



William J. Schnaars
District Manager NY District

Message from the District Manager

News and Events *In a New York Minute*

- In This Issue**
- [Message from the DM](#)
 - [Innovation Improves Scanning](#)
 - [Mgr.'s WTIL Streak](#)
 - [Biz Connect Runner-up](#)
 - [EDDM Success](#)
 - [NAPS Meeting](#)
 - [Improving Speaking Skills](#)
 - [Supv. Earns MBA](#)

The New York District has launched its very own blog site. What's a blog? Derived from the term **web log**, a blog is a web based journal compiled of news stories, photographs, memos, media and data posted chronologically.

The New York District blog, called—*In a New York Minute*—will feature positive stories about our employees and their achievements, stamp dedications, up-coming events and other articles of interest. Blogs are updated frequently, so if you want to read about a recent District event, you don't have to wait for it to come out in a monthly newsletter.

Employees can submit story ideas and photos of their own via email and even check off *reaction boxes* placed at the end of each article in the blog.

Our goal is to make sure *all* employees can find out about the great things going on in our District—and *In a New York Minute*—is the vehicle that will deliver that.

You can log on from any computer—work or home—and you don't need a PIN or password to access the site.

So go to <http://nydistrict.blogspot.com> and let us know what you think. You can also tag this QR code right off the screen with your smartphone for mobile access.



For latest Postal News Releases
[Click HERE](#)

Did You Know...

Out of 386 Post Offices in the Northeast Area, Cherokee Station came in 4th in Greeting Card Sales. Additionally, Grand Central placed 8th, Columbus Circle 10th, Murray Hill 12th, Ansonia 13th, and JAF 15th.
Take a bow!



In a New York Minute is a work in progress, but we all know progress works.

Manager's Innovative Idea Improves Scan Scores

Thanks to a simple yet ingenious idea by Mgr. Customer Service Operations Wanda Diaz, Canal Station has increased its AAU scanning scores from 92 to 99 percent.

As a member of the Lean Six Sigma team, Diaz was tasked with finding ways to improve scanning efficiency. She reasoned that attaching a hand held scanner to a fixed post would free up clerks to scan packages quicker and more effectively. She petitioned her idea to Maintenance Mechanic John DiPasquala, who promptly designed a free standing post and attached an easy access holster for the scanner. Even more impressive, DiPasquala built the first proto-type out of scrap metal that was lying in storage at Canal Station. "We knew we were on to something," said DiPasquala. "So since resources here are limited, we asked Morgan maintenance to help build us some more. Today we are using six of these posts here at Canal."

"Where before Canal was averaging about 15 scans a minute," noted Manhattan Postmaster Robert Brown, "they now average 25. That is a significant increase."

"The carriers seem to really like them," said Diaz. "And of course the bottom line is that productivity is up. Conceptually it works kind of like the scanners at the registers in the supermarket," she continued. "It frees up the operators' hands and they can quickly move the packages across the scanner."

The staff at Canal Station, who have been using these fixed scanners for approximately two months, agree.

"I like that you can use a more linear motion when scanning," said Sales, Service & Distribution Associate (SSDA) Tanisha Samuel. "It also helps you keep track of what you already scanned."

"You can definitely do multiple scans in a quicker time frame," added SSDA Dwayne Ruffin.

In the meantime Diaz is preparing to make a full presentation to Northeast Area which will include other Lean Six Sigma members currently executing projects.

"I believe all the districts in the Northeast Area can benefit from using this configuration," smiled Diaz. "But I still haven't come up with a name yet. How about *Simple Scanning Stand* or SSS? What do you think?"



L to R: **Mgr. Juliet Francis-Young, Maint. Mech. John DiPasquala, MCSO Wanda Diaz**
Insert: **Fixed Scanner at work**

Throggs Neck Managers Recognized for WTIL Streak

At a recent Northeast Area Business Meeting, Bronx Managers Desiree Brown-Stuart and Cathy Reid were each presented with a Certificate of Appreciation in recognition of Throggs Neck Station recording 15 consecutive 100 percent scores in Retail Customer Experience (RCE) surveys.

The streak of consecutive perfect RCE transactions went on for so long that it spanned two managers and prompted NEA Marketing Mgr. Mike Powers to ask both of them how they did it.

“I would actually get in line as a customer to see first hand how we handled our business and what we could do to improve our WTIL,” said Mgr. Brown-Stuart who got the ball rolling at Throggs Neck before moving on to Parkchester Station. “Our employees were very responsive. They accepted the challenge to improve customer service and the results speak for themselves.”

“I was happy to have worked with the (Throggs Neck) staff as their Supervisor and be able to continue the success Ms. Brown-Stuart started when I became Acting Manager,” said Reid. “We have a strong process in place and everyone knows it and follows it. They all work well together.”

According to Mgr. Marketing Raschelle Parker, the 15 consecutive 100 percent scores achieved by Throggs Neck Station set a record for the New York District.



L to R: NEA Marketing Mgr. Mike Powers, MCSO Halbert Clark, BX PM Howard Sample, Mgr. Desiree Brown-Stuart, Mgr. Cathy Reid, VP NEA Richard Uluski, DM William Schnaars

Gracie Manager Finishes 2nd in Nationwide Contest

With a total of 41 activities resulting in 27 sales, Manager of Gracie Station James Warden was runner-up in the Quarter 2 Business Connect Contest.

The objective of the nationwide contest is to encourage managers and supervisors to conduct a minimum of five Business Connect activities on the topic of Every Door Direct Mail (EDDM).

Warden's team exceeded that minimum by 36 activities, which netted the New York District \$10,897 in sales.

"We are very proactive at Gracie Station," said Warden. "If I happen to see a new business popping up, I make sure to pay them a visit and inform them how EDDM can help them attract new customers."

According to Warden, a lot of the businesses are repeat customers.

"Many of the businesses incorporate coupons in their ad pieces to track their customers," he said. "Evidently EDDM is driving more clients to their doors, because a lot of these businesses keep coming back to us and want to expand their mailings to more zip codes."

Warden pointed out that everyone at Gracie Station gets involved.

"Our supervisors are very active in recruiting new businesses," said Warden. "Our retail associates tell customers at the window about EDDM, and our Letter Carriers take every opportunity to inform customers on their route about it. It's really a team effort."

The Business Connect Quarterly Contest for Quarter 3 Fiscal Year 2012 runs from April 1 – June 30

For more info, click [HERE](#)



L to R: SCS Kamaljit Kaur, Jesse Garrett, Mildred Brown, MCS James Warden, 204-B Darlene Patterson, Woodley Moy, SCS Gilberto Gomez

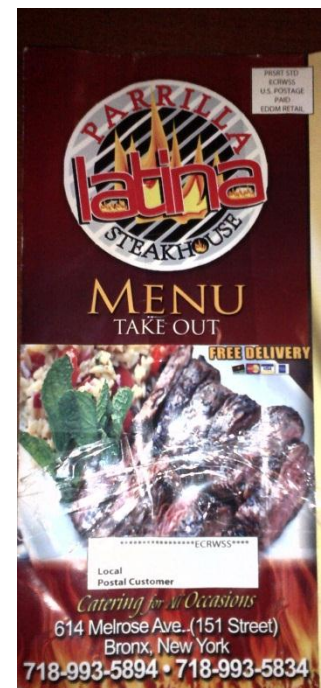


EDDM Success Stories

Business Owner Jimmy Khokhar recently held a grand opening for his sixth Papa John's Pizza Restaurant in the Bronx and was looking to increase his business when his Letter Carrier, Kenneth Pettiford suggested he give Every Door Direct Mail (EDDM) from the Postal Service a try. Khokhar was intrigued, so Pettiford submitted the lead to West Farms Station Manager Shanell Cordero—who promptly contacted Business Solutions Specialist (BSS) Adriane R. Allen. Shanell and Allen made an appointment to meet with Khokhar and explained how EDDM could grow his business while saving him money on advertising costs. Khokhar was sold and promptly designed, printed and bundled \$14,500 worth of ad mail to deliver to 10460 zip code. Additionally he is planning to mail more than 100,000 ad pieces to 10453, 10455, 10456, 10460, 10472 and 10467 zip codes every month—which will generate an estimated \$174,000 in annual revenue.



Parrilla Latina Steakhouse owner William Ramos was getting fed up with seeing his ad flyers getting tossed in the garbage instead of being delivered to prospective customers. So one day when his Letter Carrier Jean Carrenard happened to ask him if he was looking for a cost effective way to advertise his restaurant and attract new customers, Ramos was all in. Carrenard submitted his lead to the Customer Connect program and shortly thereafter, Ramos was contacted by BSS Adriane R. Allen. Ramos met with Allen and learned how with EDDM, he could mail beautiful full color menus to every address in his chosen area(s) for under 15 cents per piece. Ramos designed the adpiece and started mailing in three zip codes in the Bronx – 10455 and 10451 and 10456. Ramos said he is happy that his flyers are now being delivered in the customers' mailbox instead of the trash. The estimated annual value of this sale is \$13,920



If you have a potential EDDM lead, contact Mgr. Retail Bill Gandolfi at 212-330-3584. For more information on EDDM, go [HERE](#)

[Return to top](#)

Postal Executives, NAPS Members Converge at JAF

On May 8th the National Association of Postal Supervisors (NAPS) held a training seminar at JAF that addressed a variety of subjects concerning the future of the Postal Service. Organized by NAPS Northeast Area President Tony Roma and NAPS NY Area VP Jim Warden, topics of discussion included the Postal Service's health care proposal presented by Executive VP and Chief HR Officer Anthony Vigliante, EAS Engagement—by Eastern Area VP Jordan Smalls, and the V.O.E. survey responses for EAS— by Northeast Area VP Rick Uluski.

NAPS National President Louis Atkins also spoke about how NAPS and the Postal Service need to continue to work together for the Postal Service to survive.

Branch presidents and executive VPs from Maine to Pennsylvania attended—as did ten District managers from the Northeast and Eastern areas, Northeast Area HR Manager Alice Newman, and all three national NAPS officers. After the presentations, groups split up by Districts and continued to discuss the issues on a local level. “This seminar was the most productive and informative that I ever attended,” said National President Atkins, “and should be the model for all training seminars held by NAPS and the Postal Service across the country!”



Exec. VP & Chief HR Officer Anthony Vigliante

Improving Communications Skills

Simple Tips To Help You Stay Calm When Speaking in Front of an Audience

Last of 3 Part Series

To improve your effectiveness as a presenter and discussion leader, follow these simple tips:

Watch your volume. Speak loudly enough to be heard by everyone.

Use a natural tone of voice. In normal, everyday conversations, your tone of voice and inflection are constantly changing. Don't fall into the habit of a sing-song, disinterested tone of voice. Try to keep some naturalness in it.

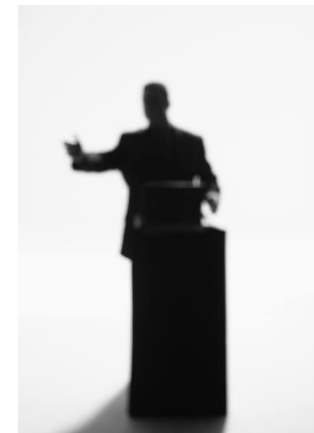
Enunciate clearly. Speak clearly and don't slur any words. When speaking in front of a group, remember that you have to enunciate a little more clearly (and speak with a little more volume) in order to project your voice to the back of the room. To get this clarity and volume, you may have to speak more slowly than usual.

Pace yourself. Make sure you don't go too fast or too slowly. The main thing to avoid is droning, a monotonous way of speaking.

Pay attention to your phrasing. This means not hooking all your sentences together with and or uh. You can get away from a halting delivery by adequate rehearsal.

Relax. Nervousness is easily communicated to an audience. It makes them nervous. Again, rehearsal, particularly in front of people, is the best cure for this condition.

Be enthusiastic. Honest enthusiasm for your subject is also highly communicable to your audience. Develop and exhibit a real interest in the topic you're talking about. Be enthusiastic!



[Continued next page](#)

Contributed by Connie Chiricello,
Corporate Communications, New York District

[Return to top](#)

Improving Communications Skills

Simple Tips To Help You Stay Calm When Speaking in Front of an Audience

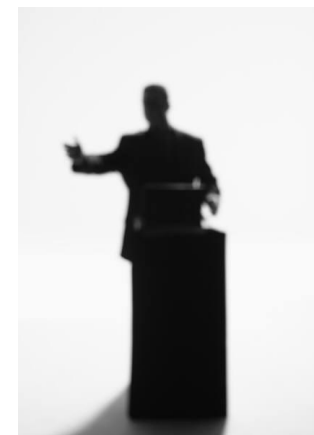
Last of 3 Part Series

Watch your posture. Try to command a certain amount of attention by the way you stand. This means that you shouldn't slouch, or drape yourself over the lectern, desk, or case. Stand up straight without looking stiff or uncomfortable.

Be self-confident. Don't be overly self-conscious. Remember you probably look and sound better than you think. Take advantage of any interruptions or loud noises by trying to work them into your discussion.

Here's an additional word of advice. Employees who have shown initiative by asking questions or coming up with good ideas should be given a word of praise after the meeting or when you pass their workplace.

Good Luck!



Morgan Supervisor is Master of Business

Millicent Morgan is a shining example of what an individual can accomplish when they set goals and dedicate themselves to achieving those goals. After three years of rigorous study, the Supv. of Operations at Morgan P&DC has earned her MBA from The Nyack School of Business & Leadership.

“I feel very humble and blessed,” said Lowe of completing her course of study. “I knew it would be tough, especially while still holding down a full time job, but I knew if I stayed focused I could do it.”

Lowe, who started in the Postal Service as a “90 day college casual” in 1985, thinks her time in the military —where she was a three time decorated war veteran—gave her the confidence to accept any challenge. She also credits her mother for always stressing the importance of education.

“My mother said that education, once received, can never be taken away from you.”

Lowe is very grateful for the support she received from her extended Postal family during her course of study and intends to use her MBA to advance her career within the Postal Service—possibly down south.

“My advice to anyone,” she said, “is to never give up on your dreams. Stay focused, believe in yourself and don’t allow negativity to affect your drive towards achievement.”



Millicent Morgan receives her Masters at Nyack College

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[Return to top](#)