

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

REVIEW OF NONPOSTAL SERVICES

Docket No. MC2008-1(Phase II)

SUPPLEMENTAL STATEMENT

OF

CARRIE A. BORNITZ

ON BEHALF OF THE

UNITED STATES POSTAL SERVICE

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AUTOBIOGRAPHICAL SKETCH

My name is Carrie A. Bornitz. I am currently Manager, Retail Marketing, in the United States Postal Service Office of Retail Operations.

I began my Headquarters career in the Product Information Requirements group in 1997, where I was responsible for managing, developing, and implementing the Postal Service's electronic system of record keeping and Signature Confirmation™ service. While in this position, I served as an integration analyst for the many information systems that capture, store, and provide delivery data to customers including the Product Tracking System, handheld scanner, POS/IRT, and the call center agent applications. I managed several programs that support product enhancements to improve customer service and satisfaction including delivery records by email and hosting an Express Mail Service Commitment page on www.usps.com. I was also instrumental in the design and development of the Click-N-Ship® application. In 2004 I became program manager for the Retail Optimization Access Management (ROAM) program, a mapping application, in Retail Operations. My responsibilities included application support, writing requirements, and implementing a standardized model for retail optimization. I served as the Manager, Alliances and Partnerships in the Office of Strategic Planning before returning to Retail Operations in 2008.

Prior to coming to Headquarters, I worked for 12 years in the mail processing facility and the District office in Sioux Falls, S.D. My management positions in the Dakotas District included Supervisor, Automation and Mails; Mailpiece Design Analyst; and Consumer Affairs Manager. I also spent 2 years in the Management Trainee program.

1 I received a Master's Degree in *Organizational Leadership and Innovation*
2 from Marymount University in May of 2005. I received a bachelor's degree in
3 Business Administration from Huron University in 1994. I graduated from the
4 Postal Service's Advanced Leadership Program in November 2003.

1 **PURPOSE AND SCOPE OF SUPPLEMENTAL STATEMENT**

2

3 The purpose of my testimony is to provide supplemental information for

4 the record in this proceeding concerning retail sale of recorded music and any

5 other retail activities which may have not been described previously. I am aware

6 of no retail activities that have not been specifically discussed previously in the

7 Statements of Tina M. Lance and Margot A. Meyers. I believe the description of

8 the OLRP program in this proceeding was intended to include all retail sales of

9 merchandise through Postal Service channels, including the sale of recorded

10 music.

11

12 **II. DESCRIPTION OF RETAIL SALE OF DVDs AND CDs.**

13

14 Under the OLRP program, since before January 1, 2006, the Postal

15 Service has sold in retail lobbies occasional CD's and DVD's tied to the release

16 of certain popular stamps, seasonal events, or as part of a mutual brand

17 placement arrangement, for example, with a movie release. The sale of these

18 items contributes to the overall success of the OLRP program and provides

19 additional revenues to the Postal Service.

20

21 The Postal Store at www.usps.com, while currently offering some items

22 that are not within the OLRP program that I manage, offers similar items. The

23 Postal Service has plans to merge the merchandising strategy for these two

24 channels in the future.

25

26 Below is a list of the currently available items in Postal Service retail

27 locations. Many of these items are on clearance sale at the moment.

- 28
- 29 • 23190602 Civil Rights Pioneer Jumbo Post Cards and DVD of
 - 30 "Milestones of the Civil Rights Movement" – includes 25 biographical jumbo

1 postcards of the twelve Civil Rights Pioneers featured on the pane of “Civil Rights
2 Pioneer” stamp to be issued on February 21, 2009. As an added bonus,
3 included is a previously released USPS DVD called “To Form a More Perfect
4 Union: Milestones of the Civil Rights Movement”. The DVD provides a website
5 for a free classroom lesson plan. The sale date on this item was Jan. 19, 2009

6 • 23154048 “Milestones of the Civil Rights Movement” DVD is a 38
7 minute documentary that has been recognized for having rare and compelling
8 archival footage covering the civil rights movement from Executive Order 9981 in
9 1948 through the Voting Rights Act in 1965. The sale date on this item was Jan.
10 30, 2006

11 • 8122799361 Frank Sinatra “Nothing but the Best” CD with some of
12 his more popular songs issued to support the Frank Sinatra stamp. This item
13 was issued 5/13/2008.

14 • 23173043 Charlie Brown Holiday Music CD in support of the
15 Charles M Schulz stamp issued on May 17, 2001. This item was issued
16 10/1/2006.

17 • 23179310 Letters to Santa CD in recognition of all the letters
18 written to Santa each holiday. This item was issued in the fall of 2005.

19
20 I understand that the Postal Service also offers, in the Postal Store on
21 USPS.com, other CDs and DVDs, including the following: Ultimate Mancini CD,
22 issued to support the stamp featuring composer Henry Mancini; Gospel Singers
23 Stampfolio with CD, issued to support the Gospel Singers stamps in the Legends
24 of American Music Series; a CD containing a single of the band “Postal Service”;
25 a DVD of “The States” miniseries that is part of a collection designed to support
26 the *Greetings From America* stamps, which also includes a collector’s pane of
27 the stamps and a companion book; and a DVD of Benjamin Franklin, included in
28 a collection that also includes an envelope with four Benjamin Franklin
29 commemorative stamps, a First Day of Issue postmark, and a special
30 anniversary cancellation.

1 The OLRP program leverages the Postal Service's brand, advertises and
2 enhances its image, and through the revenues generated helps support the Postal
3 Service's core mission. The CDs and DVDs I identified above meet those same
4 goals. They also provide opportunities for the Postal Service to support new
5 stamp releases by providing a related product that postal customers may enjoy,
6 provide convenient items that may be sent as gifts, and support cross-branding
7 opportunities where the Postal Service has done product placement in movies or
8 television shows. They serve to enhance the name of the Postal Service in the
9 minds of potential customers by associating the postal brand with other well
10 known brands. They meet the needs of customers who wish to buy items related
11 to other postal activities, and are made available in connection with activities that
12 can only be offered by the Postal Service.

DECLARATION

I, Carrie A Bornitz, declare under penalty of perjury that the foregoing statement is true and correct to the best of my knowledge, information and belief.

Carrie A. Bornitz

Date