



2019 PCC of the Year



CALENDAR OF EVENTS

JULY 9, 2020 - Breakfast Webinar, Madison, WI

SEPTEMBER 24, 2020 - National PCC Day, Madison, WI

OCTOBER 15, 2020 - Madison College Facility Tour



Watch for
these events at
www.madisonpcc.com

MAILING PROMOTIONS CONTINUE DURING THE LAST HALF OF 2020

The 2020 Promotions continue to encourage marketers, printers, and mailers to utilize new technology and print techniques that enhance the traditional benefits of a physical mailpiece. This in turn can drive higher response rates and increase the overall return on the mailer's investment in mail.



PERSONALIZED COLOR TRANSPROMO PROMOTION

JULY 1 – DECEMBER 31 | REGISTRATION BEGINS MAY 15

This USPS promotion enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging in order to foster a better connection and response from their customers. First-Class Mail presort and automation letters—bills and statements only—that meet the updated dynamic print and updated personalization requirements will be eligible for an upfront 2% postage discount during the promotion period. First-time participants must meet only the dynamic color print requirements.



MOBILE SHOPPING PROMOTION

AUGUST 15 – DECEMBER 31 | REGISTRATION BEGINS JUNE 15

This USPS promotion encourages mailers to integrate their direct mail pieces with mobile technologies that facilitate a convenient online shopping experience for consumers during the holiday season. There are many new mobile barcode formats that can be leveraged to qualify for this promotion, in addition to the use of Payment QRs, or those connected to an integrated social shopping platform to facilitate a seamless shopping/purchase experience. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.



INFORMED DELIVERY PROMOTION

SEPTEMBER 1 – NOVEMBER 30 | REGISTRATION BEGINS JULY 15

This USPS promotion encourages mailers to continue to adopt use of the USPS' new omnichannel feature, Informed Delivery. Participants may create Informed Delivery campaigns through the Portal or submit elements through their eDoc submission, and develop campaigns that meet new best-practice requirements. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion.

For more information go to PostalPro, postalpro.usps.com/promotions.

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MAY BREAKFAST EDUCATIONAL SEMINAR

The Greater Madison Area PCC's May seminar was held as a virtual event. "Keeping track of your mailing during the time of COVID-19" was presented by Snailworks president and co-founder Dave Lewis. Dave told the audience that in an uncertain environment, a mailer can add reassurance for their clients by adding control and insight into their mail with the use of Informed Visibility.

He stressed how valuable this tool is with the coming political mailings soon to begin. Campaigns can coordinate other campaign channels plus measure delivery by precinct or district.

Companies can track both outbound and inbound mail with Informed Visibility. Tracking outbound mail lets companies know how much mail is delivered every day. They then can coordinate other advertising channels and prepare for responses. By tracking inbound mail, a company can measure response as soon as it's mailed. This can help to anticipate revenue and decrease further billing and collection efforts.

OCTOBER BREAKFAST SEMINAR

October's breakfast seminar will take place at Madison College. Kathy Waters has invited us to tour their mail room. We will learn about their operation and how she and her department are participating in the marketing curricula to educate students on the place mail can play as an effective marketing tool.

Location: Madison College (1701 Wright St, Madison, WI 53704)

Date: Thursday, October 15, 2020

Time: 7:30am networking & continental breakfast

Tour: 8:00am – 9:00am

THIS IS A FREE EVENT!

DID YOU KNOW?**MAIL DELIVERY TIMES FROM NEW YORK TO SAN FRANCISCO OVER THE YEARS...**

1849: 1 month or longer. Steamboat via the Isthmus of Panama.

1860: 14 days. Railroad to St Joseph, MO, then via Pony Express.

1900: 4 days, 10 hours. Transcontinental Railroad.

1921: 3 days, 11 hours. Airplane and Railroad.

1924: 1 day, 10 hours, 20 minutes. Transcontinental Airmail.

2019: 6-7 hours. Airplane.

Platinum:

American Family Insurance
Nelnet, Postal Source, Suttle-Straus, Inc.

Gold:

Integrated Marketing Solutions
Pitney Bowes Presort Services
State of WI, Bureau of Publishing & Distribution



2020 NATIONAL PCC DAY TO BE A VIRTUAL EVENT

National PCC Week September 21 - 25, 2020



The GMAPCC will hold its National PCC Day during the week of September 21. The event this year will be a virtual event.

Due to the nature of organizing and changing to a virtual event, at the time of this mailing, not all aspects of producing the event are finalized, including the date. We will have a speaker from USPS Headquarters and a speaker from the local business community.

In a change from previous years, this year's National PCC Day will be only a morning event.

Please go to madisonpcc.com to register and for updates and announcements of speakers, including the date. Email announcements will also be sent with any announcements about the event. If you have not supplied us with your email address, please send it to Robert.c.sheehan@usps.gov and it will be added to our email list.

CANCELLED

DUE TO COVID-19

GMAPCC

9TH ANNUAL GOLF OUTING

Thursday, August 6, 2020

The GMAPCC will cancel its annual golf outing at the Bridges Golf Course. The event was scheduled for August 6, 2020.

Each year the golf outing gives everyone a day to network and have fun with friends and colleagues. However, due to the COVID-19 pandemic we determined that we could not guarantee a safe event. Keep practicing your swing and we will see you there next year.





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



JULY BREAKFAST EDUCATIONAL WEBINAR

What's Going On? What's going on with the United States Postal Service? What's going on with Congressional action to bring changes? What's going on with new technologies impacting our industry? What's going on with changes in what print and mail organizations are doing for their customers?

Attend this webinar presented by President & CEO of The Berkshire Company Mark Fallon. Mark is a dynamic speaker who shares insights gained from a career that spans from a part-time job as a mail clerk, to an officer in the United States Army, from a corporate executive to a successful entrepreneur. Mark serves on the Postal Customer Council Advisory Committee, and the Postmaster General's Mailer's Technical Advisory Committee (MTAC).

In this class, we'll discuss what the USPS leadership has announced, the state of the legislative process, as well as trends and technologies impacting the industry.

The seminar will be held on Thursday July 9 from 8am to 9am. Register at madisonpcc.com. After you register, a link to the seminar will be sent to you.