS share of the package market. Available for [online ordering](#), Prepaid Forever Priority Mail Flat Rate packaging is the only prepaid packaging option currently available in the domestic shipping market.

“With Forever postage on Priority Mail Flat Rate packaging, customers now have the convenience of a prepayment option that establishes an even simpler way to ship,” said Gary Reblin, vice president, Domestic Products. “It takes the overall value of flat-rate shipping to a new level.”

USPS is offering Prepaid Forever Priority Mail Flat Rate packaging at retail prices for several Priority Mail Flat Rate products in packs of 3, 5, 10 or 25 (see table). Delivery Confirmation service is included at no cost and extra services such as Signature Confirmation and insurance are available when packages are shipped at retail locations.

Reblin said Prepaid Forever Priority Mail Flat Rate packaging includes an address label with Forever postage, so there are no labels to print. “And with Priority Mail Flat Rate shipping, there’s no extra cost for packages weighing up to 70 pounds, no hidden fees or surcharges and the packaging is environmentally friendly,” he said.

Prepaid Forever Priority Mail Flat Rate Packaging	Cost Per Piece
Flat Rate Envelope	\$ 4.95
Legal Flat Rate Legal Size Envelope	\$ 4.95
Padded Flat Rate Padded Envelope	\$ 4.95
Small Flat Rate Box	\$ 5.20
Medium Flat Rate Box (two designs)	\$ 10.95
Large Flat Rate Box	\$ 14.95

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**CUSTOMER FOCUS**

**EQUAL ACCESS CONVENIENCE  
APCs ACCOMMODATE PEOPLE WITH DISABILITIES**

**LATEST VIDEOS**

- [Growth & Revenue with Paul Vogel \(5/6\)](#)
- [Going Green \(5/5\)](#)
- [PMG Earth Day video \(4/21\)](#)
- [Growth & Revenue with Paul Vogel \(4/20\)](#)

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

**QUOTABLE QUOTES**

“Restaurants are set up perfectly for

When automated postal centers (APCs) first appeared in Post Office lobbies in April 2004, they introduced a new level of customer convenience and alternate retail access.

And as *selfserviceworld.com* pointed out in a recent article on its website, the kiosks also give people with visual, cognitive and physical impairments the kind of independence they rarely find.

Kiosks equipped only with touch screens can be difficult or impossible for disabled, blind or vision-impaired persons to use. But APCs are equipped with "EZ Access," a set of interface enhancements that lets customers use a keypad and the touch screen interchangeably. The addition of a keypad makes APCs usable by people who cannot see, read, reach the screen or make fine movements with their arms, hands or fingers.

Customers with headsets can use an APC's audio messages for assistance. In addition, APC keypads are accessible to people in wheelchairs and others with limited reach.

The APC's ease of use earned accolades for the Postal Service, including "Best Retail Kiosk," from the Kiosks.Org Association, a trade organization for the self-service and kiosk industry.

There are nearly 2,500 APCs nationwide, providing customers 24-hour access to more than 85 percent of all possible retail transactions. Since their debut, APCs have generated more than \$2.7 billion in revenue.

[Click here](#) to read the recent *selfserviceworld.com* article about APCs.



*EZ Access keypads allow customers who have difficulty using touch screens to use Automated Postal Centers.*

*direct mail. Direct mail is all about consistency, and restaurants need consistent patronage to succeed, so it's really ideal for them.* — **Joy Gendusa, founder and CEO of marketing company PostcardMania.**

## TIP OF THE DAY

### COMMUNICATIONS IS THE KEY.

Communications is a power that helps members of an organization achieve their goals. Effective communications can help supervisors increase their credibility and create an environment that engages employees.

## HEROES' CORNER

As Fayetteville, NC, Letter Carrier Mark Ewert approached a home on his route, he heard a call for help and discovered an elderly customer had fallen on her ice-covered driveway. Ewert helped the uninjured woman to her feet and into the house. The woman later wrote a letter to the Post Office thanking Ewert for making sure she was safe before continuing his route.

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

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## MAILBAG

**Denise Pollock, Arnoldsburg, WV:** I recently called my TV provider to ask about plans that might lower my bill. Then I was asked if I would like to receive a new channel guide. When I said "yes," the representative asked if I wanted it sent to my email address or sent by mail. I chose USPS — every little bit counts.

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.

## EMPLOYEE FOCUS

### LEADERSHIP AND DIVERSITY

#### MAY IS ASIAN-AMERICAN PACIFIC ISLANDERS HERITAGE MONTH

May is "Asian-American Pacific Islanders (AAPI) Heritage Month" — a time to acknowledge the contributions that people of Asian and Pacific Island descent have made to America.

AAPI Heritage Month commemorates the immigration of the first Japanese to the USA in 1843 and marks the completion of the transcontinental railroad in this month in 1869. The majority of workers who laid the tracks were Chinese immigrants.

Today, more than 51,000 USPS employees are descendants from Asian or Pacific Island ancestors.

This year's theme — "Leadership, Diversity, Empowerment and Beyond" — reflects the dynamic changes in global business, domestic politics and the economy. Through entrepreneurship and innovation, Asian-American Pacific Islanders are playing a major role in strengthening our economy, growing jobs and helping keep America competitive.

Asian-Americans owned more than 1.6 million businesses in 2007, an increase of more than 40 percent over 2002. According to statistics gathered during the 2010 Census, they are most likely to ship their products to customers overseas.



*The 2011 Lunar New Year stamp, commemorating the "Year of the Rabbit."*

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## POSTSCRIPTS

**CELEBRATING A LEGEND OF THE SILVER SCREEN.** USPS last week unveiled the *Gregory Peck* stamp — its newest Legends of Hollywood collectible stamp — at the Samuel Goldwyn Theater in Beverly Hills, CA. Peck joined other cinematic greats as the 17th inductee in the collectible stamp series.

“In so many of his roles, Peck portrayed brave, effective men of great moral conviction with an ease that suggested there was a thin line between the movie role and the off-screen personality,” said Dennis Toner, USPS Board of Governors member, during the stamp dedication ceremony.



*USPS Board of Governors member Dennis Toner, right, with Gregory Peck's widow, Veronique. [Click here](#) to see a larger image of the picture.*

Also attending the event were actors Sharon Stone, Laura Dern and Morgan Freeman; Motion Picture Association of America, Inc. CEO and former U.S. Senator Christopher Dodd; and Los Angeles, CA, Letter Carrier Debbie Sweezy, who had been Peck's letter carrier for about 9 years. Sweezy later transferred to a different route, but as they were helping with plans for the stamp issuance, Peck's son-in-law Daniel Voll and Stone made inquiries to locate her and invite her to the special event.

The *Gregory Peck* Forever stamp is available at Post Offices nationwide and online at [usps.com/shop](https://usps.com/shop).

[Click here](#) to see more photos from the event.

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## DID YOU KNOW?

**DID YOU KNOW?**

Priority Mail Regional Rate Boxes have brought in more than \$2 million in revenue since their launch in January.

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**MANAGING EDITOR:**

Robert Anderson

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

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