



## CALENDAR OF EVENTS

- **February 2016:** GMAPCC Annual meeting
- **March 20-23, 2016:** National Postal Forum (NPF)  
Gaylord Opryland, Nashville, TN

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

## FUTURE FOCUS

### USPS relying on data and technology, trade journal reports

USPS is moving into the future with a host of new services that are geared toward tech-savvy consumers, an industry trade journal reported last week.

The September 2015 Postal Technology International article highlights My USPS.com, a mobile application that allows customers to track their packages and specify delivery dates.

The publication also cites a service being tested in New York City that offers customers a digital preview of the mail they'll receive later that day.

Additionally, the article describes how the Postal Service is collecting valuable data by scanning packages and using the information to strengthen customer service and make processing plants run more efficiently.

Other services mentioned include Irresistible Mail ([www.irresistiblemail.com](http://www.irresistiblemail.com)), a new USPS site that shows businesses how they can produce more effective mailings.

The innovations align with the Postal Service's broader efforts to meet customers' changing needs, PMG Megan Brennan tells the publication.

"We have great opportunities to improve the way we serve our customers, and it's all tied to harnessing the power of data and technology," Brennan says.

## ALIVE AND PRINTING

### Quad/Graphics finds success in mail

Don't tell Joel Quadracci print is dead.

The chairman and chief executive of Quad/Graphics Inc., one of the nation's top commercial printers, believes ink on paper remains a viable form of communications - especially when the words and images are delivered by mail.

"It's a great industry...that is not going away," Quadracci told the Milwaukee Business Journal recently.

Quad/Graphics, which the Postal Service honored in 2013, prints catalogs, direct mailpieces and more.

The Sussex, WI-based company employs more than 7,600 people and has grown its sales to \$5 billion in the past six years. In addition to handling customers' printing needs, Quad/Graphics helps them develop their marketing strategies.

"[W]e're a printer that helps you market," Quadracci said. Quad/Graphics' success suggests predictions that the Internet will destroy print have been exaggerated, industry analyst James Clemente told the Journal.

In particular, the company is poised to capitalize on the trend of retailers returning to catalogs and other forms of printed advertising.

Quad/Graphics wants "to be the thought leader when it comes to cross-channel marketing and how print fits into the cross-marketing world," Clemente said.



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

### 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.**

## CLASS ACT

### Retailer uses First-Class Mail to boost business

When it comes to marketing, you often get what you pay for. Just ask Sterling Jewelers Inc., which relies on First-Class Mail to promote its products.

"First-Class Mail ... allows us to communicate one-on-one with our customers," says Rachel Korland, the company's mailing list manager. "It's worth the extra money for us because the response and the results are significant."

Sterling, whose brands include Kay Jewelers and Jared the Galleria of Jewelry, sends postcards, self-mailers and other pieces. The company's research shows customers respond more to mailings than other types of promotional media.

"We can very, very carefully understand what worked, what didn't work, what we want to change for our next promotion," Korland says. First-Class Mail also sends the right message to customers, she says. "When they see First-Class, that has a perceived value to the customer. They know that is an important piece of mail. It's specifically targeted to them."



## THE MAILER SCORECARD

The Postal Service has four key initiatives to streamline the acceptance, induction, and verification of commercial mailings that may result in a postage assessment: Full-Service Intelligent Mail, Move Update, eInduction, and Seamless Acceptance. Each of these initiatives evaluates mail quality and mail preparation against established thresholds. The Postal Service provides mailers with access to a mail quality tool, the Mailer Scorecard, which displays a dashboard view of the results of the letter and flat mailing activity within each of these initiatives over a calendar month. This view is available to both the mailer who submitted the electronic documentation for the mailing (eDoc submitter) and the mail owner.

### The Mailer Scorecard includes five tabs:

- **Mailer Profile:** For mailers submitting letter and flat mail, this tab provides a summary of volume by mail class, eDoc types, and total revenue in a month.
- **Electronic Verification:** For mailers submitting eDoc, this tab provides results from Full-Service preparation requirements, Move Update compliance, and presort preparation requirements.
- **eInduction:** For mailers participating in eInduction, this tab provides an overview of the number of containers on eInduction and number of eInduction validation errors.
- **Seamless Acceptance:** For mailers participating in Seamless Acceptance or Seamless Parallel, this tab provides an overview of the verification results including undocumented, nesting/sortation, delivery point validation, etc.
- **Service Performance Measurement (SPM):** For all Full-Service mailers, this tab provides an overview of the number of mailpieces that were excluded from measurement due to one or more issues.

Reports on the Mailer Scorecard provide both a high-level overview of mail preparation quality for the previous month and a drill-down view that allows mailers to view detailed error information.

## RISE OF THE MACHINES

### New sorting equipment exceeds expectations

Parcels are moving faster than ever through five USPS plants that are testing new small-package sorting equipment — and exceeding expectations.

Since installing the machines earlier this year, the Postal Service has found they can sort more than 6,000 small parcels per hour, or roughly 1,000 more per hour than expected.

The top-performing site is the Royal Palm P&DC in Opa-Locka, FL, where use of the equipment was recently expanded to additional shifts.

“Our employees worked hard to demonstrate what we can do,” said Plant Manager Linda Gray.

The equipment - called the Small Parcel Sorting System (SPSS) - represents a major investment for USPS, which is striving to grow its package delivery service.

Plans call for additional SPSS machines to be installed at 26 sites across the nation. The Royal Palm P&DC’s performance will be used as a baseline to measure national performance.

“This pilot site established strong performance indicators that will greatly benefit us,” said Headquarter Operation Specialist Lane Stalsberg.

SPSS machines also are being tested at the West Valley, AZ, L&DC; Los Angeles International Service Center; North Houston P&DC; and Queens, NY, P&DC, where the machine was the subject of a recent CNBC report.

## 2015 GMAPCC GOLF OUTING

The 2015 golf outing at Coachman’s in Edgerton was a success again this year. Over 50 people enjoyed themselves. Golf tips and professional networking were the order of the day on a beautiful summer morning.





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## 2015 NATIONAL PCC DAY – GROWING TOGETHER

Members attending the GMAPCC's National PCC Day at American Family Insurance were treated to a great lineup of speakers who presented valuable information.

Gary Kaiser, USPS Madison Plant manager spoke about the new USPS 24 hour operating plan. Our keynote speaker from USPS HQ was Marc McCrery, USPS Manager Delivery & Retail Technology spoke about the customer and business value that comes with the improved visibility of the mailed piece when scanned and or synchronized with the digital experience and applications. Our final speaker Joe Schick from Quad/Graphics spoke about exigent pricing, FSS and postal service state of affairs.

