



Changes Abound in Mailing Industry

A word from the GBPCC Industry Co-Chair, Jennifer Hoyer

It's an interesting & exciting time to be part of the mailing industry!

A lot is going on. Some things may seem challenging, but each also presents its own unique opportunities for mailers and the USPS.

- **Expect Postal Price Changes twice annually** for the foreseeable future: in January & July.
 - July will be the larger increase since the increase will be a combination of the Consumer Price Index (CPI), Density authority, and Retirement authority.
 - January will be a smaller, as it will be entirely CPI-based.
- **More and more mailers are adopting Seamless Acceptance.** If you present your mail at the BMEU, take steps now to begin seamless parallel. Seamless parallel is like training wheels on a bike - it's the period where you receive all the mailing data without the threat of penalties. This way you can work out all the bugs before going live on Seamless. Take it from a mailer who made the switch 5 years ago - it was the best decision!
- **Do you use the Address Service Requested endorsement on your mail and is it part of a full-service mailing?**
 - If so, you need to take steps now to make sure you continue to receive your changes of address (COA's).
 - Effective July 9, 2023, the USPS will discontinue sending manual Address Correction Notices on PS Forms 3547 & 3579. Mailers will need to access their COA's via the Business Customer Gateway (BCG).
 - So, download & submit the registration form on Postal Pro now, make sure your mail stays in compliance with the Move Update, and maybe even use this as an opportunity to improve COA processing.
- After more than a decade since the last update, **CASS Cycle O** will take effect August 1, 2023. This update adds data and reason codes for delivery point validation (DPV) and should be a seamless software update for most mailers. However, some software vendors are asking for an extension - so stay tuned!

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Upcoming Events

- May 4 - Breakfast with the
Postmaster, Baltimore
- June 9 - Spring Meeting
& Crab Feast
- Sept 22 - National PCC Day at
USPS Baltimore
- Oct 5 - Mailing Basics
Certification (part 1)
- Nov 2 - Mailing Basics
Certification (part 2)
- Dec - Fall Member Meeting

For more information or to register, scan below or visit GreaterBaltimorePCC.org.



A Word from the GBPCC Postal Co-Chair

Le Gretta Goodwin, Postmaster, Baltimore City



*Le Gretta Goodwin
Postmaster, Baltimore City*

Greetings GBPCC Family! I hope everyone is doing well and looking forward to the upcoming warmer weather.

The GBPCC has hosted 3 outstanding events so far this year and I truly hope you were able to take advantage of them and expand your knowledge base. The GBPCC has several more upcoming events, and the National Postal Forum is right around the corner too! I am definitely looking forward to seeing all of you at the GBPCC Spring Membership Meeting and Crab Feast at Conrad's Ruth Villa on June 9th. We have a wonderful speaker already lined up! Earl Johnson, Director of Addressing and Geospatial Technology, USPS. He is flying in from Tennessee to speak to us about the upcoming CASS Cycle O and Ancillary Service Endorsement Changes occurring later this summer.

Please remember to renew your GBPCC Membership for 2023. I am hosting an exciting breakfast gathering specifically for paid GBPCC members and I am looking forward to talking with each of you at this event on Thursday, May 4th.

As the Postmaster for the City of Baltimore, I, along with the entire Maryland District Team, am committed to providing the best possible service for you, our valued customers. We have taken steps to improve delivery times, reduce wait time in-line at retail windows, and increase staffing. Hopefully you have noticed progress in these areas, and I am excited to hear from you!



Friday, June 9, 2023

10:00 AM - 3:30 PM
Conrad's Ruth Villa

Conrads Ruth Villa
3301 Edwards Lane
Middle River, MD

Tickets:

- \$99 for Members
- \$109 for Non-Members

Sponsorship Opportunities Available!

See page 5 for details!

SPRING MEMBERSHIP MEETING & CRAB FEAST

**Save the Date:
Friday, June 9th**



Keynote Speaker:
Earl Johnson, USPS,
CASS Cycle O & Ancillary
Service Endorsement
Changes

*Arrive by 10:30 AM for a
special door prize drawing!*

Reserve Your Tickets by June 2nd!

- Scan the QR code above
- Visit GreaterBaltimorePCC.org
- Contact Lisa Harris at (410) 347-4493 or Lisa.L.Harris@usps.gov



July 2023 USPS Rates Change

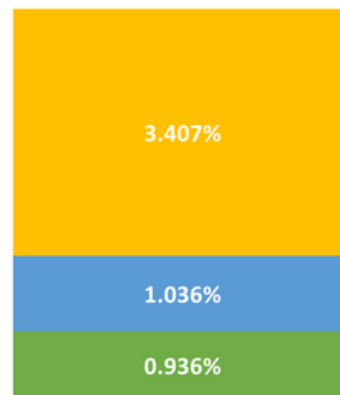
On April 10, 2023, the USPS filed notice with the Postal Regulatory Commission (PRC) for mailing services pricing changes to **take effect on July 9, 2023**. The PRC has until May 25th to approve, reject, or suggest changes to the USPS filing.

The USPS proposed first-class pricing increase is approximately 5.4% and uses all of the available rate authority between CPI, Density, Retirement allowed for the July increase. Furthermore, unprofitable USPS products will receive an additional 2% increase including catalogs, periodicals, flats, and others.

Please see below for some highlights and a complete listing of the new rates is available at pe.usps.com/PriceChange/Index.

AVAILABLE RATE AUTHORITY FIRST-CLASS MAIL

■ Density ■ Retirement ■ CPI



Plus 2% for "underwater" products.

"Rock Star" Tour of Strategic Factory

Strategic Factory hosted the GBPCC on Thursday, March 30, 2023, to discuss omnichannel marketing and provide an industry tour of their facilities.

Attendees learned that omnichannel marketing aims to create a seamless and consistent customer experience across multiple channels and touchpoints. They were reminded that customers expect personalized and meaningful interactions, regardless of where they are in the buying journey. We explored best practices for implementing an effective omnichannel marketing strategy and covered a range of topics, including data analytics, branding, technology, and metrics.

Our conversation centered on the importance of collecting and analyzing customer data to optimize strategy and drive informed decision-making. Attendees were also encouraged to focus on building their own omnichannel marketing strategy through cohesive messaging and branding as well as by leveraging the latest technologies. Finally, speakers stressed the need to assess and refine marketing efforts continually by identifying the right metrics and regularly monitoring and adjusting campaigns based on data-driven observations.

Overall, the presentation provided valuable insights and actionable strategies for attendees to implement or improve their omnichannel marketing strategies. They left the event equipped with the necessary tools to deliver a consistent customer journey across multiple touchpoints and apply it both externally to their client base as well as internally to their employees through human resource efforts.

| Product | Current Price | Planned Price |
|---|---------------|---------------|
| Letters (1-oz) | \$0.63 | \$0.66 |
| Letters (1-oz Metered) | \$0.60 | \$0.63 |
| Domestic Postcards | \$0.48 | \$0.51 |
| International Letters (Postcards or 1-oz) | \$1.45 | \$1.50 |



"Rock Star" Attendees at GBPCC Tour of Strategic Factory

Why GBPCC Membership Matters



Yolanda Jackson-Finch
CareFirst BlueCross BlueShield

CareFirst's vision and strategy serve as a roadmap to ensure the company's continued success, and ultimately inform our collective efforts to drive transformation of the healthcare experience with and for our members and communities. This is how we make a difference. How we get there matters.

The partnership with the Greater Baltimore Postal Customer Council helps us reach our business goals by providing impactful educational seminars, networking opportunities and awareness that keep us connected with the customers we serve.

Mail is relevant to Coppin State University (CSU) because it provides our students with a surprising feeling and a personal touch, that email doesn't!

Our Admissions department provides a surprising feeling to our potential student when receiving a personal acceptance packet. With "Look Who Got IN" printed on the front of the envelope. Playing on the "IN" in Coppin! With an email you cannot guarantee that it will be read, that it will not be sent into spam or user's junk mail folder, which can lead to delays in receipt of this important message. Emails also lack true interactivity as well as immediate feedback, that in-person contact brings with mail.

Our potential students receive an acceptance packet with full visual images of the students/faculty, the University, and a personal letter from our President. Not only does getting a college acceptance letter in the mail make students happy, but just the thought of checking the mail is something that a lot of Americans alone look forward to doing almost every day!

NPF
NATIONAL POSTAL FORUM

Proud Sponsor
of the NPF

**POSTAL
CUSTOMER
COUNCIL**

**DELIVERING
FOR AMERICA**

VISION. STRATEGY. ACTION.

SAVE THE DATE!

**ATTEND THE NATIONAL POSTAL FORUM
IN CHARLOTTE, NC**

MAY 21-24, 2023





GREATER BALTIMORE
POSTAL CUSTOMER COUNCIL

Friday, June 9, 2023

10:00 AM - 3:30 PM

Conrad's Ruth Villa

SPRING MEMBERSHIP MEETING & CRAB FEAST EVENT SPONSORSHIP OPPORTUNITIES

Event Sponsor: \$1,000

(2 spaces available)

- Signage at event
- Table to display company literature.
- 20-minutes to speak at the event on a topic of your choice *
- Company logo on GBPCC website for 1 year
- Company logo and 1 article in GBPCC Fall Newsletter
- 1 Complimentary ticket to event

* Educational Topic to be approved by GBPCC and cannot be a sales pitch.

Crabs Sponsor: \$500

(1 space available)

- Signage at event
- Table to display company literature.
- 5 minutes during program to introduce your company.
- Company logo on GBPCC website for 1 year
- Company logo in GBPCC Fall Newsletter
- 1 Complimentary ticket to event

Earlybird Raffle Sponsor: \$500

(1 space available)

- Signage at event
- Table to display company literature.
- 5 minutes during program to introduce your company.
- Company logo on GBPCC website for 1 year
- Company logo in GBPCC Fall Newsletter
- Complimentary ticket to event

Mailing Sponsor: \$500 **

(2 spaces available, 1 for each mailing)

- Signage at event
- Table to display company literature.
- 5 minutes during their program to introduce your company.
- Company logo on GBPCC website for 1 year and in GBPCC Fall Newsletter

** In lieu of cash donation, mailing sponsor can donate printing and mailing of 1 event postcard mailing

Sponsorships available on a first come basis. Please contact Lisa Harris at Lisa.L.Harris@USPS.gov or call (410) 347-4493. Display set up starts at 9am.

Friday, June 9, 2023

Conrads Ruth Villa

3301 Edwards Lane

Middle River, MD 21220

GreaterBaltimorePCC.org

How Can USPS Sales Help Your Business Grow?

Delmeta Gladney, USPS, Baltimore District Sales Manager

The Baltimore Sales Team is a crucial part of any USPS business because we are responsible for selling the products or services to customers. The Baltimore Sales currently covers Baltimore City and County, Reading PA, Hanover PA, Dover DE, and Newark DE.

Here are some ways The Baltimore sales team can help all USPS Business customers:

- **Providing product knowledge:** Our team has in-depth knowledge about the USPS products and services We will educate customers on the features and benefits of the USPS products and help them make informed purchasing decisions to utilize our Mailing and Shipping solutions.
- **Understanding customer needs:** Our sales team takes the time to understand the unique needs of each customer. By understanding the customer's pain points and requirements, we can provide personalized solutions that meets our customer needs. We are here to help small, medium, and large businesses.
- **Building long-term relationships:** We build long-term relationships with customers. By providing excellent service and support, they can earn the customer's trust and loyalty, which can lead to repeat business and referrals.

The Baltimore Sales Team is here to help customers by providing them with the knowledge, guidance, and support they need to make informed purchasing decisions and achieve their goals. By focusing on the customer's needs and delivering exceptional service, our sales team will build strong and lasting relationships with customers. The key to our success is to listen to our customers' needs and preferences to tailor our approach accordingly.

MAILING BASICS CERTIFICATION

2 Part Certification:

1. October 5, 2023 - In-Person
2. November 2, 2023 - Virtual

Enhance your professional credentials in the mailing industry by taking this opportunity to achieve a professional level of competence, earn recognition within the industry, and enhance your professional reputation and that of your company.

Learn from Industry & Postal Experts:

- Mail Design Basics
- USPS Promotions
- Address Cleansing
- Business Reply Mail
- Marketing & Non-Profit Mail
- Mail Presort Discounts
- Move Update Requirement
- Navigating the BCG & EPS Accounts

Plus a facility tour of Corporate Mailing Services, Inc.

Perfect for those new to the industry or looking for a refresher!

Cost: \$50/person (Includes 2024 GBPCC Membership)

Advance Registration Required!

Must Attend both dates.

Register by: 9/28/23 at www.GreaterBaltimorePCC.org

Or Contact Lisa Harris at Lisa.L.Harris@USPS.gov or (410) 347-4493



Executive Board

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USPS - Postmaster Baltimore

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CHANGE THE GAME

As the preeminent single-point provider for all your printing, signage, branding, and marketing needs, we have the award-winning expertise to make any concept a reality.



11195 Dolfield Blvd.
Owings Mills, MD 21117

443.548.3500
info@strategicfactory.com

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Thank You to the GBPCC Partners!





**GREATER BALTIMORE
POSTAL CUSTOMER COUNCIL**

Greater Baltimore PCC
PO Box 2155
Baltimore MD 21203

GPRSRT STD
POSTAGE &
FEES PAID
USPS
PERMIT NO.
G-10

Stay Connected to the
National PCC Community!

Join the PCC Voice on LinkedIn
(www.linkedin.com/groups/8303549/)



Remember to use **#GBPCC**
on your posts!

Renew Your GBPCC Membership Today!

Become A Member Today!

- Take advantage of Membership benefits.
- Advertise and network with the US Postal Service and industry leaders.
- Increase exposure and recognition.
- Enhance industry knowledge.

Individual Memberships Pricing:

- Single = \$50 (1 person)
- Double = \$100 (2 people)
- Additional Individual Memberships = \$40 each (over 2 people)

Corporate Partnerships Pricing:

Please visit website for details regarding partnership pricing and perks



Renew your membership today!
Visit the website or scan the QR code
www.GreaterBaltimorePCC.org

