

MILITARY RECRUITMENT
THROUGH EFFECTIVE PRESEN-
TATIONS TO AMERICA'S YOUNG
PEOPLE

HON. JIM SAXTON

OF NEW JERSEY

IN THE HOUSE OF REPRESENTATIVES

Thursday, July 22, 1999

Mr. SAXTON. Mr. Speaker, we know that today our armed forces are facing serious shortfalls in recruitment. Already, these shortfalls are having a dangerous impact on our Nation's military readiness. We will have all the best tools, and no one to fight the war. In part, the problem may be caused by a blessing: America's flourishing economy, which leads our young people to enter a booming job market rather than the rigors of military service. Therefore, it is essential for our national security that our government do all it can to support our armed forces in effectively communicating to young people of recruitment age the advantages and benefits of service.

Honor, patriotism, and the desire for adventure still engage and motivate America's young men and women. America's armed forces offer the opportunity to be part of something meaningful, to learn self-discipline and sacrifice. For many idealistic young people, that offers them an experience unmatched elsewhere. So we have to get the message out about what service in the Army, Navy, Air Force, and Marines means to their country, and what opportunities such service entails. And we must recognize that in today's world, we are competing with some of the most effective marketing and recruitment techniques ever devised by U.S. companies, which quite reasonably want to catch as many of the best and the brightest as they can for themselves.

Therefore, it is essential that we convey our message by the most effective means possible, employing language and images engaging to young Americans of recruitment age. Programming messages by the U.S. Navy have scored significant recruiting success in recent months, partially reversing the downward trend of Navy recruitment. Programming directed toward high school students for post-graduation enlistment can be particularly well targeted and unusually effective means of increasing awareness of the military service option and positive attitudes towards it. As a result of this exposure, students in the Channel One schools are more likely to consider enlisting.

Mr. Speaker, the use of innovative methods to educate and encourage young people about the benefits of service to their country is essential in today's marketplace. Our national security demands such an effort. At the same time, service in the United States military truly provides young Americans with an opportunity to gain by giving to their country. I intend to work hard to ensure that our government expands its support for our armed forces' efforts in this direction.

EXTENSIONS OF REMARKS

CONGRATULATING THE SULPHUR
ALL STAR BASEBALL TEAM

HON. CHRISTOPHER JOHN

OF LOUISIANA

IN THE HOUSE OF REPRESENTATIVES

Thursday, July 22, 1999

Mr. JOHN. Mr. Speaker, I would like for my colleagues to join me today in congratulating the 8-year-old Sulphur All Star Baseball Team which has earned a trip to play in the Little League World Series this July 22-25.

The Sulphur All Stars have won their last three tournaments to reach this point. In the process, the All Stars placed 2nd in the State of Louisiana and was also awarded a trophy for the "Best Defensive Team." Mr. Speaker, we are extremely proud of these young men and I wanted to briefly recognize the players and coaches at this time. The All Star players are Brady Landry, Tyler Kuykendall, Jon Thomas Chargois, Jeremy Abshire, Sha Hale, Charlie LaBoeuf, Phillip Ivey, Keith Lemelle, Jonathon LeBlanc, Mackenzie McGuane, Corbett Reed, Evan Harris, Kade Guillory, and Jacob Theriot. The All Star coaches are Terry Kuykendall, Eugene LeBlanc, Von Chargois, Mike Evans, Len Lemelle, Shannon Theriot, Buckie LeBoeuf, Jamie Guillory, Jim McGuane, and Don Hale.

I want to wish the Sulphur All Stars all the best in the World Series and I will be rooting for them from Washington!

PRIVATIZATION OF THE UNITED
STATES POSTAL SERVICE

HON. PHILIP M. CRANE

OF ILLINOIS

IN THE HOUSE OF REPRESENTATIVES

Thursday, July 22, 1999

Mr. CRANE. Mr. Speaker, remember that old excuse "the check is in the mail"? In the "old days," this excuse could be used more easily than today, when the myriad of electronic options makes sending a check a nearly instantaneous procedure. In fact, they are not even called "checks" anymore, but are called electronic financial transfers. With the telecommunications, computer and information technology revolution, there are a variety of options to get a document or payment from one place to another. As we use these advancements more and more in everyday life, the U.S. Postal Service (USPS) is losing steam, and its revenues are being greatly affected. Some even wonder if the Postal Service will become the 21st Century what the horse-drawn carriage was to the 20th Century.

The federal government itself is taking advantage of these developments and using electronic means to do much of its business. For example, this year, millions of Americans paid their taxes and received refunds through electronic financial transfers. Many Social Security beneficiaries also receive their payments in the same manner—an electronic deposit into their bank accounts, thereby eliminating the role of the Postal Service. And, the federal government is saving taxpayer dollars by operating in this way. It costs approximately 43 cents to send a payment by check versus 2

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cents to send funds electronically. Thus, fundamental change is necessary to enable the USPS to adapt and compete in this rapidly changing world.

The USPS has conceded that they do not operate in a legislative framework that allows them to be responsive in adapting to these changes in technology and to competition with these new services. In a 1995 speech, former Postmaster General Marvin Runyon said that USPS is losing a lot of its financial and business mail due to such technological changes, which has created competition from e-mail, electronic financial transfers, fax machines, and the Internet.

Mr. Speaker, as you will agree, the vast majority of USPS employees are hard-working people who want to deliver their product in the fastest, most efficient way possible. For the most part, the problem is not with the employees of USPS—it is with the legislative mechanism that limits their ability to do their job effectively. First, the Postal Service has an absolute monopoly over first-class mail—there is no competition and thus no motivation to improve service. Also, the federal government subsidizes USPS. Thus, it has no real motivation to improve service. Also, the federal government subsidizes USPS. Thus, it has no real motivation to be in the black at the end of the year because it can borrow from the Federal Treasury when necessary. The Postal Service does not have to pay taxes, and therefore has no real incentive to improve its efficiency. In total, USPS has no motivation to become more productive and efficient because it will continue to operate due to its subsidy and a lack of competition.

For these reasons, I am reintroducing legislation to convert USPS into a totally private corporation, owned by its employees. This legislation calls for this transition to be implemented over a five-year period, after which the current monopoly over first-class mail would end. To make sure USPS has a fair chance at succeeding as a private corporation, my legislation allows for the cost-free transfer of assets currently held by USPS to the private corporation. Consequently, USPS would have an enormous infrastructure to start with that they are already familiar with, and the ability to create new products and services to make it competitive with other corporations providing services it can only dream of challenging today. To increase the motivation of employees to work hard and make USPS competitive, the employees would own the corporation, making their earnings contingent on the amount of work they put in.

In past Congresses when I have introduced this legislation, I have been opposed by those who believe that privatization would result in the Postal Service being chased out of all metropolitan markets, leaving it with troublesome rural areas to service. With changes in technology occurring everyday, the USPS is more likely to be left with rural and bulk mail if it remains in its current government-subsidized form, than if it privatizes and has plenty of options to respond to the technology revolution.

For these reasons, I hope the employees of USPS will carefully consider this proposal and recognize its merits, as they stand the most to gain with privatization. I continue to hope that