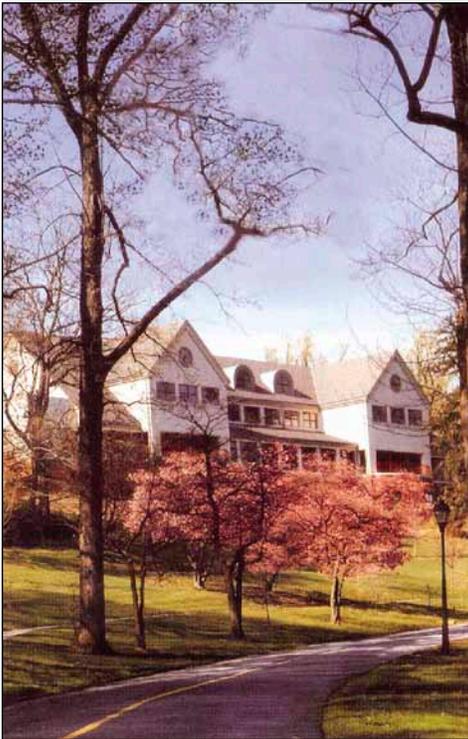


# the Communicator

Baltimore Postal Customer Council

Spring 2012 Volume 10.1

## New Location and New Sessions for the Baltimore PCC's Annual Mailer's Education Seminar and Business Expo



by Jim Barlow, BPCC Education Committee Chairman  
Mail Systems Management Consultants

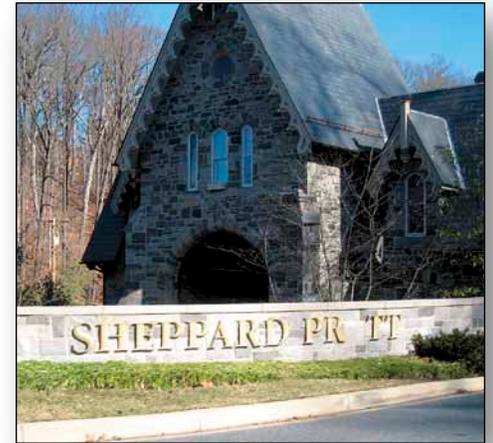
We are really excited about this year's Annual Mailer's Education Seminar and Business Expo and we hope you will be too. This premier education event will be held on Friday, March 16, 2012 at a new location, The Conference Center at Sheppard Pratt (near GBMC & Towson University). This is a great location with beautiful surroundings, easy access (close to

the Beltway - Charles St. Exit), an excellent learning environment with plenty of free parking next to the facility and, of course, good food in their dining room.

This well-attended seminar is the leading Postal Education Event in the region drawing participants from Southern Pennsylvania; Baltimore Metro, Maryland's Eastern Shore; Washington, DC Metro and Northern Virginia. The BPCC Mailer's Education Seminar and Business Expo is an all-day event covering the latest postal and critical business information to help our members keep up with the latest news essential to doing business with the U. S. Postal Service, in addition to growing their businesses.

Our Keynote Speaker will be Karen Tucker, USPS Manager of Product Support from the U. S. Postal Headquarters Department of Marketing and Sales. She will be letting us in on what the USPS is planning and what is expected to be rolled out in the near future.

This year we have an expanded program of twelve informative sessions conducted by knowledgeable postal and industry specialists. We will have our standard, much sought



after, sessions and these five Direct Mail related sessions designed to help you grow your business:

- You've Got Mail! The Changing Face(s) of Direct Marketing
- Maximize Your Business – Every Door Direct Mail

*continued on page 3*



*Events*

### **Baltimore PCC Mailer's Education Seminar and Business Exposition**

DATE: Friday, March 16, 2012

TIME: 8:00 a.m. to 3:30 p.m.

LOCATION: The Conference

Center at Sheppard Pratt

(near GBMC & Towson University)

*In this issue, we feature Charles McAree, Vice President, Sales, Schmitz Press*



*Charles McAree*

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

Schmitz Press is a family owned business of 50 employees. We are commercial printers offering both sheet fed & digital solutions. We are also able to offer mail solutions. My role is VP of Sales.

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

I backed into the printing business about 45 years ago. My sister was working at a small print company in Baltimore that needed additional help. I took the challenge!

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

Ink on paper has changed with digital solutions. Great computer improvement! Many market shifts have had negative impact. Printers are slow to change.

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

Trying to forecast is "trying". The Postal Service is under great pressure to compete.

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

Postal Regulations and varying rate options. Also the importance of good data.

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

The question is how hasn't the recession affected the industry at large!

**How did you feel about the messaging (both local and national) at the recent National PCC Day?**

Good information was exchanged.

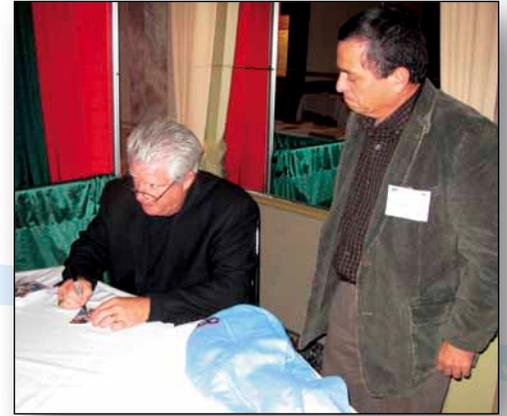
**What are your favorite and least-favorite aspects of your job?**

Favorite: Working as a team to create print solutions.

Least Favorite: Pricing and selling those solutions.

**Any humorous or unusual anecdotes about the industry you'd like to share?**

A rich history gives us a lot to laugh about these days. We are all in survival mode and need to work smarter and "funnier"!!



*Scott McGregor signing autographs for attendees*

December 2, 2011 was a very special Fall Membership Meeting featuring a Keynote speech by Baltimore Orioles Hall of Fame pitcher Scott McGregor.

Scott treated the audience to candid reminiscences about his career in baseball, both as a player and coach. He emphasized the importance of teamwork in all his endeavors, which resonated with the audience of PCC members who can relate to the necessity of working as a team in an industry of multiple responsibilities and specialties.

Also slated to speak was Jayne Miller, Lead Investigative Reporter for WBAL TV 11 News. Unfortunately, Jayne suffered an ankle injury which necessitated cancelling her appearance. However... stay tuned: Jayne has promised to appear at one of our future events!

The Holidays were celebrated with the usual great luncheon and the traditional door prizes and raffle. Once again members were generous with donations to Toys For Tots.

Another great event by the Baltimore Postal Customer Council!

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

*continued from page 1*

- Mailing Grows Trees and Gives Us Air to Breathe
- Intelligent Mail Barcode
- Direct Mail Recharged

## **The other sessions will be on:**

*Mailpiece Design & Mail Quality; Address Management/Endorsement/ACS & Move Update; Non-Profit Mail; Postal One & Other Electronic Document Submission; Presorted Standard Mail and Flats; Navigating the Business Customer Gateway and Mailroom Security. Our Closing Session will feature: New U. S. Postal Rates and Regulations Updates and USPS Baltimore District Changes for 2012.*

In addition, local mailing industry vendors will exhibit the latest in postal related equipment, products and services. There will be a special table for the USPS Baltimore District Business Service Network for you to pick up the most recent postal information publications or speak with your USPS Business Service Network representative.

Again this year Bonnie Cassidy from Schmitz Press will be on hand to accept donations for packaged snacks and personal items for the “**Support Our Troops**” donation drive. Please see our website (BaltimorePCC.com) for more information and a list of items that can be accepted.

**PRIZE DRAWINGS!** At the end of the Closing Session, drawings will be held for prizes in support of our vendors' participation. A punch card will be handed out to the attendees at registration. In order to qualify, the attendee must have each vendor punch their card for the drawings.



*Conference Center*

In addition, we will have a special drawing for a **Barnes & Noble NOOK eReader** for the contributors to the “**Support Our Troops**” donation drive.

**Make plans now to attend this informative and fun filled event! The Early Bird (March 2, 2012) price for PCC Members will be only \$75.00! The cost for PCC members afterwards will be \$85.00. Membership in another PCC is accepted. Cost for non-PCC Members will be \$95.00. However, join the PCC before the Early Bird deadline and pay only \$75.00 - a savings of \$20.00! To join, visit our website at [www.baltimorepcc.com](http://www.baltimorepcc.com) and apply online or download the membership application and send it in today.** The seminar fee includes the educational sessions, continental breakfast (beginning at 8:00 a.m.), hot buffet lunch, vendor tables, **FREE PARKING next to the conference center** and **PRIZES!** The full Education Seminar information

and registration is available on our website, [BaltimorePCC.com](http://BaltimorePCC.com).

**The deadline for registration is March 9, 2012.**

The Education Committee strives to provide education opportunities for the Baltimore PCC members in partnership with the US Postal Service. Education events facilitate the exchange of ideas about new and existing U. S. Postal Service products, programs, services and regulations that affect all businesses that use the mail. Please check our website [BaltimorePCC.com](http://BaltimorePCC.com) for “Upcoming Events.” If you have any questions about this event or ideas about possible future Education Seminar sessions or events for our planning process, please let us know. You can reach me at 410-321-8821, [jamesbarlow@comcast.net](mailto:jamesbarlow@comcast.net) or Barbara Morgan, Education Committee Vice-Chair at 410-347-4332 [barbara.a.braxton-morgan@usps.gov](mailto:barbara.a.braxton-morgan@usps.gov).

## National PCC Day

National PCC Day this year was another significant event for Baltimore. Before a national audience, we were recognized in two ways.

First, Joe Fetcho was honored for his long-time service to the PCC, having been a member since 1961! This was a great acknowledgment of Joe's service to the organization, and everyone in the local community was proud to see him nationally recognized.

Next, the Postal Service recognized PCCs which meet a set of national standards that serve as the benchmarks for PCC excellence by addressing the PCC Network's core growth strategy to "implement and leverage network best practices to create business growth opportunities for the Postal Service and its PCC members." Our Baltimore PCC was in the Gold category!

Along with these celebrations, there were of course some sobering reflections on the current state of the Post Office. While recognizing reality, Board Member Judy Antisdell gave an inspiring presentation about responding positively to adversity, drawing on her experiences both personal and professional. This put some perspective on the difficulties of change, as there are two sides to these difficulties, one of which is growth. By working together, we achieve such growth through the diversity of our collective strengths.

Next, Baltimore Postmaster John Budzynski followed up with comments that dovetailed completely with Judy's presentation. In fact, the theme of the day seemed to be "growth through change." In a climate in which media is predicting (or even advocating) the demise of the Postal Service, John reminded us that the Post Office is very much in business and plans to stay in business. Good news for the millions who are, in one way or another, connected with the Post Office every day.

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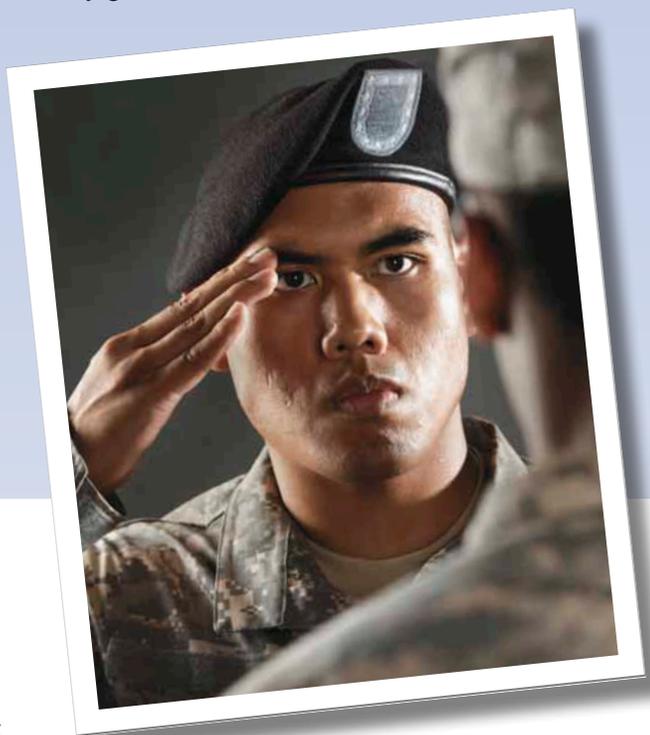
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# Please, Help Support Our Troops Overseas!



The Baltimore PCC would like to ask for your help in supporting our Troops. We will sponsor a donation drive that will be held on March 16th during our BPCC Education Seminar. We encourage those who plan on attending the Education Seminar to please bring an item(s) from the list provided. You will receive one raffle ticket that will enter you for a chance to win a Barnes & Noble “**Nook eReader**” one ticket per person. In addition, we will be collecting names/addresses for troops serving overseas; if you have a family member or friend that is currently serving overseas and you would like to have a package sent to his/her unit, please be sure to bring their name/address information to the Education Seminar. We will divide all items received into an equal number of packages and send them over for our men/women in uniform. We at the BPCC hope you can join us in donating a little to those that have already given so much!



## Please Send:

- Cookies (small packs)
- Snacks (small packs)
- Bug Repellent (DEET) (no aerosol cans)
- Sun Screen-SPF 45+ & Aloe Vera Gel
- Beef Jerky/Slim Jims
- Socks: Black, Olive, White (cotton & wool)
- Nuts, Seeds & Dried Fruit (small packs)
- Tissues (travel size)
- Coffee/Tea (regular, instant & herbal)
- Wipes & Hand Sanitizer (travel size)
- Hot Chocolate Packets
- Sugar Packets or Small Box
- Instant Drink Packets (Crystal Light, etc.)
- Gold Bond, Foot & Baby Powder
- Eye Drops & Nasal Spray
- Deodorant (travel size)
- Gum (regular, sugar-free & caffeinated)
- Tooth Brushes/Toothpaste (travel size)
- Mints & Cough Drops
- Candy (no chocolate April-Sept)
- Shampoo/Conditioner (travel size)
- Body Wash (travel size)
- Old Bay/Salt & Pepper (travel size)
- Microwave & Non-Perishable (no cans)
- Mouthwash (travel size)
- Q-tips & Cotton Balls (small packs)
- Cereal (small boxes or packs)
- Cheese & Peanut Butter Cracker packs
- Razors (disposable) / Shave Cream (no cans)
- Hand/Foot Warmers
- Pens, Writing Paper & Envelopes
- Batteries: AA, AAA & C
- Books – Paperbacks (new & used)
- Small Flashlights
- Local Newspapers
- Feminine Hygiene Products
- Crossword Puzzle, Sudoku, etc. Books
- Combs & Nail Clippers
- Magazines
- Hair Gel (female troops)
- Pre-Paid Phone Cards (international)
- Tylenol, Motrin, Advil, Aspirin Packets
- Card Games (playing cards, UNO, etc.)
- Multi-Vitamins
- Small Day Planners / Calendars
- Movies & Games – DVD (new & used)
- Duct Tape (black or green) & Dust Masks
- Air Fresheners
- Moleskin & Shoe Insole Cushions
- Sunglasses
- Winter Knit Hats & Small Blankets
- Chap Stick / Lip Balm

## Do Not Send:

- Home-Baked Food
- Canned Food
- Aerosol Cans
- VHS Tapes
- Glass Bottles or Jars
- Hotel Samples
- Lighters, Fluid or Matches
- Hard-cover Books

# BPCC

BALTIMORE POSTAL CUSTOMER COUNCIL



POSTAL CUSTOMER COUNCIL



BALTIMORE PCC MAILER'S EDUCATION SEMINAR & BUSINESS EXPOSITION
Friday, March 16, 2012
The Conference Center at Sheppard Pratt
6501 N. Charles Street
Baltimore, MD 21204-6819

COST: PCC Members (Early Bird) \$75.00 Before 3/2/12
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Table with 3 columns: NAME, PHONE #, E-MAIL ADDRESS. Multiple rows for listing attendees.

OUR CHECK FOR \$ \_\_\_\_\_ IS ENCLOSED \*OTHER PCC MEMBERSHIP: \_\_\_\_\_

Please return this form with your check payable to the Baltimore PCC or register and pay online (baltimorepcc.com) no later than March 9, 2012

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