

2019 PCC of the Year

CALENDAR OF EVENTS

OCTOBER 15, 2020 - Breakfast Webinar

FEBRUARY 11, 2021 - Annual Meeting, Madison, WI

MAY 2-5, 2021 - NPF, Nashville, TN



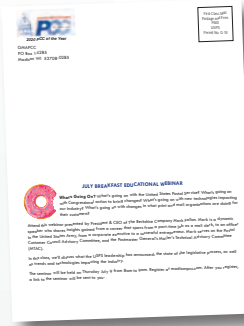
Watch for these events at
www.madisonpcc.com



SUCCESS STORY IN FULL COLOR

The Greater Madison Area PCC published our 2020 Summer Newsletter using color ink for the 1st time. Switching over to color ink was the next step in our PCC rebranding. The GMAPCC began rebranding in 2018 with a new logo, membership brochure, membership letter, and additional collateral. The conversion from black ink over to color ink on our newsletter gives us a fresh updated look to match what we are doing with our other marketing and membership materials. At times it feels like our rebranding is taking a lot of time, but we see the light at the end of the tunnel as we move to the final item which is our website.

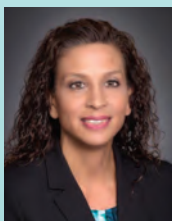
We are working on updating our website to give us a modern new look to mirror the look of our printed materials. While our website is a work in progress, we are happy with the updates we have made to this point, with additional changes still to come. Check out our website at www.madisonpcc.com. We would love any feedback on our site.



GMAPCC 2020 Summer Newsletter

SO YOU THINK YOU KNOW YOUR FELLOW MEMBERS?

One of the three statements about these two members is **false**.



Dianna Nygaard

A/Postmaster of
Madison, WI;
GMAPCC Postal
Co-Chair

- a) I spent 4 years in the Army where I was airborne - jumping out of perfectly good airplanes.
- b) I took a year off after high school to follow my dreams as a cruise ship entertainer/dancer.
- c) I have been a vegetarian for over 25 years as a result of having been a mortician before working for the Postal Service.



Tony Smithson

APG, Regional
Director of Printing
Operations,
GMAPCC board
member

- a) I was born and raised in Wisconsin, and came back to Janesville after many years working in other parts of the country.
- b) I graduated from college and got married when I was 20 years old.
- c) I'm a licensed bartender.

(Answers are in "Did You Know")

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JULY BREAKFAST EDUCATIONAL SEMINAR REVIEW



The Greater Madison Area PCC's July seminar was held as a virtual event. During his **"What's Going On"** presentation, The Berkshire Company President and CEO Mark Fallon told the audience about what the Postal Service is doing today to keep mail a relevant communications company.

During the Webinar, Mark mentioned that as mail volume is declining, package volumes are increasing by up to 55% in May. He highlighted recent activity in the 116th Congress, but said that no significant legislative reform bills were filed. USPS is making infrastructure changes by updating delivery vehicles and scanners along with testing the new Small Package Sorting System (SPSS).

Mark spoke about Informed Delivery and Informed Visibility and how both are providing mailers and mail recipients improved tracking ability. He also spoke about the trends in a mailing: the increase use of color, Digital Mail, E-3 (E-mail, E-Pay & E-Presentation), comprehensive communications plans that communicate one message through a combination of print, digital and video.

OCTOBER BREAKFAST WEBINAR

Join us on **Thursday, October 15, 2020** when the GMAPCC presents



SMALL BUSINESS ADMINISTRATION

Tools to Start, Grow, Expand and Recover Your Business

Lead Economic Development Specialist Tammie Clendenning and Outreach and Marketing Specialist Lisa Taylor will discuss resources available through the SBA to help small businesses start, grow, expand and recover. The goal of the SBA is to create awareness and connections with local resources. Some of the services include funding options, government procurement programs, business advising, disaster recovery and online assistance.

Zoom Program: 8:00 am - 9:00 am

THIS IS A FREE EVENT!

Register at **madisonpcc.com**

DID YOU KNOW?



75: Louis DeJoy is the 75th Postmaster General of the United States.

200: Miles of conveyors within postal facilities.

8,500: Pieces of automation processing equipment to sort nearly half the world's mail.

7.3 million: People employed in the \$1.6 trillion U.S. mailing industry.

18 million: Trays per day through conveyor systems.

45.7 million: Mail pieces from more than 501 mailers under Seamless Acceptance.

\$57 million: Postage collected through permits, meters and PC Postage in 2019.

Answers to **SO YOU THINK YOU KNOW YOUR FELLOW MEMBERS?** Dianna: b / Tony: a



GMAPCC members participated in the National PCC Day event on September 22. Due to COVID-19, it was held for the first time as a virtual event.

The day began with PMG Louis DeJoy stating that USPS is committed to working with PCC's at an aggressive pace in the coming year. He said that he is focused on process improvement in transportation, processing and in delivery. He mentioned a change requiring trucks to leave on time when transporting mail. Though transportation performance increased, this change created problems at the loading docks and caused a dip in overall performance that USPS learned from. USPS has made dramatic improvements over the past month and are fast approaching performance metrics from before the transportation change was made.

USPS is making good progress on the reorganization that will better align with USPS business objectives. COVID-19 impacted USPS and it is working constantly to adjust and add staff. He committed USPS to provide world-class, affordable, and dependable service to every American home. His vision for the future of USPS included: Universal access to the digital economy with enhanced destination of storefront services across the nation. The most professional, efficient, trusted and visible delivery services in the marketplace and a winning culture that champions employee advancement, engagement collaboration and celebrates the diversity of inclusion.

Next, A/Chief Customer & Marketing Officer Steve Monteith spoke about the advantages mail provides businesses wanting to connect with their customers. When mail is combined with other channels in an omni-channel campaign, results are significant. Steve cited a few studies. In one, 53% of consumers over the last six months responded to a message from a new business or business they had not done business with and took action on that mail piece. In a mail moments study, 54% of delivery subscribers remember seeing an Informed Delivery campaign message. 74% of all consumers that saw an Informed Delivery content rich campaign clicked through. 63% purchased something off the site when they got through. That's almost 20% of Informed Delivery subscribers taking content from the campaign.

Steve spoke about how Informed Visibility helps businesses track their mail through the system so they can know when the mail was delivered and coordinate a further email or text to reinforce the message. USPS has tools and educational videos available on USPSdelivers.com and USPSmailjourney.com to help use mail as an effective part of your marketing efforts.

Doug Lipp, former head of training at Disney Studios, talked about how focusing on creating a work culture behind the scenes leads to success with customers. Doug said they called it "Plussing the Show". How we treat ourselves in the company and the attitudes we have about ourselves will certainly change and affect how we interact with others. It applies to every person in the chain of any organization. In the case of Disney, the more connected they are backstage, the more connected they will be with their guests and customers that come into any of the Disney theme parks.

The day ended with a series of workshops including Mail Repositioning, Small Business Initiatives, Election and Political Mail and other. All workshops and the PCC Day event are recorded and available at:

2020.pccday.com Click the register button to access the videos.



GREATER MADISON AREA PCC



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



National Postal Forum will be held **May 2-5, 2021**
at the **Gaylord Opryland Hotel & Convention Center in Nashville, TN.**

The NPF has partnered with the USPS to present the mailing and shipping industry's premier educational venue, trade show and networking event. Held every spring, the four-day NPF is the only event that works directly with USPS managers to provide the most comprehensive educational and networking platform possible for meeting the needs of the industry and postal customers.

So mark your calendars and we'll see you there!