

## Member Spotlight

continued from page 2

can be accepted and mailed for years without incident, which only makes it more difficult to understand on our part when they pop up as rejected. How can we be told that we should have known about something that the USPS employees weren't even aware of?

**Q. Do you feel clients are sufficiently concerned about environmental issues? Do you feel they have enough facts, or operate on "myths"?**

Every client is different. Some certainly are very concerned about environmental issues. If they are concerned and want to be more sustainable and responsible, it's up to me to make sure they have real information about what just looks good and what truly is best. I do my best to stay up to date on all developments in that area, too.

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Baltimore Postal Customer Council

Spring 2013 Volume 11.2

## Baltimore PCC Baseball Night at Camden Yards...

By Tina Dickens

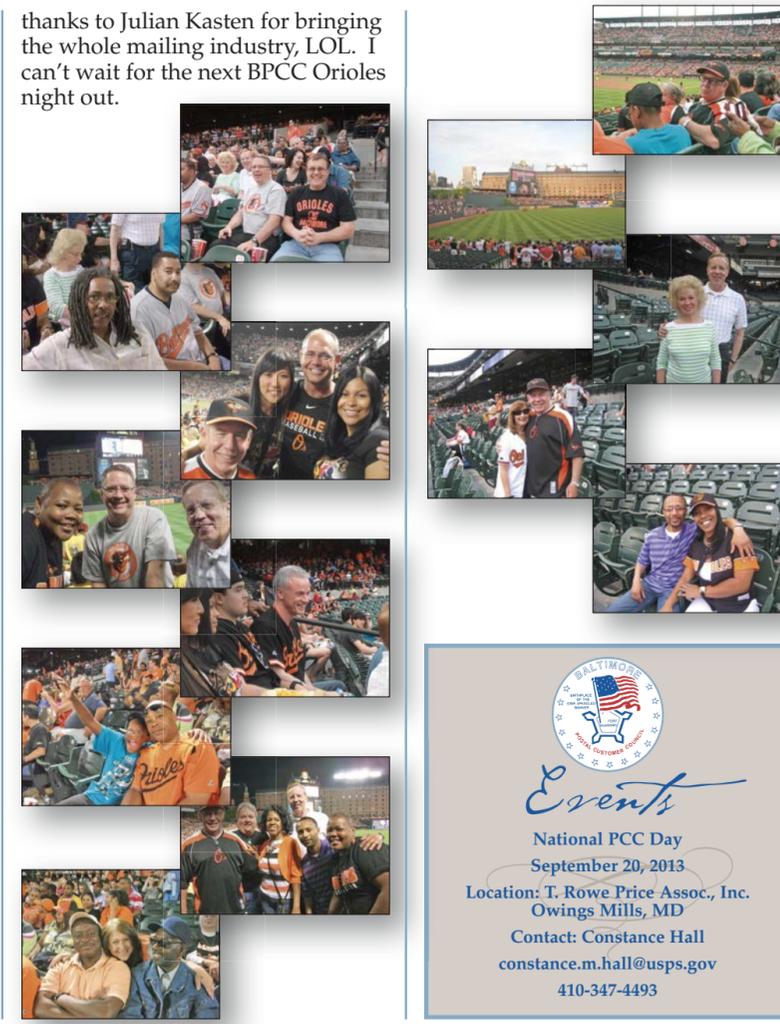
The Night with the O's at Camden Yards on May 17, 2013 was a great event. If you missed it, you missed a wonderful time!

It was a perfect night for a ball game, the weather held up and the company was fantastic! The Baltimore Postal Customer Council (BPCC) Board, Members, family, friends, along with some business associates came out to support the BPCC event. The Baltimore Post Office showed their support as well and came out in force.

A win was just outside of the O's grasp, but they did make the ending exciting.

My sister, who is retired military, and her husband were visiting from North Carolina and were able to attend the game. The fact that it was my twelve-year-old nephew's first baseball game, which he got to share with his Dad, made it even more special. The highlight for them (besides seeing the Orioles up close), was seeing a fan streak across the field. It was unexpected and exciting to see it was all in great fun. My sister's family, like the rest of us, had a great time and they are looking forward to the next BPCC O's outing.

We took great photos that reflected our outstanding time at the Ballpark. Thanks to all who came out to support the BPCC. A special



## Events

National PCC Day  
September 20, 2013  
Location: T. Rowe Price Assoc., Inc.  
Owings Mills, MD  
Contact: Constance Hall  
constance.m.hall@usps.gov  
410-347-4493

## Member Spotlight

In this issue we feature *Ulfras Floyd of the North Charles Street Design Organization*



**Q. Describe your current role, the history of your company, and how you got involved in the industry.**

I am Production Manager at The North Charles Street Design Organization. I advise, specify, purchase, and traffic print and mail for my company. I've been here 20 years. The company has been around for 41 years. The NCSDO provides consultation for recruitment strategy and fundraising, and provides publications and digital media for colleges and universities nationwide.

Right after college, I started out working in a bindery in a printing plant. I've worked in most areas of printing, so that's really my background and my expertise. I've only been handling the mailing for about 5 years now. I still consider myself a novice at that. There is so much to know!

**Q. What have been some of the major changes in the industry over the last 10-20 years?**

The main changes have been technological—film to digital—in photography, prepress, and printing. And there's the addition of the web component: emails, websites, etc. In our particular industry, where we used to have work flow more seasonally, it's now evened out throughout the year.

**Q. There is a stereotype that those in the creative industries are not very concerned or educated about technical matters like mailability, or cost savings relative to postal regulations, but are more concerned with pieces that simply look good. Is there any truth to this? If so, is this situation changing in your opinion?**

I can only speak for myself, and repeat things I've heard from my vendor partners. I have heard that many educated buyers were phased out of some industries, and their work was added to other employees' regular jobs, leaving a dearth of knowledge, so I suppose that's out there in places. Personally, I dive in and learn up. I believe that knowing what I'm doing is what makes me valuable to my company and our clients, so constant learning is just part of the package.

Of course part of graphic design is making things look good, but a lot of the rest of it is making the most economical use of the media. Something that prints should be cognizant of the constraints but be able to push the parameters of the machinery available. Something that mails should get the best postage rate for the impact desired—more bang for the buck.

**Q. How difficult is it to educate clients about new technologies, and do you encounter resistance when a client's idea is technically ill-advised or not technically feasible?**

My biggest problems with communicating USPS regulations are the pace of change and the complexity of the rules. It's become my standard response to questions that, though I'd love to give a simple answer, there simply isn't one. And the answers can change at any time!

**Q. In the past, printing and mailing were generally separate industries. Now it is rare to find a printer who**

**does not mail, and vice versa. What is your opinion of these hybrid industries, and will this be a continuing trend?**

I almost never mail through my printers. It's best for me to keep all my postage escrows in the same basket for the same client, year after year. Most ad hoc mailing operations are also not equipped to deal with the kind of mailings we do (large flats that insert into clear poly envelopes). So I don't pay much attention to that aspect. And I don't think that most mailhouses print up to the NCSDO standard.

**Q. In your opinion, is the Postal Service doing enough to support the business community? What would improve the situation?**

By attending seminars, conventions, and joining the BPCC, I have come to really like the people I have met who work for the USPS. But there is a huge gap of understanding between the way my company views mailing and the way the postal service views mailing. HUGE. To start with, I'm not sure if the USPS realizes that there is almost no communication that gets all the way to the designers. The mailers are considered to be the clients, and they are only an intermediary industry. Since I've become more savvy about how to stay on top of new developments, I'm usually the one who hears about changes first, now. But I didn't have the slightest clue on how to find things out when I started. And without that information being successfully conveyed, we in the design community find things out, not even when things are rejected, but when things are finally caught somewhere down the line. Because the communication doesn't always filter down to the receiving clerks, and "unacceptable mailings"

*continued on page 5*

## Baltimore PCC 2013 Mailer's Education Seminar and Business Expo

by *Jim Barlow, Mail Systems Management Consultants, BPCC Education Committee Chairperson and Industry Co-Chair*

This was our second year at The Conference Center at Sheppard Pratt and it didn't disappoint. 2013 turned out to be the best for attendance since 2009. The day of the Seminar was sunny and warm and with the trees in bloom, it really felt like spring. We had 12 outstanding sessions from postal and industry professionals and 11 vendor sponsors presenting the latest from the mailing industry. I think everyone agreed this was one of our best.



*Anne Tisdale Direct booth*

*Capitol Presort booth*



*Guest Speaker Stephen Dearing, IMb Going Full Service*

The theme was "Getting Ready for the Intelligent Mail Barcode (IMb) Full Service Requirement in 2014." We tried to structure sessions to help attendees understand the basics and reap the benefits. We kicked off the event with a greeting from John Budzynski, Postmaster of

Baltimore, and encouraging words from our new Baltimore District Manager, Darryl Martin, regarding the changes ahead and the support from the Baltimore District. Our Key Note Speaker was Stephen Dearing, Manager of Mailing Information Systems for the USPS. Stephen was involved in the design and rollout of the IMb system from the beginning, and we were lucky to have him as our keynote speaker and to present Session One on IMb Full Service basics. In the opening session he presented "Today and Tomorrow, Communication is Our World," which gave a look into the future of mail and consumer communications and "Keeping the Mail Industry Vital."

We had twelve top-notch well attended sessions with no repeats, covering updated Postal sessions on mail design and preparation and three sessions on IMb. The first IMb session, Session One on IMb Basics was full to capacity. The other two sessions presented by industry professionals were also well attended. The first of the two, Session 7 - Tangible ROI's for Full Service Intelligent Mail focused on translating IMb benefits to successful ROI and was presented by Allen

Hepner, GrayHair Software. The second, Session 11 - Using Informed



*Jack Weber Effective Direct Mail*

Visibility (IMb) to drive Continuous Improvement in your Mail Delivery shows how to best use the latest IMb scan data to enhance your mailing results and was presented by Chris Armstrong, Harte-Hanks, Inc. We also had sessions covering successful direct mail, the value of print, USPS promotion opportunities, new FSM requirements, navigating the business customer gateway and a new session on leadership and operations management to achieve excellence. If you attended the Seminar and need a refresher or if you were not able to attend, there is good news: all of these exciting, informative presentations can be found on our website, [www.BaltimorePCC.com](http://www.BaltimorePCC.com), under Past Events, and there are pictures,



*Trish Witkowski demonstrates Folding Self Mailers*

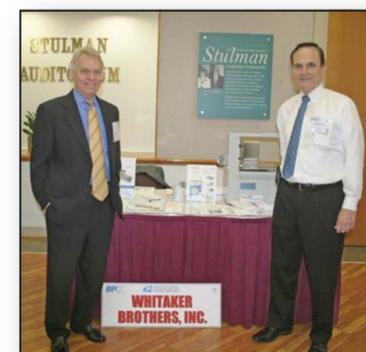


*MCS booth*

too. So check it out. The presentations just get better every year. Many thanks to the Postal experts from the USPS Baltimore District and USPS Headquarters and our local mailing industry professionals who gave their time and knowledge to make this a successful event.

We are thankful for the contribution and support of our vendor sponsors who presented the latest and greatest mail related equipment, products and services: Neopost Mid-Atlantic, Anne-Tisdale Direct, DHL Global Mail, Corporate Mailing Services (CMS), MCS, Inc., NEI, Inc., Capitol Presort Services LLC, PDA Marketing, Whitaker Brothers, Inc., Baltimore Post Office Retail and as always, our USPS Business Service Network Operations Baltimore District. Many attendees took advantage of the Postal Officials onsite for impromptu meetings.

As always, the Education Seminar and Business Expo was a great education opportunity to learn what's



*Whitaker Brothers booth*

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. What could be better than that?

The Education Committee strives to provide educational opportuni-



*DHL Global booth*



*Neopost Mid-Atlantic booth*



*Jim Barlow hosting the session*



*USPS celebrates the Ravens*

ties for the Baltimore PCC members in partnership with the U. S. Postal Service. 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 teamwork of many people behind the scenes. A special thanks to the Education Committee members, the BPCC Board members and the support of the USPS Baltimore District for making this event possible.

Please check our website [www.baltimorepcc.com](http://www.baltimorepcc.com) for future events including the next Mailer's Education Seminar in the Spring of 2014. Please let us know if you have any comments or suggestions about this or any other BPCC event to help improve our member offerings. You can reach me at [jbarlow@MailSystemsManagement.com](mailto:jbarlow@MailSystemsManagement.com) or call 410-321-8821.

