

Minutes from Annual Mail Management Forum Meeting  
Tuesday, April 20, 2010

Program began at 9:02 a.m. with Voices of GSA (VOG) announcement to the audience to please stand for the presentation of colors and the singing of the National Anthem by the VOG.

Steve Rosen thanked the VOG for singing the Anthem, and the Military District of Washing for the presentation of the colors. Also, thanked Kusuma Aralere and Devoanna for all of their planning efforts.

Steve discussed housekeeping items listed on screen, e.g. no eating in the auditorium, etc. Afterward, welcomed everyone for coming and then he introduced Becky Rhodes.

Becky Rhodes addressed the audience to get them to loosen up and have a good time at the mail forum. Becky said it been 15 years since the first mail meeting and setting policy. She told a funny story and everyone enjoyed with much laughter. In conclusion of Becky's comments, she again welcomed everyone and told them to teach Green which was the theme for the conference "Going Green".

Becky presented Henry Maury a vase and thanked him for his 10 years of service to the mail program.

Becky introduced Sam Pulcrano, Vice President of Sustainability for United Postal Service (USPS).

Mr. Pulcrano gave an informative keynote speech to the audience. In his keynote speech, Mr. Pulcrano stated change is difficult for everyone and the USPS is going through a lot of change in this current environment. He talked about improving the environment performance of the USPS and the USPS is committed to making a positive impact on the community.

Mr. Pulcrano highlighted the USPS Employees 596,000 workers have over 218,000 vehicles; it is the second-largest civilian employer in the United States (after Wal-Mart) and the operator of the largest civilian vehicle fleet in the world. The USPS is obligated to serve all Americans, regardless of geography, at uniform price and quality. The USPS delivers to 150 million addresses per day in 2009, a number expected to increase by 1.2 million a year.

The USPS has three sustainability goals - reduce their green in-house gas emissions, reduce waste to landfills and engage employees in every effort. The goals for the USPS would reduce energy use in their facilities by 30 percent, and vehicle petroleum fuel use 20 percent by 2015. Plan to increase the use of vehicle alternative fuel 10 percent by 2015; and plan to reduce greenhouse gas emissions 20 percent by 2020.

The USPS is committed to their sustainability efforts.

Steve Rosen thanked Mr. Pulcrano for his keynote speech.

Steve announced break and encouraged everyone to visit the vendors located in the main hallway.

#### Questions/Comments from the audience

The question was asked about opting out of junk mail e.g., Macy's etc. Is there a way to tell the carrier do not deliver junk mail to her mail box that are not personally addressed? Mr. Pulcrano stated some businesses have opt-in and opt-out options and the USPS is working with industry to reduce saturated mail to customers.

Session 2 began at 10:30 a.m. with Patrick McConnell asking three trivial questions to the audience and then he introduced the first workshop and panelists speakers.

The panel members were:

Michael Sanders, Intra-Mail Network (IMN)

Claudia Baumeister; DHL Global Mail

Emily Dzurey, USPS

Bruce Little, SCLogic

**Michael Sanders from IMN 1<sup>st</sup> presenter:**

Mr. Sanders discussed their success providing unique delivery services to mailers across the country for over ten years. The company provides the most efficient and economical method of commercial mail delivery to non-postal route (e.g., Colleges & Universities, Medical Centers, Military bases, Government Institutions) institutions and their ultimate customers.

IMN is working to improve inbound to non-residence delivery points to greener more sustainable business environment by establishing best practices, stress importance of using good addresses and encouraged those leaving to inform mailers appropriately.

Mr. Sander's presentation highlighted case results from electronically processing records used by mailers to send materials to a Government Agency.

**Cordelia Baumeister, DHL Global Mail** – Ms. Baumeister presentation provided an overview of the GoGreen program at DP DHL, Rationale for going green and a group wide goal, and shared DHL's overview to reach program GoGreen goals.

Emil Dzuray, Manager, Sustainability Initiatives, United States Postal Service presented the initiatives taken at the USPS to support the sustainability.

Bruce Little, Vice President of SCLogic. Mr. Little presented SCLogic's involvement with hundreds of businesses, universities and government agencies on how it dramatically reduced paper usage with their "green product, SCLIntra mail and package tracking system.

Lunch Break - - 11:30-1:00 PM

Steve Rosen introduced Blaine Jacobs, and his team.

Session II 1:00-2:00 PM – Leveraging spending via governmentwide strategic sourcing for Domestic Delivery Services

Blaine Jacobs, GSA, presentation involved leveraging spending via governmentwide strategic sourcing for domestic delivery services.

Bill Bardwell, Veterans Affairs (VA), shared how VA is managing their mail management program. VA is the largest shipper of domestic services and it is one of the most costly among civilian agencies. Shared how VA is handling transitioning from FedEx to UPS. VA has concerns about information security.

Tom Dames, UPS shared how they have made strides in sustainability management, environmental stewardship and social responsibility. UPS is committed to shipping smarter. They have re-engineered shipping bills, processing environment and moved to an electronic format.

Session 3 - - 2:15 to 3:15 PM Mail Management in 2020 – Are you planning?

Jan Dobbs introduced Karl M. Johnson, Department of Homeland Security (DHS)

Mr. Johnson discussed thinking about what will be our planning steps moving toward 2020. He discussed the planning process and how we are operating in an evolution state in preparation for 2020

The future lies in digitalization.

GSA will lead the charge with this purpose in mind: Create a forum with industry and government stakeholders can examine the role and management of mail within the context of federal government operations and program support

This will not be resource charged. How this is done lies with government and industry.

A 2020 Group will be established to produce an initial and a final operating concept white paper.

Questions asked:

1. What agencies are thinking about in a COOP environment? Mr. Johnson stated, "key way is digitalization of vital records".
2. Has this initiative been extended to agencies, government and mail groups yet? Answer – No, not yet.

Mr. Johnson charged everyone to start the journey to 2020. If further information or assistance is needed they can contact his deputy, Ron Boatwright.

Steve Rosen provided closing remarks and end of conference.

Conference ended at 3:15 PM.