

2009/10 GMAPCC BOARD OF DIRECTORS

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Spring 2009



Greater Madison Area Postal Customer Council

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- Rate Changes
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Bob Losey, PCC Industry Co-Chair (right) presents the award for Industry of the Year to National Guardian Life Insurance, Inc. Accepting the award is Kay Weisensel (left)



Madison Postmaster Paul Nistler (left) congratulates Dan Schneider, USPS Account Manager (right) on his award for Postal Person of the Year.



Dan Bennett of International Dairy & Deli (left) is awarded Industry Person of the Year by Bob Losey (right).

GMAPCC ANNUAL MEETING

Helping business mailers improve their address quality so that they can reach their valued customers is nothing new for the Postal Service. At the GMAPCC Annual Meeting on February 11, guest speaker Kelly Gardner of AB Data shared her experiences on how to improve the ROI and response rates of Direct Mail campaigns through target marketing and testing. USPS Account Manager Dan Schneider brought information on how to prevent Undeliverable As Addressed (UAA) Mail including a video presentation starring Madison Letter Carrier Tim Petersen. Barry Callen, teacher, author, columnist and creative dynamo taught us all how to be more creative every day with his presentation on Creativity in Direct Mail, followed by a hands-on contest with the entire audience participating.

Best wishes to retiring PCC Board Members: Kathy Faris of Promega Corporation; Kristi Fehrman of American Family Insurance and Vicki Cochems of MicroDynamics Group. You have worked hard for the benefit of all PCC Members. Thank you for your contributions! We welcome four new board members: Bob Szewczyk of UW Extension Bulk Mail Center; Kellie Markwardt of American Family Insurance; Carol Murphy of Lands' End, Inc. and Crystal May of Postal Source, Inc. Also joining us are two new Directors at Large: Renee Robinson of Madison Area Technical College and Tammy Stephan of Wisconsin Dells Visitor & Convention Bureau.

Congratulations to the 2009 winners of the awards for Industry of the Year, Postal Person of the Year and Industry Person of the Year!

RATE CHANGE EFFECTIVE MAY 11, 2009

On May 11, 2009 the price for a 1-ounce First-Class Mail stamp will increase from 42 cents to 44 cents. Prices for other mailing services – Standard Mail, Periodicals, Package Services (including Parcel Post), and Extra Services will also change. The average increase by class of mail is at or below the rate of inflation as measured by the Consumer Price Index. The updated Price List and many other tools are available at:

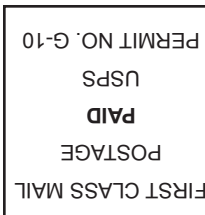
www.usps.com/prices/pricechanges.htm.

Customers can continue to mail letters at today's prices by purchasing the Forever Stamp before May 11. Stamps do not have a denomination and will be honored whenever they are used.

Visit our website! www.madisonpcc.com

ADDRESS SERVICE REQUESTED

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GMAPCC



GET TO KNOW RIBBS

Rapid Information Bulletin Board System

<http://ribbs.usps.gov>

Address Quality can help you minimize costs, retain customers, and build loyalty, and finding the information business mailers need just got easier. The enhanced RIBBS site now has site indexes that are searchable from A to Z or by topic. Improved print capabilities and drop-down menu navigation also provide easy access to the Postal Service's many products and services that can help business mailers standardize, validate and update their address data.

A link to Intelligent Mail® services is available on the RIBBS home page. In preparation for the launch of Intelligent Mail services, namely the Basic and Full-Service options, in May 2009, the Postal Service® has begun a series of Webinars to answer technical questions about Intelligent Mail barcode implementation. These webinars are intended to supplement the information on the RIBBS website. The Webinars are particularly relevant for mailers that are looking to adopt the Full Service solution. Go to ribbs.usps.gov and click on Intelligent Mail Services and Latest News.

Check out the link to Flat Sequencing Strategy. New standards for commercial flat-size mail go into effect on March 29, 2009, and require mailers to place delivery addresses in the top half of all Periodicals, Standard Mail, and Package Services flats mailed at automation, presorted, or carrier route prices. The new standards were proposed in the Federal Register on October 10, 2007, and the final standards were published in the Federal Register on May 7, 2008, and in the Postal Bulletin on February 12, 2009. For Standard Mail and Periodicals mailings that are not in compliance, the appropriate First-Class Mail prices apply. As an example, Standard Mail or Periodicals automation flats with addresses not in the top half of the piece would pay the automation First-Class Mail flats prices appropriate for the weight of the piece. Presorted Bound Printed Matter, Media Mail, or Library Mail flats with noncompliant addresses are charged the nonpresorted flats prices within the same class of mail. Go to ribbs.usps.gov and click on Flat Sequencing Strategy and Flat Addressing Requirements.

Don't miss the link to Move Update. Beginning May 11, 2009, a First-Class Mail or Standard Mail mailing with a 30 percent or more error rate for Move Update will not pass the Move Update verification. For a Standard Mail mailing, this means that every piece in the mailing will be charged an additional 7 cents. For a First-Class Mail mailing, this means that every discount price piece in the mailing will be charged at the applicable single-piece price. Go to ribbs.usps.gov and click on Latest News and Move Update Advisement Policy.

What's the Buzz?

Put the stop on competitor surcharges with USPS



Eric Buzzza, USPS Small Business Specialist, can show you how to get great service at less cost by using USPS shipping services for domestic and international parcels and flats. Why should you continue paying surcharges for fuel, address correction and residential delivery when USPS can match shipping service performance without the hidden surcharges? Best of all, Eric can

show you how USPS offers discount pricing to volume shippers. Find out about the new smaller Priority Mail Flat Rate Box that mails for \$4.95 domestically. It's about the same size and shape as three stacked DVD cases. Like all USPS flat-rate boxes and envelopes, the new box is available free of charge and also can be used for international shipping. Now there are four different flat-rate boxes from which to choose. Visit www.usps.com/supplies to order now.

Then print your shipping label and pay postage online to get Delivery Confirmation free of charge and save an average of 5% below retail. Eric can be reached at 608-246-1325 or by email at eric.j.buzza@usps.gov.

DIRECT MAIL DELIVERS RESULTS

The Postal Service has teamed with several direct mail online service providers to offer webinars that highlight the benefits of direct mail, one of the most cost-effective ways to reach customers. From your home office or laptop, you can design an entire direct mail campaign from start to finish. It's easier than ever. There are five direct mail-related webinars, starting this month. They're designed to provide businesses with smart and imaginative solutions for planning a direct mail advertising campaign. Sign up at www.usps.com/directmailonline. Here are the topics: Direct Mail Crash Course, How to Plan and Organize a Direct Mail Campaign, Customizing Your Mail Pieces, Mail Piece Design and Address List. These webinars will teach you how to create postcards, purchase mailing lists and design mailing campaigns.

LUNCH BUNCH

The Madison PCC is sponsoring small group classes to help our members get their mailing questions answered and to learn about new opportunities. Bring your lunch and join the PCC on the 3rd Thursday of each month from 11:00 A.M. to 12:30 P.M. at the Milwaukee Street Post Office in Madison. Go to www.madison-pcc.com to register online. Cost is \$5.00.

Thursday, April 16 - Fundamentals of Mail - This fast paced session will cover the basics of mailing. Learn the rudiments about classification (eligibility), processing categories (characteristics and content), addressing and move updates, postage payment methods, reply mail and special services. Meet the USPS experts in Business Mail Entry who will be your postal contacts for future questions on mail preparation requirements. A great session for beginners or those who want to reinforce their postal knowledge.

Thursday, May 21 - Address Hygiene and Move Update - This class will help you learn how to better manage the quality of your mailing lists while maximizing USPS ability to efficiently deliver mail as addressed. Find out about products like NCOA, DPV and SuiteLink which is designed to help fix incomplete or inaccurate business addresses by matching to the business name and providing the correct suite number. Learn about the latest changes in Move Update regulations.

Thursday, June 18 - Greening your Mailroom - In today's direct mail business, being "green" means more than just using recycled paper. Learn how both marketers and service providers can adopt and publicize environmentally-friendly process enhancements.

Register NOW to tour the Madison Post Office Processing Center!

See the technology and machines that help the Madison Post Office process over 2 million pieces of mail each night. Get your postal questions answered.

WHERE: 3902 Milwaukee Street, Madison WI

WHEN: Tuesday OR Thursday, June 9 or 11, 2009

COST: \$5.00

Tours last about 45 minutes. Sign up below. Just put number of people from your office for each start time in the blanks below.

___ Tues. starting at 3:30	___ Tues. starting at 3:45	___ Tues. starting at 4:00
___ Tues. starting at 4:15	___ Tues. starting at 4:30	___ Tues. starting at 4:45
___ Thurs. starting at 3:30	___ Thurs. starting at 3:45	___ Thurs. starting at 4:00
___ Thurs. starting at 4:15	___ Thurs. starting at 4:30	___ Thurs. starting at 4:45

Name: _____ Phone: _____

Title and Company Name: _____

Address: _____ email: _____

City _____ State _____ ZIP _____

Make checks payable to: GMAPCC and mail to GMAPCC, PO Box 14285, Madison WI 53708-0285

Please register by June 5, 2009. Questions? Send email to karen.j.cronin@usps.gov.