



## Welcome to GBPCC

It's a new dawn. It's a new day. It's a new life for the Baltimore PCC. Our enthusiasm has become too great for our name, and our scope is far grander than just one city, even Baltimore, can encompass. Therefore, we have decided to become the Greater Baltimore PCC, and we look forward to embracing a greater number of members in a greater variety of fields. After all, our purpose is to educate our members in all things Postal, and the USPS impacts so very many in-

dustries, from marketers to banks to mailhouses to printers to designers, and we intend to reach out a helping hand to one and all.

Since a rose by any other name would still smell, at the end of the day, like a rose, we are changing more than just our name. We are upping our game, with the Joe Fetcho Pioneer Awards, new membership incentives, a new website, fresher print materials, and more networking opportunities. We're even going

to try to top ourselves by improving the already exemplary food choices at our most popular events.

We started off the first meeting of 2015 with a packed board meeting filled with ideas, but we still could use YOUR input. Come join us as a regular member, a sponsor, a board member; share in the quest to move from a GOLD level PCC to a PLATINUM level, and help us be the Greater Baltimore PCC we know we can become.

## BPCC Holiday Event

Thanks so much to all who attended our Winter Holiday event. As usual, the food was scrumptious and the membership was rocking in a picture-perfect setting. We collected hundreds of Toys for Tots and hope that they brightened many a child's morning on Christmas. The day was full of good cheer. Tonia Lott from USPS presented information on the IMPb upcoming changes. It was a special day, as the Mayor's office sent Gus Augustus to present a citation of welcome to our new Postmaster, Gary Vaccerella, and District Manager Angela Curtis. We announced the new BPCC Joe Fetcho Pioneer Award in honor of Mr. Fetcho's many years of accomplishment in our industry. Every member now has the opportunity to submit nominees for the award at the end of each year. Many thanks to all of the



folks that made this event so special and memorable. Mark your calendar for the first Friday in December 2015 for when we do it again!

Gary Vacarrella presents the 1st Pioneer award to the honoree Joe Fetcho

*Images from our Holiday Event  
continued on page 3*

# GBPCC Mailers' Education Seminar and Business Exposition Wrap-Up



Deputy PMG Ron Strohom greets Transportation Manager Walter Stokes.

The annual event was a big success this year! Attendees learned many innovative techniques on how to keep customers engaged in today's marketplace. Classes on the IMpB, Mail Design and new technologies were all well attended. The event drew 155 morning-only and 65 morning and afternoon attendees which was an all-time high for the event. The day started off impressively as the Deputy Post Master General, Mr. Ron Strohm, gave a special presentation that was most informative to both postal and industry attendees. We were honored

to have someone of such importance at the event and the electricity from the morning opening session flowed throughout the day. We are already making plans for 2016's Educational event but we thank all of you that came this year and offer a special thanks to Ms. Barbara Morgan and Ms. Judy Antisdell, the Education Committee Co-Chairs. To all of the returning and new vendors, as well as Ms. Jen Hoyer, the vendor consultant, we very much appreciate your assistance and support!



Sean Vidal of Quad Graphics. "Print to Mobile"



Gary Vacarella with seminar attendees.



PMG thanks Postal employees & partners for service.

Thank you to the hard working and dedicated **Postal Service employees** in this area.

- People, passion, and perseverance

Vendor IMEX Global Solutions.





Happy Holidays from Board members Kurt Hoffman, Jim Barlow, Jenifer Hoyer, and Tina Dickens.



Holiday IMpb Presenter Tonia Lott.



Mayor's office Rep Gus Augustus presents citation of welcome to DM Angela Curtis and PM Gary Vacarella.

**Don't Forget  
PCC Week!**

*More information to come...*



*Save the Date*

**THURSDAY, JUNE 18, 2015**

*Oath of Office and Installation  
Ceremony of Gary J. Vaccarella*

**Baltimore World Trade Center  
@ the Inner Harbor**

*More information to come...*

# Pushing the Envelopes

Rod Toney's quest to improve mail services systemwide.

**F**or those who foretell the death of the U.S. Postal Service and interoffice paper mail, Rod Toney begs to differ. As manager of Johns Hopkins Medicine Mail Distribution and Transport Services, he handles mail for a complex health system the size of a small city. Although first-class mail volume has declined substantially nationwide, he asks you to consider this: His department's state-of-the-art mail sorter processes roughly 21,000 pieces of mail every week. Total mail volume for the hospital, school of medicine and health system on the East Baltimore campus exceeded 4.4 million pieces in fiscal year 2013. Packages and standard mail—formerly called third-class or “junk” mail—volumes grew by 20 percent. “Unless we become a totally paperless society—where all advertisements, financial and legal transactions, and every form of communication are done electronically,” says Toney, “we’ll always have a need for mail.” Besides, he adds, items like packages or official documents *can't* be emailed.

## Embracing a New Era of Consolidated Mail Management

When Toney talks about mail, he speaks with the authority that comes from his 30-year career at Johns Hopkins. At 18, the East Baltimore native landed a part-time job at The Johns Hopkins Hospital working alongside his mother in the Nutrition Department as a sanitation worker, washing and racking industrial-size pots and pans. Two years later, to help cover the cost of his college textbooks, Toney took a second job at Baltimore's main U.S. Postal Service office, which led to a mail clerk position in The Johns Hopkins Hospital's mailroom. He worked nights and went to school during the day, earning credits toward a degree in marketing from Morgan State University. By 1990, he was supervising a dozen employees.

“Those were the dark ages of mail,” recalls the congenial mail services manager. “No one possessed professional mail management experience. I had some, but it took many years to grow into the job.”

## JHM Mail Services FACTS

- The East Baltimore campus resides in three different ZIP codes: 21287, 20205 and 21231. Mail services receives mail from three different post offices.
- Mail services oversees mail for The Johns Hopkins Hospital; the schools of medicine, public health and nursing; the university's Homewood, Eastern and Mount Washington campuses; and Johns Hopkins Bayview Medical Center.
- Most of the mail goes to radiology, pathology, medical records, cardiology and pediatrics; each receives about 60 to 70 pieces per day.



“Processing mail isn't as easy as people think it is,” says Rod Toney. “My goal is to ensure a two-day turnaround across the enterprise.”

In those early days, he recalls “a small space and sacks of mail—no organization, mail all over the place. And our staff lacked the training to deal with the onslaught of mail.” It took at least two weeks to get mail from the Phipps Building to the Billings Administration Building, and complaints poured in daily.

In 1995, the department got its first electronic mail sorter, but the machine could process only 13 percent of the mail and couldn't sort magazines. By 2003, the hospital's mail services had consolidated with mail services at the schools of medicine and public health. This required a deeper knowledge of mail operations at each site, says Toney, to better expedite the mail.

In 2012, mail services obtained one of the nation's most advanced, high-powered sorters: a magnificent machine the size of 1½ city buses. The OPEX Mail Matrix can sort 3,000 pieces of mail per hour in a single pass—97 percent of the total mail volume, including magazines and small parcels.

But machinery alone can't process mail successfully; the department still relies heavily on the skills of full-time employees like database coordinator Terry Thompson, who constantly updates incorrect addresses. Today, mail services comprises 22 full-time employees, and Toney oversees mail operations throughout much of Johns Hopkins Medicine (see box). He's working with other Johns Hopkins Medicine leaders to centralize and integrate additional mail operations.

“Rod gets to the nitty-gritty of every situation and doesn't get ruffled,” says his supervisor, Chester Wortham, director of special services, who's known Toney for 20 years.

Toney credits Wortham and Ken Grant, vice president for general services, among others, for mentoring him on how to manage people and inspire them to do their finest work. In turn, Toney has hosted scores of student interns.

The future, Toney says, holds promise for more efficient and cost-effective mail systems for the institution. Projects underway include outbound consolidated freight pilots—UPS, FedEx, DHL—to reduce shipping costs, integration of Johns Hopkins Bayview Medical Center mail and better use of unique ZIP code 21287 on campus, to name a few.

Toney envisions an upgraded mail services interactive website in the near future—where employees can submit address corrections and inquiries—to improve the flow. In the interim, Johns Hopkins snail mail management efforts continue unabated. “Between consolidation projects and mail coming through every day, there's never a dull moment on this job,” says Toney. “It's like having an air traffic control tower in my head.”

—Judy F. Minkove

For more information, visit [insidehopkinsmedicine.org/mailservices](http://insidehopkinsmedicine.org/mailservices).

## Valued Expertise, Big Ideas

In recent years, Toney has become something of a celebrity on the national postal services stage. Since 2007, he's served on the Executive Postal Customer Council, and he won an award for mentoring in San Diego, California, and for assisting the U.S. Postal Service in creating a certified mail management designation in Denver, Colorado.



Above: The new OPEX Mail Matrix automates 95 percent of mail volume—including magazines.



Left: A view of the old mail office in Blalock 192.



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# TAKE ME OUT TO THE BALL GAME

*COME AND JOIN THE GREATER BALTIMORE POSTAL CUSTOMER COUNCIL*

*FOR A NIGHT OUT AT CAMDEN YARDS!*

**WHAT:** Orioles vs. Washington Nationals  
**WHEN:** Friday, July 10, 2015  
**WHERE:** Camden Yards  
**TIME:** 7:05 PM  
**COST:** \$27.00

*Get your ticket today, they're going fast!!!!*

Online registration: [www.greaterbaltimorepcc.org](http://www.greaterbaltimorepcc.org) or send checks to  
GBPCC PO Box 1010 Baltimore MD 21203-1010

For more information contact Constance Hall 410-347-4413



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