



## CALENDAR OF EVENTS

- **February 12, 2015:** Annual Meeting  
Zor Shrine Temple Madison, WI
- **August 6, 2015:** Annual Golf Outing  
Coachman's Golf Resort, Edgerton, WI

Watch for these events at [www.madisonpcc.com](http://www.madisonpcc.com)

## GMAPCC ANNUAL MEETING

The GMA Annual meeting will be held on February 12, 2015 at the Zor Shrine Temple. Zor Shrine Temple is located at 575 Zor Shrine Place, Madison WI. The meeting will be from 7:30 – 11:00. Refreshments will be served. Speakers will give insights for successful mailing using IMpb, address the state of the USPS and other issues of concern to the mailing community. Go to the GMAPCC website, [www.madisonpcc.com](http://www.madisonpcc.com), for more information and to register.

## STAY DIRECT

### Direct mail is popular with young adult consumers

Direct mail is an effective way to reach young adults. The most effective ways to market to young adult consumers are surprisingly traditional – and they include direct mail, according to a recent article from marketing site Business 2 Community.

The notion that young adults only respond to digital marketing couldn't be further from the truth, the article states.

In fact, 77% of consumers from Generation X and 63% from Generation Y have purchased products through direct mail, according to the article. Generation X generally refers to people born between 1965 and 1980, while Generation Y refers to the group born between 1980 and 2000. Businesses should try to capitalize on younger consumers' social media usage by combining traditional marketing with social marketing, Business 2 Community reports.

Also, since people in both groups grew up during large-scale recessions, they often need more incentives to make purchases, the article states.

## PUBLISHED FEDERAL REGISTER NOTICES

The following two Federal Register notices have been posted on the Federal Register website on Dec. 17 and Dec. 23, respectively, and will be posted on the Postal Explorer® website under Federal Register Notices on Dec. 31.

**New Standards to Enhance Business Reply Mail Visibility** - This final rule adopts revised standards to require the use of an Intelligent Mail® package barcode (IMpb) on Business Reply Mail® (BRM) labels intended for use on cartons, parcel-shaped items, or Priority Mail® items of any shape. The effective date is April 30, 2015. See the entire notice at <http://www.gpo.gov/fdsys/pkg/FR-2014-12-17/html/2014-29479.htm>.

### Address Quality Management Alternative

This proposed rule adds a new Address Quality Measurement process for participating mailers who enter eligible full-service mailings. Customers are encouraged to comment on or before Jan. 22, 2015. See the entire notice at <http://www.gpo.gov/fdsys/pkg/FR-2014-12-23/html/2014-29943.htm>.

Check out these and other Federal Register notices on Postal Explorer for complete details.

## INTELLIGENT MAIL FOR SMALL BUSINESS TOOL

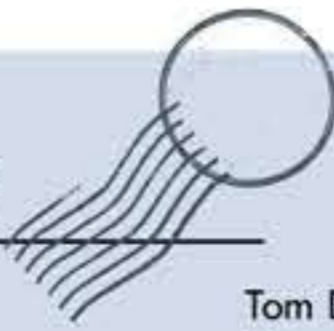
To take advantage of Full-Service and Intelligent Mail barcode benefits, talk to your Software Vendor or Mail Service Provider (MSP). Several Software Vendors have developed solutions for you. To find a list of Software Vendors who have participated in the voluntary USPS Full-Service and eDoc certification process, go to RIBBS at:

<https://ribbs.usps.gov/index.cfm?page=electronicdoc>



VISIT OUR SITE:  
[MADISONPCC.COM](http://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

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

Tom Diring  
United Mailing Services Inc  
608-237-3180  
tdiring@unitedmailingservices.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 Lyse  
American Family Insurance  
608-249-2111, ext. 30856  
svanlyse@amfam.com

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

### Earned Value Promotion

Promotion runs May 1 – July 31 2015  
**Registration: March 15 – April 30 2015**

### Color Transpromo Promotion

Promotion runs June 1 – Nov 30 2015  
**Registration: April 1 – Nov 30 2015**

### Emerging & Advanced Technology Promotion

Promotion runs May 1 – Oct 31 2015  
**Registration: March 15 – Oct 31 2015**

### Mail Drives Mobile Engagement

Promotion runs July 1 – Dec 31 2015  
**Registration: May 15 – Dec 31 2015**

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.**

## WHAT IS THE IMSB TOOL?

The Intelligent Mail for Small Business (IMsb) tool is a Full-Service mailing solution specifically designed for small business mailers who wish to prepare their own mailings. This online tool helps small business mailers prepare Full-Service mailings with intelligent Mail barcodes and tray labels. As a small business mailer, this tool will allow you to qualify for automation Full-Service discount on mailings that are:

- Maximum mailing size of fewer than 10,000 pieces for mail entered at a BMEU.
- Maximum yearly volume of fewer less than 250,000 pieces.

### BENEFITS

- Create Full-Service Automation Presorted mailings with unique Intelligent Mail barcodes on your mail pieces and trays labels including 5 digit/3 digit pricing if applicable.
- Electronic postage statement and qualification reports submitted automatically.
- IMsb cleanses the address list ensuring all addresses are valid and identifies duplicate addresses

## HOW IMsb WORKS

No special software or installation is required. Users simply access the application via the Business Customer Gateway (BCG).  
<https://gateway.usps.com/eAdmin/view/signin>

- Access the IMsb online tool from the Mailing Services menu in the BCG.
- Upload your address list
- The tool will validate the addresses on the list are valid delivery points
- The tool will automatically presort the mailing according to your list thus providing full presort discounts such as 3 / 5 digit automation pricing and the SCF discount if applicable.
- Print your addresses with an Intelligent Mail barcode on labels, envelopes, or insert pages and unique tray labels
- Submit your postage statement electronically
- Bring your mailing and confirmation page to your local acceptance unit.

## OPEN FOR BUSINESS

### New center will bring together USPS, entrepreneurs

Postal officials prepare to cut the ceremonial ribbon at the opening of the Postal Service's first Business Solutions Center.

The Postal Service has opened a center in Philadelphia where local entrepreneurs can learn how to use the mail to grow their businesses.

The Business Solutions Center will showcase the latest postal technology and educate commercial mailers and others about the benefits of using business mail.

The center, located at the Philadelphia P&DC, is the first of its kind in the Postal Service. USPS hopes to open similar centers in other cities.

"This milestone marks the beginning of USPS providing a customer focused business mail acceptance experience using employees trained to answer questions across a variety of topics to help mailers prepare their business mailings," said Mail Entry and Payment Technology VP Pritha Mehra. "We look forward to extending this program across the nation."

COO Megan Brennan, who was recently appointed the next PMG, attended the center's opening, along with Mehra, Eastern Area VP Joshua Colin, Philadelphia District Manager Chu Falling

## RIGHT DIRECTION

### USPS reports best results in six years

The package business continued to pay dividends for the Postal Service, which ended the fiscal year with an increase in operating revenue for the second consecutive year, CFO Joe Corbett says in his latest Dollars and Change video.

"After four straight years of revenue declines from 2009 through 2012, this is certainly a welcome result," Corbett says.

Year-end results showed controllable income of \$1.4 billion, as controllable expenses fell by more than \$500 million. Revenues were driven by a 9.1 percent increase in shipping and package revenue, and the exigent price increase, Corbett says.

USPS also reduced expenses by eliminating almost 1,000 delivery routes, consolidating facilities, centralizing delivery points, and improving efficiency at almost 1,700 Post Offices through the Post Plan.

However, the year's strong financial performance is not enough to offset \$90 billion in net liabilities and the lack of postal legislative reform.

Mail volumes declined by 2.8 billion pieces and "lingering and unnecessary legislative burdens" contributed to a \$5.5 billion net loss, Corbett says.

Despite these challenges, 2014 was the Postal Service's best year since 2008. "Our employees turned in a tremendous effort," Corbett says.

## BEST VALUE

### Postal Service outperforms UPS and FedEx, news reports say

The Postal Service offers the best shipping value for customers, according to recent news coverage of Consumer Reports' latest research.

The magazine used the Postal Service, UPS and FedEx to ship 3-pound packages from New York to Texas. The packages were sent using each shipper's standard overnight, second-day and ground shipment services.

The Postal Service offered the best value every time, the news media reported. For example, the Postal Service's rate for second-day delivery was about \$12. FedEx and UPS charged more than \$60 each.

Consumer Reports also asked 1,000 people about their shipping concerns. The most common complaint? High fees.

While competitors recently announced price increases, the Postal Service has lowered some Priority Mail prices for businesses and frequent shippers.

"The Postal Service is a vital business partner for small and large businesses. Lowering shipping prices will save them money and improve their bottom line," CMSO Nagisa Manabe told reporters last month.

## WE'RE NO. 1

### USPS ranks highest in public esteem, according to new poll

The poll results reflect the Postal Service's commitment to its customers, the PMG says.

Almost three-quarters of adults feel the Postal Service does a good or excellent job, the highest marks given to any federal agency, according to a new Gallup poll.

USPS ranked higher than the FBI, the Centers for Disease Control and Prevention, NASA, the CIA and eight other agencies. The poll, conducted in mid-November, surveyed more than 1,000 adults in all 50 states.

"The poll results highlight the great job our employees do every day to meet our customers' evolving mailing and shipping needs," PMG Pat Donahoe said.

# #1

The Postal Service rated well among all age groups and demographics, with 73 percent of women and 70 percent of men rating USPS as good or excellent.

The highest marks came from adults ages 18 to 29. Among this group, 81 percent rate USPS favorably.

The Postal Service's high visibility likely contributed to its high score, Time magazine reported.

"The Post Office is also the one agency that Americans actually see doing its job each day. You see postal employees on their routes. You can see Post Offices open," Time reported.



GMAPCC  
PO Box 14285  
Madison WI 53708-0285

First-Class Mail  
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## ON THE RISE

### New data shows spending on direct mail increasing

Direct mail continues to be a valuable tool for marketers. Businesses continue to rely on direct mail to provide one-on-one personal communications, new data show.

Spending on direct mail is expected to reach \$44.5 billion in 2014, a slight increase from last year, Direct Marketing News reported recently.

"Contrary to what many people may think, direct mail is experiencing minor growth," Wes Sparling, a direct marketer, told the trade publication.

The Postal Service saw a 5 percent increase in Standard Mail last quarter, another signal direct mail is on the rise. In recent remarks to industry leaders, PMG Pat Donahoe said mail is "proving to be an especially resilient marketing channel."

Using direct mail along with other digital marketing options delivers strong results, studies show. Seventy percent of Americans believe postal mail is more personal than digital mail, according to mail services provider Compu Mail.

New digital options also give marketers advantages when planning direct mail campaigns, such as providing data and analytics to better understand their audience.

"Direct mail continues to provide consistent response for generating new customers and getting existing customers to buy more often," mail consultant Craig Simpson told Direct Marketing News. "There is less competition in the mailbox, so you have a better chance of getting noticed by your prospects."

## DID YOU KNOW?

Each day the USPS processes and delivers 523 million pieces of mail. 3.6 million customers visit USPS.com every day. The USPS expects to deliver more than 405 million packages this holiday season.

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