



CALENDAR OF EVENTS

- **May 17-20, 2015:** National Postal Forum, Anaheim Convention Center, Anaheim California, www.npf.org
- **August 6, 2015:** Annual Golf Outing
Coachman's Golf Resort, Edgerton, WI
- **September 21 - 25, 2015:** National PCC Week 2015
Watch for these events at www.madisonpcc.com

THE RIGHT TRACK

The Postal Service has given consumers more ways to track packages.

More shoppers are tracking their online purchases, with almost one-quarter checking six times or more to see when their packages will arrive, recent research shows.

Seventy-seven percent of customers track their online orders, up from 68 percent in 2013, according to a study last fall by mailing services company Pitney Bowes Inc.

One-third of consumers check once or twice to see when their packages will be delivered. Another 21 percent track packages three to five times, while 23 percent track them six times or more.

"The ability to track a package in transit supplies the level of responsive service customers have come to expect," Patrick Brand, a top Pitney Bowes executive, wrote in a recent edition of trade publication Mailing Systems Technology.

The Postal Service emphasizes the importance of scanning packages and other mail so customers can track them.

USPS has also given consumers more ways to track packages. In September, the Postal Service introduced My USPS.com, an online tool that allows customers to manage and track all their USPS-shipped packages in one place.



USPS REVENUE RISES 4.3 PERCENT

\$754 million net loss recorded during first quarter

The Postal Service ended fiscal 2015's first quarter (Oct. 1-Dec. 31, 2014) with a 4.3 percent increase in operating revenue compared to the same period one year earlier. The net loss was \$754 million.

The operating revenue increase was partially driven by the record number of packages delivered during the holidays. Shipping and package volume rose 12.8 percent compared to one year earlier.

The net loss included a \$1.4 billion expense accrued for the mandated prepayment to the Postal Service Retiree Health Benefits Fund.

Other year-to-year highlights:

- Standard Mail volume rose 3.5 percent, driven by an increase in political mail volume.
- First-Class Mail volume decline slowed to a 1.1 percent decrease.
- Standard Mail revenue and First-Class Mail revenue were up 7.6 percent and 3.7 percent, respectively. These increases were driven partially by the January 2014 price increase.

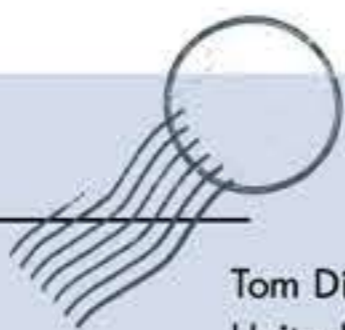
"Our employees delivered double-digit growth in packages this holiday season, which shows our growing ability to compete for and win new package delivery customers," said PMG Megan Brennan.

"To keep the momentum going — and to ensure we are the shipper of choice for our residential and business customers - we will continue to expand customized delivery solutions and package capacity while delivering high levels of service."



VISIT OUR SITE:
MADISONPCC.COM
FOR MORE INFORMATION

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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 2015 promotions can be found on the RIBBS website
<https://ribbs/index.cfm>

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

BOOSTING BUSINESS

USPS to provide exporting workshops in rural areas

USPS will help rural businesses boost exports using Priority Mail International and other products.

The Postal Service will offer "Grow Your Business Day" workshops through a federal initiative that aims to boost the number of exports from rural businesses.

The free seminars will be offered at 75 Post Offices and focus on exporting, including how to file customs forms and calculate shipping costs. Participating offices will be announced later.

"The Postal Service is a lifeline to many rural businesses, providing efficient and low-cost shipping options," said DPMG Ron Stroman. "As part of this initiative, we'll

provide small businesses with information on shipping solutions to get their products to customers in foreign markets, navigating customs regulations and forms, and helping grow their business."

The workshops are part of the "Made in Rural America" initiative, which brings together federal resources to help rural communities gain access to new markets.

The White House Rural Council is spearheading the effort, which also includes a program to educate local banks on federal export resources available to small firms.

USPS introduced "Grow Your Business Day" workshops several years ago to help Post Offices connect with small businesses in their communities. Topics include direct mail, Every Door Direct Mail and global business opportunities.

CATALOG COMEBACK

Retailers take new approach with mailings

After years of decline, retailers are mailing more catalogs, The New York Times reported last week.

Almost 12 billion catalogs were mailed in 2013, according to industry research cited by the Times.

Retailers see catalogs as a way to drive shoppers to their websites. Thirty-one percent of consumers have a catalog with them when they shop online. Some online retailers, including Bonobos, have started mailing catalogs.

"We found that the catalog allowed us to tell a fuller narrative about the brand and our products in a way that we were struggling to do online,"

said Bonobos CEO Craig Elbert.

J.C. Penney announced plans last month to resurrect catalogs, while Anthropologie, American Girl and other retailers are increasing mailings.

Retailers also are using new methods to catch shoppers' attention. Example: Outdoor clothier Patagonia sent two catalogs last year centered on wildlife photography. Catalogs could help retailers cut through digital information overload, said Harvard Business School marketing professor Rohit Deshpande.

"Just getting attention is the hardest thing to do right now for brands. It's conceivable that trying catalogs again is a way to do it," Deshpande said.

ANNUAL MEETING A SUCCESS

The GMAPCC Annual Meeting was held on February 12th. A good turnout of members heard informative presentations. Crystal May of Postal Source spoke about the new IMPb requirements and the need for mailers to use this tool to save money and streamline the mailing process. Gary Zink from the Badger Stamp Club spoke about the Civil War and how soldiers on both sides corresponded from the front lines. Ken Tillman,

USPS Manager of Business Mail Entry, presented information about current issues in the Postal Service and answered audience questions. Joe Roisum from American Family talked about using new technologies to make your mail operations more efficient and cost effective. GMAPCC annual awards were presented. The awardees were: American Family, Industry of the Year; Jan Mathias, Colony Brands, Industry Person of the Year; Paul Nistler, Postmaster Madison, WI, Postal Person of the Year.



PMG BRENNAN AIMS TO CONTINUE USPS MOMENTUM

PMG Megan Brennan has announced her Executive Leadership Team (ELT), aiming to continue the Postal Service's momentum by making few changes to the lineup.

The PMG leads the eight-member ELT, which includes the senior officers. In a Feb. 3 memo, Brennan credited the team's leadership for the Postal Service's recent successes.

"As we move forward, I am eager to accelerate the pace of progress, and do so with a high degree of continuity," the PMG wrote. "For this reason, we are making only minor changes."

DPMG Ron Stroman will add Chief Government Relations Officer to his role and lead efforts to gain legislative approval to improve the Postal Service's business model. Stroman has provided strong counsel to his colleagues and

proved an able advocate for the organization on Capitol Hill, the PMG wrote.

David Williams, who most recently served as Network Operations VP, will succeed Brennan as Chief Operating Officer. He will lead several initiatives to improve service and streamline mail processing, delivery and Post Office operations.

The ELT's other members will remain in their current roles:

- Chief Financial Officer Joe Corbett
- Chief Marketing and Sales Officer Nagisa Manabe
- Chief Human Resources Officer Jeff Williamson
- Chief Information Officer Jim Cochrane
- General Counsel Tom Marshall

The PMG also has altered the USPS organizational structure to align with the Postal Service's business goals:

- DPMG and Chief Government Relations Officer Stroman will oversee and manage Government Relations.

- Since information technology, information security and digital product development are closely aligned, a new position has been created: Chief Information Security Officer and Digital Solutions VP. Randy Miskanic, previously Secure Digital Solutions VP, will fill the new position, which will also focus on digital product development. Miskanic will report to Cochrane and work closely with Manabe.
- To reflect the need for high-quality analytics and insight, the title Product Information VP has been eliminated and replaced with Enterprise Analytics VP. Robert Cintron will continue in this role and report to Cochrane.
- Corporate Communications will report to the PMG.

USPS will evaluate the organizational structure on a regular basis, the PMG wrote.



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USPS NOW ONE OF THE 'BIG 3,' TOP INDUSTRY EXEC SAYS

USPS has become a "package delivery powerhouse," according to Entrepreneur magazine.

The Postal Service has "transformed itself from a humble mail carrier to a package delivery powerhouse," a top mailing industry executive writes in Entrepreneur magazine.

"There's a tendency to discuss shipping in terms of the Big 2 instead of the Big 3. So I want to set the record straight: Today's Postal Service is just as capable of package delivery as FedEx and UPS," writes Harry Whitehouse, chief technology officer for online postage company Endicia.

Whitehouse's Jan. 22 column praises USPS for improving its package tracking technology and adopting more efficient routing methods.

He also points to competitive pricing: USPS has cut Priority Mail rates and become a lower-cost alternative for lightweight packages since UPS and FedEx began charging based on the size of some packages, regardless of their weight.

In a December survey, 80 percent of businesses said they'll use the Postal Service for larger, lightweight shipments now that dimensional weight pricing has come into play, Whitehouse writes.

Savvy business owners should "take a closer look" on the Postal Service, he concludes. "If you don't ... you're leaving money on the table."

DID YOU KNOW?

- USPS sold more than 20 billion stamps in 2013
- USPS accepted 5.2 million passport applications in 2014
- More than 7,300 letter carriers deliver mail solely on foot.
- Approximately 76 percent of mailing industry jobs rely upon USPS infrastructure.
- Retailers mailed almost 12 billion catalogs in 2013
- The Postal Inspection Service's forensic laboratory division recently celebrated its 75th anniversary.
- USPS serves more than 153 million delivery points nationwide.

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 disasters) USPS Facility
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