



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



Annual Meeting February 11, 2016

The GMAPCC's annual meeting will be held February 11th at the Zor Shrine Temple, 575 Zor Shrine Pl, Madison, WI. The event is scheduled from 7:30 – 11:00.

Our dynamic speakers will cover a wide range of topics that are sure to capture the interest of our mail-centric group. With the concern today over identity theft a USPSIS Postal Inspector will speak on how mailers can keep their mail secure.

Grant Gelhar from SCORE will speak about the need of small businesses to develop an effective marketing plan and how the printed piece and mail is an important component. Score is an organization of retired business executives that counsel new small business owners to achieve success.

PCC member Bob Sheehan of the USPS will speak about his experiences as a photographer.

Watch the GMAPCC website, www.madisonpcc.com, for more information and registration.

READY TO GO

New extended capacity vehicles being deployed

The Postal Service's new extended capacity vehicles are hitting the road.

USPS is putting into service more than 9,000 Ram ProMaster 2500 cargo vans, just in time for the peak holiday season. "This is the first large purchase we've made of new vehicles in several years," said Chief Operating Officer David Williams. "We're looking forward to employees taking advantage of new technologies that will improve their driving and delivery experiences."

The 2016 vehicles, which are replacing aging minivans, will be used for mail collection, package delivery and "relay" drop-offs.

The left-hand-drive vehicles are taller than current delivery vehicles and contain shelving, allowing employees to work inside. The vehicles also offer electronic stability control and rear backup cameras.

The cargo van rollout is separate from the Postal Service's efforts to replace as many as 180,000 LLVs with next generation delivery vehicles.



VISIT OUR SITE:
MADISONPCC.COM
FOR MORE INFORMATION

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

Earned Value Reply Mail

Promotion: April 1 - June 30, 2016
Registration: February 15 - March 3, 2016

Personalized Color Transpromo

Promotion: July 1 - December 31, 2016
Registration: May 15 - December 31, 2016

Emerging & Advanced Technology/Video in Print

Promotion: March 1 - August 31, 2016
Registration: January 15 - August 31, 2016

Tactile, Sensory & Interactive Mailpiece Engagement

Promotion: March 1 - August 31, 2016
Registration: January 15 - August 31, 2016

Mobile Shopping

Promotion: July 1 - December 31, 2016
Registration: May 15 - December 31, 2016

Information for all the 2016 promotions can be found on the RIBBS website <https://ribbs/index.cfm> **Look for 'Promotions and Incentives Programs' in the site index.**

DELIVERING ASSURANCES

Services let customers have a more stress free package delivery

USPS now offers three services to help customers with their package deliveries. Delivery Instructions is a service that allows customers to go online to redirect their incoming packages to an alternate address or hold them for pickup at a Post Office. Customers also can select a desired location for carriers to leave their packages, such as a front or back door, a garage or porch, or a neighbor's address.

"The ability to leave a package with a trusted proxy until you can get there really provides an extra layer of security for customers," said New Products and Innovation VP Gary Reblin. The service also eliminates the need to schedule a re-delivery and reduces the number of failed delivery attempts. More information is available through My USPS.com.

Hold For Pickup is a service that gives business customers extra time to retrieve parcels at Post Offices. Hold For Pickup ensures packages will remain in a safe place until business customers are ready to retrieve them. Businesses have 15 days to pick up packages sent through Priority Mail and other Package Services, such as Parcel Select. Hold for Pickup gives customers five days to pick up packages shipped through Priority Mail Express.

"This makes it easy for busy customers to pick up packages at their convenience, while adding the assurance that the package will remain in a safe place in the meantime. This is especially important for high-value packages," said New Products and Innovation VP Gary Reblin.

Once a mailpiece has been delivered to a Post Office, recipients receive an email or text message informing them that their package has arrived. More information is available on usps.com.

Package Intercept is a service that allows customers to redirect a package before it reaches the destination the sender initially intended. Individual customers with usps.com accounts and commercial customers with accounts through the online Business Customer Gateway can request that their shipments be returned to sender, redirected to a new domestic address, or held for pickup at a Post Office.

This service also lets customers correct mailing errors without anyone on the receiving end ever seeing the mistake. "Package Intercept is a big boon for customers," said New Products and Innovation VP Gary Reblin. "The ability to intercept a package and redirect it while it's still in the mailstream can do a lot to avoid a potentially embarrassing situation." More information is available on usps.com.

FROM POLLY'S DESK

**Polly Kaske, USPS Mailing Requirement Clerk,
Tips to help you mail.**

A customer calls and says “I have a Business Reply account, I just moved and I need new artwork”. I use to take down all the pertinent information and get them the new artwork. Times have changed and now the customer is more involved in creating their own artwork online! With a little help from form 6805 you'll be on your way to making the changes necessary to your Business Reply piece with the correct Business Reply Zip + 4 and Intelligent Mail Bar Code.

Form 6805 can be found online at www.usps.com. The form has 6 sections and it is broken down as follows:

SECTION 1:

The customer completes Section 1 and submits the form to the local Post Office that issues/holds the permit.

SECTION 2:

The local Post Office completes Section 2 and submits the form to the AMS.

SECTION 3:

The AMS completes Section 3 and returns the form to the local Post Office that issues/holds the permit. The local Post Office returns the form to the customer.

SECTION 4:

Section 4 provides information on how BRM and QBRM customers can obtain mailpiece artwork at no charge from the Postal Service. A BRM or QBRM customer may obtain mailpiece artwork from another source, but the artwork must meet all USPS requirements.

SECTION 5:

The customer completes Section 5 and submits the form and the ten sample BRM mailpieces to the local Post Office that will issue/hold the permit. The local Post Office forwards the form and the ten samples to the MDA.

SECTION 6:

The MDA completes Section 6 and processes the form as follows: Send the original to the local Post Office that issued the permit; send one copy directly to the customer; retain one copy for office records.

Customer Instructions for Obtaining Reply Mail Artwork — a Complimentary Service from the Postal Service

Customers distributing BRM or QBRM mailpieces may obtain complimentary artwork directly from the Postal Service as follows:

1. Wait 48 hours after receiving a permit number and ZIP+4 before using the U.S. Postal Service artwork tool.
2. To create a business account, go to the Business Customer Gateway at <https://gateway.usps.com/bcg/login.htm>.
3. Use the Gateway account to request a Mailer ID (MID), which is required for obtaining reply mail artwork.
4. Select the link for “Automated Business Reply Mail (ABRM)” to design and print reply mail artwork.
5. Access the ABRM user guide at <https://ribbs.usps.gov/index.cfm?page=bmatool>.
6. For assistance with the ABRM tool, call the MDA Support Center at 855-593-6093.



For BRM applications, the parties must complete Sections 1, 2, and 3. Sections 5 and 6 are not applicable. (Section 4 is for informational purposes only.)

For QBRM applications, the parties must complete the entire form — Sections 1, 2, 3, 5, and 6. (Section 4 is for informational purposes only.)



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First-Class Mail
Postage and Fees
PAID
USPS
Permit No. G-10

USPS.COM SALES ECLIPSE \$1 BILLION

During fiscal 2015 (Oct. 1, 2014-Sept. 30, 2015) usps.com generated more than \$1 billion in sales — a major milestone for the 15-year-old site. The sales exceeded that of all Post Offices combined in the following media markets: New York City, Los Angeles, Chicago, Philadelphia, and Dallas.

Customers are always at the front of the line at this Post Office that never closes. Usps.com can provide virtually any service offered at a brick-and-mortar Post Office. From the comfort of their homes customers can ship and track packages, purchase shipping and mailing supplies, schedule a free package pickup, hold mail.

Downloading USPS Mobile on iOS or Android devices and with the tap of a finger customers can access services including: change an address, USPS Tracking, My USPS, ship online, buy stamps, find a Post Office location, calculate (or look up) prices, ZIP codes, schedule a pickup and hold mail.



DID YOU KNOW?

- Registered letters were introduced in 1855.
- The first Christmas stamp was issued in 1962.
- The first women city carriers were hired in 1917.
- The first US Mail to California traveled by steamship in 1848.
- The first overland mail service to California began in 1851.
- The first National Postal Forum was held in 1967.

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