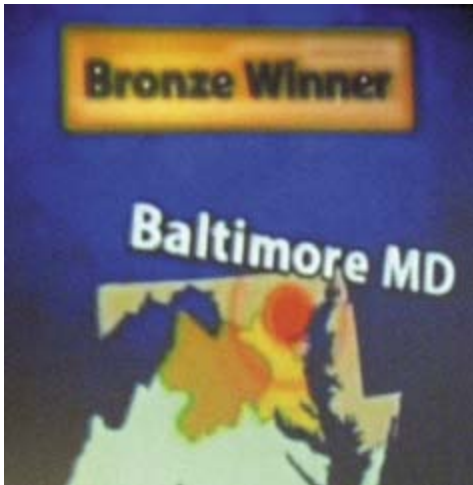


# the Communicator

Baltimore Postal Customer Council

Fall 2010 Volume 8.8

## 2010 National PCC Day National Recognition Awards



*A national audience saw the Baltimore PCC win the Bronze National PCC Leadership Award in Education via the live satellite presentation*

**By Jim Barlow, Mail Systems Management Consultants, Education Committee Chairperson**

National PCC day this year, Sept 16th, had a special treat for us. Yes, we heard Jack Potter and other Postal officials expound upon their successes and hopes for the future. We also heard about the PCC's across the country that were being recognized for their achievements. This year was different; the Baltimore PCC was recognized with a "Bronze" National PCC Leadership Award, our first. In addition, we received local area recognition, CapMetro, for a "Gold Education Excellence" 2010 National PCC Day Special Area Award. It's heartwarming to know that the work that the BPCC does for its members and the local mailing industry is recognized outside of our community.

Year after year the Baltimore PCC Officers and Executive Board strive to provide the best education opportunities for its members in partnership with the U. S. Postal Service - Baltimore District. We have various committees made up of both industry representatives and USPS Baltimore District staff that take responsibility to plan and produce the events for our members. Everyone is eager to help make each event a success regardless of committee affiliation. It takes a dedicated team to produce the excellent annual Mailer's Education Seminar and Business Exposition. This one day PCC event is unequalled in the Mid-Atlantic area for content and attendance and we now know it is "Award Winning." The challenge is to provide the most comprehensive education opportunity, provide the most variety of relevant education sessions in one location and in one day, and provide a venue with easy access for as many mailing industry professionals as possible. For the last few years this spring event has been held at the University of Baltimore Thumel Business Center. This venue provides an excellent education environment with a 165 seat auditorium, classrooms with audio/visual equipment and a large atrium for networking, discussions and breakfast/lunch. The theme of the 2010 education seminar was "Get answers to today's Postal questions and how to find answers for tomorrow." This was accomplished with 12 speakers presenting 10 unique sessions with three of the most important sessions repeated. While some Workshops-in-a-

Box presentations were used, they were enriched by our own Baltimore District managers, sharing their knowledge and meeting with their customers. A new session, Navigating Postal Websites, was supported by two speakers from Postal Headquarters. Three new industry sessions were presented by BPCC members covering printing, direct mail with web integration and mail center activities.

We are grateful for the award and for the recognition of the hard work by our dedicated Executive Board and committee members. We are starting our planning process for the 2011 Mailer's Education Seminar and Business Exposition. Keep Thursday, March 24th open for another education filled event. If you have any suggestions for next year and / or would like to participate in the process, please don't hesitate to let me or any of the Board members know. For contact information, please visit our website at [baltimorepcc.com](http://baltimorepcc.com).



*Events*

**Mailer's Education Seminar and Business Exposition**  
Thursday, March 24, 2011  
University of Baltimore  
Thumel Business Center

# National PCC Day 2010

By Lisa Kline, PCC Industry Chairman

The Baltimore PCC celebrated National PCC Day on September 15th with a meeting and workshops at the Baltimore District Main Post Office. The event was kicked off by Steve Kearney, USPS Senior VP of customer relations. Over 85 attendees participated in the workshops and a tour of the Baltimore Mail Processing Facility. Lunch was served, and the attendees celebrated the announcement that the Baltimore PCC received a Bronze Award for our contributions to our membership and the industry.

In his annual state of the business address to the mailing industry, Postmaster General John E. Potter stressed that long-term sustainability for the Postal Service will be achieved through fundamental change.

“The Postal Service must have the ability to manage its business, and to adapt quickly to the needs of our customers and the marketplace,” said Potter. “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.”

Despite cutting spending by \$3 billion in 2010, the Postal Service continues to seek meaningful change for greater control over business decisions, including delivery frequency, pricing and products, public policy and workforce flexibility.

Potter’s comments came during the National Postal Customer Council (PCC) Day broadcast, an annual event that brings together mailers, industry partners and customers to recognize their contributions to the Postal Service and to outline future plans and goals. PCCs are a network of community-based business mailers and representatives of the Postal Service, who meet regularly to share ideas and resources to create a closer working relationship.

In the midst of financial and regulatory challenges, the Postal Service achieved



*Steve Kearney, USPS Senior VP of Customer Relations, kicks off the event*



*Ann Irwin, Address Management Specialist, gives a “Workshop In a Box” presentation for a well-attended session*



*An always-popular feature at PCC Day is the opportunity to take a guided tour through the operations of the Main Post Office in Baltimore*

## Member Spotlight

*In this issue, we spotlight Tina L. Dickens, Management Analyst for the Centers for Medicare and Medicaid Services.*

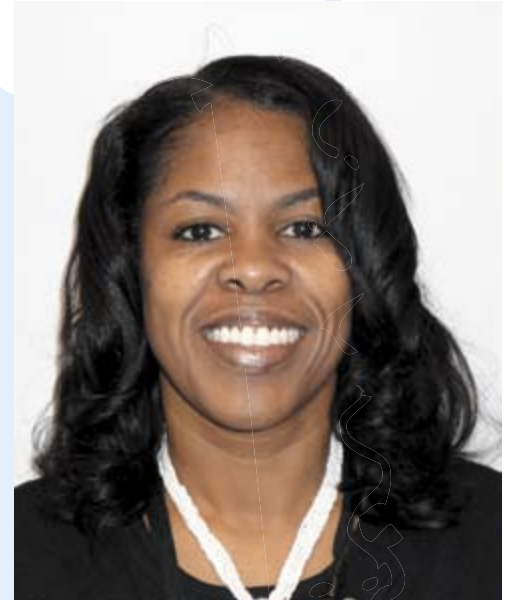
I am currently a Management Analyst for the Centers for Medicare and Medicaid Services, located in the Division of Publications Management Services at the Baltimore Woodlawn Campus. The Division of Publications Management Services' mail management staff oversees the nationwide distribution and receipt of all Agency mail and manages the Central Office mail Center.

The Centers for Medicare and Medicaid Services mission is to ensure effective, up-to-date health care coverage and to promote quality care for beneficiaries. Currently the Centers for Medicare and Medicaid Services are responsible for administering the Affordable Health Care Act enacted by President Obama's administration. I was hired for this initiative. I am currently responsible for developing, analyzing, evaluating, advising on, or improving the effectiveness of work methods and procedures, organizations, and similar functions for management regarding the mail, distribution and records management services throughout the Agency. I oversee the mailing of the Medicare and You Handbooks, Medicare Cards and numerous mailings related to Medicare and Medicaid benefit coverage. Currently we are exploring opportunities in Digital-mail.

I began my career in the Mailing Industry within the US Postal Service in 1989 where I began as a LSM Clerk. I have also held positions as a Flat Sorter Clerk, Mark-up Clerk, Customer Service Representative, Baltimore District Business Service Network Representative, Cap Metro Area Business Service Network Specialist, and recently as the Baltimore District Business Service Network Manager before leaving the Postal Service in July 2010.

I have seen over 20 years of changes within the Postal Service specifically and the mailing industry in general. I have been able to witness first-hand the reduction in mail volumes. I believe most of the changes within the mailing industry have been mainly Postal Service driven.

I was in the Post office at the time of the LSM and Flat Sorter Machines where mail was processed manually. I have watched it change over to an electronic environment in trying to keep up with technology. I have seen the implementation of the Postal Automation Redirection System (PARS), the Automated Flat Sorter Machines (AFSM) 100/1000, electronic manifesting, to name a few and now the implementation of the Intelligent Mail Barcode.



*Tina L. Dickens*

Recent changes in Postal Regulations, for example the Intelligent Mail Barcode, have offered some technological advance. If the product performs as expected, the benefits with tracking will certainly outweigh the problems with implementation. I do feel the US Postal Service will continue to be a vital part of the American experience, I just think it will be a very different Post Office than we are used to. Remember our future is dependent upon the Post Service's **survival**.

## National PCC Day 2010

*continued from page 2*

major milestones during fiscal year 2010, including:

- 17 percent reduction in work hours
- 20 percent increase in Total Factor Productivity
- The smallest career complement in 10 years — a reduction of 200,000 positions through attrition or retirement, 100,000 over the last three years.

The Postmaster General also looked forward, telling PCC members that new flat-rate products and a Priority Mail "Regional Rate Box" are being developed and will be available as of January 2011.

Other successful innovations will return, including the Summer Sale, an expansion of the Saturation Mail Sale and a new incentive program included in the exigent price filing, "Reply Rides Free," that would allow mailers to use bill and statement mailings for advertising messages.

Potter also challenged PCCs and the mailing industry to embrace change, asking for their best ideas on new products and services the Postal Service could pursue, and encouraging them to become a part of the Postal Service's "era of innovation."

Following the broadcast, attendees had the opportunity to network with representatives from the USPS and others in the industry.

# How To Do Business in Today's World

By Judith Antisdell, Anne-Tisdale Direct

Tight budget? Economy rotten? Bad time to do business? Hey, I've been selling printing, lists and mailing services for over 25 years. I've heard it all and seen it all. Remember the late 80's (or was it the early 90's) when all of the Chicken Littles were running around crying "the sky is falling, the sky is falling"? How about business after the anthrax scare or 9/11?

The sky didn't fall after any of those events. Sure, sales were hard to come by and I admit that I actually packed my lunch for work, and the 3 martini lunch became a Bud Light and some chicken Nachos, but I survived. Lean times call for a change in how we do survive the lean times, but it shouldn't change who we are or how we go about conducting our business.

Customers still want the same service that they wanted years ago. They want to be called back right away with their estimate, and get a proof that they don't have to re-proof because we didn't take the time to get it right the first time. Customers want a good product and good service. I am not telling you anything new or that you don't already know.

When times get lean, a lot of people forget to stay true to themselves and they forget what made them successful in the first place. After over 25 years in this industry and listening to advice from others or paying consultants to tell me what I already know, one thing has remained the same - - every single time I listened and changed the way I do business I lost business.

Be ethical but practical. Be honest and not dishonest. Treat your customers the way you want to be treated and they will come back. Eventually competitors won't survive by undercutting your prices. Cheap prices convert to lost revenue. Be true to whom you are and how you conduct business in any time, fat or lean, and you will come out on top.

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|                 | 1 member               | \$ 50.00                  |
|                 | 2-3 members            | \$ 100.00                 |
|                 | 4-6 members            | \$ 150.00                 |
|                 | 7-10 members           | \$ 200.00                 |
|                 | Add'l members above 10 | \$ 20.00 each             |

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|                 | Silver Partner                  | \$ 250.00                 |
|                 | Gold Partner                    | \$ 500.00                 |
|                 | Platinum Partner                | \$ 1000.00                |

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- 2 complimentary tickets to BPCC events
- \$5 discount per member for 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

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- Company recognition at BPCC events
- Business card ad in BPCC newsletter\*
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- BPCC Gold Partner certificate
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*\* Please note that the ¼ page and business card ads refer to the same ad for 4 consecutive issues.*



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