

the Communicator

Baltimore Postal Customer Council

Fall 2009 Volume 8.5

National PCC Day

By Lisa Kline, Ivy Envelope
Industry Chairperson

The Baltimore PCC celebrated National PCC Day on September 16th with a meeting and workshops at the Baltimore District Main Post Office. The event was kicked off by Gary Reblin, USPS VP Expedited Shipping. Over 70 attendees participated in the event, which included workshops on the Intelligent Mail Barcode, Package Services, and Marketing for Small Businesses. A tour of the Baltimore Mail Processing Facility was also offered. Breakfast and Lunch were served, and attendees had the opportunity to network with representatives from the USPS and others in the industry.

In addition to the local activities offered, participants also viewed the National PCC Day Live Broadcast.

In his annual state-of-the-business address to the mailing industry, Postmaster General John E. Potter outlined a roadmap for recovery and reaffirmed the Postal Service's focus on adapting to changing customer needs and a changing marketplace.

Despite what Potter called, "one of the most difficult economic climates any of us have ever experienced," the Postal Service managed to cut spending by \$6 billion in 2009, while maintaining record levels of customer service and trust.

The Postal Service —already the Most Trusted Government Agency for the past five years —was ranked the third Most Trusted Company for Privacy for 2009,



Jack Potter speaks through a projected live-feed audio and video presentation

according to Ponemon Institute consumer survey results. The Postal Service moved up three positions from last year, and only eBay and Verizon ranked higher in levels of customer trust.

"There's no other business that has such an active, collaborative and productive partnership with so many great customers in so many communities," said Potter. "And we're going to keep working to make that even stronger."

Continued on page 2



Events

**Mailer's Education Seminar
& Business Exposition**

Thursday, March 18, 2010 - 8am to 3:30pm

University of Baltimore
Thumel Business Center
11 W. Mt. Royal Avenue
Baltimore, MD 21201

One of the ways the Postal Service is increasing customer value is by pursuing aggressive marketing strategies and pricing and product innovations. Earlier this year, the Postal Service launched one of its largest and most integrated advertising campaigns promoting ways businesses and consumers can simplify shipping with flat-rate boxes, one of the best bargains in the marketplace.

In addition, recent Summer Sale and Saturation Mail incentive programs have made it easier for businesses to continue results-driven direct marketing campaigns in a down economy.

The Postal Service also has been working closely with Congress and the Administration on legislative actions that would help it manage huge statutorily-imposed cost mandates, provide greater flexibility and allow the Postal Service to operate more like a business.

“The simple fact is that the status quo is unacceptable,” said Potter. “The Postal Service must have the ability to manage its business, to adapt quickly to the needs of our customers and the marketplace. And our business model must change to reflect the reality of a volatile economy and a communications marketplace that has been undergoing a transformation as profound as anything that has ever come before.”

Potter cited three key areas in which the Postal Service is seeking legislation:

- Changes to the accelerated payment schedule to pre-fund retiree health benefits statutorily mandated by the Postal Accountability and Enhancement Act of 2006. Under current law, the Postal Service is required to make an annual payment of more than \$5 billion into a trust fund. Legislation currently under consideration in Congress would ease the financial pressure while the Postal Service pursues the long-term actions necessary to cut fixed costs.
- Ability to adjust the capacity of the Postal Service’s network to bring it in line with reduced mail use. Eliminating Saturday delivery could save the Postal Service as much as \$3.5 billion a year.
- Flexibility to expand product offerings into new areas that leverage the Postal Service’s unmatched scope, reach and presence of its distribution, transportation and retail networks to achieve their full revenue potential. The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

In the meantime, Potter said the Postal Service is staying focused on its mission to provide universal, affordable service to all Americans.

“Service is still our priority. And we’ll continue to improve service as we implement more demanding service measurement systems,” he pledged.



During the Plant Tour, attendees take a closer view of the Flat Sorter Machine, which sorts barcoded flat mail by zip code for delivery



The tour continues with a look at the DBCS (Delivery Bar Code Sorter) which sorts barcoded letter mail by zip code for delivery



An attendee takes an inside look at the CIOSS (Combined Input/Output Sub-System) which identifies undeliverable-as-addressed letter mail

The Postal Service also is implementing a new customer experience measurement system. The system replaces the current method of measuring customer satisfaction that has been in place since 1991, and is designed to evaluate the total customer experience, from mail piece design to preparation to customer service to delivery. Insights and information from the new customer experience measurement system will allow the Postal Service to pinpoint areas of improvement as well as better adjust to changing customer needs.

Following the broadcast, a tour of the Baltimore Mail Processing Facility was offered and attendees had the opportunity to network with representatives from the USPS and others in the industry.



Attendees gather at the Baltimore Post Office for the beginning of National PCC Day



Baltimore Postmaster Bill Ridenour



Kick-Off Speaker Gary Reblin, VP Expedited Shipping USPS

Partnership Opportunities with the BPCC

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
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- 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
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- 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.

Member Spotlight

Cheryl Miller, Corporate Mailing Services



In each issue of our PCC Newsletter, we spotlight members to hear their insights into the rapidly-changing Postal environment, as well as to introduce the PCC community to fellow colleagues.

In this issue, we spotlight Cheryl Miller of Corporate Mailing Services.

Please describe your business and your role, including how you started in the Mailing Industry .

I am Director of Sales for Sorting and Commingling at Corporate Mailing Services here in Baltimore. I have been at CMS for a year. I started in the mailing industry 28 years ago. I was a Manufacturing Manager producing inkjet mailing equipment. After about 6 years, I moved into Sales for the Mid-Atlantic region. After a brief stint of owning a lettershop I became the National Sales Manager for ElectroCom / Siemens. I left to start a business in mail material handling equipment, including PostalOne units that are used to book flights for mail moving by air. After 22 years of nearly non-stop travel I decided it was time to get off the road and not live in airports any more.

At this time, what is the most challenging or difficult aspect of your work?

The most difficult and yet engaging part of my job is communicating to customers the USPS rules and requirements for Move UpDate compliance known fondly as MUD.

How have you advised clients relative Postal Regulation changes such as the Move Update?

A presorter's preferred method is FastForward, as this is the only method that works in real time at the same time the mail is being sorted. FastForward uses the USPS NCOALink database in a real-time environment. The name and address are analyzed and if a Change of Address is on file, the sorter sprays the new address and correct barcode in the lower right hand corner of the envelope. The change is kept on file by the USPS and the mail owner can go online to get the changes that they can apply to their database. The best part is that FastForward Move Update Notification (FFMUN) is free.

How has the current recession affected your business? Do you see any future consequences for your organization?

We have noticed a drop in First Class volume but our commingling of Standard Mail is growing, as customers can take advantage of improved qualification and reduced postage when a number of small jobs are combined to create one large job.

What about the Internet and electronic communication? Has it significantly affected your business either positively or negatively?

CMS believes that multi-media campaigns offer a lot to customers. We recently ran a special where every new direct mail job got a free email blast as a follow-up.

If you had to give one piece of advice to your current customers relative to mailing, what would it be?

The most important thing right now is Move Update Compliance. Starting in January there is a \$0.07 per piece fine if mail is not up-to-date within 95 days. Those fines are the responsibility of the mail owner. The mail owner must work with their lettershop or presorter to ensure they understand the requirement of keeping their databases current.

Any unusual or humorous stories about your experiences in this industry?

There was a piece of mail that was delivered to the USPS that actually had a map drawn to the house where the mail was to be delivered, instead of an address. I know the Post Office is good but the white house near the corner of two roads just is not enough information!

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Lutherville, MD 21093-5908



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CONSULTANTS FOR THE MAILING INDUSTRY

How To Make A Nonprofit More Profitable

By Judith Antisdell
Anne-Tisdale & Assoc., Inc.

Thousands of nonprofit institutions not only face the upswing in the cost of doing business but the downswing of charitable donations. As the average family employs new strategies to cope with job loss, less income, and the rising cost of health insurance and durable goods, they are less likely to support the local nonprofit institutions.

Grant monies which were once a viable source of additional operating capital for the nonprofits can no longer fully fund the research for new drugs, capital campaigns or any one of the numerous needs of a nonprofit. Nonprofits must employ new strategies to create the additional funds that they need. There is simply not enough financial support from the government either to supplement the growth of hospitals, the arts, social or human services.

The unique challenges of raising funds in this economy change as rapidly as the ground beneath us. The daily twists and turns of policy changes and events as well as dwindling personal and corporate donations have caused more than one institution to close their doors. A new day has come and only the most aggressive and smartest nonprofits will make it through the next few years.

The traditional ways of raising funds through direct mail will always be a staple for most nonprofits because it can target the audience. Receiving solicitations through the mail is still the most trusted method according to consumers, and one that still works. By combining direct mail with a user friendly website, recruiting passionate volunteers and energizing board members, a nonprofit can be successful.

But that is not enough. Like any business that is in business to make money, today's nonprofits must have a clear vision of where they want to be in a five year plan and how they plan on getting there. Without the creation or replacement of funds that are no longer available, nonprofits need a corporate identity and the right team in place to finance their own growth. Inter-office politics have no place in this business and the team should be fitted with the smartest and most business-savvy employees available. Running a nonprofit like a regular business will determine the final outcome between those that fail and those that succeed.

There was a time when caring and compassion were a strong enough call to action to help fund the growth of a nonprofit. But that time has passed and only the most capable and dynamic team of professionals will be able to make a nonprofit profitable enough to help those that they serve.

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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 ensuring 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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rescue. And I'm
a cat person.
Yeah, I'm that good.**



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POSTAL CUSTOMER COUNCIL



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BALTIMORE MD 21203-1010

2010 CORPORATE MEMBERSHIP REGISTRATION

PRICING:	<u>Members</u>	<u>Annual Dues</u>
	1 member	\$ 50.00
	2 members	\$ 75.00
	3 members	\$ 100.00
	4-7 members	\$ 150.00

COMPANY: _____

ADDRESS: _____

CITY/ST/ZIP+4: _____

MEMBERS:

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2010 CORPORATE PARTNERSHIP PROGRAM - (See page 3 for details)

PRICING:	<u>Partnership Level</u>	<u>Annual Dues</u>
	Silver Partner	\$ 250.00
	Gold Partner	\$ 500.00
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Please make check payable to **Baltimore PCC**. Thank you.

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