



## Mail & Postal Portfolio

Mail and postal concerns are core issues for Idealliance—past, present, and future. Idealliance’s activities in the mail and postal supply chain reach back to two remarkable organizations:

- The Mail Advertising Service Association (MASA), founded in 1920, and
- The Graphic Communications Association (GCA), founded in 1966.

Today, Idealliance continues its work with a unique cross-industry membership of catalog and direct marketers, equipment manufacturers, fulfillment companies, list management companies, logistics companies, mail preparers, mail owners, manufacturers, printers, publishers, software developers, and transportation carriers. Our members produce more than 60 billion pieces of mail each year.

Idealliance is driven to create greater productivity and efficiencies throughout the total process of mail preparation, handling, and delivery to drive down costs and improve information workflow. The U.S. Postal Service is an active partner in our initiatives.

No other industry association has the combination of technology and operational focus plus collaborative supply chain partner motivation to work with the U.S. Postal Service and meet the new challenges of mail distribution.

### WHAT DRIVES IDEALLIANCE?

Idealliance has five key mail and postal objectives:

1. Create a **collaborative environment** with all mail supply chain partners to create efficiencies and improve productivity;
2. Be an **advocate** for the mailing community before the U.S. Postal Service, U.S. Postal Regulatory Commission, USPS Office of Inspector General, and Congress;
3. Provide **information and education** to help its members become better informed and enhance their skills in mail preparation, handling, and delivery;
4. Deliver **thought leadership** to successfully advance technology and process improvement to lower total combined mailing costs; and
5. Develop and advance **specifications and best practices** for the total mail supply chain.

### WHAT ARE OUR STRENGTHS?

With its long history of working on mail and postal affairs, Idealliance has developed six fundamental strengths:

1. Represent **all classes and shapes** throughout the graphic communications industry to connect-the-dots across the supply chain;
2. Engage **all partners in the value chain** within an open environment, emphasizing total combined costs;
3. Advance expertise in establishing and **developing industry specifications and best practices**—for more than 20 years, Idealliance has annually developed and published the Mail.dat® and Mail.XML™ Specifications that define mail preparation for the industry and the U.S. Postal Service;
4. Create and distribute **education and certification programs**, including a newsletter to inform the membership on all things postal;
5. Serve as an acknowledged **expert and innovator** in U.S. Postal Service networks, products, and services, as well as industry supply chain applications, technologies, and workflows; and
6. Based on its position as a **leader in information technologies** since the 1970s, bridge and fuse print and digital to maximize communications and commerce.

### HOW DO WE WORK?

Idealliance advances its initiatives through a series of member-led working groups comprising anywhere from 25 to 175 individuals who do much of their work via teleconference. The lead mail and postal working group is the Postal Operations & Technologies Council which meets four times each year. Our working groups include:

- Postal Operations & Technologies Council
- Education Working Group
- Mail.dat® Working Group
- Mail Software Development Group (MSDG)
- Canada Mail Working Group
- FSS Task Force
- Mail.XML™ Working Group
- Printer’s Operations Issues Study Effort (POISE)

OVER



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### WHAT ARE OUR CORE COMPETENCIES?

#### Expertise for All Things Postal

Idealliance's commitment is to educate and inform its membership and the industry on mail and postal news and the preparation and actions companies need to take for their businesses. It offers five resources:

1. Leo Raymond, a former Idealliance staff expert and now an industry consultant, will continue to work with Idealliance by serving as a speaker and writer;
2. George Heinrich and Tom Bush – consultants and trainers with many years of experience with the U.S. Postal Service and the mailing business – will serve as the Association's experts for member questions and issues;
3. *Monthly Postal Highlights* newsletter—formerly *Postal Points*—now redesigned as a concise and streamlined two-page monthly update on key mail and postal news and action items;
4. *Mail Focus* newsletter, targeting more in-depth mail operations news and issues, including information on developments from the Postmaster General's Mailers' Technical Advisory Committee (MTAC); and
5. Engagement as a member of an Idealliance Working Group to collaborate with USPS executives and industry experts discussing and creating action plans to address business and supply chain challenges.

And watch for new services in early 2017:

- Mail and postal Web microsite as a one-stop resource for all things mail and postal; and
- A *Postal Alert* program for key time-sensitive postal updates.

#### Advancing Skills & Understanding

Introduced in May 2016, MailPro® is an Idealliance training and certification program. The self-directed, 21 lesson, 14 hour interactive video tutorial program offers training from expert instructors on real-life mailing solutions and how to work with the U.S. Postal Service. Idealliance will also launch a new monthly mail and postal webinar series in October 2016 and new online and face-to-face training programs in early 2017.

#### Creating Best Practices

Idealliance excels at engaging the U.S. Postal Service in addressing and improving postal supply chain and programs. Eight active Idealliance working groups are now working cooperatively with the Postal Service. Current initiatives include Informed Delivery, Informed Visibility, Move Update, Scorecard, Seamless Acceptance, FSS, PostalOne!®, and more.

#### Advocating for the Mailing Industry

For a combined 150 years, Idealliance and its predecessor organizations have advocated for our industry by:

1. Funding and supporting legislative advocacy to constructively influence pending postal legislation by participating as a member of the C-21 Coalition Steering Committee and PostCom Board of Directors;
2. Drafting member comments to the U.S. Postal Service and U.S. Postal Regulatory Commission on regulations and rulings;
3. Attending bimonthly meetings with the Postmaster General and the PMG's leadership teams;
4. Providing periodic industry and issues presentations to the USPS Office of Inspector General and U.S. Postal Regulatory Commission; and
5. Serving as an active member of the Postmaster General's Mailers' Technical Advisory Committee (MTAC). Three member representatives serve on MTAC, along with Idealliance President and Chief Executive Officer David Steinhardt. Most of the MTAC Chairs since 2000 have served in leadership positions with Idealliance.

#### NEW...*Grow the Mail Initiative*

Idealliance has undertaken a new *Grow the Mail* initiative in cooperation with the U.S. Postal Service. The initiative is focused on the print-mail provider and includes re-launching "MyMailConnection," an "Angie's List" online service for printer-mailers to locate customers and to provide training to USPS sales staff on the customer needs and business dynamics of the printer-mailer.

#### FOR MORE INFORMATION CONTACT:

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