

the Communicator

Baltimore Postal Customer Council

Summer 2008 Volume 8.1

Spring 2008 General Membership Meeting

The Baltimore PCC held its annual Spring Membership meeting on June 6th at Conrad Ruth's Villa. Our Guest Speaker was Tom Amonette from the USPS. Tom gave a great presentation regarding Intelligent Mail Barcoding. Tom also addressed questions from the audience regarding the subject.

After the meeting, the over 165 attendees enjoyed a crab feast and bull roast. The afternoon included opportunities to network, speak with USPS representatives. Baltimore Postmaster Bill Ridenour emceed both a hula hoop contest and a drawing for door prizes.

A great time was had by all!

photos continue on page 4



General Membership Educational Session



Bill Ridenour, Tom Amonette, Charley Howard



Representatives from SSA, DHHS and CAC enjoy the party



Reception/Check in area



Bill Ridenour, Dottie Wileman, Linda Favorite (Wells Fargo), John Kimball (CAC)



Tom Amonette



Hula Hoop contestants



Events

National PCC Day
September 17, 2008
900 E. Fayette Street
9:30am in Room 401

POSTMASTER'S CORNER

Allow me this time to introduce myself. My name is William L. Ridenour, Postmaster, Baltimore, MD and Postal Co-Chair of the BPCC. I have been asked to contribute to the Quarterly Newsletter and have accepted.

First and foremost, welcome our newly appointed committee members Lisa Kline, CAC Direct Marketing, Industry Co-Chair; Dana McCormick, Wells Fargo, Vice Chair/Secretary; and Bill Sell, T. Rowe Price, Treasurer. They are committed members of the BPCC, their wealth of knowledge and experience will not only benefit, but bring a welcomed change to the Committee. I would also like to thank and bid farewell to Yvette Singh, and wish her the best of luck in her future endeavors within the Postal Service. She will be replaced by Melody Davis-Finazzo. I am sure that Ms. Davis-Finazzo will be an asset to the committee, and will do everything possible to make the transition as smooth as possible. Congratulations to each of them. As you might already know, Charles Howard, Industry Co-Chair and trusted committee member of the BPCC for many years, has relinquished his position as Industry Co-Chair. Charlie's commitment and enthusiasm for the business will be missed by many. I bid farewell to Charlie and wish him and his family the best of luck.

I would like to thank everyone who participated in the Spring Membership Meeting; the event was well attended. Thanks again to Tom Amonette, our main speaker; his presentation on Intelligent Mail Barcoding was very informative.

Planning is underway for National PCC Day to be held on September 17, 2008 at the Main Post Office 900 E. Fayette Street in Baltimore MD. The theme this year is "America's Partnership". On November 23, two address quality initiatives will become effective – increase the minimum frequency of Move Update processing from 185 days to 95 days prior to mailing, and expand the Move Update standards from First-Class Mail automation-rate and presort-rate mailings to include all Standard Mail mailing. The speaker requested for National PCC Day will perform a presentation on this very topic "Update – Maintain Contact with Customers on the Move". Businesses using mail to conduct business, communicate and grow revenue will want to take this opportunity to hear first-hand information on this very crucial topic. I am looking forward to seeing everyone. This is a great way to network and get the most up-to-date information. Looking back at last year's event I am sure that the upcoming National PCC Day will be the "must attend" event of the year.

2008 National PCC Day

The 2008 National PCC Day on Wednesday, September 17th is fast approaching. This year's main event will be hosted by the 2007 PCC of the Year located in St. Louis, MO. Postmaster General John E. Potter will address over 200 PCCs from around the country via a live broadcast and will discuss a variety of subjects related to the future of the postal system and the role that PCCs can play to keep the lines of communication open between the USPS and business mailers.

The Baltimore Postal Customer Council will be celebrating PCC Day by hosting our own festivities beginning at 9:30am in Room 401 at the downtown post office located at 900 E. Fayette Street. Activities will include a live satellite feed of the Postmaster General's comments, Q&A session with postal representatives, several hot-topic presentations, tour of postal operations, and a continental breakfast and fabulous hot lunch.

This event is free for BPCC members. Non-members will pay just \$20 and receive a membership with the BPCC for the remainder of 2008.

Space is limited so please register as soon as possible. The BPCC is pleased to announce that online registration is now available on our website at www.baltimorepcc.com by clicking on the PCC Day link in the Upcoming Events area. In addition, payments can be made online through Paypal - an industry leader in online payment processing. Registration can also be handled via mail by downloading the registration form from the BPCC website.

Please join us for this exciting day of informative presentations and networking opportunities.

**AFFORDABLE
FULL-COLOR PRINTING
AT ANY QUANTITY!**

 **Uptown Press** Inc
your graphic communications partner

Uptown Press
501 W. 23rd St.
Baltimore, MD 21211
410-889-8686
410-889-8687 Fax

Welcome



new BPCC member Joe Haber, General Manager of Mail Terminal Services.

Mail Terminal Services, located in Elkridge MD, is part of a network of nineteen mail solution terminals located in major markets across America. In partnerships with DHL Global Mail and the United States Post Office, MTS provides business mail customers with sorting and processing services in the following areas:

- International mail, including business and personal correspondence, catalogs, promotional and direct mail.
- Publications, including magazines, newspapers, newsletters and other business publications.
- Parcels, including packets and parcels of merchandise, goods, gifts, printed matter, CD's, videos, books, audio cassettes, promotional items and samples.
- Domestic mail, including an alternative to first class mail for your domestic flats, bound printed matter and lightweight parcels.



MAIL TERMINALS SERVICES operates under a Total Quality Management philosophy and is committed to a continual improvement process. The core components of the operation are: People, Customer Quality, Continuous Improvement and Cost Control.

New Online Registration and PayPal Payment Option for BPCC Events!

The Baltimore PCC is proud to announce that registration for future BPCC events can now be handled through our website at www.baltimorepcc.com. In conjunction with this new registration feature any fees for these events can now be paid through PayPal for a minimal fee.

PayPal offers payment options including major credit cards, debit cards, and bank transfers and their industry-leading use of encryption helps ensure that your transactions are never compromised.

These new registration features have been added in order to make registration and payment much easier and quicker. Please note that the option to register by mail will still be offered.

Stay tuned for an upcoming announcement concerning online BPCC membership registration in 2009!



ANNE-TISDALE DIRECT

anne-tisdale.com

Whether you are a graphic designer, an ad agency, marketing consultant, print shop, or other organization, Anne-Tisdale Direct can partner with you to satisfy your client's direct mail needs in a cost-efficient manner. We offer over 20 years experience in the direct mail industry and can fulfill all of your client's list services, data processing, and mailing needs.

OWNER, JUDY ANTISDEL AVAILABLE FOR SPEAKING ENGAGEMENTS





**THE BALTIMORE PCC
INVITES YOU TO JOIN US FOR**



2008 NATIONAL PCC DAY

VIEW VIDEO OF MR. POTTER'S REMARKS FOR 2008 NATIONAL PCC DAY!

DON'T DELAY – SPACE IS LIMITED!

- WHEN:** WEDNESDAY - SEPTEMBER 17, 2008 – 9:30 AM TO 2:00 PM
- WHERE:** BALTIMORE MAIN POST OFFICE - 900 E. FAYETTE ST., ROOM 401
- WHAT:** INCLUDES A Q&A SESSION WITH POSTAL PERSONNEL, PRESENTATIONS BY POSTAL REPRESENTATIVES, TOUR OF POSTAL OPERATIONS, AND BREAKFAST AND LUNCH! (ATTIRE IS CASUAL)
- COST:** PCC MEMBERS – FREE!
NON-PCC MEMBERS - \$20 WHICH INCLUDES A 2008 PCC MEMBERSHIP
- REGISTER:** ONLINE AT www.baltimorepcc.com OR COMPLETE THE FORM BELOW

2008 NATIONAL PCC DAY REGISTRATION FORM – SEPTEMBER 17, 2008

THE FOLLOWING REPRESENTATIVES OF OUR ORGANIZATION WILL ATTEND:

NAME(S): _____

ORGANIZATION: _____

ADDRESS: _____

CITY, STATE, ZIP+4: _____

OUR CHECK FOR _____ NON-PCC MEMBERS IN THE AMOUNT OF \$ _____ IS ENCLOSED.

*Please mail registration form and, if applicable, check made payable to Baltimore PCC to:
Baltimore Postal Customer Council, PO Box 1010, Baltimore, MD 21203-1010, by Wednesday, September 10, 2008.
For questions or additional information please contact Melody Davis-Finazzo at 410-347-4493.*



Full Service Imaging & Mailing Services.

Providing solutions and individual attention to each customer on every project keeping their best interest and success as our number one goal.

CASS Certify Data	Inserting	Cutting	Hand Work
Laser Imaging	Folding	Live Stamping	Matched Mailings
Offset Printing	Inkjetting	Tabbing	
Data Processing	Collating	Metering	Secure Facility

410-646-2901 • Fax: 410-646-2902
www.alliancemailing.com

1504 Pot Spring Road
Lutherville, MD 21093-5908



James C. Barlow, Jr., CMDSM, EMCM
President

MAIL SYSTEMS MANAGEMENT CONSULTANTS
division of: Barlow & Associates

Office: 410.321.8821 Cell: 410.303.1322
Fax: 410.321.1056 jamesbarlow@comcast.net

CONSULTANTS FOR THE MAILING INDUSTRY



"Your Full Service
Letter Shop"

JACK J. ELLIS

90 Russell Street
Suite 100
Annapolis, MD 21401

Phone (410) 267-9650
Fax (410) 267-6006
jack@posthastemailing.biz

Incredible Direct-From-The-Manufacturer Savings!

FREE
7-Ring Binder
Regularly \$ 9.95

Lowest Price
Business Checks
300 3-to-a-page
BUSINESS CHECKS
ONLY \$ 19.95

Paisley #CPY

Securione Blue #C01

Stars & Stripes #C33

Business Check Size is 8.25" x 3"

Checks are printed in color. To view our full line of products, visit WWW.CHECKCRAFTERS.COM.

Special Offer from Check Crafters for First-time Customers!

Name _____

Business Phone () _____

E-mail Address _____ Confidential - For Shipping Confirmation

Check Design (# and name) _____

Start checks with this number: # _____

Select One-Part or Duplicate Business Checks

	300	600
One-Part	<input type="checkbox"/> \$19.95	<input type="checkbox"/> \$39.95 \$29.90
Duplicate	<input type="checkbox"/> \$39.95	<input type="checkbox"/> \$79.90 \$49.90

Check Price \$ _____

Executive 7-Ring Binder \$ **FREE**

EZShield™ Check Fraud Protection® for Business
add \$4.95 for each unit of checks you order \$ _____

Shipping & Handling \$ 6.95

OFFER CODE: BC0024 **SUBTOTAL** \$ _____

Sales Tax only for delivery to AR (7.5%) and MD (6%) \$ _____

Expires 12/31/09 **TOTAL** \$ _____

PLEASE NOTE: Unless you tell us otherwise, we will ship orders to the address we print on the checks. We reserve the right not to process incomplete orders. Allow 2-3 weeks for delivery. Call for signature delivery service details.

3 Ways to Order!

To order by phone, call
Toll free: 1-888-404-5245
Se habla español.

To order online:
www.checkcrafters.com
For first-time customer pricing, use OFFER CODE BG0024 during online checkout.

- To order by mail, enclose 4 items:
1. **VOIDED CHECK** (or reorder form from current supply), with any changes indicated. No photocopies, please.
 2. **DEPOSIT SLIP** (also from existing supply).
 3. **PAYMENT CHECK** payable to CHECK CRAFTERS.
 4. **COMPLETED ORDER FORM.**

Mail the above items to:
CheckCrafters
P.O. Box 100
Edgewood, MD 21040-0100

EZShield™ Check Fraud Protection Program® Business (Pat. Pend.): Guard your checks from unauthorized use of up to \$20,000 for only \$4.95 per unit of checks. Underwritten by Lloyd's of London. See Order Form. To learn more, visit www.ezshield.org.

LOOKING FOR FIRST CLASS SERVICE, QUALITY & DEPENDABILITY USE PERMIT #1 ON YOUR NEXT MAIL PIECE

- FULL LETTER SHOP SERVICES
- DATA PROCESSING
- LASER PERSONALIZATION
- RESIDENT LIST RENTAL
- FULFILLMENT SERVICES
- HAND ASSEMBLY & PACKAGING
- POLYBAG/SHRINK WRAP SERVICES
- DROP SHIPPING



DIRECT MARKETING SERVICES

99 RAY ROAD • BALTIMORE, MD 21227
410-737-6770 • FAX 410-737-6771



Baltimore PCC
Box 1010
Baltimore, MD 21203

PRSR STD
POSTAGE & FEES PAID
USPS
PERMIT NO. G-10

Baltimore Postal Customer Council EXECUTIVE BOARD OFFICERS CY 2008

INDUSTRY CHAIRMAN

Lisa Kline
Harte-Hanks/DMA

POSTAL CHAIRMAN

William L. Ridenour
Postmaster, USPS Baltimore

VICE-CHAIRMAN/SECRETARY

Dana McCormick
CAC Direct Marketing

TREASURER

Bill Sell
T. Rowe Price Assoc., Inc.

EXECUTIVE COMMITTEE

Judith Antisdell
Anne-Tisdale & Assoc., Inc.

Vanya Burkhalter
Marketing Mgr., USPS

Jack Weber
Uptown Press

Dana McCormick
Wells Fargo Mortgage

Chester Worthham
Johns Hopkins Hospital

Bill Howell
Ivy Envelope

Joseph Fetcho
CAC Direct Marketing Services

Greg Incontro
Senior Plant Mgr., P&D Center

Jim Barlow
Mail Systems Management

Ray Cross
Work Flow One

Melody Davis-Finazzo
*Customer Relations Coordinator,
USPS*

Robert Tiefenwerth
United Way of Central Maryland

Michael Harlow
District Manager, USPS Baltimore

Ray Wajbel
Centers for Medicare & Medicaid Svcs.