



CALENDAR OF EVENTS

August 6, 2015: Annual Golf Outing

February 12, 2015: Annual Meeting

Watch for these events at www.madisonpcc.com



SWISS POST INTEGRATES TRADITIONAL AND DIGITAL MAIL

Technology is giving postal customers more choices around the world, including Switzerland, where a new service allows recipients to decide whether to receive letters in their mailbox or electronically.

Swiss Post introduced the E-Post Office service in July. Customers may now choose to receive mail electronically, as an encrypted email — or both. For example, a customer can opt to have bank account statements mailed to his or her home address, while health insurance invoices are sent electronically.

“With E-Post Office, Swiss Post is responding to the change in communication behavior,” the post said in a statement. “The letters and promotional mailing business will continue to be a financial cornerstone of Swiss Post’s activities. The core postal business, however, will be increasingly supplemented and supported by hybrid solutions such as E-Post Office.”

Swiss Post’s next step: a service that allows customers to pay invoices online.

USPS TO INTRODUCE MORE OPTIONS FOR CUSTOMERS

The Postal Service will introduce additional shipping and Extra Services options for customers when new Priority Mail rates take effect Sept. 7.

These include an option for businesses to print and send customers return shipping labels. The Call Tag Return Service generates and delivers a return shipping label and instructions to the customer on behalf of the participating merchant, at no cost. The merchant will only be charged postage when the return article is mailed.

Call Tag Return Service is requested online through the Business Customer Gateway and is available for USPS Returns — Priority Mail Return Service, First-Class Package Return Service and Ground Return Service. In another returns enhancement, merchants using Merchandise Return Service and Parcel Return Service will be able to create their permits online.

Another service improvement will allow customers to go online to request a receipt confirming their package has been delivered. Online Return Receipt After Mailing will be available for customers who register on usps.com, pay a fee and request return receipt after mailing. Services eligible include Certified Mail, Registered Mail, Collect on Delivery and mail insured for more than \$200.

Additionally, there’s a change to USPS Package Intercept, which lets customers request a mailpiece be intercepted prior to delivery. It’s available online at usps.com for consumers and through the Business Customer Gateway for business customers. No fee will be charged until the package is found.

The new Priority Mail rates, which USPS announced in July, are part of an ongoing push to attract customers and boost the Postal Service’s package business.



VISIT OUR SITE:
MADISONPCC.COM
FOR MORE INFORMATION

BOARD OF DIRECTORS

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

Crystal May (Industry Co-Chair)
Postal Source Inc / BI-STATE Business Solutions
563-581-0822
cmay@postalsource.com

Rob Hanks (Treasurer)
Suttle-Straus, Inc.
608-849-1000
rob.hanks@suttle-straus.com

Randy Arndorfer
Pitney Bowes Presort Services, Inc
608-241-8686
randall.arndorfer@pbpresortservices.com

Dave Byrne
A.M. Mailing services LLC
608-884-0644
dbyrne@ammailing.com

Bill Carter
JB Kenehan
920-356-6818
bcarter@jbkenehan.com

Tom Diring
United Mailing Services Inc
608-237-3180
tdiring@unitedmailingservices.com

Michael Finnegan
Pitney Bowes
608-312-9547
michael.finnegan@pb.com

Brian Euclide
TEC Mailing Solutions LLC
608-825-8525
brian@tecmailing.com

Dave Schauer
Econoprint
608-845-2869
davids@msn.econoprint.com

Steven Van Lysel
American Family Insurance
608-249-2111, ext. 30856
svanlyse@amfam.com



PROMOTIONS & INCENTIVE PROGRAMS FOR FIRST-CLASS™ & STANDARD MAIL®

Emerging Technology Promotion featuring NFC

Promotion runs August 1 through September 30, 2014

Registration begins: June 15, 2014

Color Print In First-Class Transactions Promotion

Promotion runs August 1 through December 31, 2014

Registration begins: June 15, 2014

Mail Drives Mobile Commerce Promotion

Promotion runs November 1 through December 31, 2014

Registration begins: September 15, 2014

Information for all the 2014 promotions can be found on the RIBBS website <https://ribbs/index.cfm>

Look for 'Promotions and Incentives Programs' in the site index.

PCC DAY 2014— STRONGER TOGETHER

The Greater Madison Area PCC (GMAPCC) hosted a successful PCC Day on September 9th at American Family Insurance. Forty-six attendees heard helpful and interesting information from the day's speakers.

Dean Kowalefski spoke about how the United State Postal Inspection Service protects the mail so that mailers can be assured that their information and item make it to their destination safely. Via video, PMG Pat Donahoe talked about how the Postal Service is working with the mailing industry to make mail a key component of integrated marketing campaigns by leveraging the power of technology. Keynote speaker USPS VP Jeff Williamson reinforce the idea that integrating digital into the USPS business strategy is fundamental to improving the customer experience. He also spoke about products and services that the USPS is using to make mail a competitive service. Executive Director Scott O'Donnell of the Circus World Museum spoke about the museum's use of direct marketing as part of a strategy to turn around the museum's financial fortunes.

PCC members had the opportunity to speak with employees of the local Postal Service and catch up with members of the mailing community. Door prizes were given to many lucky members who attended. We look forward to seeing all of you at the next year's PCC Day event.

TRACKING DATA IS DRIVING BUSINESS, CIO COCHRANE SAYS

The Postal Service is embracing electronic commerce and new technology to better serve today's customers, Chief Information Officer Jim Cochrane said during an interview at the HP Vertica Big Data Conference in Boston this week.

"E-commerce has been a tremendous boon to our shipping business," Cochrane said. "It has really helped us as we convert from delivering mail and packages to delivering more packages and a little less mail."

Cochrane said the Postal Service's network offers advantages that appeal to online retailers like Amazon. "We are on every street in the United States," he said. "The network creates some real interesting opportunities," including Sunday and same-day delivery.

The Postal Service uses Mobile Delivery Devices and other technology to provide up-to-the-minute tracking. "People track pizza [deliveries], so you know they track packages," he said. "We capture over 1 billion tracking events on mail and packages each day [helping to drive business]."

Cochrane continued: "We can confirm to L.L. Bean that its catalog is in the mailbox. They can then send a text message to the customer or align it with other forms of media. We use data to help businesses understand their customers, to drive behavior, to make people buy. It's an interesting collaboration."

In addition to his live interview, Cochrane gave a keynote address Tuesday that earned a standing ovation. Live tweets using the hashtag #HPBIGDATA2014#USPS included: "Fantastic presentation," and "#USPS CIO Jim Cochrane is owning this keynote right now."

The Postal Service is a strong competitor to private delivery firms, offering the nation's largest package delivery network, lower costs and "an on-time delivery record [that] is as good as anybody else's in the country," Stroman told The Columbian.

The Postal Service is also expanding its relationship with Amazon, providing Sunday package deliveries in a growing number of cities. "We have a terrific relationship with Amazon," said Stroman.

After meeting with the DPMG, The Oregonian published an editorial calling on readers to "insist that elected leaders allow the Postal Service to compete and prosper."

55 people enjoyed a beautiful day of golf at Coachman's Golf Resort on Aug 7th. Door prizes were given and there was good food, networking and camaraderie. Plan on attending the next one on Aug 6th, 2015

GOLF OUTING & NATIONAL PCC DAY ARE SUCCESSES!

46 people attended our PCC Day event that was held on September 9th at American Family Insurance. Postal Service leaders met with business customers to exchange ideas and discuss the state of the mailing industry. Featured speakers were USPS VP Jeff Williamson and Circus World Museum Exec. Dir. Scott O'Donnell.





GMAPCC
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First-Class Mail
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USPS RATE INCREASES

Effective January 26, 2014. A complete listing of the rates can be found at <http://pe.usps.com>

USPS IS MOVING MORE PACKAGES FOR ITS COMPETITORS

USPS is increasingly moving packages for its competitors, according to newly published numbers that underscore the Postal Service's unique delivery capabilities.

For years, United Parcel Service (UPS) and FedEx have paid USPS to deliver some packages, especially for customers in rural areas. The companies are now turning to the Postal Service more frequently, the Wall Street Journal reported earlier this month.

USPS delivers 2.2 million packages a day for FedEx, or about 30 percent of FedEx's total ground shipments, the Journal reported. Meanwhile, the type of packages handled by the Postal Service account for about 40 percent of the

recent growth in UPS's ground shipments business.

This rising volume has fueled major growth in the Postal Service's Parcel Select business, which has surged from about 223 million packages five years ago to 1.29 billion packages in 2013.

Parcel Select, a ground delivery service for large and medium-sized shippers, accounts for about a third of the Postal Service's package-delivery business. Parcel Select is expected to grow 12 percent next year.

USPS recently announced plans to adjust some shipping prices to attract more business customers. The Postal Service also is streamlining its mail processing operations, which will allow USPS to invest in new package sorting equipment and other upgrades.

DID YOU KNOW?

- USPS delivers to almost 42,000 ZIP Codes in the U.S.
- The first Forever Stamp – the Liberty Bell Stamp – was issued in 2007.
- The five most common street names are Main, 2nd, Oak, Maple and Park.
- The USPS processes 6,050 pieces of mail per second.
- The USPS sold more than 20 billion stamps in 2013.

WHAT DOES THAT ACRONYM STAND FOR? RIBBS

Rapid Information Bulletin Board System is a site for business mailers to get the latest updates on postal shipping and mailing services. It also offers tools to help with address management.

Facility Closure
Information (due to
disasters) USPS Facility
Operating Status hotline:
888-363-7462