



FOR IMMEDIATE RELEASE
Feb. 28, 2012

POSTAL NEWS

Contact: Roy Betts
202.268.3207
roy.a.betts@usps.gov
usps.com/news
Release No. 12-034



New Citizens' Stamp Advisory Committee Members Appointed

WASHINGTON — The U.S. Postal Service today announced the appointment of five members to the Citizens' Stamp Advisory Committee (CSAC).

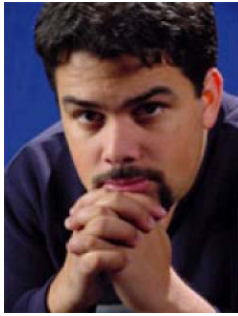
In making the appointments, Postmaster General and CEO Patrick Donahoe said, "We are very pleased to welcome these dynamic and talented men and women to the Citizens' Stamp Advisory Committee. They each bring a fresh perspective that will help us to modernize our stamp program and attract new generations to stamp collecting."

In addition to announcing the new CSAC members, Donahoe thanked departing CSAC member Jessica Helfand for her "outstanding contributions" to the CSAC and the Postal Service's stamp selection process.

The new members are listed below:



Caroline Baumann is the associate director of the Smithsonian Institution's Cooper-Hewitt, National Design Museum in New York. With director Bill Moggridge, Baumann directs all operational and programmatic aspects of the museum. An avid stamp admirer, Baumann hosted the official U.S. Postal Service launch of the Pioneers of American Industrial Design stamps at the Cooper-Hewitt, National Design Museum in the fall of 2011.



B.J. Bueno, a dynamic young lecturer and creative strategist, has forged a reputation based on his insight and expertise in building brands. In 2006, Bueno founded The Cult Branding Company, a brand modeling research firm located in Orlando, FL. He also is a partner in Nonbox Consulting, a think tank that offers consumer insight strategies, leadership coaching, brand education and training and creative development services.



Harry Rinker is president of Rinker Consulting, a firm specializing in providing appraisal, consulting, editorial, educational, media, personal appearance, research, and writing services for the antiques and collectibles community. He also is an adjunct professor in the Department of English and Communications at Davenport University, Grand Rapids, MI.



Maruchi Santana founded Parham Santana: The Brand Extension Agency in New York City with her husband, John Parham, in 1985. Part of her expertise is specializing in marketing to women and youth demographics. Her design philosophy centers on empowering the consumer and harnessing the emotional impact of color. In addition to her design work, Santana works with Brownbaggers, a homeless outreach program that provides meals to women, children and families in New York City.



Debra Shriver is vice president and chief communications officer for Hearst Corporation. She serves as primary spokesperson and chief communications strategist, coordinates charitable and philanthropic endeavors, and directs all business communications and marketing efforts for the company's magazines group, which is the world's largest publisher for women. Shriver also is a co-founder of the UNICEF Snowflake Ball, which works with the Audrey Hepburn Humanitarian Fund to annually raise millions in New York City.

The incumbent members of CSAC are:

Benjamin F. Bailar, former Postmaster General; Postal History Stamp Collector

Cary R. Brick, retired U.S. Congressional Staff; Adjunct Professor of Government and History

Donna de Varona, TV sports commentator; Olympic Swimming Gold Medalist; Select Director of the Board, U.S. Soccer Foundation

Jean Picker Firstenberg, president emerita, American Film Institute

Dr. Henry Louis Gates, Jr., Alphonse Fletcher University Professor, W.E.B. Du Bois Institute for African and African-American Research Harvard University

Dana Gioia, Judge Widney Professor of Poetry and Public Culture at the University of Southern California and past Chairman of the National Endowment for the Arts (NEA)

Janet Klug, philatelist; author

Eric Madsen, graphic designer and fine artist

The Postal Service receives thousands of letters from the American public proposing stamp subjects. The CSAC was established in 1957 to evaluate the merits of all stamp proposals.

To learn more about the CSAC and the stamp selection process, visit [our website](#).

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

#

Please Note: For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at <http://about.usps.com/news/welcome.htm>.

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 151 million residences, businesses and Post Office Boxes. The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, *usps.com*, the Postal Service has annual revenue of more than \$65 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 35th in the 2011 Fortune 500. In 2011, the U.S. Postal Service was ranked number one in overall service performance, out of the top 20 wealthiest nations in the world, by Oxford Strategic Consulting. *Black Enterprise* and *Hispanic Business* magazines ranked the

Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency for six years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

Follow USPS on *Twitter* @USPS_PR and at *Facebook.com/usps*.