

the Communicator

Baltimore Postal Customer Council

Winter 2012–2013 Volume 11.1

Tis the Season!



A very happy door prize winner



Jim Barlow with one of the many doorprize recipients



We had a generous selection of top-notch door prizes

I hope you made it to our annual Holiday Fall event at Martins on December 7th, 2012.

But if you didn't we sure missed you and you missed lots of fun! We were delighted to have some top notch postal presentations and speakers on hand and the Baltimore Customer Postal Council in unison

with the Post Office put on a good show.

Once again Martin's East decorated the ballroom in a festive holiday theme and the food was awesome (including the oysters) which were added back to the menu this year to a few loud cheers. Everything was scrumptious and many of us left swearing off dinner for the evening.

Our guest speaker was Jayne Miller from WBAL-TV, who shared reminiscences of some of the major news stories she has covered over the years. Several of these stories had personal significance, as in the case of storm damage to a family home in New Jersey and her family's challenges in responding to it. Jayne also took a good deal of questions from the audience, which touched on some of the unique politics of the City of Baltimore. Special thanks to Ms. Miller for taking the time to



Winners, all. The Wheel of Fortune smiles on 6 attendees



A festive atmosphere and a good turnout for the event...

continued on page 3



Events

**Mailer's Education Seminar
and Business Expo**

**Thursday, April 11, 2012
8am – 3:30pm**

**The Conference Center
at Sheppard Pratt**

Member Spotlight

In this issue, we feature Vincent Crowe of AXIAL360



Q. Describe your current role and the history of your company, and why you recently changed the name of your company.

My current role is to build a data centric, targeted multi-channel marketer for small and medium sized organizations in the Baltimore-Washington DC area. One important part of this role is recruiting talented, creative and data focused team players.

Art Litho was started by Phil Hoffman in his garage in 1948; it grew into one of Baltimore's largest sheetfed and heatset web quality color printers. Phil sold the company to Clondalkin Group in 1988 and they in turn sold it to a company primarily owned by my wife, Pat Crowe who is President and CFO. Under her ownership and stewardship, we moved into mailing services in 2007 and last year we mailed approximately 15 million pieces.

We changed our name from Art Litho to AXIAL360 because it was time for a change after 65 years during which time we formed really strong relationships with our customers. To explain the new name, remember that Axial is a central, main or pivotal point, which represents the hub from

which we will take a full 360 degree approach to analyzing, developing and managing clients' marketing campaigns.

Q. What have been the major changes in printing over the last 10-20 years?

There was the Desktop revolution in the late 1980s which saw the demise of film and the rise of computers (this caused the exodus of a lot of great craftspeople from the industry, a really unfortunate development). In the 1990s, a lot of printers sold out to bigger printers. In the last twelve years we have seen a lot of printers close due to financial problems cause by the decrease in demand for printed products. Nowadays, we see the Internet and the new digital marketing technologies causing more and new challenges.

Q. How has the relationship between printing and mailing evolved so that the two different functions have often been consolidated under one roof?

A lot of printers moved into mailing because their customers wanted one-stop full service. It makes a lot of sense because we can stitch and image a mail-piece in line which is a very efficient way to do things. Before we would have to pack up the same stitched books and ship them to the mailer wasting time and money. The mailing side of our business has grown steadily over the years and the USPS has been a big help to us by setting us up as a Full Service Provider.

Q. How can traditional printers survive in today's environment?

Printers have to take care of their customers and invest in digital print and mailing services. In addition, they should investigate expanding into marketing services. The AXIAL360 solution is to carefully

target our audience, then we connect with the individual through variable images and relevant content and through that process we deliver above-average response rates from direct mail campaigns for our clients.

Q. How difficult is it to educate clients about new technologies and to consider printing as something other than a commodity?

It is a challenge because the client is very busy in this very fast paced Internet world and they don't have too much time to listen to the latest news in print and mailing. While print is a commodity to many people today, many others know that they want a direct mail partner who delivers a quality product on time for a fair price. That's a service that the direct mail industry provides and it's a service that's still well appreciated by the direct mail buyers because direct mail provides a provable significant return on their marketing investment.

Q. In your opinion, is the postal service doing enough to support the business community such as printers?

The postal service, like all direct mailers, has to keep looking for ways to improve. It's really important that we all make our delivery dates, our customers rely on us. I like the new emphasis on integrating mobile into the mail marketing efforts. The future for the direct mail industry is to integrate our solutions into the mobile and Internet solutions. I think the USPS is a great partner; the local USPS people are fantastic people who try every day to help us and our clients. Remember you can mail a first class letter from Baltimore to California for \$0.45 and it will get there in 2-3 days, that's a great deal.

spend part of her afternoon with the BPCC crowd.

Dana and I ran this year's game called "Postal Wheel of Fortune" and you can visit the website (www.baltimorepcc.com) to see some great pictures and of course view the winning team decorated with their new BPCC hats. This year we added a photo booth filled with hats and masks and other goodies so the members could dress up and pose for some funny pictures which added to the laughs and over all good mood at this year's event.

Many members donated toys which were spread around to some worthy places that I am sure brought some extra cheer to many kids over the Holidays. An extra shout out and thank you to Tina Parker for taking the time to make sure that so many organizations were the beneficiary of the donations. And a special thank

you to anyone that took their time and money to provide so many toys!

We are already planning for next year's event so go ahead and mark it on your calendar for the first Friday in December. (Don't be afraid to do that right now as I am watching you!)

Next up- the Spring Education event and I have heard that there are some great new courses this year and then the Crab Feast which is the first Friday in June. (Yep- I am still watching you...) THANKS TO ALL AND TO ALL A GOOD NIGHT.

Judy Antisdell, Chair
Hospitality Committee

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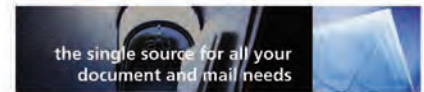
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Baltimore PCC Mailer's Education Seminar & Business Exposition

Thursday, April 11, 2013 • 8:00 am to 3:30 pm



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 Thursday, April 11, 2013 at 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, great food.

Our theme this year is "IMb Full Service - Getting Ready for 2014." We will have speakers from the US Postal Service and the Mailing Industry to explain the details of Full Service and how to reap the benefits. Our Keynote Speaker from Postal Headquarters will address IMb and other changes within the USPS that are under way.

This year we have a full program of twelve informative sessions conducted by knowledgeable postal and industry specialists. We will have our standard, much sought after, USPS education sessions, Direct Mail related sessions designed to

help you grow your business and a new session on how to achieve operation excellence. Our Closing Session will feature USPS Baltimore District Changes for 2013.

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 or speak with your USPS Business Service Network representative and Baltimore District management.

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 and place them in a box in the Lobby for the drawings.

Make plans NOW to attend this Informative Event! The Early Bird (March 22, 2013) 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 before the Early Bird deadline and pay only \$75.00 - a savings of \$20.00! To join, visit our website at 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!** Please complete your registration for receipt no later than April 1, 2013. Either register and pay online at BaltimorePCC.Com or complete the registration form and return it with your check to the address indicated. After receiving your registration, a full information packet will be mailed to you.

We look forward to seeing you there! Meanwhile, if you have any questions, please contact us...

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Baltimore Postal Customer Council 2013 Calendar

January 9, 2013	Full Executive Committee Meeting
February 13, 2013	Full Executive Committee Meeting
March 13, 2013	Full Executive Committee Meeting
March 17-20, 2013	National Postal Forum – San Francisco
April 11, 2013	Education Seminar & Business Expo <i>The Conference Center at Sheppard Pratt Towson, MD</i>
May 8, 2013	Full Executive Committee Meeting
June 7, 2013	Spring General Membership Meeting <i>Conrad's Ruth Villa, Baltimore MD 21220</i>
July 10, 2013	Full Executive Committee Meeting
August 14, 2013	Full Executive Committee Meeting
September 18, 2013	National PCC Day <i>Location TBA</i>
October 9, 2013	Full Executive Committee Meeting
November 13, 2013	Full Executive Committee Meeting
December 6, 2013	Fall General Membership Meeting <i>Martin's East, Baltimore MD 21220</i>

For more information Visit our Web Site at
BaltimorePCC.com



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