

Future revenue, future leaders



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E-commerce is expected to grow by 62 percent over the next three years. If USPS captures a fraction of that growth, the agency will return from a period of instability to being an enduring institution. U.S. e-retail sales are expected to progress as follows:

2011: \$202 billion
2012: \$226 billion
2013: \$252 billion
2014: \$278 billion (estimate)
2015: \$304 billion (estimate)
2016: \$327 billion (estimate)

Gearing up for the e-commerce hyper-growth, the Postal Service has renamed several services and products, and indicated that stand-up talks will be conducted to explain these changes:

- Parcel Post is being renamed Standard Post.
- Delivery Confirmation is changing to USPS Tracking.
- USPS tracking will be included at no additional cost to customers for Standard Post and Priority Mail products purchased at a retail counter. Standard Post is a retail-only product, not available to commercial mailers. Once Standard Post was moved to the competitive product listing, USPS was allowed to price the product competitively and compete within the package market. The term Delivery Confirmation applies only to information relating to the end point, which understates the tracking available by USPS. USPS Tracking more accurately reflects our capabilities, and is also included in retail purchases of Priority Mail at no additional charge.

The package renaming is a simplification, intended to reduce product-line confusion, refresh the brand, leverage the popular Priority Mail brand recognition, match competitors' day-specific delivery, attract new customers and increase the market share. Also being renamed:

From	To
Express Mail (Next Day Delivery)	Priority Mail 1-Day
Express Mail (Second Day Delivery)	Priority Mail 2-Day
Express Mail International	Priority Mail Express International
Priority Mail (2-3 Day)	Priority Mail 1-Day
	Priority Mail 2-Day
	Priority Mail 3-Day

2014 Leadership Academy

The application period for the 2014 Leadership Academy has ended. Applicants will receive a confirmation letter upon receipt of the application form at NALC Headquarters.

Has attending the Leadership Academy training proven worthwhile to the 450 members who have passed through the Academy doors? Here are some sample responses from graduates:

- The three weeks spent in class has given me a new view of my union that few will have, the thousand-foot view. I have lived the grassroots level. Now, being able to spend the week at the national business agent's office (fourth week) has given me a different view of another level of our organization. I was able to see how the classes that were given at the Leadership Academy are applied at the regional level.
- This opportunity has truly been a life-changing journey, and I thank you for it. I feel that not only have I grown as a union officer and an advocate, but also as a person, father and husband. I have gained not only friends and allies, but also resources and support. Most of all this experience has given me a new desire and vigor for my union, the best union, the National Association of Letter Carriers.
- Thank you again for selecting me to attend the Academy. The knowledge I gained will help me to become a more productive and effective leader in my branch.
- I am writing to you to let you know how much I really enjoyed the Leadership Academy. Week 1 was a very stressful week. The three weeks were intended to keep all the students out of their comfort zone, and the instructors sure did a good job of that. I learned so much. The public speaking was the most difficult, but I feel that was the most important part of the training. I am a better speaker now than I was in August, before I started Week 1.
- The encouragement and education of our brothers and sisters into the leadership of our union will continue our fight in the common cause far into the future. Personally, my growth of leadership skills will benefit the carriers of my state and the region for the rest of my involvement in the union. Through this letter, I hope to relay to you how the Leadership Academy has strengthened my skill set, my confidence and my overall knowledge of the NALC.

Class 16 is underway. Class 17 is scheduled to proceed as follows:

Week 1: Jan. 12-17, 2014
Week 2: March 23-25, 2014
Week 3: June 1-6, 2014
Week 4: June 23-27 or July 7-11, 2014