

# the Communicator

Baltimore Postal Customer Council

Summer 2010 Volume 8.7

## Spring General Membership Meeting / Crab Feast



Friday, June 4th was the date for the Baltimore PCC's annual crab feast. The weather was perfect with clear skies and lots of sun.

The guest speaker, Kerry Stackpole, President of PGAMA, talked about their newest campaign that "Print Grows Trees". In this age of going green, many people believe that the use of paper as a source of communication for everything from direct mail advertising to bank statements is a bad idea. The shared belief is that we must kill trees and shred our environment in order to produce paper and magazines. In reality there are tree farms that are used by paper mills to produce the pulp needed to make paper and they replant the trees to produce more paper.

Unlike traditional and old fashioned ways of ravaging our forests and destruction of trees, the paper industry has gone green and is providing a renewable source for paper and paper products. It was an eye opening message and one that should be repeated again and again. On another note, paper actually decomposes rapidly in our landfills and unlike the everyday banana becomes part of the earth much faster than products and foods we use every day. Add to that the much larger carbon footprint of our computers, cell phones, and appliances and all of a sudden storing thousands of emails instead of printing them out and saving them doesn't make too much sense.

After the presentation everyone headed outdoors to enjoy the fabulous summer day while eating delicious crabs, taking a

boat ride or just by relaxing by the bay at Conrad's Ruth Villa.

*Continued on page 2*



### Events

**Executive Mail Center Manger (EMCM) Program**  
Merrifield P&DC Merrifield, VA 22081  
August 24 – 26, 2010  
8:00 a.m. – 5:00 p.m.

**National PCC Day**  
USPS, 900 E. Fayette St. Room 401  
September 15, 2010  
9:30 AM – 2:30 PM

The door prizes are always fun but this year due to the generosity of the sponsors so many more were given out to the delight of all! Another great PCC event featuring a wonderful presentation, lots of great food, networking opportunities and

lots of fun! If you missed it this year we look forward to seeing you next time.

Here we feature a selection of photos from the event; additional photos can be found

at <http://www.flickr.com/photos/bilouenterprises/sets/72157624167543877/>

courtesy of Valerie Lambert.



*Kerry Stackpole, President of PGAMA, talked about the campaign "Print Grows Trees"*



*The food station opens for business!*



*Let the feast begin!*



*A happy group of feasters*



*Crabs, beer, sunshine & conversation*

# Member Spotlight

*In this issue, we spotlight Bonnie Cassidy, President of Keary Advertising.*



**Please describe your business (history, services, number of employees, etc.) and your particular role.**

Keary Advertising started in 1950 by Eugene and Mary Keary, and was passed down to their son, now-deceased Wayne Keary. Keary Advertising remains a family-owned business and offers Direct Mail Services along with printing and list acquisition. We currently have 23 employees. In November 2009, I became President of Keary Advertising.

**How did you get into the business initially?**

While in high school I did the work program and was working for a local Letter Mail Shop. After high school, I ventured into the typesetting/pre-press industry for approximately 6 years. In 2001 I accepted a customer service position at Keary Advertising.

**How different is the mailing industry today from when you first entered the field, or from when the company first started? What has improved and what has not?**

The direct mail industry has taken a large hit with the improvement of Internet technology. With trying to keep up with Postal Regulation changes and competing with Printers that are incorporating letter shops into their business, I would say it is tough. Technology has improved for the letter shop industry in allowing us to change from the Cheshire to the Ink Jet!

**How have you responded to recent and ongoing Postal Regulation changes?**

I attend any and all educational seminars that are offered. I keep in contact with my Postal Rep. Ms. Morton. I've had to purchase new equipment in order to meet postal regulations and make a profit.

**What's the toughest thing to educate your clients about concerning mailing? What are their biggest mistakes or misunderstandings?**

I would say Postal Regulations are the toughest to educate clients about, because of the amount of changes made. Who is and isn't allowed to mail under the Non-Profit Class of mail is one of the largest mistakes and misunderstandings.

**How has the recession affected your business? Do you see any future consequences for your organization relative to long-term adjustments?**

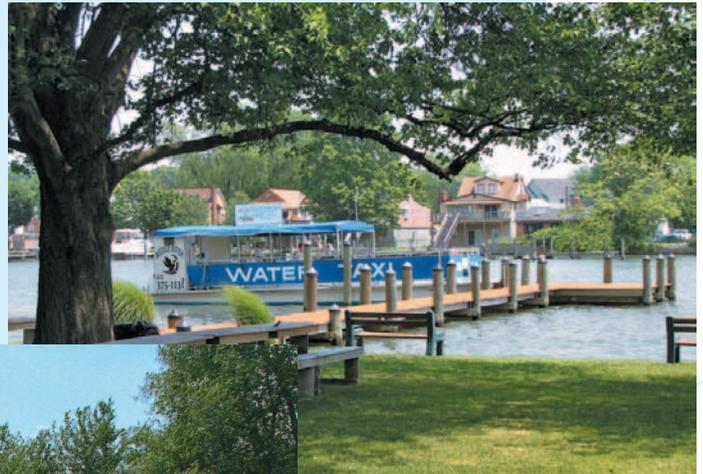
Business has slowed down, but that has only pushed us to look into new services to offer and to keep up with the times.

**What are your favorite and least-favorite aspects of your job?**

Assisting a client in a successful mailing campaign is the most rewarding aspect of my position. Not having enough work to keep all employees busy would be my least favorite aspect of my position.



*Horseshoes along the water*



*It was a great day for a ride in the Water Taxi, and many guests took advantage of the opportunity.*



*Attendees gather for a ride on the Water Taxi*

**More Merriment!**

*More Photos on page 5*

## Celebrating America's freedom, peanut butter and the postal service

The following article by Dan Rodricks appeared in the July 4, 2010 issue of the Baltimore Sunpapers and is reprinted by permission of the author.

By Dan Rodricks

A foreign student I knew in college said he loved America for three reasons: our freedoms, the quality of our peanut butter and the excellence of our postal service. He thought it was cool that we could gather and protest anything we wanted to, whenever we wanted to. He thought the famous brands of peanut butter on the supermarket shelves were all good. And he was absolutely amazed that he could mail a letter from Connecticut on a Monday and have it reach almost anywhere in the country by Wednesday or Thursday at the latest.

And this was a Canadian talking — not someone who'd escaped the Soviet bloc.

It's the Fourth of July, and let us pause to appreciate our freedoms, our bounty and our quality of life, particularly the latter, and particularly the mail.

Americans have always complained about the postal service, and I've had my issues with it from time to time. But, all things considered, when you step back and regard mail delivery over the years, throughout the American story, it rises to something like a daily miracle. Complaints about it are a measure of how spoiled we are.

Before cable television, and long before the Internet, those of us who grew up in small towns, big cities and the still-new suburbs appreciated the postal service as daily proof of the country and the world: Men and women in government-issued uniforms appeared six days a week with letters and documents, catalogues and magazines from far-off places. A brother's letter from California showed up in three days; a letter from a pen pal in England or a great-aunt in Portugal arrived within seven or eight days.

As the country grew, from about 180 million in 1960 to about 308 million in 2010, so did the challenge to the uniformed drivers, sorters and carriers. Along the way, the U.S. Postal Service went from a tax-supported federal agency to a semi-independent one, but on the street we hardly noticed a difference. The country grew, and the mail kept coming, even on Saturdays.

Of course, the rest is the history we're living now — Internet, email, on-line banking and bill-paying, the decline of the hand-written letter, life at warp speed. And so the

USPS is in big trouble, losing billions annually and trying to restructure so that it can survive.

Americans get terribly conflicted about the postal service. We know the world has changed. To some of us, the sight of the uniformed carrier seems almost anachronistic.

And yet, we don't want to let go.

On the Eastern Shore of Maryland, citizens and politicians have lined up to save a postal hub slated for a major staff reduction and a change in service under a regional consolidation plan. Postal officials, citing the agency's losses, want to move processing and distribution facilities (and about 50 jobs) from Easton to Baltimore. They want to send a similar number of jobs to other sites, and leave only about 24 workers in Easton to load and unload trucks.

This means Eastern Shore mail will be sent across the Bay Bridge to Baltimore and shipped back to the Eastern Shore, and that sounds just crazy to a lot of people.

There was a public meeting on the proposal a couple of weeks ago at the Easton High School auditorium, and hundreds of people turned out, according to the Star-Democrat newspaper. The meeting lasted three hours and almost every kind of frustration — about the postal service, the economy, the changing world, and life on the Shore — seemed to be expressed during that time. Everyone who spoke was opposed to the plan.

According to the Star-Democrat, several speakers wanted to know why the Easton hub would no longer sort mail if it is rated as more efficient than Baltimore's. And if the Eastern Shore is growing, why pull back on service?

"Are we not worthy of the prompt service simply because we live on the wrong side of the bay?" asked Cambridge Mayor Victoria Jackson-Stanley.

Rising in opposition, Allen Nelson, president of the Dorchester County Chamber of Commerce, expressed something counter to most of the thinking we've seen in the age of downsizing: "No successful business will cut its way to success. Cutting costs and services will simply lead to disaster."

As I said, Americans are conflicted about this — we don't use the postal service as much as we used to, we know it has to make big changes to survive, and yet we don't want to let go.

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  
Fax: 410.321.1056

Cell: 410.303.1322  
jamesbarlow@comcast.net

**CONSULTANTS FOR THE MAILING INDUSTRY**



### 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	Secure Facility
Data Processing	Collating	Metering	

**410-646-2901 • Fax: 410-646-2902**  
[www.alliancemailing.com](http://www.alliancemailing.com)

# Art Litho

## DIRECT

We specialize in Data, Print, Direct Mail and Fulfillment Solutions to maximize your results and grow your business.

Web/Sheetfed Printing  
Database Management  
Data Analytics  
Data Cleansing  
List Acquisition  
Fulfillment

Address Resolution/Correction  
IMB and Mail Tracking  
PURLs and GURLs  
Co-Palletization  
Drop Shipping  
Commingling

1-800-933-3204 • [www.artlitho.com](http://www.artlitho.com)



The festivities as seen from the Water Taxi.

## Membership Meeting / Crab Feast

*Continued from page 3*



The always-popular raffle was held outdoors this year, and a large number of items were distributed.



Those on the Taxi were able to view wildlife such as this osprey.

# WE'VE BEEN FOCUSED ON HELPING INVESTORS SUCCEED SINCE 1937.

In a world of change, our commitment is steadfast.

No matter how much the market changes, T. Rowe Price stands committed to acting in the best interests of our clients. That's why our investment decisions are based on our own in-depth research, seeking to maximize returns without taking unnecessary risks. If you prefer a firm whose thoughtful investment management expertise has been helping investors reach their goals for over 70 years, consider T. Rowe Price.

troweprice.com | 1.888.636.4533



I just inkjetted 25,000 fundraising envelopes for dog rescue. And I'm a cat person. Yeah, I'm that good.



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

## 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**

**Check Crafters**

**Paisley #CPY**

**Securitone Blue #CO1**

**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](http://WWW.CHECKCRAFTERS.COM).

### Special Offer from Check Crafters for First-time Customers!

### 3 Ways to Order!

Name \_\_\_\_\_

Business Phone ( ) \_\_\_\_\_

E-mail Address \_\_\_\_\_ Confidential - For Shipping Confirmation

**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

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"/> <del>\$39.90</del> \$29.90
Duplicate	<input type="checkbox"/> \$39.95	<input type="checkbox"/> <del>\$79.90</del> \$49.90

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: **BG0024** SUBTOTAL \$

Sales Tax only for delivery to AR (7.5%) and MD (5%) \$

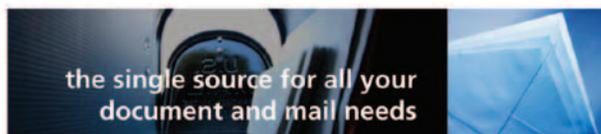
Expires 12/31/09 TOTAL \$

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.

**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](http://www.ezshield.org).



A Document Services Firm.



the single source for all your document and mail needs

We are dedicated to providing state-of-the-art services to efficiently and effectively produce and distribute your mail, while saving you money.

### CMS, a full-service document and mail firm, provides:

- Electronic data processing and NCOA<sup>Link®</sup>
- Statement Rendering, Personalization
- Lettershop Services
- 1st Class Presort for Letters and Flats
- STD Mail Commingling and Drop Shipping
- Design, Print and Transpromo

Partner with CMS to maximize your business and add value to your bottom line.

Corporate Mailing Services • 1625 Knecht Avenue • Baltimore, MD 21227  
410.242.7356 • [www.MailStreamSolutions.com](http://www.MailStreamSolutions.com)



**POSTAL CUSTOMER COUNCIL**



**BALTIMORE POSTAL CUSTOMER COUNCIL**  
**PO BOX 1010**  
**BALTIMORE MD 21203-1010**

**2010 CORPORATE MEMBERSHIP REGISTRATION**

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

**COMPANY:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY/ST/ZIP+4:** \_\_\_\_\_

**MEMBERS:**

<b><u>NAME</u></b>	<b><u>PHONE #</u></b>	<b><u>E-MAIL ADDRESS</u></b>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**2010 CORPORATE PARTNERSHIP PROGRAM**

<b>PRICING:</b>	<b><u>Partnership Level</u></b>	<b><u>Annual Dues</u></b>
	Silver Partner	\$ 250.00
	Gold Partner	\$ 500.00
	Platinum Partner	\$ 1000.00

Please make check payable to **Baltimore PCC**. Thank you.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



Baltimore PCC  
Box 1010  
Baltimore, MD 21203

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

## Baltimore Postal Customer Council EXECUTIVE BOARD OFFICERS CY 2010

### INDUSTRY CHAIRMAN

Lisa Kline  
*Ivy Envelope*

### POSTAL CHAIRMAN

John Budzynski  
*Postmaster, USPS Baltimore*

### VICE-CHAIRMAN/SECRETARY

Dana McCormick  
*Wells Fargo Mortgage*

### TREASURER

Bill Sell  
*T. Rowe Price Assoc., Inc.*

### EXECUTIVE COMMITTEE

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

Barbara Braxton-Morgan  
*Marketing Mgr., USPS*

Jack Weber  
*Uptown Press*

Chester Wortham  
*Johns Hopkins Hospital*

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*

William L. Ridenour  
*District Manager, USPS Baltimore*

Ray Wajbel  
*Centers for Medicare & Medicaid Svcs.*

John Youngberg  
*PSI Group*

Joe Haber  
*Mail Terminal Services*

Bonnie Cassidy  
*Keary Advertising Company, Inc.*

Jennifer Hoyer  
*Pitney Bowes Presort Services*

**Keary Advertising Company, Inc.**  
www.keary.com

**Mailing List Aquisition**

- Data Processing
- Printing • Copying • Ink Jetting
- Tabbing • Bar Coding
- Personalized Laser Letters
- Folding • Inserting
- Meter Or Stamp Application
- Package Assembly
- Fullfillment/Warehousing

Complete Direct Mail Advertising Service Since 1950

**410-235-3700**  
Toll Free **1-800-428-5429**  
Fax: **410-284-8418**