



SAVE THE DATE

Thursday, September 27, 2012

The first annual Green Bay Area Postal Customer Council Golf Outing



We are pleased to invite you to the GBPCC Summer Scramble Golf Outing. This exciting event will be held on Thursday, September 27th, at Mid Vallee golf course in De Pere, WI.

Scramble golf is for everyone! No matter your skill level, you are encouraged to come out and join in the fun. This event is designed to give you not only some time for recreation, but also time to network and meet members of the USPS. There will be a variety of contests out on the course, door prizes, and a bag

filled with an assortment of gifts for each golfer, and, there will be a chance for every golfer to win a pair of tickets to a packer game!!

If we have enough golfers, we will use a shotgun start promptly at 9:30 am. Registration begins at 8:30 with coffee and doughnuts. The 'Early Bird' \$75 registration fee (until September 21st, \$90 after that) will include: 18 holes of golf, golf cart, coffee and doughnuts in the morning, and lunch available for purchase on the course. After golfing, dinner will be provided and there will be an awards and door prize giveaway immediately following dinner. For those of you who don't golf – you can come out and enjoy the day too! Ride along with your favorite foursome and stay for Dinner (\$30 for dinner)

If you are interested, we encourage you to register as soon as possible. You can register as a single, as a twosome, or as your own foursome. For further information, please contact Terry Wood at woodt@schnedier.com or by phone at 920-592-2299.

NATIONAL PCC WEEK SCHEDULED SEPT. 18-20, 2012

'TOGETHER TOWARD TOMORROW'

This year, National Postal Customer Council (PCC) Day is being expanded to "National PCC Week." The event will begin Tuesday, Sept. 18 and last through Thursday, Sept. 20. More than 100 events will be held during National PCC Week to celebrate this important postal and customer partnership. "Together toward Tomorrow" is the event's central theme. National PCC Week will strengthen the partnership between USPS and local business mailers. It also gives members the opportunity to share information and exchange ideas about the Postal Service's new and existing products, services, programs and procedures that affect business mailers.

SAVE THE DATE:

The Green Bay Area PCC will hold their National PCC Event on Wednesday September 19, 2012. The event will be held at Rock Garden Banquet and Conference Center 1951 Bond St in Green Bay. Keynote Speaker will be Mr. Charles Miller, Lakeland District Manager.

Please watch for additional information and invite via mail.

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Challenges within Change!

By Dean Mair

Do your efforts to make process changes at your organization fall short of your goal?

This may be due to people becoming invested in their way of doing things! The way they have always been done.

Consequently, efforts to reorganize methods they use to accomplish tasks can be disturbing and threatening to them. Employees can be resentful of change if they perceive these changes are a result of their inabilities or shortcomings. They may worry the changes spell doom for them in way of lost responsibilities or even the positions they hold within the organization.

In order for your efforts to be successful in implementing long-lasting and acceptable change, let your employees be part of the process. Encourage them to participate and be ready to use some of their ideas and suggestions. If they can take ownership of some part of the change, it's sure to be more successful.

With the ever changing world of print and mail, this can be a tricky undertaking. Most of what we do on a production level is dictated by the rules and regulations set by the Post Office. The end result must meet these guidelines but, we all have different ways of reaching the same end goal.

The Green Bay Area Postal Customer Council can help you with this dilemma. By joining a PCC you can:

1. Learn from local and national speakers
2. Forge new business relationships with others in the print and mail industry
3. Have access to Postal representatives on a regular basis.
4. Learn about upcoming USPS changes and provide input

There are many benefits to being a member of a PCC. I still learn things by attending the events and I have been a member for almost 20 years.

If you and your employees participate in the Green Bay PCC they can be part of the change process. They will have the same opportunities as you will have by being a member of the PCC. The employees will not only feel as if they are part of the change process but they will be!

I believe that organizations and people that belong to PCCs are better off as a result



**So, join today
and
pave the way
for successful
changes!**

Lakeland District Business Mail Entry Unit will be hosting two educational sessions

A Political Mailing Informational Meeting and Migrating to the IMB. Both training sessions will be held at Rasmussen College in Appleton WI, dates and times are currently being planned, if you are interested in attending either one or both of these events please feel free to send an email to gail.a.wenninger@usps.gov and registration information will be send to you as soon as it becomes available.



GREEN BAY AREA POSTAL CUSTOMER COUNCIL
FIRST ANNUAL GOLF EVENT
MID VALLEE GOLF COURSE (DE PERE, WI)
THURSDAY SEPTEMBER 27, 2012 (RAIN DATE CALLED BY COURSE
10/4/12)

Tee Times Start 9:30 AM, 3:30 PM Dinner, Awards & Prizes

Format: Four Person Scramble	
Support your GBPCC Chapter	Lunch available for purchase at the turn.
Entry Fee: \$75 per person. Includes 18 Holes w/ Cart and Dinner following golf. Prizes for Top Teams & Other Great Prizes including 2 Green Bay Packer Tickets Early bird prize drawing for registration received by September 21, 2012 – Walk in OK (\$15 fee)	

Sponsorship Levels	
Dinner Sponsor	\$500
Includes 4 golfers, dinner sponsor signage on table	
Express Hole Sponsor	\$300
Includes 2 golfers, set up table on hole, advertisement	
Priority Hole Sponsor	\$200
Includes 1 golfer, hole signage, advertisement	
First Class Sponsor	\$100
Advertisement on fliers, tables, etc...	
Do you want to network and join us for dinner only? Dinner only is \$30 per person.	

SINGLE ENTRY

Golfer	Business	Address	Phone
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FOURSOME

Golfer #1	Business	Address	Phone
Golfer #2	Business	Address	Phone
Golfer #3	Business	Address	Phone
Golfer #4	Business	Address	Phone

DINNER ONLY

Name	Business	Address	Phone
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<input type="checkbox"/> I would like to sign up for a 4 Person Golf Registration @ \$300
<input type="checkbox"/> I would like to be a Sponsor: <input type="checkbox"/> Dinner @ \$500 <input type="checkbox"/> Express @ \$300 <input type="checkbox"/> Priority @ \$200 <input type="checkbox"/> First Class @ \$100
Total Number of Golfers ____ @ \$75.00 each Dinner Only ____ @ \$30.00 each Total Enclosed \$ _____

For reservations, sponsorship, or questions, please call Terry Wood @ (920) 592-2299 or (920) 544-3449. Rain date will be called by course and can be checked at: www.midvallee.com or 920-532-6644

Please Make Check Payable to: GBPCC
Contact Name: _____ Business Name: _____
Address: _____ Phone: _____
E-Mail Address: _____

Please Return To: GBPCC – Attn Golf Outing PO Box 13131 Green Bay, WI 54307-3131



Holiday Mobile Shopping promotion Fostering consumer mobile shopping sprees



USPS is planning a promotion to help online merchants attract mobile customers during the week after next Thanksgiving.

On June 27, 2012, the Postal Service filed a Notice of Price Adjustment with the Postal Regulatory Commission (PRC) for a 2012 Holiday Mobile Shopping Promotion tentatively scheduled to run November 7 – 21, 2012, with registration beginning September 15, 2012. The promotion is subject to PRC approval.



Like the current *Mobile Commerce and Personalization Promotion* the 2012 Holiday Mobile Shopping Promotion will offer a discount to mailers who include barcodes and other technology linking consumers to mobile-optimized purchasing sites.

Each mailpiece should serve as a call to action that spurs mobile purchasing during “Cyber Week,” the 7-day period following Thanksgiving that includes Black Friday and Cyber Monday. Cyber Week is the busiest online shopping time of the year.

The Holiday Mobile Shopping Promotion provides business mailers with an upfront 2 percent postage discount on Standard Mail® and First-Class Mail® letters, flats and cards (presort and automation) that include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile optimized shopping website. The technology must lead the recipient to a webpage that allows the recipient to purchase an advertised product on the mobile device (the sale of services will not qualify).

Mailers may also qualify for an additional 1 percent rebate on the postage of their qualifying mailings, if a portion of their orders are fulfilled via Priority Mail with Delivery Confirmation between November 9, 2012 and December 31, 2012.

Additional information can be found at: <https://www.usps.com/mobile-barcode>

Schneider Transportation Tour

On June 28th, the Green Bay Area PCC met at Schneider Transportation and enjoyed a tour of the printing and mail operations, along with some networking time and a light breakfast. The event was well attended, and the feedback was generally positive. The PCC Board does review all of your helpful comments and we plan to schedule more time to see the mailing operations and ask questions on future tours. If you would like to volunteer your facility for a tour next year, please contact any of our board members.



By Lori Giese

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The two words that can strike fear in many Mail Center managers. Budget Time. This is usually followed by the inevitable question. “What are you going to do to reduce postage costs?” Whether postage costs are charged to the departments sending out the mail or all to the Mail Center, we need to lead the corporate effort to reduce postage and shipping costs.

This is your opportunity to work with the departments in your organization to reduce postage costs. They should be receptive to your ideas and suggestions during this time as they are often tasked with doing more with less.

In order to determine where to go from here, you need to understand your current situation. If you currently don't do any monthly reporting, this would be your first step.

- Start by looking at the volume and cost by class – First Class, Standard, Priority, etc. Do you add extra services? Include those in your reporting.
- Look at the mail pieces. Go for the low hanging fruit. What do you see that presents itself as an easy savings opportunity? Do you have a high volume of express mail or extra services?
- As you start implementing changes, update your reporting to include the savings that you are able to achieve. Share with your manager as well as the departments.

So where are those opportunities to reduce postage costs?

1. Are you utilizing Standard Mail? The cost for standard mail up to 3.3 ounces could be as low as \$0.185 per piece. Standard mail requires a minimum of 200 pieces or 50 pounds per mailing. It cannot be used for sending personal correspondence, bills, statements of account, handwritten letters, or typewritten letters. It is important that you understand the USPS requirements for this mail service.
2. Are you presorting your mail? This is another opportunity to achieve postage savings. There are vendors that provide this service that can help you explore this option. If you are a small mailer, you can get discounts by having your mail commingled with larger mailers.

Another benefit of presorting your mail is the second ounce for a letter is free. If your organization adds advertising material to statements, they can include the second ounce and the postage is the one ounce rate. The same applies for combining mailings to the same addressee. By combining those mailings, you can achieve additional postage savings.

3. Letters vs. Flats – Are you mailing items in a catalog envelope because they are too bulky to tri-fold into a #10 letter envelope? Look at changing the size of the envelope. Mail pieces in envelopes up to 6-1/8” high x 11-1/2” long x 1/4” thick can be mailed at the letter rate. Make sure you do not run into nonmachinable surcharges due to the shape or other issues. Savings for this are easily measured. A two ounce flat will cost \$1.10 at the first class postage rate. A letter will cost \$0.65. This equates to a savings of \$0.45 per piece. Don't forget that when you are calculating cost savings that you take into account any changes in the envelope costs. In this example, they may even add more to your savings.
4. Electronic Return Receipts – This is an option that replaces the USPS green cards. Getting delivery information electronically, not only saves time for the mailer but it also saves money. The cost for the traditional green card return receipt is \$2.35 and the cost for the electronic return receipt is \$1.15. A savings of \$1.20 per piece.

Continued on next page





5. Extra Services – I have run into situations where departments will ask for certified mail service when they really needed a certificate of mailing. It is important to understand your internal customer needs.

These are just a few of the cost savings opportunities that may be available to your organization.

You do not have to do this alone. There are resources available to help you.

- There is a wealth of information on the USPS website. If you need additional help, contact the USPS at 800-ASK-USPS.
- Work with your existing vendors. Keeping you in business will help their business. This includes but is not limited to envelope, equipment or presort vendors.

- Network, network, network. Contact other Mail Center managers. If you don't know who might be a good contact for you, ask one of your vendors or contact a member of the Green Bay Area PCC board.
- Take advantage of educational opportunities. These can be vendor sponsored, through the USPS (IE: Postal Forum) or PCC events.

Continue to work with the various departments and mailers in your organization throughout the year. This should not be a once a year effort. If communication is not part of your job description it is now. The more you communicate with the departments; they will see you as a resource and communicate with you.

Don't let budget time fill you with fear. Look at it as a time to look back at what you have accomplished and set goals for the future.

Lori Giese is currently Mail Center Supervisor for United HealthCare in Green Bay. One of her yearly goals is to identify and implement cost savings equal to her annual salary.

A Day in the Life: By the Numbers

Each day the Postal Service processes, delivers, and picks up millions of letters and packages. No single operation in the world comes close to this level of connectivity to so many households and businesses.

On any given day at the Postal Service, we...

- 📦 Process and deliver **554 million** pieces of mail.
- 📦 Process and deliver **279.5 million** pieces of Advertising Mail.
- 📦 Process and deliver **242.6 million** pieces of First-Class Mail.
- 📦 Receive **\$216.9 million** in revenue.
- 📦 Pay **\$159 million** to postal employees in salaries and benefits.
- 📦 Serve **6.1 million** customers at more than 31,000 retail locations.
- 📦 Drive **4 million** miles by letter carriers and truck drivers.
- 📦 Collect **\$1.5 million** spent on postage for Click-N-Ship labels.
- 📦 Collect **\$1.7 million** spend at Automated Postal Centers (APCs).
- 📦
- 📦 Receive **1.2 million** visitors at [usps.com](https://www.usps.com).
- 📦 Collect **\$778,877** spent on stamps and retail sales at [usps.com](https://www.usps.com).
- 📦 Issue **382,256** money orders.
- 📦 Pick up **214,520** packages through Carrier Pickup.
- 📦 Process **136,964** address changes.
- 📦 Accept **18,701** passport applications.
- 📦 Add **2,100** addresses added to our delivery network.
- 📦 Receive **0** tax dollars for operating expenses.

**All numbers are based on averages.*



P.O. Box 13131
Green Bay, WI 54307-3131

First-Class Mail
Postage & Fees Paid
USPS
Permit No. G-10

The POSTNET Barcode is Retiring!

The Postal Service has announced the retirement of the POSTNET barcode for automation price eligibility effective January 28, 2013.

To continue to be eligible for automation prices, mailings of postcards, letter- and flat-size mailpieces will need to have an Intelligent Mail barcode (IMb). In addition, Permit Reply Mail and Qualified Business Reply Mail (QBRM) will be required to have an Intelligent Mail barcode.

The Postal Service will host a series of webinars to assist mailers in transitioning from the POSTNET barcode to the Intelligent Mail barcode. To get the most out of using the Intelligent Mail barcode, mailers are encouraged to attend all three sessions in the series.

Building the Intelligent Mail barcode – Initial Steps for Mailers: September 6, 2012

To help you get ready for the January 2013 retirement of the POSTNET barcode, this webinar will provide an understanding of how you can continue to take advantage of automation pricing. The webinar will cover the steps for migration to the Intelligent Mail barcode. You will learn the building blocks for creating the Intelligent Mail barcode; this includes obtaining a Mailer ID, knowledge on the different Service Type Codes and how to use for your mailing needs.

The World of MIDs, CRIDs, and the Business Customer Gateway: August 16, 2012 and September 13, 2012

Focus will be on Customer Registration IDs (CRIDs), Mailer IDs (MIDs), and how you can obtain MIDs and CRIDs. You will learn about the multiple ways Mail Owners and Mailing Agents can acquire an MID, when and how it is used in the Intelligent Mail barcode, electronic mailing information and receipt of Full-Service data.

Reaping the Benefits of Intelligent Mail: August 23, 2012 and September 20, 2012

Learn how to reap the benefits of Intelligent Mail and Full-Service feedback. This webinar will cover Service Type IDs (STIDs) and how they can help you keep your address list up to date, the various Full-Service feedback reports available and where you can find them.

For additional information please check the Rapid Information Bulletin Board Systems website: <https://ribbs.usps.gov>