



Lakeland District Announces District Manager

(And GBAPCC members who attended National PCC Week program in September have already met him!)



Steven E. Wenzel is currently detailed to the position of District Manager for the Lakeland District – the second largest district in the Postal Service with more than 13,000 career employees. This assignment went into effect on Saturday, November 3, 2012.

Steve began his career with the Postal Service in 1977 as a distribution clerk. Since then he has held positions of increasing responsibility, including Supervisor of Delivery, Director of Finance, Director of City Operations, BMC Manager, Plant Manager, and his current position of Senior Plant Manager for the Lakeland District.

Steve brings strong analytical skills, innovative thinking, and operational knowledge to his detail assignment. As District Manager, he will be the lead executive for the Lakeland District, which delivers more than 4.9 billion pieces of mail a year to 3.4 million delivery points, covering a 41,000 square mile geographic area that includes most of Wisconsin, northern Illinois and a population of 7.1 million. More than 70,000 customers are served daily at 726 Post Offices in the district and mail is collected from more than 7,550 collection points.

“I’m excited to accept this assignment,” said Wenzel. “I have been in the Lakeland District for many years, and I am proud to work with our industry partners as we continue keep the mail a viable communication tool for our customers.”

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**DID YOU
KNOW ?**

**More than
80,000 mailers
belong to 174
Postal Customer
Councils in
the U.S.**



2013 Promotions Planned

To help marketers prepare earlier for upcoming mail promotions, the Postal Service for the first time is publishing a yearly promotions calendar.

The 2013 Mailing Services Promotions Calendar includes six promotions designed to showcase the benefits of mobile barcodes in direct mail — as well as provide opportunities for marketers to be more successful with traditional integrated marketing campaigns.

MARCH 1 – APRIL 30, 2013:

- **Mobile Coupon/Click-to-Call:** This promotion provides an upfront postage discount on the integration of mail with mobile technology and will promote the value of direct mail in two ways. First, it will encourage customers to integrate hard-copy coupons in the mail with mobile platforms for redemption. Second, it will drive consumer awareness to increase the use of mail with mobile barcodes that provide click-to-call functionality. Customer registration begins Jan. 15, 2013.

APRIL 1 – JUNE 30, 2013:

- **Earned Value Reply Mail Promotion:** Customers who include First-Class Mail Business Reply and Courtesy Reply envelopes will receive postage credit for each returned piece that is scanned in the postal network. This promotion is designed to encourage using First-Class Mail as a primary reply mechanism and to keep the Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) envelopes in outgoing mailpieces. Customer registration begins Jan. 1, 2013.

AUG. 1 – SEPT. 30, 2013:

- **Emerging Technologies:** Building on the successes of past mobile barcode promotions, this promotion provides an upfront postage discount for customers who integrate specific emerging technologies into their mail campaigns. The planned innovations to be highlighted are near-field communication, augmented reality and mobile-enabled authentication technologies. This promotion is designed to elevate awareness of how innovative technologies can be integrated with a direct mail strategy. Customer registration begins June 15, 2013.
- **Picture Permit:** The Picture Permit promotion is designed to promote the use of Picture Permit imprint indicia, which can improve a mailpiece's visibility and impact as a marketing tool. During this promotion, the Picture Permit fee will be waived for eligible customers mailing First-Class Mail letters and cards and Standard Mail letters and cards. Customer registration begins June 15, 2013.
- **Product Samples:** Designed to re-invigorate product sampling via the mail, the Product Samples promotion will provide mailers with an upfront postage discount on qualifying mail that contains product samples. The promotion will raise awareness of the effectiveness of having samples delivered to the home and highlight the new proposed "Simple Samples" pricing in Standard Mail, effective Jan. 27, 2013. Customer registration begins May 1, 2013.

NOV. 1 – DEC. 31, 2013:

- **Mobile Buy-it-Now:** This promotion provides mailers with an upfront postage discount for adopting technologies that enhance how consumers interact and engage with mail, demonstrating how direct mail combined with mobile technology can be a convenient method for consumers to do their holiday shopping. Customer registration begins Sept. 15, 2013.



Business Reply Mail and Courtesy Reply Mail envelopes are part of the Earned Value Reply Mail promotion that will run April 1 to June 30, 2013.

USPS Introduces SingleSource ACS™

ACS™ is an online address correction service that allows mailers to receive change-of-address (COA) and other reasons for non-delivery electronically and reduces the number of manual (hardcopy) address notifications.

Coming in January 2013, SingleSource ACS™ removes the need to handle different ACS notice file formats when dealing with Full Service ACS™, OneCode ACS®, and Traditional ACS™. With SingleSource ACS, all of the ACS notices are combined into a single file format and provided to mailers via Electronic Product Fulfillment (EPF).

SingleSource ACS can:

- Provide ACS notices within 24 hours of receipt at USPS National Customer Service Center
- Fulfill and provide monthly billing for non-Full Service qualified records
- Include Full-Service, OneCode, and Traditional ACS in the OneCode ACS format in a single file
- Provide a daily download from Electronic Product Fulfillment.

For more information, please refer to the new SingleSource ACS Technical Guide available on RIBBS at <https://ribbs.usps.gov/acs>

The Inaugural Green Bay Area *Postal Customer Council* *Golf Outing*



Friday, December 27, 2012

The inaugural Green Bay Area Postal Customer Council Golf Outing on Thursday, September 27th, at Mid Vallee golf course in De Pere, WI was a huge success.

In addition to covering all of our expense for the event, we raised a \$1000 that will be given back to the members in the form of education reimbursement. Please note, this is double of our goal of \$500.

I would like to send a special thanks to our Sponsors: Schneider National, One Touch Point – CCI, Badger Mailing and Shipping Systems, Associated Bank, and United Mailing Services.

We plan having another golf outing mid to late summer 2013. Please watch future newsletters for date and location of this event. If you have any questions or need further information, please contact Terry Wood at woodt@schneider.com or by phone at 920-592-2299.



Holiday Get-Together

The Green Bay Area PCC held its annual holiday get-together Thursday, December 13, 2012 at the Radisson Hotel & Conference Center.

Thank you to everyone who attended and donated prizes for the event.

Mark your calendar for the 2013 Holiday Get-Together scheduled for Thursday December 12, 2013.

Please make suggestions for venue to any board member.

We Need Your Input!

If you have any suggestions for articles for the newsletter or topics for future events please contact one of the Education and Programing Committee members listed below. Our goal is to make the PCC a valuable resource for you:

James Bott Jbott@fulfillnetinc.com

Jerry Prebelski jprebelski@tension.com

Terry Wood WoodT@schneider.com

Gail Wenninger gail.a.wenninger@usps.gov

National Postal Forum... PCC Opening Session

This dynamic session features members of the USPS Executive Leadership Team and a panel discussion with National PCC Advisory Committee members.

Take an interactive mini-survey and view the real time results, plus don't miss the opportunity to share ideas during the PCC Peer-to-Peer session that follows.

These two sessions are open to all!

The [2013 NPF Promotional Catalog](#) is [now available online](#) this catalog has all the details you need to plan your Forum experience in San Francisco, March 17-20th.

Early Bird Registration will be closing on January 25, 2013. Register early and save!

Check the website frequently for updates – www.npf.org.

Being a Professional

By Jim Bott, FulfillNet Inc

Recently, the Green Bay Area PCC sent me a notice to renew my membership. To have my company cover the cost of my membership, I needed to declare the benefits of membership. I wrote only one line: professional development.

Being a professional requires knowledge. Doctors attend medical school for years. Lawyers must pass the bar exam. Professors give a dissertation before receiving their PhD. The mailing industry is no different. You need knowledge of the classes of mail, automation requirements, and regulations. You need to know how to properly cleanse your lists and prepare your mailings.

Being a professional also requires development. If your doctor graduated medical school 20 years ago, he/she has not stopped learning. Rather, they attend conferences, consult with colleagues, and read medical journals. As a mailing professional, you need consistent development to remain a knowledgeable professional. You may have learned years ago how to successfully create and print a POSTNET barcode, and been a

professional at it. However, without development, you will be left behind in 2013 when the IMb is the required barcode. A true professional knows that development never ends.

The PCC can help you with professional development. On average, the PCC has 5-6 events each year with an educational focus. As members, you not only get the advantage of learning at these events for a discounted rate, you also get to influence the topics of the educational events. In 2012, the PCC also offered its inaugural Golf Outing and its annual Christmas Party. Such events increase your network and enable you to glean information valuable to your organization. In turn, as you develop professionally, your value to your employer will only increase.

I know attending the PCC has increased my value to my employer. After all, my manager didn't ask for any further description of the benefits of membership in the Green Bay Area PCC. He already knows the value of professional development.

“As a mailing professional, you need consistent development to remain a knowledgeable professional.”

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pro·fes'sion·al adj.
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PCC Membership: A Valuable Resource

I started my career at Mary Morgan Printing and Direct Mail, which is now OneTouchPoint-CCI. At that time I was a part time mailroom associate while attending college for administrative work. After graduating, I was offered a part time office position as a Customer Service Representative, while continuing to work in the mailroom, which lead to a full time CSR position. As a CSR in a printing and mailing environment, knowledge of each department is a plus when creating print and/or mail orders. Attending PCC meetings has helped to broaden my understanding of the mailing process.

The presentations that are offered at every meeting are very knowledgeable – something new is brought to my attention each time. As a company, our goal is to get our customers the best manufacturing, postage pricing and overall service. With the multiple changes throughout the year, the PCC is there to explain each new procedure and the best, cost-effective way to do it.

When questions arise on a certain projects, I have made many friends in the PCC that can assist us. My usual go-to person is Gail Wenninger. She is always there to answer questions and/or help us do research to create the best mailing process.

One item we receive from the PCC almost every month is an email update from Gail. These emails are very informative and offer wonderful information. Another great tool, are the WebEx's, Sometimes you need that interactive visual verses an email to hear the other questions asked and learn from them.

I always look forward to attending the PCC meetings! Mailing is always changing and I love to learn and implement changes into our company.

Katie Bahr
Customer Service Specialist
OneTouchPoint-CCI, Green Bay



LITHIUM BATTERY UPDATE

The Postal Service is once again accepting packages containing certain quantities of lithium batteries installed in electronic devices bound for many international destinations, and to Army Post Office (APO), Fleet Post Office (FPO) and Diplomatic Post Office (DPO) locations.

There had been a prohibition on shipping lithium batteries internationally since mid-May of 2012, due to requirements of international organizations, including the International Civil Aviation Organization and the Universal Postal Union.

The prohibition was lifted in November, in time for 2013 holiday shipping. Specific quantities of lithium batteries are allowed to be mailed only when installed in the equipment they are intended to operate.

Some individual countries may prohibit acceptance of shipments containing the batteries. For example, the postal operator of Germany advised the Postal Service that it will continue to prohibit the inbound shipment of these items and will not accept packages containing lithium metal or lithium-ion batteries destined to addresses in Germany. This does not apply to shipments to and from APO, FPO and DPO locations in Germany.



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

First-Class Mail
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USPS
Permit No. G-10

2013 Postal Holidays

Date	Day	Holiday
January 1, 2012	Tuesday	<i>New Year's Day</i>
January 21	Monday	<i>Martin Luther King Jr's Birthday</i>
February 18	Monday	<i>Washington's Birthday (President's Day)</i>
May 27	Monday	<i>Memorial Day</i>
July 4	Thursday	<i>Independence Day</i>
September 2	Monday	<i>Labor Day</i>
October 14	Monday	<i>Columbus Day</i>
November 11	Monday	<i>Veteran's Day</i>
November 28	Thursday	<i>Thanksgiving Day</i>
December 25	Wednesday	<i>Christmas Day</i>
January 1, 2014	Wednesday	<i>New Year's Day</i>

