

## Move Update Changes

Effective Nov. 23, 2008 the Postal Service increased its effort to improve the percentage of deliverable mail by revising the Move Update standards. The Move Update standards provide ways for mailers to reduce the number of mailpieces that require forwarding or return by the periodic matching of a mailer's address records with customer-filed change-of-address orders. The final rule published Sept. 28, 2007, included the following changes related to Move Update processing: Increase the minimum frequency of Move Update processing from 185 calendar days to 95 days prior to the date of mailing. Extend the revised Move Update standards to include all Standard Mail (letters, flats, parcels and Not Flat-Machinables), as well as automation-rate and presort-rate First-Class Mail. For more information on Move Update requirements go to: [www.ribbs.usps.gov](http://www.ribbs.usps.gov)

## Holiday Schedule

Business Mail Entry Units in Madison, Milwaukee, and Green Bay will all observe the following schedule:

### Dec. 24: 9 am – 2 pm

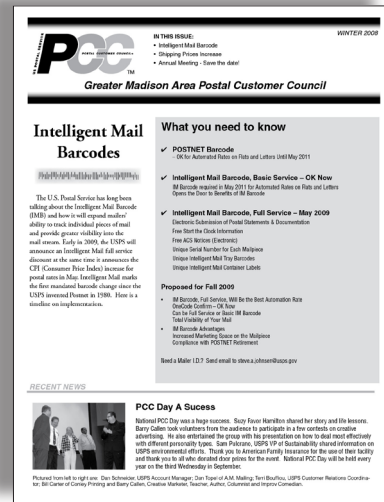
Mailers with First-Class mail can call the unit Supervisor for a later entry by appointment only; Dec. 25 closed; and Dec. 26 normal hours.

### Dec. 31: 9 am - 4 pm

Mailers with First-Class mail can call the unit Supervisor for a later entry by appointment only; Jan. 1 closed; and Jan. 2 normal hours.

## Greater Madison Area Postal Customer Council

# WINTER NEWSLETTER



### IN THIS ISSUE:

- Intelligent Mail Barcode
- Shipping Prices Increase
- Annual Meeting - Save the date!



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# Intelligent Mail Barcodes



The U.S. Postal Service has long been talking about the Intelligent Mail Barcode (IMB) and how it will expand mailers' ability to track individual pieces of mail and provide greater visibility into the mail stream. Early in 2009, the USPS will announce an Intelligent Mail full service discount at the same time it announces the CPI (Consumer Price Index) increase for postal rates in May. Intelligent Mail marks the first mandated barcode change since the USPS invented Postnet in 1980. Here is a timeline on implementation.

## What you need to know

- ✓ **POSTNET Barcode**  
– OK for Automated Rates on Flats and Letters Until May 2011
- ✓ **Intelligent Mail Barcode, Basic Service – OK Now**  
IM Barcode required in May 2011 for Automated Rates on Flats and Letters Opens the Door to Benefits of IM Barcode
- ✓ **Intelligent Mail Barcode, Full Service – May 2009**  
Electronic Submission of Postal Statements & Documentation  
Free Start the Clock Information  
Free ACS Notices (Electronic)  
Unique Serial Number for Each Mailpiece  
Unique Intelligent Mail Tray Barcodes  
Unique Intelligent Mail Container Labels

### Proposed for Fall 2009

- IM Barcode, Full Service, Will Be the Best Automation Rate  
OneCode Confirm – OK Now  
Can be Full Service or Basic IM Barcode  
Total Visibility of Your Mail
- IM Barcode Advantages  
Increased Marketing Space on the Mailpiece  
Compliance with POSTNET Retirement

Need a Mailer I.D.? Send email to [steve.a.johnsen@usps.gov](mailto:steve.a.johnsen@usps.gov)

## RECENT NEWS



## PCC Day A Success

National PCC Day was a huge success. Suzy Favor Hamilton shared her story and life lessons. Barry Callen took volunteers from the audience to participate in a few contests on creative advertising. He also entertained the group with his presentation on how to deal most effectively with different personality types. Sam Pulcrano, USPS VP of Sustainability shared information on USPS environmental efforts. Thank you to American Family Insurance for the use of their facility and thank you to all who donated door prizes for the event. National PCC Day will be held every year on the third Wednesday in September.

Pictured from left to right are: Dan Schneider, USPS Account Manager; Dan Topel of A.M. Mailing; Terri Bouffiou, USPS Customer Relations Coordinator; Bill Carter of Conley Printing and Barry Callen, Creative Marketer, Teacher, Author, Columnist and Improv Comedian.

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GMAPCC  
PCC

# USPS To Change Shipping Prices In January

Pricing for shipping services — Express Mail, Priority Mail, Parcel Select, Parcel Return Service and some international products — will change Jan. 18. The move to annual January price changes for shipping services products is consistent with industry-wide practice, and provides a clear picture of the competitive, affordable prices the Postal Service offers. Overall, shipping services prices will increase an average of 5 percent. As always, the Postal Service does not impose fuel surcharges, hidden surcharges or surcharges for residential delivery or Saturday delivery.

New for 2009 is Commercial Plus pricing, an extraordinary value for high-volume Express Mail and Priority Mail users. New Commercial Plus prices for Express Mail are 14.5 percent less than retail on average, and for Priority Mail 7 percent less than retail on average. Commercial Plus is a tiered pricing option designed with larger shippers in mind. It's a very competitive offering for commercial customers — lower prices that will reward them for shipping higher volumes with the Postal Service. The Postal Service remains the best shipping value in the market, especially for Express Mail and Priority Mail packages weighing less

than 5 pounds. We're also adding to our lineup of flat-rate packaging, one of the most popular and convenient shipping options around. There will be a smaller Priority Mail Flat Rate Box — about the same size as three stacked DVD cases. The price will be \$4.95 at retail, \$4.80 for online shippers and even less for

Commercial Plus customers.

This is the first time the Postal Service is adjusting prices for its shipping services on a different schedule from its mailing service price adjustments. Price changes for mailing services, including stamp prices, will be announced in February, and will be effective in May 2009.



## What's the Buzz?

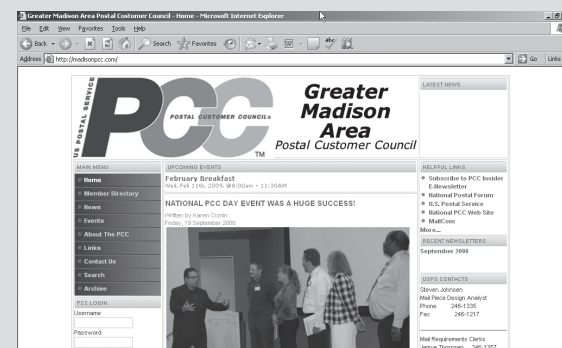
Eric Buzza, Small Business Specialist

The U.S. Postal Service is sending out teams of employees around the country to serve as consultants to small businesses. It's a way to get new customers to familiarize themselves with postal-service offerings, but small businesses also get help with customizing their mailing and shipping

needs. The Postal Service is a perfect fit for the business customer. More than ever, there is a focus on building customer loyalty and profitability and moving forward to meet customer needs in a competitive environment. The Lakeland District's new Business Development Team will consist of five team members. The new Manager is Chris Baltz. Here in the Madison Area we welcome Eric Buzza to our team. Eric has been extremely busy visiting small businesses and showing them how they can save on shipping their parcels using Priority Mail and carrier pickup. We are excited to have a Small Business Specialist in our area that is so knowledgeable and energetic. Eric can be reached at 608-246-1325 or by email at [eric.j.buzza@usps.gov](mailto:eric.j.buzza@usps.gov).

## Visit our new website! [www.madisonpcc.com](http://www.madisonpcc.com)

The GMAPCC has a new website. You can now find information on educational events and upcoming changes that will help you in your business development. The website will be updated frequently with news, information on seminars and new members. You can register online, include your contact information, information about your company, and even upload your photo. Go to [www.madisonpcc.com](http://www.madisonpcc.com). At the bottom left, click on register. You will be able to see who is registered as a member and who is on the PCC Board. Visit the website frequently to see new updates.



Register for Events and get information on Upcoming Events.

**In order to use this site you must register! Register today!**

# GMAPCC Annual Meeting

## Wednesday, February 11, 2009

Zor Shrine Temple, 575 Zor Shrine Place, Madison, WI  
8:00 -11:30 a.m.

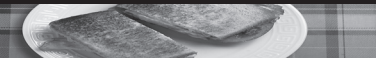
The event will begin at 8:00 with registration, networking and breakfast. During the meeting we will present our annual awards for Industry, Industry Person, and Postal Person of the Year. These awards are based upon nominations from our membership. If you know a business or person who meets the criteria, please print a nomination form and submit by January 31, 2009.

More information on the awards and nominations forms can be obtained at the following website:  
[www.madisonpcc.com/images/stories/file/pccAwards2009.doc](http://www.madisonpcc.com/images/stories/file/pccAwards2009.doc).

The topic for discussion will be Direct Mail. Industry experts will talk about USPS changes that will affect how you plan your direct mailings, how you target your customers and how your company can achieve the maximum R.O.I. in this challenging economy.

We will also be electing people to fill vacant positions on the Board of Directors. If you have any questions about being a board member or are interested in becoming a Director at Large on the GMAPCC Board, contact PCC member Karen Cronin at 608-246-1282 or email at [karen.j.cronin@usps.gov](mailto:karen.j.cronin@usps.gov). Visit our website [www.madisonpcc.com](http://www.madisonpcc.com) frequently to see updates to the schedule of events and a registration form.

## LUNCH BUNCH



Thursday, December 18 - Package Services – Did you know that Package rates are increasing in January 2009? Did you also know that the USPS offers great value and up-front pricing for domestic and international shipping? *Because of the expected turn out for this class, we will NOT be holding this class at the Post Office. This month's class will be held in the Community Room of the Pinney Branch Library, 204 Cottage Grove Rd, Madison. (Next to Walgreens on Monona Drive).*

Thursday, January 15 – Fundamentals of Mail – This class will cover the basics of mail. Learning the rudiments about classification (eligibility), processing categories (characteristics and content), addressing, move updates, postage payment methods, reply mail and special services. A great session for beginners or those who want to reinforce their knowledge.

Thursday, February 19 – Mailpiece Design – Back by popular demand. No matter how the mailpiece is designed or what tantalizing graphics are used, it will be useless if it never gets delivered. This class will cover the tools and services available to help you learn about address format, CASS, AEC, UAA, ACS, NCOA, and more. Mailpieces that are designed to comply within USPS automation guidelines can receive significantly reduced postage cost and improved delivery.

Thursday, March 19 – Rate Change - Price changes for mailing services, including stamp prices, will be announced in February and will be effective in May 2009. See how the new rates will affect your company and learn about changes in postal regulations.

## 2008/09 GMAPCC BOARD OF DIRECTORS

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