

Organizing efforts and Customer Connect



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Just a few months back, the organizing rate for CCAs was 78 percent. We now stand at 85.6 percent. That's an increase of 7.6 percentage points. Thank you!

Our current percentage for career members is 93.1 percent. To achieve that same percentage goal for CCAs, we need to raise the percentage another 7.5 percentage points. With your help, we can accomplish that.

Let's discuss how we can achieve that goal. Being a member, you are best suited to talk with non-members and approach them to explain why you belong. You can reassure them and answer any questions they may have concerning the union. Sometimes reassurance is all that someone needs to make a decision.

Listen to them and show them respect if they have a different opinion from yours. Talk about things that you may have a different opinion about, but don't argue. If you are not sure of something, advise them that you will look into it and provide them with an answer after discussing the matter with someone who does know the answer. Talk about things that you have experienced or seen over the years and explain what occurred. Be positive in your approach. I'm sure you recall when you first started and someone helped guide you. Try to include a CCA who is a member in the conversation.

Discuss our history. The Great Postal Strike in 1970 set the path for the improvements that we have today. Explain how our benefits and salaries are negotiated. It was through hard-fought battles in arbitration and/or agreements between the parties. Sometimes when people are first hired, they may not know how benefits and salaries were established and may think the employer is providing the benefits on its own. You and I know it is the result of the National Agreement, but it is best we discuss this with every new hire.

Keep your line of communication with them open for future. Advise them on things that affect them, such as the M-1857 that waives a new probationary period for CCAs who become career carriers if they have more than a year service; or the fact that since the Das award, more than 16,000 TEs (including 13,000 former TEs) have become career letter carriers.

Having a strong union will surely assist us with our legislative efforts for keeping a strong Postal Service and help us in bargaining. Keep up the excellent work. Thanks.

Customer Connect

We are moving closer to achieving the \$2 billion mark in Customer Connect. We think we will probably reach it some-

time in September or October. As I write this, we are at \$1,987,586,678. That's just \$12,413,322 away from this milestone. Excellent job, everyone, and thank you. The following is a recent success story.

When the housing market slowed several years ago, Atlanta entrepreneur Tabitha Daniel began to struggle with her real estate business. However, her prayers were answered when she came up with a new online gift idea: Cookies in a Shoe. Things got even better when Atlanta Branch 73 member Valerie Anderson recognized Daniel's new idea as a Customer Connect opportunity.

Anderson was in her post office lobby when Daniel asked her about shipping the item she held in her hand. "She had an attractive gift of homemade cookies in a shoe and she was looking for the right box to ship it in," Anderson said. "I immediately found the right size Priority (Regional Rate B) box for her. You can't just let potential customers walk out the door."

Anderson then submitted the lead and ensured Daniel that someone would contact her with the information she needed to get her new idea off the ground.

Business Development Specialists Sonia Holley and Lisa Mitchell contacted Daniel soon after. Not only did they assist with her new business, they also convinced Daniel that Every Door Direct Mail could jump start her real estate business as well.

Daniel recently stopped by Ben Hill Station's Grow Your Business Day event to thank Anderson for helping her establish her relationship with the Postal Service. During her visit, she took a moment to join Holley and Mitchell as they encouraged more employees to follow Anderson's example and gather new Customer Connect leads.

Letter carriers deliver during holiday season

Last holiday season, letter carriers delivered approximately 524 million packages in December—an 18 percent increase over the previous December.

On Dec. 22 alone, carriers delivered more than 28 million packages, the most packages delivered in a single day in the organization's history. Approximately 463 million mail pieces also were delivered that day. You also delivered packages seven days a week during the season.

More than 20 million packages were delivered on the five Sundays prior to Christmas. An additional 118,000 packages were delivered Christmas Day. Excellent job, everyone!



Atlanta Branch 73 member Valerie Anderson recently turned in a successful Customer Connect lead for Tabitha Daniel's company, "Cookies in a Shoe."