



CALENDAR OF EVENTS

- **August 6, 2015:** Annual Golf Outing
Coachman's Golf Resort, Edgerton, WI

- **September 25, 2015:** National PCC Day
American Family Insurance, 6000 American Parkway,
Madison, WI

Watch for these events at www.madisonpcc.com

THE RIGHT TRACK

The Postal Service is simplifying 20 extra services — including Return Receipt, Certified Mail and insurance. The offerings will be reduced to 10 services. Customers will still have the same options as before, but in a consolidated format.

“This initiative will help improve customers’ experiences by streamlining the purchasing process,” said Retail and Customer Service Operations VP Kelly Sigmon. Customers will be required to use new forms for these services. Retail offices received updated forms, and employees are encouraged to share the new forms with customers to ensure a smooth transition.

The forms also can be found online. The updated forms include:

- Certified Mail: Updated PS Form 3800, Certified Mail Receipt
- Collect on Delivery: Updated PS Form 3816
- Insurance: Updated PS Forms 3813 and 3813-P
- Registered Mail: Updated PS Form 3806, Receipt for Registered Mail
- Return Receipt: Updated PS Form 3811, Domestic Return Receipt, with added barcode
- Signature Confirmation: Updated PS Form 153

This simplification is part of the price and classification changes recently approved by the Postal Regulatory Commission.

USPS MAKING INVESTMENTS FOR FUTURE, CNBC REPORTS

The Postal Service is making major investments and testing new delivery concepts to support its fast-growing package business, CNBC reported.

More than 20 machines that can sort 6,000 parcels an hour are being deployed to USPS facilities across the nation, reporter Morgan Brennan told viewers.

Brennan also discussed the Postal Service’s plans for new delivery vehicles with more cargo space for packages, as well as the same-day delivery services being tested in several cities. CNBC’s second report examined the Postal Service’s test of larger mailboxes to accommodate packages, thus reducing unsuccessful delivery attempts.

About 85 percent of parcels can fit inside the larger boxes, Delivery Operations VP Ed Phelan said.

USPS shipping and package volume grew 14.4 percent during fiscal 2015’s second quarter (Jan. 1-March 31) compared to the same period a year ago. Overall, package volumes have surged about 30 percent during the past five years.

“The hope is this push into packages will be the thing that enables the U.S. Postal Service to essentially reinvent itself and move back towards more sustainable profitability,” Brennan reported.



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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.

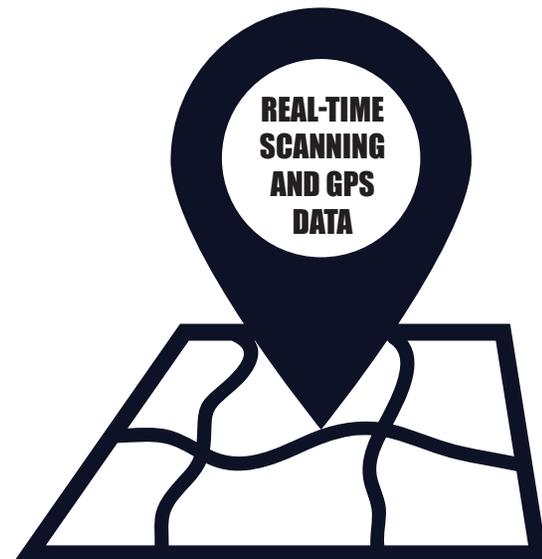
MDDS HELP PROVIDE CUSTOMERS WITH TIMELY INFORMATION

The Postal Service is continuing to grow its package business with help from new devices that let customers know when their parcels are delivered.

The Mobile Delivery Devices (MDDs) are used to scan packages as they move through the postal network, including when letter and rural carriers deliver them. Customers can access this information instantaneously through the My USPS.com package-tracking app.

Approximately 150,000 MDDs have been deployed since 2013. All carriers are scheduled to receive them by Sept. 30. The MDDs are improving customers' experiences in cities such as St. Paul, MN, where they arrived last year.

“Where’s my package?’ [is] the number one question we hear from customers. Right after that, they ask, ‘When will it be delivered?’” said St. Paul Customer Services Supervisor Cher Yang.



The new devices offer real-time scanning and GPS data, so carriers no longer need to carry both scanners and cell phones. The on-screen signature capability frees carriers from the task of filling out paper delivery receipts, improving efficiency.

Yang has trained about 200 carriers to use the devices. “The user interface hasn’t changed, so that makes the change [for employees] a lot easier,” he said.

POSTMASTER GENERAL PROMOTES CONVERGENCE OF MAIL AND DIGITAL TECHNOLOGY AT THE NATIONAL POSTAL FORUM

Postal Service, promoted opportunities for the mailing industry to leverage the rapid adoption of digital and mobile technology by today's consumers.

"We've become a device-oriented culture, with laptops, tablets, smartphones and now even watches providing digital and mobile experiences in every aspect of our lives," said Brennan. "The good news is that our industry has a big role to play in that digital future."

As consumer trends point to a continued mobile convergence, Brennan advanced the idea that mail can serve as a powerful complement to digital marketing campaigns and play a more prominent role in multi-channel marketing efforts. "When we extend that physical experience of mail into a mobile experience, mail delivers much greater value for the sender and receiver," said Brennan.

Citing the technology advances that enable a piece of mail to launch a website, video, or an interactive experience with technologies like augmented reality and QR codes, the Postmaster General believes mail can be a powerful tool for marketers to spark product discovery and drawing consumers into the digital ecosystem of their particular brand.

Brennan also revealed that the Postal Service is developing a daily digital notification of mail to be delivered to customers. The project – known as real mail notification – is being piloted in Northern Virginia and enables consumers to use a mobile device to see what's arriving in their physical mailbox.

"We're building this platform to bring physical content onto the same screen as the user's digital content," stated the Postmaster General. "The potential is enormous for this industry – because it will create a daily bridge from your mailed content to your digital ecosystem."

In her keynote address, Brennan said that the current pilot test generated a high level of digital engagement, with nine out of 10 people who participated in the pilot checking to see what's in their mail every day. The pilot test will be expanded to New York City later this year.

Brennan also encouraged the mailing industry to build on the inherent strengths of mail, including the consistently high return marketers gain from their investment in marketing mail. "That's why the convergence of mail and digital experiences is a way of adding strength to strength," said Brennan.

In her new role as Postmaster General, Brennan also stated that she is committed to needed investments in the organization's infrastructure, workforce and technology. "We're especially committed to investing in innovation to spur growth and profitability in this industry," said Brennan.

The Postal Service also unveiled several new promotions to spur wider adoption of industry best practices, including the Emerging and Advanced Technology Promotion, which is designed to encourage use of advanced inks, papers, sensory features and interactive mail-piece elements; and the Mail Drives Mobile Engagement Promotion, which is designed to encourage the use of QR codes, augmented reality and other features that leverage mail to spark mobile experiences.

PAPER FORMS ELIMINATED THROUGH EINDUCTION

Technology hasn't just improved the Postal Service's ability to track packages — it's also helping to protect revenue at USPS loading docks, where commercial mail is accepted.

Through eInduction, the Postal Service uses mailer electronic documentation (eDoc), Intelligent Mail Container barcodes (IMcbs) and handheld scanners to accept almost half the containers that deliver mail to postal facilities.

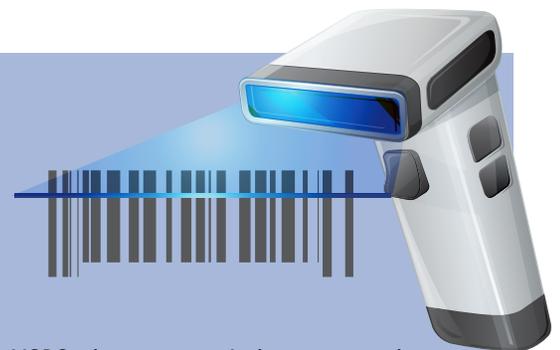
"With eInduction, mailers no longer need paper documentation," said Mail

Entry and Technology Payment VP Pritha Mehra. "It's a smarter, more efficient approach."

The process aligns with the Postal Service's efforts to use technology to boost performance, she said.

Rather than using manual reconciliation of containers, dock employees now can scan IMcbs to automatically reconcile the container with eDoc.

During this automated reconciliation process, USPS can determine whether a mailer has used an IMcb more than once, ensuring the correct postage collection for each container.



USPS also is using eInduction to make sure mailers and shippers have sent each container to the correct postal facility for the rates claimed.

"This system confirms that each container is associated with a postage statement — another way to check whether the Postal Service has received proper payment," Mehra said.



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MAILINGS HELP BUSINESSES GROW, USPS OFFICIAL SAYS

Direct mailings help businesses reach younger customers - especially in the digital age, Brand Marketing Director Betty Su told an online conference.

Forty-four percent of consumers who receive a direct mailpiece from a company visit its website, Su said, citing Direct Marketing Association data. Direct mailings can be especially helpful in reaching younger consumers, she said.

The Postal Service helps businesses reach potential customers through services such as Every Door Direct Mail, which allows users to target recipients through a variety of demographics.

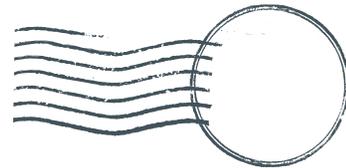
USPS also helps businesses enliven their mailpieces with augmented reality features that allow recipients to experience digital graphics, sounds and more.

DEFERRED ACTIVITIES TO RESUME IN 2016

Most of the plant consolidations that were scheduled to take place this summer as the final stage of the Network Rationalization Initiative will be deferred, the Postal Service announced May 27.

The Network Rationalization Initiative is the multi-phase, multi-year effort announced in 2011 to balance mail processing infrastructure costs against current and anticipated mail volumes.

The decision to defer the next phase was based upon operational considerations. Deferred consolidation activities will resume in 2016.



DID YOU KNOW?

- The Breast Cancer semi-postal stamp has raised more than \$80 million for research since 1998.
- USPS processed more than 34 million address changes in 2014.
- The smallest Post Office — located in Ochopee, FL — measures 61.3 square feet
- Stamp Out Hunger has collected more than 1 billion pounds of food since 1993.
- The Postal Service printed more than 19 billion stamps in 2014.
- Each workday, the USPS delivers 265 million pieces of advertising mail.
- The USPS has more than 31,000 retail offices

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 disasters) USPS Facility
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