

the Communicator

Baltimore Postal Customer Council

Spring 2009 Volume 8.3

Environmental, Evolving, & Effective: Printing Myths Dispelled



By Jack Weber, Uptown Press
PCC Newsletter Committee

Print plays a vital role in communication, education, and daily existence. But lately, rumors and misconceptions have cast doubts about the relevance of the industry. Is printing bad for the environment? Does Web advertising diminish the impact of print? Is the industry necessary in a digital age? Following is the real truth about printing--and why it's smart to choose and use this time-tested media.

Print & the Environment

It's true that the printing industry once had the reputation of being less than green. Air pollution, paper production, water use—we've all heard the litany of complaints. But the industry has dramati-

cally changed its processes, supplies, and products to become one of "greenest" and most socially responsible industries around. Printing businesses must comply with complex regulations set nationally by the EPA, as well as at the state level, and inspections are conducted regularly. Many printers have also voluntarily adopted practices such as:

- waterless printing
- use of alcohol free washes and water based coatings
- use of soy/vegetable based inks and recycled paper stocks
- seeking power from renewable sources

Clients seeking sustainable business partners will find no shortage of them in the printing community! Firms pay for and are proud to promote their certifications for use of environmentally friendly papers (FSC and SFI), as well as their other efforts on behalf of the planet.

There has also been an increase in digital printing throughout the industry, which uses 100 percent non-toxic toner ink and produces less chemical waste. In addition, printing firms take part in recycling and recovery efforts; often opt for paperless communication with clients; and take other measures such as suggesting "green design" to customers by using less materials and fewer inks, or printing with low-VOC inks. Printers take responsibility for their impact on the environment, and are committed to educating their customers and consumers, too. Simple gestures such as adding the tagline "think before you print" to messages is the norm in the industry. And perhaps that kind of

endorsement has helped achieve the 56 percent recycle rate (in 2007) for paper used in America.¹ And as for direct mail, so often portrayed as the villain in printing? The fact is, it adds just 2% to our landfills!²

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Baltimore District Customer Training 2009

The training sessions will be conducted at the Baltimore Main Post Office at 900 E. Fayette Street, Room 401 A and B. Please register for the following classes by calling 410-347-4436, between the hours of 9:00 a.m. and 5:00 p.m.

<u>Jun 18</u>	Non-Profit Mail Eligibility
<u>Jul 16</u>	1 st Class/Standard Mail
<u>Aug 20</u>	MDA/Intelligent Mail BC
<u>Sep 24</u>	PSW/Move Update
<u>Oct 22</u>	Periodicals Eligibility
<u>Nov 19</u>	Flats Orientation
<u>Dec 17</u>	Non-Profit Mail Eligibility



Events

PCC General Membership Meeting
June 5, 2009
Conrad's Ruth Villa
Baltimore, MD

Printing Myths Dispelled

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Print Effectiveness

The business perspective on the printing industry is easy to address. Print ads are simply BETTER at reaching consumers. Study after study has shown that customers have better recall for printed ads than those on screen. The biggest reason for this is because it is 20-30 percent more difficult to read from a screen than it is from print.³ What's more, the Web has become a functional place, which means users are focused on their task and are thus not receptive to many Web ads. In fact, over 75 percent of consumers find online ads more intrusive than print ads, and nearly 65 percent report paying more attention to print ads than online ads.⁴ Conversely, 81% of households read or scan the advertising mail they receive, according to the U.S. Postal Service. That means a majority of consumers have used or responded to a coupon or flier they've received in the mail!

Print continues to be effective because it has adapted to the needs of business today. Since shorter runs (1,000 copies or less) are the norm now, printers have increased their service offerings to provide complete marketing support for a company. There have also been great strides made in variable data printing (VDP), which gives printers the power to compile information about different buying groups so mailings can become ever more targeted to precisely the audience a marketer is trying to reach. That not only reduces waste, but also gives a better return on investment of advertising dollars.

Print & the Economy

Printing is the backbone of America. Small businesses are the engine that drives our economy, producing between 60 to 80 percent of all new jobs.⁵ Not only do many printing operations meet the characteristics for "small," but the industry supports the 300,000+ other small American businesses that are in existence. Most small businesses--your local mom and pop shops, florists, house painters, landscapers, mechanics and coffee shop-- can't afford expensive television or radio ads. These companies rely on advertising mail to reach potential customers, and their customers rely on the ads to find bargains in their own neighborhood. Plus, the printing industry creates the signs, business cards, tickets, coupons, packages, product promotions, and so on, that keep consumers coming to all stores, no matter the size.

The production and delivery of these items generates more than \$174.5 billion in revenue each year, and employs 1.05 million employees across the country⁶ —not to mention keeping the United States Postal Service busy!

In the end, the truth about print is summed up by this article's title: it IS environmental, it IS evolving, and it IS effective. In other words, print works... and it's here to stay.

Footnotes:

- 1- Print in the Mix.com
- 2- Pitney Bowes study
- 3- Print in the Mix.com

- 4- Print in the Mix.com
- 5- WhatTheyThink.com
- 6- Printing Industries of America.org

Baltimore PCC Mailer's Education Seminar 2009



Bill Ridenour (Baltimore Postmaster), Delores J. Kilette (Consumer Advocate and Vice President of Consumer Affairs USPS) and Lisa Kline (Baltimore PCC Co-Chair, Ivy Envelope)

by Jim Barlow, Mail Systems Management Consultants,
Education Committee Chairperson

It's Spring, and the Baltimore Postal Customer Council held its annual Mailer's Education Seminar at the University of Baltimore Thumel Business Center on March 19th. We have found it to be a great central location that offers the BPCC the opportunity for a robust education experience. It was a great day for almost 130 attendees learning what's needed to keep up in this dynamic mailing industry, seeing what our exhibiting mailing industry partners have to offer and catching up with friends in the industry over a tasty breakfast and great hot lunch. Hope you were there.

We were very happy to have Delores Kilette, Consumer Advocate and VP of Consumer Affairs as our keynote speaker. Delores is from Baltimore and many remembered her from her days at the Baltimore Post Office. She went on to become the 39th Washington, DC Postmaster prior to taking on the Consumer Advocate's mission. She spoke on the Future of the U. S. Postal Service and their Business Partnership with mailers. The BPCC Industry Co-Chair, Lisa Kline, Ivy Envelope, greeted the attendees and The BPCC USPS Co-Chair, William Ridenour, Baltimore Postmaster, provided the opening remarks. Our vendor sponsors presented their products and services at the opening session and had a booth in the Atrium to meet with interested attendees. There was our local Hasler/Neopost office equipment dealer, Shannon Business Systems, represented by Adam Fedder and Nick Blama. The Scale People, presenting a wide variety of scales for weights and measurers and was represented by Patrick Nicolucci. A new sponsor, Whitaker Brothers, presented their line of data destruction and office equipment and was represented by Eric Buhlman and Mike Masterson. Another new sponsor, Grayhair Software, presented their software solutions, including integrating full-service IMB and was represented by Allen Hepner and Paul Grossman. As always, our USPS Business Service Network Operations Baltimore District was there as a sponsor to provide the latest USPS publications,

rates and materials and to answer member questions. They were represented by Adrienne Spruill, BSN Manager and the BSN staff.

This education filled day featured exciting education opportunities for our members with the latest critical mail related topics. We had eight great sessions plus a SUPER SESSION to cover new rates and other changes coming May 11th and the IMB kick-off May 18th. The Postal sessions were well presented by our own postal experts: Floresa Ross, Frederick Brooks, Malaki Gravely and Janet Cook. We had three unique sessions presented by BPCCC Executive Board Members that provided education sessions that were a slight departure from the traditional USPS sessions that rounded out the total educational experience: Branding: Building A Strong Asset – Your People!, presented by Dana McCormick, Wells Fargo; Industry Certifications, presented by Dana McCormick, Wells Fargo, and Jim Barlow, Mail Systems Management Consultants; and the comprehensive Direct Mail Symposium, presented by Judith Antisdell, Anne-Tisdale Direct and Jack Weber, Uptown Press. The new two-session Direct Mail Symposium was the result of a special interest in providing our members with the educational tools to help grow their business and their customers' businesses. The SUPER SESSION- Postal Five Year Plan & New Rate Changes, presented by Laraine Hope, Pricing Economist, Postal Headquarters was well attended. A "Certificate of Achievement" award was presented for every participant completing the mailer's education event. We had many requests to have those exciting information-rich presentations available for our members. The presenters were kind enough to provide their presentations to us and we have posted them on the BPCCC website, www.baltimorepcc.com. We hope you find them useful.

The Education Committee strives to provide education opportunities for the Baltimore PCC members in partnership with the U. S. Postal Service. For the Mailer's Education Seminar we start planning over six months in advance to provide a top quality education event for our PCC members. The BPCCC Education Committee facilitates the exchange of



Attendees fill the Business Center Auditorium for one of several popular educational seminars



Vendor Exhibitors Nick Blama and Adam Fedder from Shannon Business Systems

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Baltimore PCC Mailer's Education Seminar 2009 *continued from page 3*

ideas about new and existing Postal Services' products, programs, services and regulations that affect all businesses that use the mail. The success of this education event required the team work of many people behind the scenes. A special thanks to the Education Committee members Vanya Burkhalter - USPS Marketing Manager, Dana McCormick -Wells Fargo, Chester Wortham and Roderick Toney - The Johns Hopkins Service Center, Judith Antisdel - Anne-Tisdale Direct, and to the supporting USPS-Baltimore staff including Vicky Bazemore – Marketing Staff, Melody Davis-Finazzo - Customer Relations Coordinator, Adrienne Spruill - Business Service Network Manager and her staff. We couldn't have done it without you all.

Please check our website www.baltimorepcc.com for future events and look for the next Mailer's Education Seminar in the Spring of 2010. Please let us know if you have any comments about this education event or suggestions about possible future Education Seminar sessions or events for our planning process. You can reach me at jamesbarlow@comcast.net or call 410-321-8821.



Vendor Exhibitor Paul Grossman from Grayhair Software, Inc.

1504 Pot Spring Road
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James C. Barlow, Jr., CMDSM, EMC
President

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PCC Spring General Membership Meeting



The Baltimore PCC will hold its annual Spring General Membership Meeting at Conrad's Ruth Villa, a beautiful waterfront park in Middle River. This event is a great opportunity to receive information from the USPS and network with industry peers in a casual setting. A buffet lunch, including steamed crabs, will be provided.

We hope that you can join us for what is always one of our most popular and enjoyable events. You can register online at our website, www.baltimorepcc.com or contact Lisa Kline at lkline@ivyenvelope.com for further information.

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It is our Partners' generous support that enables us to provide quality speakers, educational seminars, and special events throughout the year. As a BPCC Partner you will be afforded the following benefits:

Platinum Partner - \$1000.00

- Includes a \$150 corporate membership for up to 7 members
- 2 free tickets to BPCC events
- Company recognition at BPCC events
- BPCC Executive Board opportunity
- ¼ page ad in BPCC newsletter*
- Company name, logo, and link on BPCC web site
- Special Platinum Partner BPCC member plaque
- Reserved platinum table at BPCC events
- Submission of one article per year in BPCC newsletter
- Annual meeting with District Level Postal Executives

Gold Partner - \$500.00

- Includes a \$100 membership for up to 3 members
- Company recognition at BPCC events
- Business card ad in BPCC newsletter*
- 1 free ticket to BPCC events
- Company name and link on BPCC web site
- BPCC member certificate - gold seal
- Annual meeting with local Postmaster/station manager

Silver Partner - \$250.00

- Includes a \$50 membership for one member
- Business card ad in PCC newsletter*
- Company name on BPCC web site
- BPCC member certificate - silver seal

Special Corporate Sponsorships – contact the appropriate BPCC committee chairperson for details on sponsoring our web page, newsletter, or one of our annual events. Thank you for your support.

* Please note that the ¼ page and business card ads refer to the same ad in all newsletters for that membership year.

Dear Business Mailer:

The Baltimore Postal Customer Council (BPCC) is part of a vital network of business mailers and postal representatives working together toward creating cost effective mailings, increasing the efficiency of mail service, and communicating information on various topics related to the mailing industry.

Membership in the BPCC is the key to insuring that your voice is heard on mailing matters of immediate and local concern. Through the BPCC newsletter and the BPCC website located at www.baltimorepcc.com council members are kept abreast of issues that may affect long range plans for their firm or the mailing industry as a whole. As USPS rates and regulations change, this information is vital to the success of all of us who rely upon the mail. The BPCC holds an annual education seminar that provides information on a variety of subjects related to the USPS and growing your business, and the BPCC keeps members informed of other educational opportunities available, such as the annual Executive Mail Center Manager Certification Program.

Participation in the BPCC is not all about education. It also includes networking events including an annual Spring membership meeting that is held at an outside location and a Fall membership meeting that is held in a banquet hall setting. Both events involve a relaxing afternoon of good food and valuable networking with fellow council members and industry representatives.

As in previous years we are also offering Partnership Opportunities for organizations within our industry. These partnerships offer increased membership benefits including advertising opportunities and networking with the USPS. This is a great way to increase your company's name recognition, industry knowledge, and exposure to potential clients.

Please take some time to visit the BPCC website and learn more about this worthwhile organization. The website includes contact information for key members of the BPCC and the USPS. For your convenience we have included a registration form. We are confident that you will find the BPCC to be a valuable resource for your company.

Thank you.

William L. Ridenour
Postmaster Baltimore
Postal Co-Chairman, BPCC

Lisa Kline
Ivy Envelope
Industry Co-Chair, BPCC



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	2 members	\$ 75.00
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