

Customer Connect

Carriers boost revenue by promoting USPS products

Have Customer Connect success stories or pictures to share?

Now is your branch's time to shine. Let other members know how you've been contributing to the program. Send any stories or pictures to postalrecord@nalc.org or to:

The Postal Record, NALC
100 Indiana Avenue NW
Washington, DC 20001-2144

Celebrating NALC members' \$1M-plus leads for USPS

Thousands of NALC members have been hitting the streets, talking to businesses and customers on their routes to convince them to use Postal Service products. Many of those discussions, including those involving the carriers depicted here, have resulted in leads in excess of \$1 million for the USPS. Those carriers are being honored with certificates from the NALC. ☒



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- Alexandria, VA Branch 567 member **Eduardo Flores** is flanked by NALC President Fredric Rolando and the local postmaster.
- Brooklyn, NY Branch 41 member **Leo Facto** (second from r) submitted a lead for \$3 million-plus. Congratulating him (l to r) are Region 15 NBA Larry Cirelli, letter carrier Daniel Randall and Triboro District Customer Connect Coordinator Tony Martucci.
- Clearwater, FL Branch 2008 member **Michelle Molen** (c) was honored by Sun-

- coast District Manager Nancy Rettinhouse (l) and Region 9 NBA Judy Willoughby.
- Woodbridge, VA Branch 5921 member **Cami Evans** celebrated her large lead with the local postmaster, NALC President Fredric Rolando, her husband and Branch President Richard Crase.
- South Florida Branch 1071 member **Carmen Frongillo** received honors from Branch President and National Trustee Mike Gill and Region 9 NBA Judy Willoughby.

Customer Connect contributors

Here's a sample of the successes carriers have had promoting USPS products:

USPS Area	Carrier	Branch	Company	Sale Amount
Capital Metro	Earl Minter	Br. 176, Baltimore, MD	La Contessa	\$50,000
Eastern	John Leiggi	Br. 268, Princeton, NJ	Jon Evan Marketing Group	87,725
Great Lakes	David Williamson	Br. 343, St. Louis	Cast Paper Art	53,170
Northeast	Deneen Solazzi	Br. 6000, Long Island Mgd., NY	Swiss Watch International	1,300,000
Pacific	Alberto Dorantes	Br. 2525, Escondido, CA	Prudential Realty	60,900
Southern	Bruce Rutkoski	Br. 4716, Naples, FL	Bikini Barn	55,000
Western	Gloria Hilton	Br. 114, Duluth, MN	VW of Duluth	97,011

Through Customer Connect, letter carriers are taking advantage of their special relationships to encourage business patrons to use USPS instead of private delivery services. Since the startup in mid-2003, letter carriers have generated more than **\$1.5 billion** in new annual revenue.

