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Greater Madison Area Postal Customer Council

**National PCC Day
Greater Madison Area PCC - Silver Award Winner!**

On September 15, Postmaster General John E. Potter hosted a national satellite broadcast to Postal Service customers and partners across the country. He discussed the Postal Service’s current financial challenges, service performance, and strategies for growth. Postal leadership talked with PCC members about the state of the U.S. Postal Service and the important role of PCCs in helping businesses succeed using the mail. And we heard from businesses of all sizes and how they benefited from participating in their local PCC.

Locally, in the Lakeland District, the four PCCs hosted a combined event at the Oshkosh Convention Center. The Greater Madison Area, Milwaukee, Central Wisconsin and Green Bay PCCs worked together to provide six educational seminars presented by some of the most experienced individuals in the mailing industry. USPS Lakeland District Manager Karen Schenck kicked off the event; welcomed the attendees and thanked them for their business. Linda Kingsley, USPS Senior VP, Strategy and Transition spoke on “Envisioning America’s Future Postal Service”. Approximately 300 attended the event.

GMAPCC received the Silver Award for effectively expanding its educational, networking and communication programs.



Photo: Left to Right:
Back Row: Randy Arndorfer, Bill Carter, Crystal May, Brian Euclid, Mike Ronspiez, Tom Diring, Todd Kintopf, Karen Cronin
Front Row: Paul Nistler, Dave Byrne, Bruce Goodman, Bob Szewczyk, Carol Murphy
Board Members not present: Michael Finnegan, Robert Losey and Tammy Stephan.

MORE AWARDS! NOMINATIONS NEEDED!!

Nominations are being accepted for the 2011 Postal Customer Council Awards through January 31. The Award winners will be announced at the Annual PCC February Luncheon. The three awards are: Industry of the Year, Industry Person of the Year, and Postal Person of the Year. The nomination can be made by any individual or group. The nomination letter should outline the nominee’s contributions and accomplishments and briefly summarize the principal outstanding accomplishment(s). The nomination should be no more than 200 words in length. Send nominations to karen.j.cronin@usps.gov.



MEET KAREN E. SCHENCK LAKELAND DISTRICT MANAGER

Karen E. Schenck was named District Manager of the Lakeland District in July 2010. Schenck oversees operations in 627 Post Offices, 45 stations and branches, and 6 processing and distribution centers. The Lakeland District encompasses Milwaukee, Madison, Green Bay, Wausau, and the surrounding areas within the state of Wisconsin, and the Upper Peninsula of Michigan. Lakeland District Post Offices deliver 5.4 million pieces of mail daily to 5 million customers at 2.2 million delivery points. During Fiscal Year 2009, the District generated \$3 billion in gross revenue.

Schenck began her Postal Service career in 1974 as a part-time clerk/carrier in Hampton, Virginia. She moved up through the ranks, holding jobs as: Supervisor, Window Services, in Newport News, Virginia; Supervisor, Stations/Branches, Norfolk, Virginia; Supervisor, Postal Operations, in Yorktown and Williamsburg, Virginia; Postmaster, Salisbury, North Carolina, Waynesboro, Lynchburg and Richmond, Virginia. Schenck was appointed the Senior Manager, Post Office Operations, in the Richmond District. She served as Acting District Manager in Erie, Pennsylvania, and District Manager for the Appalachian and Southeast Michigan Districts.

Schenck was promoted to the Postal Service executive ranks as Manager, Delivery Programs Support, for the former Mid-Atlantic Area, and served as Manager, Customer Service Operations Support, at Postal Headquarters. She also served as Manager, Intelligent Mail Implementation, where she standardized and improved multiple uses for barcoding for the Postal Service and the mailer community.

Schenck earned her bachelor's degree from Mary Baldwin College in Staunton, Virginia. She has two sons—one in Northern Virginia and the other in Dallas, Texas.

2010 HOLIDAY SHIPPING CUT OFF DATES

Domestic Mail Class/Product	Cut Off Date
First Class Mail	Dec-20
Priority Mail	Dec-21
Express Mail*	Dec-22
Parcel Post	Dec-15

* Some Express Mail destinations may have extended service commitments



Military Mail Addressed To	Express Mail® Military Service (EMMS) 1/	First-Class Mail® Letters and Cards	Priority Mail®	Parcel Airlift Mail (PAL) 2/	Space Available Mail (SAM) 3/	Parcel Post®
APO/FPO AE ZIPs 090-092	Dec-18	Dec-10	Dec-10	Dec-3	Nov-26	Nov-12
APO/FPO AE ZIP 093	N/A	Dec-4	Dec-4	Dec-1	Nov-20	Nov-12
APO/FPO AE ZIPs 094-098	Dec-18	Dec-10	Dec-10	Dec-3	Nov-26	Nov-12
APO/FPO AA ZIP 340	Dec-18	Dec-10	Dec-10	Dec-3	Nov-26	Nov-12
APO/FPO AP ZIPs 962-966	Dec-18	Dec-10	Dec-10		Nov-26	Nov-12

MADISON POST OFFICE HOLIDAY HOURS

The Madison Business Mail Entry Unit will be open 9:00 a.m. - noon on Friday, December 24 and 9:00 a.m.-2:00 p.m. on December 31. Administrative offices will be closed on Friday, December 24 and Friday, December 31. Retail units will be open for business on Friday, and closed on Saturday.

Visit our website! www.madisonpcc.com

MAY 2011 – INTELLIGENT MAIL BARCODE REQUIRED ON REPLY MAIL

Intelligent Mail Barcode will be required on Business Reply, Courtesy Reply, and Permit Reply Mail effective May 2011. This advance announcement is intended to provide customers with reasonable time to use up existing stock. The USPS will be publishing a Federal Register proposed rule to require BRM flats (in addition to letters) to use an Intelligent Mail Barcode as of May 2011.

In addition, in the Federal Register proposed rule, Courtesy Reply Mail that does include a barcode must bear an Intelligent Mail barcode effective May 2011.

If you need artwork, please provide the following information:

1. Mailer ID number. If you do not have a mailer ID, all requests for mailer IDs must be submitted through the Business Customer Gateway at www.usps.com.
2. A copy of the current BRM or CRM piece. If a copy of the piece is not available, the following information is needed:
 - Envelope size
 - Complete Delivery Address
 - Permit number
 - City and state where the permit is held
 - Copy of the receipt from the Postal Service showing the current annual fee has been paid.

In order to ensure a smooth transition, please share this information within your organization. It is not too early to start the process. There is only one Mailpiece Design Analyst in the Lakeland District so additional turn around time may be needed due to the impact of this change. Requests for BRM/CRM artwork may occasionally take longer.

TOUR THE PRINTING & MAILING CENTER AT TDS

Join the PCC for a tour of TDS on November 18, 2010 at 11:00 a.m. We will visit their Printing & Mailing Center at 8551 Research Way Ste 100, Middleton WI 53562. This is a great opportunity to view their equipment and processes and network with other business mailers.

TDS is a telecommunications company. They process about 200,000 mailpieces per day. They do printing, inserting and mailing of billing statements and print about 20 million images per month. On the tour we will see the printing and scheduling processes. This includes manual and machine inserting. Throughout the tour you can learn some of the methods they have implemented to save on postage costs. TDS also does modem fulfillment and testing for TDS Telecom, vendor invoice scanning and check printing.

Cost is \$5.00. Register online at www.madisonpcc.com and pay with a credit card, or complete the registration form below and send a check payable to GMAPCC, PO Box 14285, Madison WI 53708-0285. Since we will be walking through the TDS facility, we will not be eating lunch during this seminar. Hope to see you there!

Registration Form for TDS Tour

Attendee Name _____

Company Name _____

Address _____

Phone number _____ Email _____

Questions? Contact karen.j.cronin@usps.gov for more information.

Visit our website! www.madisonpcc.com

2009/10 GMAPCC BOARD OF DIRECTORS

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