

NATIONAL ASSOCIATION OF POSTAL SUPERVISORS

National Headquarters 1727 KING STREET, SUITE 400 ALEXANDRIA, VA 22314-2753 (703) 836-9660

March 4, 2021

Board Memo 017-2021 USPS HQ Announces Area and District Marketing Centralization

Executive Board,

As follow-up to the recent district consolidations announcement on March 3, NAPS HQ received the attached Postal Service notification regarding the centralization of all Area and District marketing functions into the Chief Customer and Marketing Officer (CCMO) organization. Furthermore, the existing seven Area marketing manager (AMM) positions and 67 District marketing manager positions will be reassigned under respective headquarters functions. The District Retail function will be centralized into the Headquarters Retail & Delivery function this upcoming May. These initial changes to reporting relationships will not result in any reduction in force (RIF).

As more information becomes available, NAPS will provide timely and relevant updates to the Executive Board and post the same on the NAPS website—naps.org. Please share this memo and attachments with your membership.

Thank you and stay safe.

NAPS Headquarters

STEVEN W. MONTEITH
CHIEF CUSTOMER AND MARKETING OFFICER
EXECUTIVE VICE PRESIDENT



March 4, 2021

ALL OFFICERS

SUBJECT: Organizational Structure - Area and District Marketing

The centralization of all Area and District marketing functions levels into the Chief Customer and Marketing Officer (CCMO) organization will follow the district consolidations announcement. This reporting relationship change provides the CCMO leadership with a direct line-of-sight into all functions related to customer experience, product solutions, and marketing. As a result, the Postal Service will be positioned to better serve our customers at the local, regional, national, and global level.

Effective immediately, the existing seven Area marketing manager (AMM) positions and the 67 District marketing manager (DMM) positions will be reassigned under their respective headquarters functions.

The realignment of reporting relationships within the CCMO organization is as follows:

- Area marketing managers will report to the Customer Experience Vice President organization. The AMMs will continue to lead the area of responsibility for consumer and industry affairs, business service network, and small business development.
- District marketing managers will report to the AMMs and will continue to support their existing districts.
- Business mail entry managers at the District level will report to the Product Solutions Vice President organization. The Business Acceptance Performance organization within headquarters will provide direct oversight and supervision to the District Business Mail Entry Units (BMEU). The BMEUs will continue to support their customer base in their current districts.

In May, the District Retail function will be centralized into the Headquarters Retail & Delivery function. In the interim, the Retail teams will be assigned under one of the 50 District Managers and will continue to coordinate closely with the Marketing team during this transition.

These initial changes to reporting relationships do not result in employee impacts that would require a reduction in force (RIF). Over the next two months, we will be engaged in specific activities to complete the staffing changes for the final phase of our restructure. The announcement of the final structure and staffing is planned for May 2021.

Thank you for your leadership during this phase of our transformation.

Steven W. Monteith

Steven W monteit

475 L'ENFANT PLAZA SW WASHINGTON, DC 20260-4536 WWW.USPS.COM

Logistics and Processing Operations Update

Isaac Cronkhite

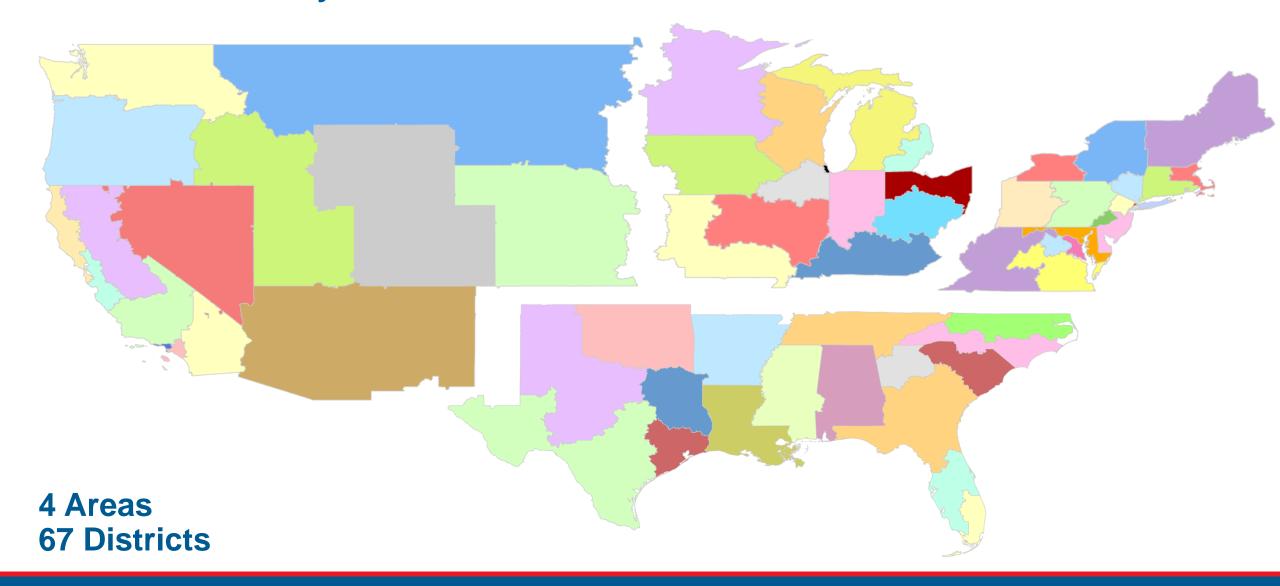
March 3, 2021



Current Structure

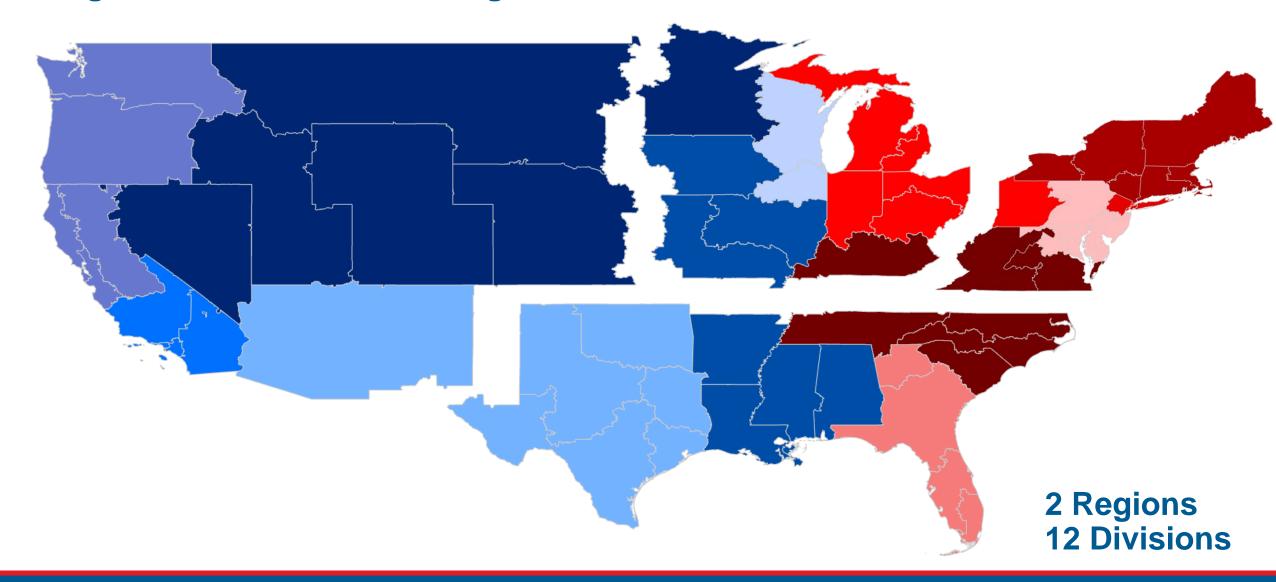


Retail and Delivery Current Structure





Logistics and Mail Processing Current Structure





New Structure

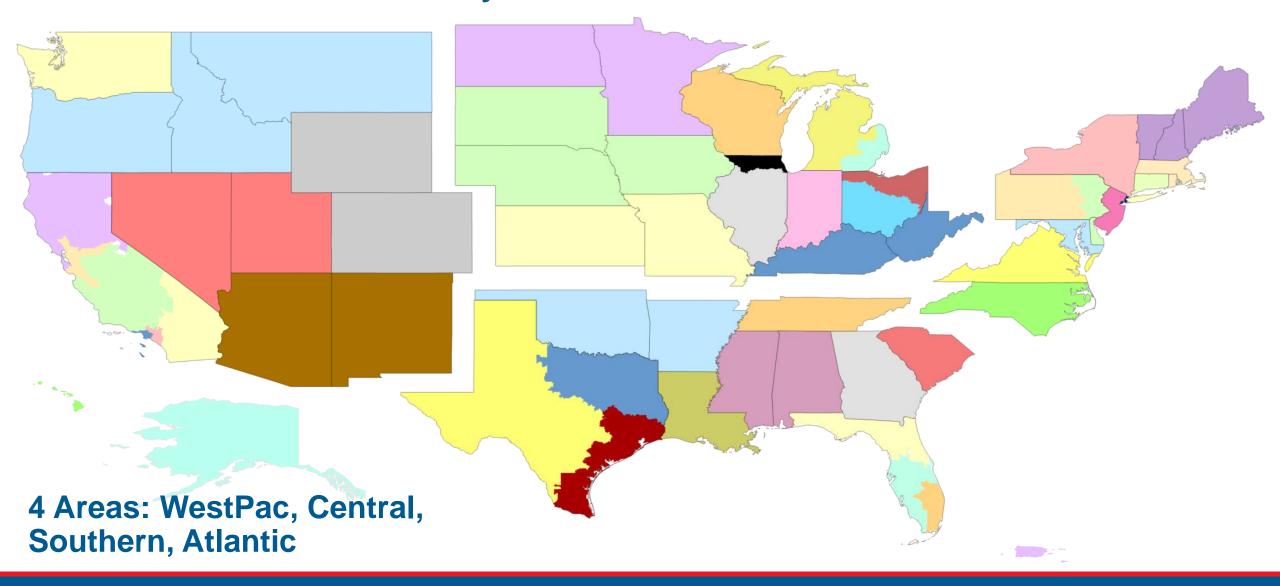


50 District - State Boundary

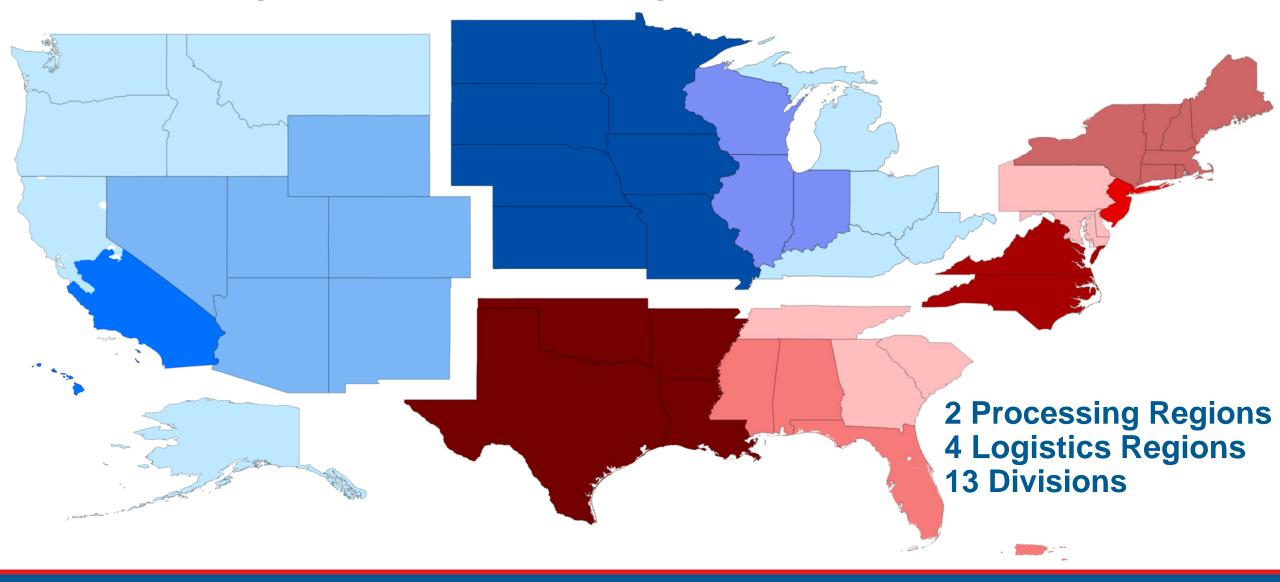
- State Boundaries
- Alignment of Delegates
- Alignment with Processing and Logistics Regions and Divisions
 - 2 Regions for Processing
 - 4 Regions for Logistics
 - Added a 13th Division for Processing and Logistics for Better Alignment
- Total Operating Expense
- Total Employees



50 District Retail and Delivery Structure



50 District Logistics and Mail Processing Structure



Processing Operations Leadership





Christine Young New England



Stephen Humin **New York Metro**



Dave Webster Chesapeake



Scott Tosch South Atlantic





Larry Munoz – Regional Vice President



Chuck Sciurba Westshores

Felipe Flores

Western



Todd Hawkins Lakeshores



Rick Pivovar Midwest



Sharon Young Southeast



Mark Dahlstrom **Gulf Atlantic**

Larry Wagener Southwest



John DiPeri **Pacific Northwest**



Britton Soto Southern California





Logistics Leadership



Larry Belair- Regional Director Central



Richard Gaudet (A) Chris Johnson (A) New England



New York Metro



James Drummer Chesapeake



Frank Veal South Atlantic



Elizabeth Wulf Westshores



Kenn Messenger Lakeshores



Tracie Hill-Sandifer Midwest



Mike Melendrez – Regional Director Southern



Karlett Gilbert – Regional Director WestPac



Barbara Murph Southeast



Juan Gonzalez (A) **Gulf Atlantic**



John Darden Southwest



Erika Ramirez Western



Marc Kersey Pacific Northwest



Pedro Ortiz Southern California

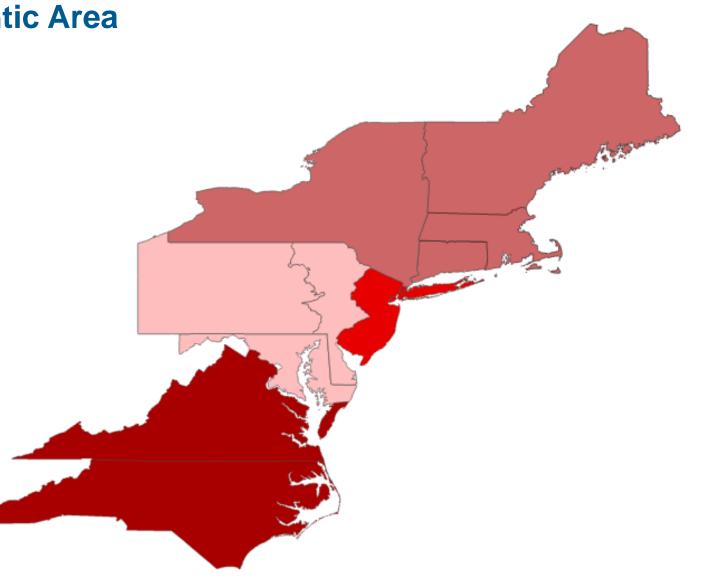


Eastern Region - Atlantic Area

Divisions

- NEW ENGLAND (CT-MA-ME-NH-RI-VT-UPSTATE NY)
- NEW YORK METRO (5 BURROUGHS AND NEW JERSEY)
- CHESAPEAKE (DE-MD-PA)
- SOUTH ATLANTIC (NC-VA)

4 Divisions 12 Districts





New England Division (CT-MA-ME-NH-RI-VT-UPSTATE NY)





Richard P. Gaudet (A) New England Division Director **Logistics Operations**

Finance Number	Facility Name	Finance Number	Facility Name
350061	Albany NY P&DC	325522	Nashua NH P&DC
240801	Boston MA P&DC	357101	Northwest Rochester NY P&DC
240953	Brockton MA P&DC	437141	Providence RI P&DC
351026	Buffalo NY P&DC	357106	Rochester NY P&DC
501028	Burlington VT P&DC	084727	Southern CT P&DC
249623	Central MA P&DC	226901	Southern Maine ME P&DC
220355	Eastern ME P&DC	247822	SPRINGFIELD NDC
080520	Hartford CT AMF (Bradley AMF)	087719	Stamford CT P&DC
083367	Hartford CT P&DC	358361	Syracuse NY P&DC
324801	Manchester NH P&DC	359093	Westchester NY P&DC
244591	Middlesex-Essex MA P&DC	509353	White River Jct VT P&DC
355306	Mid-Hudson NY P&DC		





District Manager MA-RI



District Manager Connecticut



District Manager New York 3



Chesapeake Division (DE-MD-PA)

Dave Webster
Chesapeake Division Director
Processing Operations



James Drummer Chesapeake Division Director Logistics Operations



Finance Number	Facility Name	Finance Number	Facility Name
410150	Altoona PA P&DC	414583	Lehigh Valley PA P&DC
230387	Baltimore MD INC MAIL P&DC	416602	Pennwood Place PA P&DC
230379	Baltimore MD P&DC	416545	PHILADELPHIA NDC
105001	Curseen/Morris DC P&DC	417965	Philadelphia PA P&DC
096821	Delaware DE P&DC	416607	PITTSBURGH NDC
232836	Eastern Shore MD P&DC	416609	Pittsburgh PA P&DC
412542	Erie PA P&DC	417542	Scranton PA P&DC
413485	Harrisburg PA P&DC	237481	Southern MD P&DC
414078	Johnstown PA P&DC-INSHD	238751	Suburban MD P&DC
414409	Lancaster PA P&DC	237482	WASHINGTON NDC



Kathy Hand

District Manager Pennsylvania 1



Gary Vaccarella

District Manager DE-PA2



William D. Martin

District Manager Maryland



New York Metro Division (5 BURROUGHS AND NEW JERSEY)



Stephen Humin
New York Metro Division Director
Processing Operations



Chris Johnson (A)
New York Metro Division Director
Logistics Operations



350978	Bethpage NY P&DC
350996	Brooklyn NY P&DC
335980	DVD NJ P&DC
335978	Greater Newark NJ P&DC
355311	Mid Island NY P&DC
355831	Morgan NY P&DC
333869	NEW JERSEY NDC
335950	Northern NJ Metro P&DC
356886	Queens NY P&DC
337929	South Jersey P&DC
338552	Trenton NJ P&DC
359138	Western Nassau NY P&DC

Facility Name



Lorraine Castellano

District Manager New York 1

Finance Number



Frank Calabrese

District Manager New York 2



South Atlantic Division (NC-VA)



Scott Tosch
South Atlantic Division Director
Processing Operations





Russell Gardner Jr.

District Manager North Carolina



Gerald Roane

District Manager Virginia



Frank Veal
South Atlantic Division Director
Logistics Operations

Finance Number	Facility Name
361393	Charlotte NC P&DC
512704	Dulles VA P&DC
362692	Fayetteville NC Annex
362681	Fayetteville NC P&DC
363195	Greensboro NC P&DC
363193	GREENSBORO NDC
361420	Mid-Carolina NC P&DC
516523	Norfolk VA P&DC
516541	Northern VA P&DC (Merrifield)
366353	Raleigh NC P&DC
517649	Richmond VA P&DC
517717	Roanoke VA P&DC
366610	Rocky Mount NC P&DF
512705	Washington-Dulles AMF



Eastern Region - Southern Area

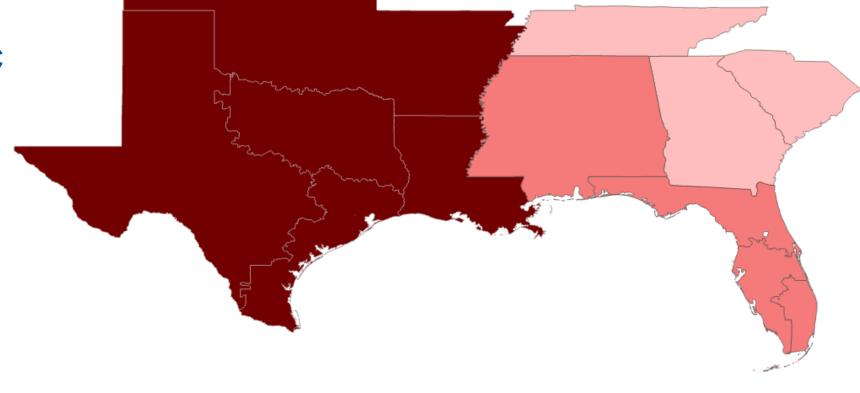
Divisions

• SOUTHEAST (GA-TN-SC)

• GULF ATLANTIC (AL-FL-MS-PR)

SOUTHWEST

(AR-LA-OK-TX)



3 Divisions13 Districts



Southwest Division (AR-LA-OK-TX)



Larry Wagener
Southwest Division Director
Processing Operations





John Darden
Southwest Division Director
Logistics Operations

Finance Number	Facility Name	Finance Number	Facility Name
480014	Abilene TX P&DF	045149	Little Rock Lindsey Road Annex
480230	Amarillo TX P&DC	485937	Lubbock Annex
480401	Austin Annex	485397	Lubbock TX P&DC
480421	Austin TX P&DC	485454	McAllen TX P&DC
210625	Baton Rouge LA P&DC	485917	Midland TX P&DF
480612	Beaumont TX P&DF	216567	New Orleans LA P&DC
482031	Corpus Christi TX P&DC	484143	North Houston TX P&DC
482269	DALLAS NDC	482273	North Texas TX P&DC
482274	Dallas TX P&DC	396139	Oklahoma City OK P&DC
482847	El Paso TX P&DC	487989	San Antonio Annex
045146	Fayetteville P&DF	487981	San Antonio TX P&DC
483221	Fort Worth TX P&DC	217957	Shreveport LA P&DC
484141	Houston TX North DDC	216563	St Rose P&DF
214977	Lafayette P&DF	398350	Tulsa OK P&DC
045131	Little Rock AR P&DC		



Julie Gosdin

District Manager AR - OK



David Camp

District Manager Louisiana



Milford Hooper

District Manager Texas 1



Chenise Ledoux

District Manager Texas 2



Steven Hernandez

District Manager Texas 3



Gulf Atlantic Division (AL-FL-MS-PR)



Mark Dahlstrom
Gulf Atlantic Division Director
Processing Operations





Juan Gonzalez (A)
Gulf Atlantic Division Director
Logistics Operations

Finance Number	Facility Name	Finance Number	Facility Name
010781	Birmingham AL P&DC	015602	Mobile AL P&DC
010710	Birmingham Annex	010711	Mobile Annex
428459	Catano DMDU Annex	015631	Montgomery AL P&DC
113077	Fort Myers FL P&DC	116916	Orlando FL P&DC
113250	Gainesville FL P&DF	117411	Pensacola FL P&DC
273150	Gulfport MS P&DF	116812	Royal Palm FL P&DC
014250	Huntsville AL P&DF	428461	San Juan PR P&DC
273784	Jackson MS P&DC	116920	Seminole FL P&DC
114382	Jacksonville FL P&DC	118898	Tallahassee FL P&DC
114381	JACKSONVILLE NDC	118926	Tampa FL P&DC
115605	Manasota FL P&DC	119466	West Palm Beach FL P&DC
115851	Miami FL P&DC	118906	Ybor City FL P&DC
115945	Mid-Florida FL P&DC		



Jodi Nascimento

District Manager AL-MS



Thomas Billington III

District Manager Florida 1



Stephen Harden

District Manager Florida 2



Richard Fermo

(Acting)
District Manager
Florida 3



Neftali Pluguez

(Acting)
District Manager
Puerto Rico - USVA



Southeast Division (GA-TN-SC)



Sharon Young
Southeast Division Director
Processing Operations



Barbara MurphSoutheast Division Director
Logistics Operations



Finance Number	Facility Name	Finance Number	Facility Name
120441	Atlanta GA P&DC	474634	Knoxville TN P&DC
120439	ATLANTA NDC	125490	Macon GA P&DC
120476	Augusta GA P&DF	475665	MEMPHIS NDC
451490	Charleston SC P&DC	475666	Memphis TN P&DC
471562	Chattanooga TN P&DC	476110	Music City Annex
451801	Columbia SC P&DC	476145	Nashville TN P&DC
453621	Greenville SC P&DC	123569	North Metro GA P&DC
125501	Holt Ave GA Annex	120442	Peachtree GA P&DC
475689	Jet Cove Annex	125502	South Macon Annex
474474	Johnson City TN P&DC		



Lisse Garrett

District Manager Georgia



June Martindale

District Manager South Carolina

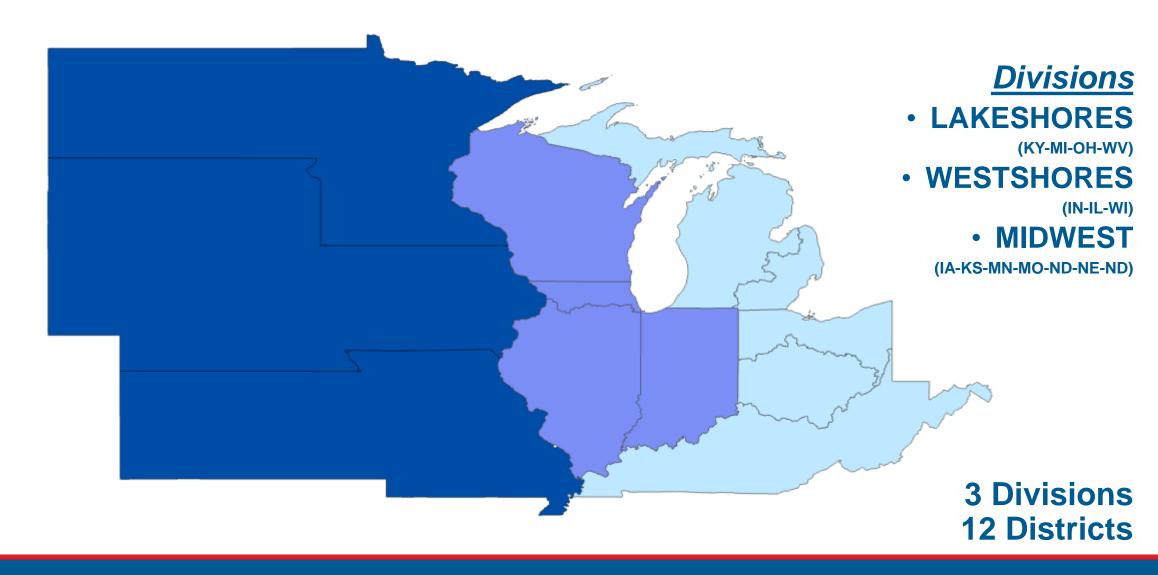


Christopher Alexander

District Manager Tennessee



Western Region - Central Area

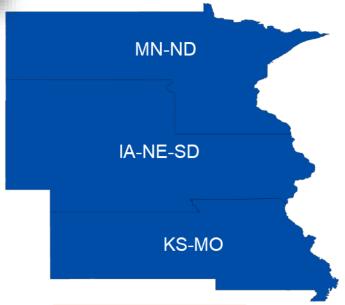




Midwest Division (IA-KS-MN-MO-ND-NE-ND)



Rick Pivovar
Midwest Division Director
Processing Operations





Pamela Dunaway

District Manager KS-MO



Tracie Hill-Sandifer
Midwest Division Director
Logistics Operations

Finance Number	Facility Name	Finance Number	Facility Name
370950	Bismarck ND P&DF	266362	Minneapolis MN P&DC
281283	Cape Girardeau MO P&DF	266361	MINNEAPOLIS SAINT PAUL NDC
181502	Cedar Rapids IA P&DC	306410	Norfolk NE P&DF
181591	CEDAR RAPIDS PARCEL ANNEX	306466	North Platte NE MPF
462100	Central Dakota P&DF	306666	Omaha MCC
281685	Columbia MO P&DC	306646	Omaha NE P&DC
182414	Des Moines IA P&DC	467145	Rapid City SD MPF
182413	DES MOINES NDC	268286	Saint Cloud MN P&DC
262595	Duluth MN P&DC	287151	Saint Louis MO Annex
562495	Eau Claire WI P&DF	287142	Saint Louis MO P&DC
373051	FARGO ASF	287141	SAINT LOUIS NDC
373053	Fargo ND P&DF	268361	Saint Paul MN P&DC
373807	Grand Forks ND MPF	467860	Sioux Falls SD P&DC
303741	Grand Island NE P&DF	287535	Springfield MO P&DC
284219	Kansas City MO P&DC	268363	Twin Cities CA FSS Annex
194654	KANSAS CITY NDC	189354	Waterloo IA P&DF
305165	Lincoln NE P&DF	199714	Wichita KS P&DC
266003	Mankato MN P&DC		



Anthony Williams

District Manager MN - ND



Mark Talbott

District Manager
IA – NE - SD



Westshores Division (IN-IL-WI)



Chuck Sciurba
Westshores Division Director
Processing Operations



Elizabeth Wulf
Westshores Division Director
Logistics Operations

Wisconsin Illinois 1	
The same	24
Illinois 2	Indiana
	1

Finance Number	Facility Name	Finance Number	Facility Name
161128	Busse IL P&DC	564981	Madison WI P&DC
161275	Carol Stream IL P&DC	565470	Milwaukee WI Annex
161430	Champaign IL P&DC	565481	Milwaukee WI P&DC
161547	Chicago IL P&DC	175909	Muncie IN P&DF
161541	CHICAGO NDC	566285	Oshkosh WI P&DF
172920	Fort Wayne IN P&DC	166027	Palatine IL P&DC
162865	Fox Valley IL P&DC	166182	Peoria IL P&DC
173170	Gary IN P&DC	166788	Quad Cities IL P&DF
563402	Green Bay WI P&DC	178197	South Bend IN P&DF
174040	Indianapolis IN AMF	161546	South Suburban IL P&DC
	(High School RD MPA)	167417	Springfield IL P&DC
174031	Indianapolis IN MPA	568696	Wausau WI P&DF
174038	Indianapolis IN P&DC		



Randy Stines

District Manager Illinois 1



Tangela Bush

District Manager Illinois 2



Christie Johnson-Kennedy

District Manager Indiana



Samarn Reed

District Manager Wisconsin



Lakeshores Division (KY-MI-OH-WV)



Todd HawkinsLakeshores Division Director
Processing Operations





Richard Moreton

District Manager Michigan 1



Diane Ingland

District Manager Michigan 2



Kenn Messenger
Lakeshores Division Director
Logistics Operations

Finance Number	Facility Name	Finance Number	Facility Name
380085	Akron OH Annex	253917	Grand Rapids MI Annex
551459	Charleston WV P&DC	253921	Grand Rapids MI P&DC
381604	CINCINNATI NDC	254721	Iron Mountain MI P&DF
381605	Cincinnati OH P&DC	255271	Lansing MI P&DC
381802	Cleveland FSS Annex	204601	Lexington KY P&DC
381670	Cleveland OH P&DC	204710	Louisville AMF Annex
381801	Columbus FSS Annex	204789	Louisville KY P&DC
381793	Columbus OH P&DC	258231	Michigan Metroplex P&DC
382094	Dayton OH P&DC	205906	Paducah KY P&DF
252492	Detroit MI P&DC	381639	Springdale OH Annex
252491	DETROIT NDC	388261	Toledo OH P&DC
172659	Evansville Annex	259322	Traverse City MI P&DC
172653	Evansville IN P&DC	389221	Youngstown OH P&DF



Susan Taylor

District Manager Ohio 1



Jean Lovejoy

District Manager Ohio 2

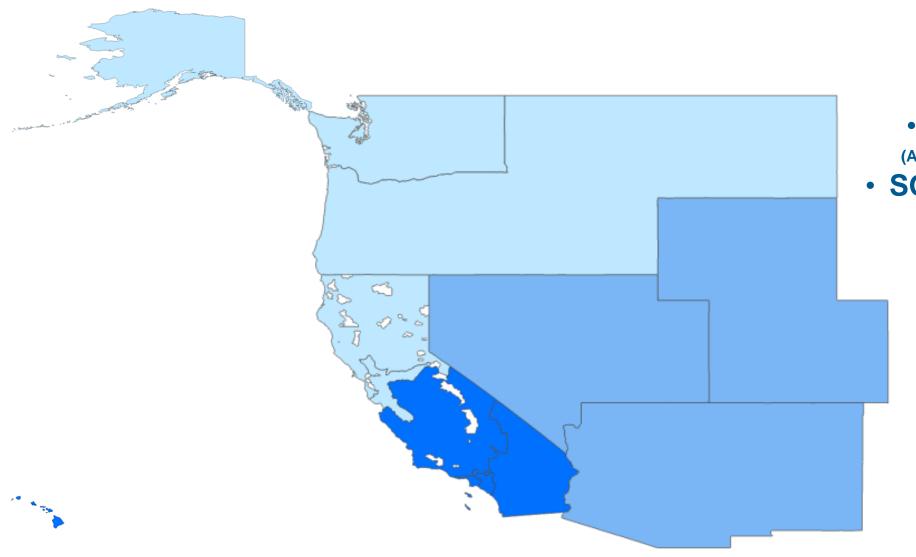


LeeAnn Theriault

District Manager KY - WV



Western Region - WestPac Area



Divisions

WESTERN

(AZ-CO-NM-NV-UT-WY)

PACIFIC NORTHWEST

(AK-ID-MT-OR-WA-NORTHERN CALIFORNIA)

SOUTHERN CALIFORNIA

(HI-SOUTHERN CALIFORNIA)

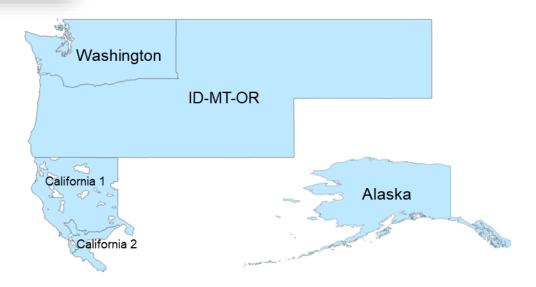
3 Divisions13 Districts



Pacific Northwest Division (AK-ID-MT-OR-WA-NORTHERN CALIFORNIA)



John DiPeri
Pacific Northwest Division Director
Processing Operations





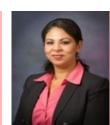
Marc Kersey
Pacific Northwest Division Director
Logistics Operations

Finance Number	Facility Name	Finance Number	Facility Name
020317	Anchorage AK AMF	056352	Redding CA MPF
020313	Anchorage AK P&DC	056679	Sacramento CA P&DC
290772	Billings MT P&DC	056789	San Francisco CA P&DC
150926	Boise ID P&DC	056785	SAN FRANCISCO NDC
051016	Burlingame CA Annex	056835	San Jose CA P&DC
	(formerly North Peninsula DDC)	547617	SEATTLE NDC
402850	Eugene OR P&DC	547625	Seattle WA DDC - East
293633	Great Falls MT P&DF	547630	Seattle WA DDC-South
405409	Medford OR P&DC	547618	Seattle WA P&DC
295795	Missoula MT MPF	547649	Seattle WA Priority Mail Annex
055439	North Bay CA P&DC	548054	Spokane WA P&DC
055509	Oakland CA P&DC	548332	Tacoma WA P&DC
157228	Pocatello ID MPF	549157	Wenatchee WA MPF
406785	Portland OR P&DC	549435	Yakima WA MPF



Ronald Haberman

District Manager Alaska



Rajinder Sanghera

District Manager California 1



Michael Mirides

District Manager California 2



William Schwartz

District Manager ID - MT - OR



Pamela Cook

District Manager Washington



Southern California Division (HI-SOUTHERN CALIFORNIA)



Britton SotoSouthern California Division Director
Processing Operations



Pedro Ortiz
Southern California Division Director
Logistics Operations



Finance Number	Facility Name	Finance Number	Facility Name
050224	Anaheim CA P&DF	055157	Moreno Valley CA P&DC
050464	Bakersfield CA P&DC	057057	North Grand DDC
052888	Fresno CA P&DC	055870	Pasadena Annex
142401	Honolulu HI P&DC	056745	San Bernardino CA P&DC
050109	Industry CA P&DC	056937	Santa Ana CA P&DC
054531	Los Angeles CA P&DC	056944	Santa Barbara CA P&DC
054529	LOS ANGELES NDC	058101	Santa Clarita CA P&DC
056770	Margaret Sellers CA P&DC	058105	Van Nuys CA FSS Annex



Alfred Santos

Hawaii

District Manager California 3



Eduardo Ruiz

District Manager California 4



Eddie Morgan

(Acting)
District Manager
California 5



Jagdeep Grewal

District Manager California 6



Eileen Veach

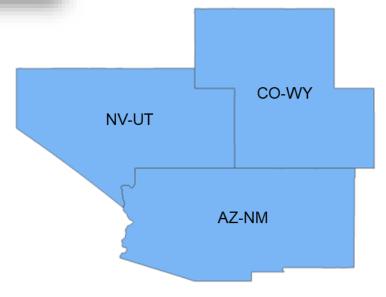
District Manager Hawaii



Western Division (AZ-CO-NM-NV-UT-WY)



Felipe Flores Western Division Director **Processing Operations**







Erika Ramirez Western Division Director **Logistics Operations**

Finance Number	Facility Name	Finance Number	Facility Name
340118	Albuquerque NM Annex	314881	Las Vegas NV P&DC
340148	Albuquerque NM P&DC	036365	Phoenix AZ P&DC
571557	Casper WY MPF	497173	Provo UT P&DC
571673	Cheyenne WY P&DC	317282	Reno NV P&DC
071820	Colorado Springs CO P&DC	497795	Salt Lake City UT ASF
072359	Denver CO P&DC	497789	Salt Lake City UT P&DC
072357	DENVER NDC	038881	Tucson AZ P&DC
073836	Grand Junction CO MPF	036370	West Valley AZ P&DC
314882	Las Vegas NV MPA		



Jason McMahill District Manager CO - WY



District Manager NV - UT



Additional Information

Centralization of Marketing functions

- The Marketing functions previously performed at the Area and District levels will be centralized
 - Includes Consumer and Industry Affairs and the Bulk Mail Entry Units (BMEUs)
 - District Retail function will be centralized into the Headquarters Retail & Delivery function in May 2021

Information regarding the changes can be found on LiteBlue:

Organizational Changes LiteBlue page

Includes restructure timelines, career planning resources and more!



Voluntary Early Retirement (VER) Offering

As a part of our reduction-in-force (RIF) avoidance activities, we are offering a Voluntary Early Retirement (VER) option to most eligible non-bargaining employees at Headquarters, Headquarters-related, area and district offices.

Quick Facts

- The VER offer will not be incentivized
- VER Mailings: March 2, 2021
- VER Email notification: March 4, 2021
- VER Acceptance/Irrevocability Deadline: April 16, 2021
- VER Effective Date: April 30, 2021

Voluntary Early Retirement LiteBlue page



