

Watson wins special election for dir. of retired members



Pursuant to an election complaint received by the U.S. Department of Labor's Office of Labor-Management Standards (OLMS), NALC entered into a voluntary agreement with OLMS to conduct, under OLMS' supervision, a new officer election for the position of NALC director of retired members.

The election was conducted by ballots mailed on Sept. 14 and Sept. 15 to

all NALC members in good standing as of June 1. Ballots were due back in the post office box by 12 noon on Oct. 5.

The ballot tally for this election took place immediately afterward at Peake-DeLancey Printing in Cheverly, MD, and it was completed on Oct. 7. The preliminary results of the count are:

- Corvallis, OR Branch 1274 member Ron Watson: 47,608

- Minneapolis Branch 9 member Ken Ring: 9,119

As this issue was being prepared, OLMS was reviewing the vote totals to ensure they are correct and accurate, and planned to release a final tally report that would include branch breakdowns.

The term of office for this election is the remainder of the unexpired term, which will end in December 2018. **PR**

Next Branch Officers Training set

NALC Secretary-Treasurer Nicole Rhine has announced that the next Branch Officers Training will be held Jan. 11-14 in Las Vegas. The room rate is \$80 and the registration deadline is Dec. 4. **Note: Please do not make airline reservations until you receive notification of acceptance.**

ized sessions for branch presidents/vice presidents, recording secretaries, financial secretaries and trustees.

Because of the expansion, the training now runs for three and a half days, instead of the previous two and a half days. A preview of the new training was given at the national rap session in

- Department of Labor and LMRDA reporting
- Running a branch meeting
- Preparing LM forms and 990s
- Auditing branch records
- Managing branch finances and creating transparency
- Member notification requirements
- Fiduciary issues and practices
- Electronic recordkeeping
- Payroll and wage issues
- Branch elections
- Travel, reimbursements and per diem
- Membership issues
- Handling MDA and PAC funds
- Planning and budgeting
- Why minutes matter

There also will be a session that covers the responsibility and legal exposure that goes along with signing certain documents, a session designed to identify policies that every branch should have in place, and a session focused on helping officers learn more about branch operations.

Use the coupon from the Oc. 14 *NALC Bulletin* or from nalc.org and mail it to NALC Headquarters by Dec. 4. You also can fax it by that date to 202-737-1540. **PR**



Branch Officers Training is an expansion of the secretary-treasurer educational seminars that NALC conducted for many years, tailored to assist branch secretary-treasurers and other branch (and state) officers who are chiefly responsible for financial administration. What's been added are special-

Houston, with the first Branch Officers Training held in September in Atlanta.

The new training includes sessions on:

- The *NALC Constitution* and branch bylaws
- Internal controls
- Ethics
- Fraud prevention and detection

Customer Connect reaches \$2 billion in sales

On November 1, the Postal Service planned to announce that the revenue letter carriers brought to USPS through the Customer Connect program hit a remarkable milestone, as the total since the program began in 2003 added up to more than \$2 billion.

To celebrate the milestone, USPS planned to make Nov. 10 “Customer Connect Day.” Officials said that they plan to recognize all letter carriers with a thank-you card and to hold seven breakfasts, one in each of the USPS areas, based on performance.

“This is an amazing accomplishment and every letter carrier who generated a lead should feel proud,” NALC President Fredric Rolando said, “but it’s also not a stopping point. We can and will continue to generate leads for the Postal Service, as our employer and our jobs depend on increasing the business that uses the country’s largest and best delivery network.”

The program calls on letter carriers to take advantage of their special relationships in the communities they serve to encourage business patrons to use USPS instead of private business services. After submitting the leads to management, letter carriers are informed of the progress sales specialists have made in signing those businesses up to use USPS services.

The idea seems obvious, especially to letter carriers, but after years of suggesting it, it wasn’t until the early 2000s that the Postal Service decided to give it a try. But Customer Connect started on rocky ground, as postal managers attempted to launch the program independently, without the involvement of the union. It was only when USPS invited NALC to become partners that the program took off, with a pilot test launched in five locations in late 2002: Baltimore, MD; San Diego, CA; Albany, NY; New Orleans,

LA; and Long Island, NY.

“Letter carriers know their customers best, and it makes sense for us to assist our employer in ways that will also generate benefits for postal employees,” then President-Elect William Young said, announcing the program with then Postmaster

General Jack Potter in October 2002.

The pilots were tremendously successful and after about a year, the program generated more than \$2 million in sales revenue and was ready to go nationwide.

“This is an example of how the trust and respect letter carriers have earned in the community can strengthen the Postal Service,” Young said in November 2003.

Since then, the sales have kept on growing:

- **Wendy Silvey-Knapp** of Cleveland, OH Branch 40 brought in \$20,000 from a local Harley-Davidson outlet.
- **Ray Rodriguez** of Central Florida Branch 1091 brought in \$300,000 from Scrap Your Trip.
- **Lilia Alvarez** of Greater East Bay Branch 1111 brought in more than \$1 million from Peets Coffee and Tea

Those are just some of the large and small sales that have added up over the years. Customer Connect hit the \$1 billion milestone in 2010 and five years later has now reached \$2 billion.



A slide from a USPS PowerPoint presentation preparing for the celebration

As Executive Vice President Timothy O’Malley reported in the August issue of *The Postal Record*, the Postal Service has unveiled the new Panorama system for inputting leads. “Panorama is easily accessed, user-friendly and is in real time,” O’Malley said. With the program, letter carriers also can view lead cards and status, download and certify stand-up talks, update station coordinators and more.

The success of Customer Connect led USPS to roll out similar programs for the other postal crafts: Clerks Care, Rural Reach, Mail Handlers and Submit A Lead, all of which can use the same lead card.

“This program has been an unqualified success,” O’Malley said, believing letter carriers will shoulder most of the load in years to come. “Who truly knows the patrons better than the indispensable letter carrier, a person known and trusted by postal patrons everywhere?”

“Thanks go to all the letter carriers who have embraced Customer Connect and continue to secure all of our futures,” he said. **PR**