

## Your Postal Podcast 63rd Edition Transcript – August 2013

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**Richard Watkins:** Welcome to *Your Postal Podcast*. This is Richard Watkins of U.S. Postal Service Corporate Communications. In this August 2013 edition, you'll hear from a lighthouse keeper for North America's first true light station at Boston Harbor. And, you'll hear about one sales team that's reaching a large ethnic group with the message of Every Door Direct Mail.

### New England Coastal Lighthouse Stamps Segment

**Watkins:** Five lighthouses that for centuries enabled sailors to safely navigate the waters along the northeastern United States stand tall on postage with the issuance of the New England Coastal Lighthouse Forever stamps in July.

Sally Snowman has helped keep the light on -- literally -- for more than 10 years at the Boston Harbor Lighthouse. Commonly referred to as "Boston Light," it's also America's oldest lighthouse, and Snowman is among only 76 keepers of Boston Light -- and the first female. It's also the only remaining American lighthouse to have a resident keeper employed by the federal government.

One might think that 21st century technology might make a lighthouse obsolete. Not true, says Snowman.

**Sally Snowman:** Lighthouses fall into the category of "aids to navigation," so there's a question, like, how much of the aids to navigation the Coast Guard maintains do we really need? And of course, the first one they ask is about a lighthouse. Well, not everybody has GPS and radar, so whenever the Coast Guard asks how many people use certain types of aids to navigation, the pleasure boaters and the lobster men and women, they say, "Well, we still need the lighthouse. We still use that as a visual sighting." So as long as people keep on saying that they use them, they continue to maintain them.

**Watkins:** Given that the Boston Harbor Lighthouse is 297 years old, there have been several structural changes though the years -- including an effort by the British to destroy it during the American Revolutionary War.

**Snowman:** The one built in 1716 was blown up by the British in 1776, when the British evacuated Boston. So the one we have is the "new" one -- 1783. And what happened -- it's made of rubble stone, and rubble stone is granite that's unfinished; it's just roughly cut. So what happened in the early 1800s, the tower started bulging because granite's very heavy and they thought that it might fall down. So they put steel bands around it -- six of them -- to help girdle it up. And then in 1844, they still thought that it was in danger because it was so heavy, so they lined it with a brick lining.

**Watkins:** In addition to serving as a navigational guide, Boston Harbor Light also shines as a tourist attraction, bringing in more than 3,500 people annually during its 16-week tour season.

**Snowman:** It's just weekends, Friday, Saturday and Sunday. And it's from 10 to five. And the Park Service offers two tours, one in the morning; one in the afternoon. So, if somebody has a kayak, they can come and land on the beach; if they're in a power boat or sailboat, they can drop people off and we'll give them a tour, then they come back and pick them up.

**Watkins:** More information about Boston Harbor Light and the other New England coastal lighthouses is available at [usps.com/news](https://usps.com/news). And of course, customers may purchase the New England Coastal Lighthouses Forever stamps at [usps.com/stamps](https://usps.com/stamps), or at 1-800-STAMP-24.

### Every Door Direct Mail Segment

**Watkins:** Reaching non-English speakers with the universal power of the mail hasn't been easy. But using new USPS marketing tools, a Denver, CO, Sales team is helping businesses speak the language of success. David Rupert has the details.

**Louie Hernandez:** I was wasting money in advertising. I wish I would have known about this a long time ago.

**David Rupert:** That's Louie Hernandez, who owns a Denver-based electrical repair company. He's referring to Every Door Direct Mail, designed to help businesses just like him. A light bulb went off for him when he contemplated the opportunities of targeted mailing.

**Hernandez:** This is a great way of letting people know that I can provide this electrical service to them and do it a great price. It pinpoints the people, the area, that I want to target.

**Rupert:** The Colorado/Wyoming District Sales group has been busy engaging Spanish-speaking business owners, like Hernandez, to educate them on the Postal Services suite of small business services. The special team is made up of sales specialists who speak the language and understand the culture.

Mailing Solutions Specialist Patrick Reynolds thinks the team has hit a sweet spot in marketing.

**Patrick Reynolds:** Well, the reason for this team is because multi-culture is one of our key pillars for succeeding and growing revenue with the Postal Service. We produced this group together because we understood the difference of the subcultures.

**Rupert:** Hispanics are the largest and fastest growing minority group in the U.S – More than 45 million in this country speak Spanish as a first or second language. And the City of Denver is 34 percent Hispanic – yet very little mail targets this sizeable and growing demographic. Hoping to shift the tide, the sales team has been engaging members of the Denver Hispanic Chamber of Commerce in a series of educational seminars.

Business Solutions Specialist Marcela Juarez-Rivera recently led one of those seminars and it was attended by dozens of small-, medium-, and large-sized business owners.

**Marcela Juarez-Rivera:** It's definitely an untapped market. So, it really shows to us that we have a lot of work to do in getting the message out.

**Rupert:** The team believes the all-Spanish presentation was the first of its kind in the nation – and it's translating into immediate results.

**Juarez-Rivera:** I think it went very, very well, because there was a lot of positive feedback to the program. A lot of people who showed interest in using it, and they're just very excited that this is such a powerful method – and cost-effective method – for them to grow their business.

**Rupert:** With the more the \$1 trillion in annual buying power, the Hispanic market is worth the time and investment.

**Brenda Erbe:** My name is Brenda Erbe; my husband owns a painting company and I think this product will be really helpful, especially in the winter season where the job decreases so we can promote some type of discount and also get our business going.

**Edgar Carenco:** I like your product a lot, and I think for my business I can probably use it to get leads because I sell advertising.

**Rupert:** Agnes Talamantez runs a consulting and education firm. She intends on making Every Door Direct Mail a big part of her ideal marketing strategy for immigrant businesses.

**Agnes Talamantez:** Oh my God, I am so enthusiastic about what the U.S. Postal Service is doing right now. It's so easy to use, affordable, and is such an excellent marketing strategy for most of the businesses that I see come through my program. And I can say that no one was using this service -- I didn't even know about it. So, what an affordable way to reach clients that they otherwise wouldn't reach. I am just blown over, I so excited about what it can do for our community and our small businesses in the Hispanic community.

**Rupert:** District Manager Selwyn Epperson attended the training, encouraging the partnership. While the seminar was in Spanish, the universal need was a language everyone understood.

**Selwyn Epperson:** I didn't understand what they said, but I did understand that they had a need and we had a product that can meet that need.

### News Roundup

**Watkins:** And now for a roundup of Postal Service news. Three new stamp subjects will debut in August, including Made in America – Building a Nation, Althea Gibson, and the March on Washington.

On August 8th, a ceremony for the Made in America: Building a Nation stamps was held at the Department of Labor in Washington, DC. The stamps honor the courageous men and women who helped build our country, and showcases images of early 20<sup>th</sup> century industrial workers. The stamps feature a coal miner, an airplane maker, and a man guiding a beam on the Empire State Building, among others.

A pioneering tennis player who became the first Black Wimbledon champion in 1957 will be the subject of the 36th stamp in the Black Heritage series. The public event will be held at the U.S. Open Court of Champions in Flushing, New York. Gibson helped integrate her sport at the height of the civil rights movement. She twice won Wimbledon and became the top-ranked player in the world.

Also on August 23, in Washington DC, the Postal Service will commemorate the 50th Anniversary of the March on Washington, when more than 200,000 Americans assembled in Washington, D.C., on August 28, 1963, culminating in Martin Luther King's "I Have a Dream" speech at the Lincoln Memorial.

Thanks for listening to *Your Postal Podcast*. Now, we'd like to hear from you. Please email your feedback and story ideas to [YourPostalPodcast@USPS.com](mailto:YourPostalPodcast@USPS.com).

One lucky listener who emails us a comment about this month's podcast will be picked at random to receive a "Go Green" Family Activity Kit, including 16 Go Green Forever Stamps, a poster, stationery and access to online games. The winner will be selected from all qualifying comments emailed to [YourPostalPodcast@usps.com](mailto:YourPostalPodcast@usps.com) by Friday, Sept. 6, 2013.

Our congratulations go out to Cindy Ley of Sauk Rapids, Minnesota, who emailed us a comment about July's podcast and has won an Indianapolis 500 First Day of Issue Collection folder, including a pane of 20 Indianapolis 500 Forever Stamps.

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