

Good friends!

So much going on with the GBPC. For the 3rd time we have been honored to win PCC of the Year! We are the only PCC to celebrate 3 wins. Imagine that! What a testament to all of you and a huge thank you for your support, attendance to events and promoting our PCC to everyone.

Organizations are only as strong as the members, vendors, and board and to capture another award during a pandemic shows just how strong we are. I want to send a special shout out to the Executive Board of postal and industry because this honor is yours. It belongs to you too. I hope you are as proud as I am!

I do not have to tell you about all of the changes going on with USPS because the news is everywhere. But I do want to share something my grandmother told me. Do not believe everything you hear because it may not all be true. Being an optimist, I choose to think about all the good going on and look forward to a stronger, more efficient USPS for all. It's not going to happen overnight but nothing worth its weight in gold ever does.

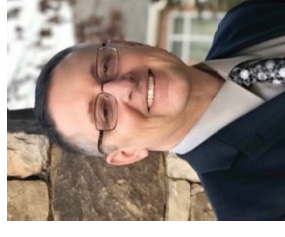
As our doors continue to open and seeing everyone again in person is a dream coming true, please remember that we aren't done yet but getting closer to that day. Let's all practice safe procedures as our load is lightened and our masks come off. And respect each other and the choices made to stay as safe and comfortable as possible. There is no right or wrong and let judgment not be your guide. Looking forward to seeing you soon and I could not be prouder to be a part of the GBPC!

~ Judith Antisdel, AT Direct, GBPC Industry Co-Chair



Adapting to the Changing Business Environment

As we persevere through this difficult business environment, it is becoming more challenging to help mailers keep a positive return on investment. The cost to mail is increasing quickly. Paper, strap, stretch film, and polybags are increasing in price and supply is uncertain. Postage will increase again August 29th. Now is the time to make sure you are planning your mailing in the most efficient manner. There are things we can do to help our clients, both from a price and a performance perspective.



The most obvious option is to commingle, especially for a mailing with a national distribution. This approach will save postage. The other advantage of commingling is that the mail will drop-ship to the SCF level. This provides a much more predictable delivery window. For local and regional mailing(s), drop-shipping should always be considered. Some clients drop-ship even when the trucking cost is more than the postage discount to improve the delivery times.

Another important step is to determine if you are mailing in the best category. If you can redesign a parcel to qualify as a flat, or switch a flat to a letter, you can save substantially in postage.
~ Article Continued Page 5

Greater Baltimore Postal Customer Council Executive Board 2021

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Upcoming GBPC Events	
September 24	National PCC Day 2021
October 15	Spirit of Baltimore Cruise
November	CAC Facility Tour
December 3	Fall General Membership Meeting

In-Person GBPCC Events Resume!



Greetings GBPCC Family & Friends!!

It was such a pleasure to see you all in person, at the annual spring meeting at Conrad's. Thank you to our two wonderful speakers Mr. Dane Coleman, USPS VP Regional Processing Operations and Mr. Samie Rehman, USPS Rates & Classification Specialist.

I am glad to be back with you all. With the newly structured Maryland District I know that the PCC will continue to do great things.

This has been an extraordinary year of unprecedented challenges given the COVID-19 pandemic. I have full confidence that together we will all rise through this and come out stronger.

Everyone please stay safe, take care of yourselves, wash your hands and mask up!

~ LeGretta Goodwin, USPS, Maryland District Manager



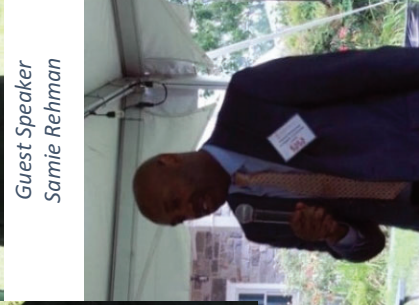
Attendees from CMS, USPS, and MVA



GBPCC Crab Feast 2021



Attendees from Towson University and Johns Hopkins University enjoying crabs



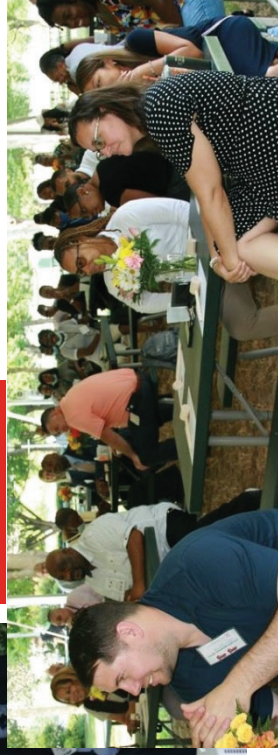
Guest Speaker Samie Rehman



Edward Williamson



Learning mixed with a little fun!



Attendees listening to the presentation



Are you member of PCC Voice?

Stay connected and use your voice on LinkedIn!

Have a great idea? Need help as a first time PCC chair? Want to brag about your PCC? Need to find a good speaker? Want to grow your membership?

The PCC Voice LinkedIn group serves as a great tool to help PCCs. It a place where you can share information, exchange ideas, and ask for help. You have a voice to share with hundreds of other PCC members across the nation.

All you have to do is sign up and start posting your questions or comments. Stay connected from the comfort of your home in real-time. As an open forum we want to share your ideas, build relationships, and stay LinkedIn.

- Post your PCC videos and pictures
- Share success stories
- Share best practices
- Post your upcoming events
- Chat with fellow PCC postal and industry members to help enhance your PCC

Step 1. Sign up for a LinkedIn account (if you don't already have one):

https://www.linkedin.com/signup/cold-join?trk=guest_homepage-basic_directory

Step 2. Once signed in, use this link to join the group:

<https://www.linkedin.com/groups/8303549/>

Thanks for Your Support!



Resources to Determine Mailability of Hazardous Materials

What is Postal Explorer?

Postal Explorer is a virtual library of postal information and tools designed for U.S. Postal Service customers, business mailers, and employees. It puts a wealth of postal requirements for mailing and shipping domestically, internationally, and to APO/FPO/DPO destinations, at your fingertips in an easy-to-use format.

Postal Explorer is more than a reference website; it is part of the Postal Service's continuing effort to make using the mail system easier and simpler for all customers. It was developed in direct response to what you have told us, both informally and through customer surveys, about your postal information needs. It affords an unprecedented opportunity for mailers to draw on the same information used by postal employees - - with ease, speed, and convenience.

With a powerful search feature, you can enter a word or phrase which lets you quickly find information in a single publication or across a range of publications. You can also view an individual publication by clicking on the publication title.

Hazardous, Restricted, and Perishable Mail (PUB 52)

Hazardous, Restricted, and Perishable Mail contains the in-depth USPS standards and requirements for domestic and international mail for items that could potentially pose adverse conditions when mailed by air or by surface transportation. This unique reference tool follows the Department of Transportation's and Federal Aviation Administration's guidelines in addition to multiple international agencies.

What is a Safety Data Sheet (SDS)?

An SDS (formerly known as MSDS) includes information such as the properties of each chemical; the physical, health, and environmental health hazards; protective measures; and safety precautions for handling, storing, and transporting the chemical.

It provides guidance for each specific chemical on things such as:

- * Personal Protective Equipment (PPE)
- * First aid procedures
- * Spill clean-up procedures

To discover more, please visit the Postal Explorer at pe.usps.com

NOTICE: If you knowingly mail items or materials that are dangerous or

injurious to life, health, or property in violation of 39 USC § 3018 and 18 USC § 1716, you may be liable for:

- A civil penalty of at least \$250, but not more than \$100,000 per violation.
- The costs of any cleanup associated with each violation.
- Damages.
- Criminal penalties.

Note: Some hazardous materials are mailable when Postal Service requirements specified in the following documents are satisfied:

- Mailing Standards of the United States Postal Service, Domestic Mail Manual
- Mailing Standards of the United States Postal Service, International Mail Manual
- Publication 52, Hazardous, Restricted, and Perishable Mail.

~ Michael T. Butler, Homeland Security Coordinator, USPS - Washington Division

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USPS Rates Changing August 29, 2021

The Postal Regulatory Commission (PRC) issued an order approving all proposed rate adjustments and workshare discounts for First-Class, Periodicals, Marketing Mail, Package Services, and Special Services. These prices will go into effect August 29, 2021.

Here is a selection of the new prices:

First Class Mail:

- Single Piece Letters (1st ounce): Increasing from 55 cents to 58 cents
- Single Piece Letters (Metered 1st ounce): Increasing from 51 cents to 53 cents
- Additional Ounces remain 20 cents.
- Nonmachinable Surcharge increasing from 20 cents to 30 cents
- Automation 5-Digit Letters: Increasing from 39.8 cents to 42.6 cents
- Single Piece Flats (1st ounce): Increasing from \$1.00 to \$1.16

Marketing Mail:

- Automation Mixed AADC Origin-entered Letters: Increasing from 30.4 cents to 33.0 cents
- Automation 5-Digit DSCF Letters: Increasing from 23.5 cents to 25.0 cents
- Automation Mixed ADC Origin-entered Flats: Increasing from 72.6 cents to 79.8 cents
- Automation 5-Digit DSCF Flats: Increasing from 37.2 cents to 40.3 cents

The PRC also approved the 2022 Promotions, with a few notable changes from last year:

- The discount for Informed Delivery increased from 2% to 4%
- Personalized Color Transpromo discount increased from 2% to 3%
- Tactile, Sensory & Interactive Engagement discount increased from 2% to 4%

In addition to the price changes, the Postal Service created a new structure within First-Class Mail for Non-automation Machinable and Nonmachinable Letters at a variety of presort levels.

“For the past 14 years, the Postal Service has had limited pricing authority to respond to changing market realities,” said Postmaster General Louis DeJoy. “As part of our 10-year plan to achieve financial sustainability and service excellence, the Postal Service and the Board of Governors are committed to judiciously implementing a rational pricing approach that helps enable us to remain viable and competitive and offer reliable postal services that are among the most affordable in the world.”

The changes will address operating losses in the near term and will help fund investments in workers, technology and infrastructure to improve operations and customer service.

The PRC's website has the Postal Service's [complete price filing](#), including prices for all products. The Postal Explorer site has [price change tables](#).

PCC Voice! Summertime Membership Drive!

Date: July 7 – September 3, 2021

- Rules:
1. Invite a PCC Member to join PCC Voice.
 2. Encourage the new member to post a brief introduction.
 3. Celebrate the new member.
 4. The person who invites the most people who introduce themselves – wins!

For more information, email PCC@usps.gov, PCCAC Strategic Innovation and Policy Committee



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Our Role in the USPS 10-Year Plan



The Ten-Year Plan, better known as the Postmaster General (PMG) has titled it—“Delivering for America,” has a vision and goal of making the USPS financially stable and providing better reliable service. After this last peak season these goals may sound unattainable in our current situation of trying to come out of a pandemic; but the USPS Executive Leadership Team (ELT) and the PMG have an extensive strategy to obtain these goals and turn a bleak situation into a profitable longstanding relationship for our stakeholders and the USPS. Now more than ever we must cultivate a new mindset with all the changes in the USPS leadership, strategies, and yes...proposed new rates. The USPS ELT is hopeful that this new mindset will create an opportunity for a new culture to evolve. This is where WE, the GBPCC, need our industry, business customers, and postal community to help and facilitate change—let our Voices be heard.

Nationally, the Ten-Year Plan has a comprehensive list of goals which includes reducing cost, new innovations, generating new revenue, adjusting delivery standards, and passing needed legislation. While the GBPCC may not have a voice or role in these specific initiatives, it can play a role in keeping the lines of communication open with our local Postal Service employees and management during these times.

While the USPS is going through its final phase of new organizational structure, its vital to the continuity of our PCC to stay engaged and recruit new members. Many personnel have retired including our Consumer Affairs Manager, Vanessa Williams, and Business Service Network Representative, Renee Butler, along with many other vital employees. While they will be greatly missed, we must foster new relationships with the personnel in their new roles and make a conscious effort to step out of the old norms. We also have postal personnel that has changed roles or moved to new positions, and we have incorporated the Capital District (Washington, DC) to become the Maryland District. Our PCC should maintain the mission statement established in Pub 286, pg. 4:

- *Promote local cooperation and support and to foster a close working relationship between the U.S. Postal Service and all businesses that use the mail to communicate and interact with their customers*
- *Share information and facilitate the exchange of ideas about new and existing Postal Service products, programs, services, and procedures that affect all businesses that use the mail*
- *Help PCC industry members and their organizations grow and develop professionally through focused educational programs.*

We need to hear your voice to remain a stellar PCC—let's stay engaged and make it our goal that each member recruit/invite one new person, business, or new postal representative to join our GBPCC before the new fiscal year. Join us on the national PCC Voice on LinkedIn and get engaged with sharing information with our colleagues locally and throughout the country. Let's stay connected and let our local USPS management team, which may now include new members as a result of this restructure and retirements, know the concerns of your business and our community.

We all benefit when we stay connected, communicate, and share how we can help one another cope and reinvent ourselves to be stronger after COVID-19 is finished wreaking havoc in our communities. The key to our success is that we support one another, pick up the broken pieces, and build a stronger GBPCC community than ever before. Will you join me in this unprecedented time...?

~ Lia Johnson, USPS, District Sales Manager

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Best Wishes Renee and Vanessa!

Renee Butler started her Postal Carrier on February 6, 1988, as a letter carrier at the South Station Post Office. She then landed a detail in Operations Support working with the Quality Improvement Team. After that she was awarded a position as an Address Management System Specialist which she held for numerous years. Renee then took a position as the Administrative Assistant to the Baltimore Postmaster. Finally, Renee was awarded the position as a Business Service Network Representative for the Baltimore District. She held this position until her retirement date of July 30th, 2021.



Judy Antisdal and Renee Butler at GBPCC event

Now she is ready to begin the next chapter in her life. Starting day one of her retirement, Renee already has plans to landscape her back yard and make it her own “little oasis”. During this next leg of this journey Renee is looking forward to dedicating more time to her passions: Traveling, spending time with her family and friends being a more active disciple at her church and working with the youth. Now, Renee will have more time to devote to her violin, and be able to knock off some of the things on the bucket list—take sailing lessons; pet a baby tiger.....



Vanessa and Renee are both going to be missed!



Vanessa G. Williams started her career with the United States Postal Service on April 9, 1988, as a Letter Carrier. She carried mail at the Pikesville PO 21208, Mt. Washington PO 21209 and the Waverly PO 21218 for a total of 13 years. After sustaining an on-the-job injury while on her route Vanessa became unable to continue as a carrier. She received a modified position as a clerk in the Business Service Network (BSN) office in 2001. In 2006, she became a Business Service Network Representative (BSN Rep) and in 2010 became the Manager for the BSN for the Baltimore District. After 33 ½ years of dedicated service Vanessa Williams decided to retire. She has BIG PLANS to travel and look forward to spending more time with family, especially her grandchildren, and whatever else life has to offer her in the next chapter of her life.



Adapting to the Changing Business Environment (Continued from Page 1)

I know what you are thinking, “letter is better”, but that is not always the case. Flat size saturation can dropship to the DDU. This rate is cheaper than the saturation SCF letter rate, and you have much more control over timing the in-home date. Ask a pizza store owner who needs to schedule the dough, cheese and delivery drivers what it is worth to know when the piece will reach the mailbox. And in the new August rates, the discount for drop-shipping flats to the DDU is increased from \$16/M to \$21/M (over the SCF rate). We always consider this approach for coupon books, community college course schedules, hospital newsletters, or any EDDM mailing.

We recommend Informed Delivery as an inexpensive way to create another touch point for your message. The current percentage of households using the email service is around 20% and growing. The 2% postage discount promotion for Informed Delivery that goes in effect in September is a perfect time to test the program.

We track mail (Informed Visibility) and lately we have used this as a tool to navigate the postal network. We noticed extreme delays at the Washington DC NDC, so we started verifying mail in York PA to allow the mail to flow via the Philadelphia NDC. We utilize the Mail Anywhere Program to easily switch the entry point. Tracking your mail is also useful to identify jobs that will show up on your scorecard as undocumented. When a job has not moved for months, you will be prepared to explain why it is listed on the report.

Hopefully, we will see a return to normalcy soon. But until then, keep on persevering and look for ways to make direct mail work for your clients.

~ John Fetcho, CAC Direct Mail Marketing Services, GBPCC Executive Board Member

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