



## Carriers reminded that we are the face of the USPS

**U**SPS is launching a series of posters to remind letter carriers that we are the face of the Postal Service. One of the posters (*left*) features New York Branch 36 member Javier Gutierrez and is part of the Postal Service's "Workforce Engagement" campaign designed to improve customer service and customer relations by protecting and enhancing the postal brand. This phase of the campaign is titled "Friendly and Courteous." It begins with a smile, which focuses on the significance of approaching our work, both inside the Postal Service and outside with our customers, in a friendly and courteous manner. Gutierrez is a "Postal Ambassador," a small group of letter carriers selected from around the country and specially trained in dealing with the media.

The Workforce Engagement campaign's next phase is "Delivery Done Right," highlighting the importance of ensuring that all elements of delivering for our customers are done accurately. ☒

## Executive Council



The NALC Executive Council held meetings at NALC Headquarters in May to discuss important issues facing letter carriers. Some of the topics the council addressed included the continuing preparations for interest arbitration for a new

National Agreement, key legislative items, the upcoming National Convention in Minneapolis and several contractual issues. In addition, the council took a break from the meetings to attend a kickoff event for the 2012 food drive.