# THE POSTMASTER GENERAL'S

## MAILERS TECHNICAL ADVISORY COMMITTEE

#### April 2024

#### Improving the Value of Mail

The Postmaster General's Mailers Technical Advisory Committee (MTAC) is a venue for the United States Postal Service to share technical information with mailers, and to receive their advice and recommendations on matters concerning mailrelated products and services, in order to enhance customer value and expand the use of these products and services for the mutual benefit of mailing industry stakeholders and the Postal Service.

#### -MTAC Charter



### **UNPARALLELED DEDICATION**

Through collaboration, MTAC and the Postal Service have been instrumental in helping make mail processes and programs work better. Here are some areas of partnership:

- Address Management
- Automated Package Verification (APV)
- Business Reply Mail Processes
- eInduction
- Electronic Verification System (eVS)
- Enterprise Payment System (EPS)
- Facility Access and Shipment Tracking (FAST)
- Full Service
- Informed Delivery
- Informed Visibility
- Intelligent Mail Package Barcode (IMpb)
- Mailing Promotions
- Mail Transport Equipment Ordering Reporting (MTEOR)
- Move Update
- Package Platform
- PostalPro
- Product Simplification
- Pricing
- Seamless Acceptance
- Service Performance Measurement
- Work-sharing

The efforts of this dedicated group of industry experts have grown over the years and the successes and rewards are abundant. MTAC Work Groups have played an instrumental role in modernizing the mailing industry as the Postal Service evolves with new technological breakthroughs. MTAC members take pride in knowing their efforts have generated billions of dollars in annual cost savings.

With this partnership, we are committed to the common goal of keeping the mailing industry innovative, relevant and strong, well into the future.

### **BENEFITS OF MTAC**

As a member of MTAC, you are a part of a network of mailing industry professionals who work collectively with postal leadership to help advance the value of mail. You have the opportunity to work hand-in-hand to solve pressing issues in the industry. The work you do at MTAC helps drive technological innovations, and new and improved mail processes.

MTAC affords you the opportunity to grow professionally and expand your knowledge of the mailing industry. There are experts in software, addressing, mail preparation, logistics and more, who are leaders in their respective industries and always willing to share their best practices. You can sharpen your management skills by leading Work Groups, User Groups or by being elected to MTAC leadership positions.

The networking available through MTAC is unique. You have the opportunity to make connections with industry and postal professionals that will serve you well throughout your career.



STEVE MONTEITH, CHIEF CUSTOMER AND MARKETING OFFICER EXECUTIVE VICE PRESIDENT & POSTAL MTAC CHAIR

"The technical collaboration that MTAC provides has allowed the Postal Service to keep current with mailing industry trends.

The partnership continues to be seen by both postal and industry as a valuable and strategic channel for growth."

### **MTAC MEMBERS\***

- Alliance of Nonprofit Mailers
- American Association of Political Consultants
- American Bankers Association
- American Catalog Mailers Association
- American Forest & Paper Association
- Association of Direct Response Fundraising Counsel
- Association for Mail Electronic Enhancement
- Association of National Advertisers
- Association of National Advertisers Nonprofit Federation
- Association for Postal Commerce
- Association for Print Technologies
- Association of Priority Mail Users
- Association for Roll-To-Roll Converters.
- Automobile Association of America
- Catholic Development Council
- City & Regional Magazine Association
- Classroom Publishers Association
- Coalition of Religious Communicators Association
- Connectiv: The Business Information Association
- Continuity Shippers Association
- Council on Safe Transportation of Hazardous Articles
- Delivery Technology Advocacy Council
- Edison Electric Institute
- Election Center
- Electronic Registration Information Center
- Envelope Manufacturers Association
- General Services Administration
- Global Address Data Association
- Greeting Card Association
- In-Plant Printing & Mailing Association
- International Mailers' Advisory Group
- Local Search Association
- Mail Systems Management Association
- Mailers Hub
- Major Mailers Association
- Media, Audience and Content Marketing Association
- Military Postal Service Agency
- National Alliance of Standard Mailers & Logistics
- National Association of Advertising Distributors
- National Association of College & University Mail Svcs
- National Association of Presort Mailers
- National Industrial Transportation League
- National Newspaper Association
- National Paper Trade Association
- National Postal Policy Council
- National Retail Federation
- National Star Route Mail Contractors Association
- News/Media Alliance
- Offering Envelope Association
- Package Shippers Association
- Pharmaceutical Care Management Association
- Postal Customer Council Advisory Committee
- Printing United Alliance
- Professional Services Council
- Red Tag News Publications Association
- Reverse Logistics Association
- Saturation Mailers Coalition
- Software Industry Society
- The Imaging Network Group (INg)
- thINK
- U.S. Chamber of Commerce
- United States Mint
- Veterans Administration

\*Subject to Change; members as of April 2024

## HOW MTAC WORKS

Here are the different ways members engage in MTAC:

Task Teams: A dedicated group of individuals assigned to address a specific issue that usually does not impact the entire mailing industry, allowing it to be addressed with a small, selective group of participants. Members achieve results in a defined urgent period of time and concludes when the task or problem is resolved.

Work Groups: These proficient groups address defined issues with measurable objectives of relatively broad interest with both the industry and the Postal Service being interested in a potential solution. The groups have a proposed timetable for completion and conclude when recommendations are submitted for consideration.

User Groups: These select groups serve as an ongoing forum for users of a particular postal product or process. The User Groups of today cover a wide range of topics from addressing, eVS, FAST, visibility & mailing promotions.

Focus Groups: MTAC meets quarterly at Postal Service Headquarters. Members can choose to participate in these three areas of focus: (1) Entry, Payment & Product, (2) Network Operations and (3) Data, Technology & Addressing.

Leadership: MTAC is led by dedicated postal and industry leadership who have been elected by their peers. These leaders work together to help shape the future of the mailing industry and address the needs of MTAC members.

#### HISTORY

MTAC was established on February 26, 1962, by John F. Kennedy, 35th President of the United States, via Executive Order 11007-Prescribing Regulations for the Formation and Use of Advisory Committees.



LISA WURMAN, **MTAC INDUSTRY CO-CHAIR** 2024-2026

For more information contact:

MTAC Program Manager U.S. Postal Service 475 L'Enfant Plaza SW Room 4411 Washington, DC 20260-4400 The pace of change within the Postal Service has dramatically increased over the last two years and will continue for the foreseeable future. The Postal Service has embarked on implementing the Delivering for America Plan, resulting in the beginning of a new mail and package processing and distribution network.

Over the years MTAC has proven to be a valuable partner facilitating collaboration that has resulted in new system implementations, improved mail verification processes, efficiency improvements and an increased focus on innovation that brought the physical and digital worlds together.

That same collaboration will play a key role as the Postal Service continues to roll out the new network - there's no better partner or sounding board then the MTAC member association representatives to assist the Postal Service in being successful.



https://postalpro.usps.com/mtac

Email: MTAC@usps.gov