

**FLATS SUMMIT AGENDA
WEDNESDAY, JULY 16, 2003**

**7:00 a.m. - 8:00 a.m.
Registration**

**Foyer 1 (outside
Presidential Ballroom)**

The check-in table for picking up your summit materials will open at 7:00 a.m. in the **Foyer 1** of the Capital Hilton Hotel. The summit will begin promptly at 8:00 a.m.

**7:30 a.m. - 8:00 a.m.
Continental Breakfast**

**Capital Terrace North
(outside Presidential
Ballroom)**

A continental breakfast will be provided beginning at 7:30 a.m. in the rear of the Presidential Ballroom, where the summit sessions also will be held.

**8:00 a.m. - 8:15 a.m.
Welcoming Remarks**

Presidential Ballroom

Speaker: **Joe Lubenow, Lubenow & Associates**
 PostCom Postal Operations Committee Chair

All Summit sessions will be held in the **Presidential Ballroom** of the Capital Hilton Hotel.

8:15 a.m. - 9:45 a.m.

Industry Perspective

Presidential Ballroom

This introductory session will focus on the industry perspective in terms of why and how companies use the mail, particularly in producing flat-sized pieces.

What kind of pieces make up the flats mailstream of today...and tomorrow? What are industry design trends and why are mailpiece design and differentiation important? Do different mailing constituencies (e.g., magazines, catalogs, newspapers, advertising pieces, etc.) have different needs and design motivations? What do mailers need from the USPS to make their efforts succeed? What are the potential impacts of the USPS' flats strategies on companies and consumers?

Moderator: **Steve Fuller**
 Vice President, Corporate Marketing
 L. L. Bean

Speakers: **John Minnec**
 Executive Vice President, Director of Business Development
 DraftWorldWide

Bob Kalok
 Senior Vice President, Direct Response Marketing
 America Online Inc.

Jim Bowler
 Executive Director Postal Affairs
 Publishers Clearing House

Joyce McGarvy
 Distribution Director
 Crain Communications

Renee Jordan
 Vice President, Circulation Operations
 Reader's Digest

Donna Hanbery
 Executive Director
 Alliance of Independent Store Owners & Professionals (AISOP)

9:45 a.m. - 10:00 a.m.

Break

10:00 a.m. - 11:30 a.m.

USPS Corporate Flats Strategy

Presidential Ballroom

In this session, Postal Service senior executives will discuss the USPS' corporate flats strategy. You will learn more about what the Flats Sequencing System (FSS) and Delivery Point Packaging (DPP) research and development efforts are. You will find out the key differences between these two options and why the USPS is pursuing them. The presenters will discuss what the motivating drivers are behind this exploration; the approach being taken to develop machines that will handle the full range of flat sizes; how the strategy inter-relates with other initiatives such as Product Redesign and Network Integration Alignment; what the USPS' timelines are for the FSS & DPP initiatives; and, how the USPS plans to work with its customers to achieve win-win flats strategy solutions.

Moderator: **George Hurst**
Manager, Flats Product Mgmt
U. S. Postal Service

Speakers: **Anita Bizzotto**
Senior Vice President and Chief Marketing Officer
U. S. Postal Service

Pat Donahoe
Executive Vice President and Chief Operating Officer
U. S. Postal Service

John Rapp
Senior Vice President, Operations
U. S. Postal Service

Nick Barranca
Vice President, Product Development
U. S. Postal Service

11:30 a.m. - 12:30 p.m.

Lunch

Presidential Ballroom

A buffet lunch will be presented in the Foyer outside the Presidential Ballroom, with seating in the Ballroom as during the sessions.

An update by PostCom President Gene A. Del Polito on the outcome of the Presidential Commission meeting scheduled to be held the morning of July 16, 2003, will be given during lunch at approximately 12:00 noon (tentative), in the Presidential Ballroom.

12:30 p.m. - 2:00 p.m.

The Economics of Automation

Presidential Ballroom

This session will explore the economic aspects of various flats strategies. What economic assumptions has the USPS made in developing its flats strategies? Has the USPS considered the overall impact of FSS/DPP, not only in terms of automation cost savings, but potential revenue/volume impact? What are the possible impacts of FSS/DPP on the flats rate structure? What economic lessons can be learned from the letter automation experience? Have other alternatives, such as new mailer workshare incentives, been fully explored?

Moderator: **Vince Giuliano**
Senior Vice President, Government Relations
ADVO

Speakers: **Ashley Lyons**
Manager, Pricing
U. S. Postal Service

Steve McKinnon
Senior Vice President, Operations
The Flyer

Anita Pursley
Vice President Postal Affairs
Quebecor World Logistics

Halstein Stralberg
Consultant
Time Inc.

2:00 p.m. - 3:30 p.m.

The Technological Landscape

Presidential Ballroom

This session will focus on the technological aspects of the flats strategies process. How does the USPS solicit customer input in development of new equipment? How does it develop the mailpiece specifications the equipment should be able to process? What does the USPS' research and development process for new FSS/DPP equipment entail? How does that process differ from that used by private industry (e.g., printers) in developing new production/finishing equipment? How could the USPS and industry better work together in developing new equipment solutions?

Moderator:

Joe Schick
Director of Postal Affairs
QUAD/Graphics

Speakers:

Tom Day
Vice President, Engineering
U. S. Postal Service

Tom Gallagher
Director, Postal Automation Systems Group
Fki Logistex - Integration Division

Lee Spadine
Manager, Mail Automation Systems
Lockheed Martin Distribution Technologies

Michael Winn
Director Postal Affairs and Mailing Operations
R. R. Donnelley

Ted Work
Corporate Director of Finishing Systems
Quebecor World

Ed Yeoman
Applications Engineering Manager
Heidelberg

3:30 p.m. - 3:45 p.m.

Break

3:45 p.m. - 4:45 p.m.
What Comes Next?

Presidential Ballroom

In this closing session of the initial Flats Summit meeting, the moderators from each of the previous sessions will recap the key issues identified during their session from the panelists and audience participation. The moderators and audience then will discuss appropriate next steps to pursue the issues identified during the summit.

Should MTAC issue-specific workgroups be formed to pursue some of these issues? Are there formal studies that the USPS or industry should pursue to collect additional data for future decision points? Is there input needed from other constituencies? In what format/venue should subsequent Flats Summit meetings occur? How will the USPS and industry further enhance the communication process and solicit customer feedback as the USPS develops its flats strategies?

Speaker/Moderator: **Jim O'Brien**
 Director of Distribution and Postal Affairs
 Time Inc.

Speaker: **Steve Fuller**
 Vice President, Corporate Marketing
 L. L. Bean

George Hurst
 Manager, Flats Product Mgmt
 U. S. Postal Service

Vince Giuliano
 Senior Vice President, Government Relations
 ADVO

Joe Schick
 Director of Postal Affairs
 QUAD/Graphics

4:45 p.m.
Summit Concludes

Audio Tapes of the Summit can be ordered from PostCom (see order form in summit materials). All presentations will be posted in electronic format on PostCom's web site (<http://postcom.org>).