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Greater Madison Area Postal Customer Council



Wisconsin's own, 3-time Olympian, Suzy Favor Hamilton will speak at National PCC Day.

National PCC Day
Wednesday, September 17

6000 American Parkway • Madison, WI
American Family Insurance National Headquarters

\$60.00 per person
Lunch and Door Prizes Included

The event also features:

A live satellite transmission of Postmaster Jack Potter's speech to all Postal Customer Councils across the U.S.

Video Tour of Automated Mail Center at American Family Insurance

TO REGISTER:
www.madisonpcc.com

Suzy Favor Hamilton featured speaker at National PCC Day Event in Madison

This years National PCC Day event will feature Suzy Favor-Hamilton as the featured speaker, along with Barry Callen, both Madison residents as well as recognized national talent.

Suzy Favor Hamilton was born and raised in Stevens Point, Wisconsin. She won 11 state titles in high school and was named one of the top 100 high school athletes of the century. Suzy became the winningest female collegiate athlete ever at University of Wisconsin, winning nine NCAA championships, the Honda Broderick Cup as the nation's top female collegiate athlete and Big Ten Athlete of the Decade for the '90s. Suzy is a three-time Olympian

and the holder of seven U.S. National Championships, and she has run sub-4 in the 1500m five times, with a personal best of 3:57.40. Suzy now lives, runs and enjoys life with her family in Madison, Wisconsin.

Additional Speakers

Barry Callen, Creative Marketer, Teacher, Author, Columnist and Improv Comedian will speak on "*Creativity: Stop Your Business Culture Before it Kills Again.*"

Callen brings over 30 years of front-line experience in creativity, strategy, and marketing communications (branding and direct). Hundreds of clients, ranging from Coca-Cola to Shell have invested just

under half a billion dollars in advertising campaigns he has created or creative-directed. Barry is the author of "Perfect Phrases for Sales and Marketing Copy" published by McGraw-Hill. He studied improv comedy at Second City and he has been struck by lightning.

Sam Pulcrano, USPS VP of Sustainability, will talk about USPS efforts to reduce greenhouse gas emissions and be more environmentally smart.

He is responsible for unifying the Postal Service sustainability efforts across every function and in every location as the organization pursues a single vision with a common focus.

Please indicate which session you will be attending.
Cost is \$5.00.

- Send and email with your name and company name to: judy.a.mccafferty@usps.gov
- Print a registration form from our website, www.madisonpcc.com

TO REGISTER

November 20, Thursday
Updating the Rules for Mailing Flats.

October 16, Thursday:
The latest news about the Intelligent Mail Barcode.

Lunch Bunch meetings begin at 11 a.m. and finish by 12:30 p.m. They are held in Room 213 of the Main Post Office, 3902 Milwaukee Street in Madison. Park in the front of the building. Bring your lunch. The PCC will supply soda and coffee.



FIRST-CLASS MAIL
POSTAGE
PAID
USPS
PERMIT NO. G-10

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Greater Madison Area Postal Customer Council
SUMMER NEWSLETTER



GMAPCC
PO Box 14285
Madison, WI 53708-0285

Visit our new website!

www.madisonpcc.com

more details on next page

REGISTER NOW!



Are You Ready for Move Update?

The Postal Service is stepping up its efforts to reduce undeliverable-as-addressed (UAA) mail. On Nov. 23, new Move Update standards take effect. To be ready, mailers must begin using addresses that were updated no earlier than Aug. 20. The Move Update standards provide options for customers to reduce the number of mailpieces that require forwarding, return or being treated as waste by periodically matching address records with customer-filed change-of-address orders.

The Postal Service and the mailing industry believe these revised standards are crucial to the business interests of mailers as well as the continued vitality of the postal system. In Fiscal Year 2004 the Postal Service handled 9.7 billion pieces of UAA mail at a cost of \$1.8 billion. The new standards will result in better address quality by removing incorrectly addressed pieces from subsequent mailings, which in turn will reduce UAA mail. See the entire article and requirements at: <http://www.usps.com/mailpro/2008/mayjune/page5.htm>

CHANGES 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 new 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.

New Address Standards for Commercial Flat-Size Mail

Are you mailing presort, automation or carrier route flat-size mail? A new PCC Workshop-in-a-Box will help you prepare for the changes that take effect next March. New mailing standards will require minimum type sizes, new character spacing, and new address placement.

This new workshop presentation explains each of these changes and how they apply to catalogs, magazines and large envelopes mailed using First-Class, Periodicals, Presort Standard and Package Services. You'll learn about the options available and walk through the new address placement standards in four easy steps. You also will find answers to frequently asked questions and resources for more information, or help with specific mailpiece designs.

The new standards ensure accurate sorting, delivery and redirection. This will enable high-speed processing, minimize service delays and increase efficiency. Under the new rules, the delivery address must appear near the top of the mailpiece.

The Greater Madison Area Postal Customer Council will be presenting a Lunch Bunch meeting on Updating the Rules for Mailing Flats on Thursday, November 20th. Please register now at our new website www.madisonpcc.com. The cost is \$5.00 per person to attend.

Have you considered the BENEFITS OF PCC MEMBERSHIP?

In today's business world, it is both what you know and who you know that's important. Networking and sharing information are integral parts of any business development.

One good way for business mailers to discuss mailing issues and keep in touch with changes in the U.S. Postal Service is by participating in a Postal Customer Council (PCC). The PCC provides the opportunity to bring information, expertise and problem solving to strengthen your business. This partnering relationship is the focus of the Greater Madison Area Postal Customer Council. The PCC was formed to give you an opportunity to inform the Postal Service of your business mailing needs and concerns.

The PCC provides a forum for mailers to discuss and resolve local mailing issues with their local postmaster and other postal managers. They also meet other mailers and learn how to solve their mailing problems or improve mail production efficiency.

The PCC serves as an avenue for its members to exchange ideas and suggestions. Members interacting at PCC meetings and seminars have developed many money-saving ideas. Many members form close bonds of cooperation. Some communicate regularly to seek and provide insight into various postal processing and delivery issues. PCC members have also helped one another by sharing equipment and knowledge at critical mailing times.

Knowing your interest in ensuring the best possible mail service for our community and in enhancing your own business development, we invite you to become an active member of the Greater Madison Area Postal Customer Council.

If you have been involved in the PCC in the past, we welcome you back. If you have not been involved before, we would like you to join us. We have some exciting seminars, forums, activities and other events planned for next year and you would be a valuable part of these activities.

Mailing and Addressing was done by Econoprint of Madison.

If you are not on our mailing list please visit our website, www.madisonpcc.com, or send your name, company name, address, email and phone number to:
GMAPCC • PO Box 14285 • Madison, WI 53708-0285

For information on PCC membership please visit our website: www.madisonpcc.com

Madison PCC launches new website! www.madisonpcc.com

The GMAPCC has a new website. You now can register online for events and pay with either a check or credit card. 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. 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. The website is still under construction, so visit frequently to see new updates.

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



Register for Events and get information on Check Upcoming Events.

2008/09 GMAPCC BOARD OF DIRECTORS

Paul Nistler (Postal Co-Chair)
USPS Postmaster
 608-246-1228
paul.t.nistler@usps.gov

Robert Losey (Industry Co-Chair)
Mailwaukee Mailing & Shipping Systems
 608-235-1016
rlosey@mailwaukee.com

Bruce Goodman (Treasurer)
WI Dept of Administration
 608-266-5040
bruce.goodman@wisconsin.gov

Kristi Fehrman (Secretary)
American Family Insurance
 608-242-4100 x 30664
 Fax 608-243-4934
kfehrman@amfam.com

Todd Kintopf
RR Donnelley Logistics
 920-478-1720
 Fax 920-478-1500
todd.a.kintopf@rrd.com

Vicki Cochems
MicroDynamics Group
 608-848-5319
vcochems@microdgm.com

Kathy Faris
Promega Corporation
 Phone 608-277-2635
 Fax 608-277-2516
kathy.faris@promega.com

Tom Diring
United Mail Services Inc.
 608-223-1540
 Fax 608-223-1541
tdiring@unitedmailingservices.com

Randy Arndorfer
PSI Group, Inc.
 608-241-8686
 Fax 608-241-8718
randall.arndorfer@psigroupinc.com

Wayne McMahon
USPS Plant Manager
 608-246-1222
wayne.a.mcmahon@usps.gov

Michael Finnegan
Pitney Bowes
 608-277-1819
michael.finnegan@pb.com

Bill Carter
Conley Printing
 920-356-6818
bcarter@conleynet.com

Brian Euclide
TEC Mailing Solutions LLC
 608-268-6047
 FAX 608-467-5869
brian@tecmailing.com

Karen Cronin
USPS Customer Relations Coordinator
 608-246-1282
 Fax 608-246-1231
karen.j.cronin@usps.gov