

# the Communicator

Baltimore Postal Customer Council

Special Edition Winter 2009/Spring 2010 Volume 8.6

In this special Winter/Spring edition of the Baltimore PCC Newsletter, we're highlighting our two most recent events: the Fall General Membership meeting and the Spring Educational Seminar. One of the benefits of membership is the opportunity to participate in these kind of events, which are fun, educational, and offer great networking prospects.



The festivities returned to Martin's East this year, site of many previous Fall Membership meetings.

## Fall General Membership Meeting

The Baltimore PCC held its annual Fall General Membership meeting on December 4th at Martin's East. Approximately eighty mailers, small business customers and local postal officials attended the event. Guests enjoyed a delicious buffet lunch and had the opportunity to network and obtain information from the USPS.

Addressing the group, Baltimore Postmaster and BPCC Co-Chairman Bill Ridenour stated, "We want to make it easier for our customers to do business with us, and were doing everything possible to stimulate growth."

USPS Vice President, Corporate Communications, Mitzi Betman was

the meeting's keynote speaker. Betman encouraged BPCC members to provide feedback on any local or national postal initiatives that impact their business. According to Betman, feedback helps the Postal Service ensure that it is meeting their needs.

"Our partnership is strong. We have the products, we have the right people in the right places to help, and we have the plan to lead the Postal Service and the entire mailing industry into a bright future that builds on the strength of the mail" said Betman. Ridenour added, "Mail is still very much a vital part of the nation's economy and will remain valuable for years to come."

*Continued on page 2*

## Postmaster's Corner

The Fall General Membership Meeting was a great success. Keynote speaker, Mitzi Betman, Vice President Corporate Communications, stressed the importance of PCC member feedback. We want to make it easier for our customers to do business with us, and we're doing everything possible to stimulate growth. Our partnership is strong. We have the product and we have the plan to lead the Postal Service and the entire mailing industry into a bright future that builds on the strength of mail. The BPCC is growing, our continued growth is a result of renewed interests in the PCC. Our committee members are taking up the challenge to help our organization continue to grow. Their participation will help this partnership between the Postal Customer Council and the Postal Service with new ideas and information. Mail is still very much a vital part of this nation's economy and will remain valuable for years to come.

William Ridenour  
Postmaster, Baltimore  
Postal Co-Chair



# Fall General Membership Meeting

Continued from page 1



Vendors begin to demonstrate their wares for early arrivers



Assembled guests at the informational portion of the program



Participants assemble for the guest speakers



PCC Board Members Judy Antisdell and Dana McCormick conduct the always-popular door prize giveaway.



Keynote Speaker Mitzi Betman, Vice President Corporate Communications



Judy Antisdell presents Adrienne Spruill with the Baltimore PCC Postal Employee of the Year Award.



High-quality door prizes were in abundance this year



The buffet begins. Is that PCC Board Member Bill Sell first in line?

# Member Spotlight

*“It’s not only about business but also a business committed to making a difference in the community and the lives of the people we serve.” Are you making a difference?*



**“We work hard to build opportunity for Baltimore’s Citizens.”**

**Jack Weber, President  
—Uptown Press**

Uptown Press has been serving the Baltimore/Washington business community for nearly 60 years. Founder Louis Prahl, Sr. started the company in the basement of his East 36th Street Baltimore home with a small Heidelberg letterpress. The business quickly outgrew the basement. Over the decades, Uptown Press has steadily grown, expanding locations, equipment and capabilities. Now one of the larger printing companies in Baltimore City, Uptown Press continues to provide value to every client – delivering high quality printed products, design, mailing, marketing advice, political campaign consulting and superior customer service at an affordable price to over 1,000 loyal clients.

A key to Uptown’s success has been its consistently agile adaptation to changing times and advancing technologies. Jack Weber, President at Uptown Press, recognizes that the increasingly sophisticated machinery and computer programs that characterize the modern printing industry demand a highly-skilled workforce. “When we’re looking to hire, we’re looking for individuals with very specialized skill-sets”, Jack notes. “It’s not always easy to find the qualified workers we need.” To help build the pool of applicants, the leadership at Uptown Press decided to take a “grass roots” approach, opening up internship positions for local high school students already enrolled in printing-related training programs. “We believe that an effective internship should

get the idea across to students that what they’re learning in school will matter in their professional lives,” Jack comments. “We wanted our internships to reinforce the concepts students were learning at school, and introduce them to real-world applications.” Like other organizations attempting similar initiatives, however, Jack’s group discovered that running an internship program successfully isn’t necessarily a slam-dunk.

Recalling the history of the internship initiative, Jack Weber remarks, “We worked on assembling the pieces of our internship program for several years, but our results were erratic. We realized that in order for internship experiences to really be successful, we were going to need to address a broader scope of program components in a systemic way. We stepped back and looked at the bigger picture, which included engaging secondary educators, promoting awareness of career opportunities in our industry to students, and helping them develop workplace readiness. We also formed a consortium of printing companies interested in offering internships. This gives our indus-

try more diversity in the positions we have to offer, so that students could be matched with the best internship fit.”

As a result of our commitment to the improvement of print education in Baltimore City Schools, Uptown Press received the 2010 Preparing Youth for the 21st Century Workplace, awarded by the Regional Employers Institute for developing a comprehensive internship model. This model will be used to help other companies in the region develop a plan to make a powerful impact on youth training in the trades and other skill sets for business. Uptown Press and Jack Weber are very serious about practicing good corporate citizenship; this commitment to public service has yielded rewards for many young people.

Knowing that a business can make a difference, Jack Weber at Uptown Press challenges you—CEO, manager, business owner—to make a difference in one of our young people’s lives. Rather than focus all of your energy on difficult economic pressures, focus instead on how your business can make a difference in training one of our future workers. Make a positive impact on the community that supports our business and true business will follow.



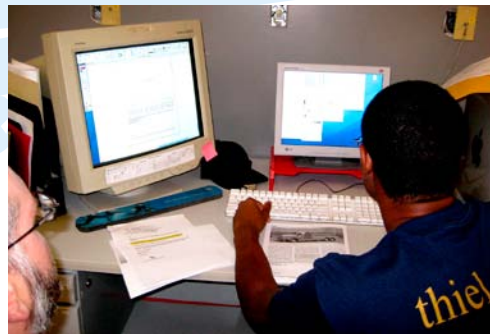
*Students getting awards from Printing Industry*



*Meeting at schools for job fairs*



*Plant tours with students receiving hands on experience*



*Student intern working live printing jobs for real life hands*



*Introducing middle school kids to the printing trades, with excitement and anticipation*

# Baltimore PCC 2010 Mailer's Education Seminar and Business Expo

by Jim Barlow  
Mail Systems Management Consultants,  
Education Committee Chairperson

The University of Baltimore Thumel Business Center was again the site of the Baltimore Postal Customer Council Mailer's Education Seminar and Business Expo. This annual event was held on March 18th and continues to be the best one day US Postal education event in the area. It was a great education opportunity for well over 100 attendees learning what's needed to keep up in this dynamic mailing industry, see what our exhibiting mailing industry partners have to offer and to catch up with friends in the industry over a tasty breakfast and great hot lunch. Hope you were there.

Surprisingly, there was not an impending postal rate increase or extensive new regulations to get everyone excited. We were able to focus on the basics and gain some new insights into direct mail opportunities and finding answers to postal related questions. Finding a keynote speaker is always a challenge and we were very happy to have Tammy Edwards, Executive Area Marketing Manager as our keynote speaker. Tammy is responsible for marketing products for approximately 3200 post office lobbies for Maryland, Virginia, North Carolina, South Carolina and the District of Columbia. In addition, she manages Business Mail Entry, Retail and Marketing, Consumer Affairs and the Business Service Networks in the Capital Metro Area. She spoke on the benefits of the Postal Customer Council and the state of the US Postal Service. The BPCCC Industry Co-Chair, Lisa Kline, Ivy Envelope, greeted the attendees and The BPCCC 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, Whitaker Brothers, presented their line of data destruction and office equipment, Anne-Tisdale Direct presented their direct mail and mailing services, and DHL Global. 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.

This education-filled day featured exciting education opportunities for our members with the latest critical mail related topics. We had nine great sessions plus a SUPER SESSION. The Postal sessions were well presented by our own postal experts: Flores Ross, Frederick Brooks, Malaki Gravely and Janet Cook. We had four unique sessions presented by BPCCC Executive Board Members and representatives from US Postal Headquarters that provided education sessions that were a slight departure from the traditional USPS sessions and rounded out the total educational experience:

*How to Boost Your Direct Mail Income with Target Web Integration* presented by Judith Antidel, Anne-Tisdale Direct and Valerie Lambert, Johns Hopkins University; *It's O.K. to Mail!* presented



Frederick Brooks, Supervisor, Bulk Mail Acceptance Unit USPS, conducts the "Presorted Standard Mail & Flats" session



PCC Board Members Jim Barlow and Dana McCormick with Gary Watkins, Mail Services Supervisor for the University of Baltimore



Attendees gather in the Atrium of the University of Baltimore


by Jack Weber, Uptown Press; *Opening, Closing and Relocating Your Mail Center* presented by Dana McCormick, Wells Fargo; and *Navigating Postal Websites* presented by Nicol Collins, USPS Senior Web Specialist, Internet Channel (USPS.com) and Josefina Cabatu, USPS Marketing Specialist – Business Mail Entry and Payment Technologies covering the Business Customer Gateway ([www.gateway.usps.com](http://www.gateway.usps.com)).

As a change of pace, the SUPER SESSION - Question and Answer Forum presented an opportunity for attendees to get all their postal related questions answered. All presenters were present to field questions and provide the right answers. As an added incentive to attend the vendor tables, a punch card was provided for attendees and a drawing was held for many gift cards and other fine gifts. The Certificates of Achievement were mailed to every participant completing the mailer's education event. Please let us know if you did not receive yours. 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 them posted on the BPCC website, [baltimorepcc.com](http://baltimorepcc.com) under past events. 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 BPCC Education Committee facilitates the exchange of 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 Barbara Morgan - USPS Marketing Manager, Dana McCormick - Wells Fargo, Chester Wortham - The Johns Hopkins Service Center, Judith Antisdell - Anne-Tisdale Direct, and to the supporting USPS-Baltimore staff including Vicky Bazemore – Marketing Staff, Melody Davis-Finazzo - Customer Relations Coordinator, Vanessa Williams - Business Service Network Manager and her staff. We couldn't have done it without you all.

Please check our website [baltimorepcc.com](http://baltimorepcc.com) for future events and look for the next Mailer's Education Seminar in the Spring of 2011. 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](mailto:jamesbarlow@comcast.net) or call 410-321-8821.

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Attendees in the Auditorium where the day began, and ended with the "Super Session" in the afternoon



Valerie Lambert conducts the "How to Boost Your Direct Mail Income with Target Web Integration" session



Tammy Edwards, Area Marketing Manager, USPS Capital Metro Area, receives award for being the Keynote Speaker for the Educational Seminar.



Floresa Ross, Mailpiece Design Analyst, Baltimore Main Post Office, presenting IMB and Mailpiece Design and Quality Control session

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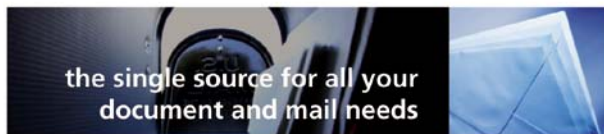
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<b>PRICING:</b>	<b><u>Members</u></b>	<b><u>Annual Dues</u></b>
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	2 members	\$ 75.00
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