



CALENDAR OF EVENTS

May 2-5, 2021 NPF - Nashville, TN
May 13, 2021 Breakfast Seminar - Madison, WI
July 8, 2021 Breakfast Seminar - Madison, WI
August 5, 2021 Golf Outing - Madison, WI
Register at MadisonPCC.com

GREATER MADISON AREA PCC

2019 PCC OF THE YEAR SMALL MARKET

2016-2020 PCC PLATINUM AWARD
2012-2015 PCC GOLD AWARD
2011 PCC SILVER AWARD
2010 PCC BRONZE AWARD

ANNUAL MEETING REVIEW

The GMAPCC Annual meeting was held on Thursday, February 11, 2021. Due to COVID-19, it was held for the first time as a virtual event.

The day began by presenting our 2021 awards to Dave Schauer (Econoprint), Industry Person of the Year; WPPI Energy, Industry of the Year; Craig Swenson, Postal Person of the Year.

Acting Lakeland District Manager Eddie Masangcay spoke about the state of the Postal Service.



Zach Brandon, president of the Greater Madison Chamber of Commerce, then gave the audience an overview of the economic climate of the Madison area. Although Madison is small, it ranks with larger areas in the United States. In the pre-pandemic period, Madison was rated high among millennials in quality of life and employment. Post-pandemic Madison is positioned to be a leader in the recovery. Its cost of living, affordable housing and labor costs are main reasons that 69% of businesses expect a return to pre-COVID work environment.



Kevin Goss, Sr. director of Postal Affairs & Business Solutions, Postal Source, told the audience about the 2021 postal promotions and incentives. Kevin said that utilizing new technology and print techniques that enhance the traditional benefits of a physical mailpiece can drive higher response rates and increase the overall return on the mailer's investment in mail. A list of the 2021 promotions can be found at postalpro.usps.com/promotions.

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GMAPCC SPONSORS

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Gold:

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

MARCH BREAKFAST EDUCATIONAL WEBINAR REVIEW

Our March breakfast webinar was presented by Morgan DiGiorgio, product specialist for Connected Mail at Suttle-Straus. Morgan explained how to start and reap the benefits of an omni channel marketing campaign.

The average person receives more than 2,900 marketing messages a day. In this environment, direct mail is more important than ever. 80% of people take 8 to 12 touches from all platforms before they make a decision. The response rate of digital channels is very low compared to direct mail. The pairing of direct marketing with digital can reach potential customers who might otherwise never know about you. Morgan said that people engage with what is familiar to them. Direct mail can help provide that familiarity.

The tracking tools provided by USPS and other companies can help coordinate digital marketing channels and provide useful data to gauge the effectiveness of your marketing. Direct mail can move people to your digital platforms. Re-targeted direct mail will send custom mail pieces to those who are engaging on a company's digital platform and has a 9-18% response rate. For non-profits, combining direct mail and digital increases donor results 23-46%.

MAY BREAKFAST WEBINAR

Join us on **Thursday, May 12, 2021**

when the GMAPCC presents:

USPS Websites and Locating the Information on Them

Mike Filipski and Dave Kennedy of the United States Postal service will guide the audience through USPS websites like Postal Pro and Postal Explorer to help easily find useful information.

Program - 8 AM to 9 AM

This is a free event. This program will be held via ZOOM.

Register at madisonpcc.com

Plan on attending the July 8th breakfast webinar where you will learn important information about package mailing.

DID YOU KNOW?

174 – Gantry robotic systems move 314,000 mail trays per day.

1,108 – Number of mailers who took advantage of elnduction in 2019.

36,000 – Stamps postmarked on the Advanced Facer Canceler System per hour.

228,000 – Number of vehicles owned by the U.S. Postal Service.

964,000,000 – feet of receipt tape used annually at postal retail counters.

3 Billion – Miles traveled by a postage stamp aboard the New Horizons spacecraft sent to Pluto. A Guinness world record.

16.5 Billion – U.S. postage stamps printed in 2019.

Answer to **SO YOU THINK YOU KNOW YOUR FELLOW MEMBER?** b) is false

HOW MEMBERS?

er is false.



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(Answer is under “**Did You Know**”)



PCC VOICE

The Greater Madison Area PCC invites you to join the LinkedIn group dedicated to PCC members, **PCC Voice**.

- ▶ Connect with other members
- ▶ Share ideas and best practices

If you do not have a LinkedIn account, please use Step 1. If you currently have an active LinkedIn account, start with Step 2.

Step 1: Sign up for a LinkedIn account:
https://www.linkedin.com/signup/cold-join?trk=guest_homepage-basic_directory

Step 2: Use this link to join the group: <https://www.linkedin.com/groups/8303549/>

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GMAPCC 9TH ANNUAL GOLF OUTING





**GREATER MADISON AREA
POSTAL CUSTOMER COUNCIL**

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NATIONAL POSTAL FORUM WILL BE HELD MAY 3rd and 4th, 2021

Due to ongoing concerns and uncertainties regarding the COVID-19 pandemic, the National Postal Forum has regretfully canceled the in-person event at the Gaylord Opryland Hotel May 2-5, 2021.

We will be holding a **virtual National Postal Forum on May 3rd and 4th. *Please save the dates!*** The NPF is in the process of determining the best options for providing you with a full year of the kind of robust content and engagement the Forum community has come to expect. Be sure to watch for details about additional educational and engagement opportunities planned through the entire year.

If you elected to carry over your 2020 Orlando registration, NPF will automatically transfer it to the new series of events being held throughout 2021.

The NPF thanks you for your understanding, patience and patronage. We look forward to bringing the rewarding educational, inspirational and networking experiences that continue to be the hallmarks of the NPF throughout the coming year.

For more information, please stay tuned to [NPF.org](https://www.npf.org).