



## GREATER MADISON AREA POSTAL CUSTOMER COUNCIL



Summer 2023

### CALENDAR OF EVENTS

June 19, 2023	Juneteenth: No Mail Delivery
July 4, 2023	Independence Day: No Mail Delivery
July 13, 2023	GMAPCC Industry Insights Event
August 3, 2023	11th Annual GMAPCC Golf Scramble
August 24, 2023	Clean Lakes Alliance Volunteer Day
September 4, 2023	Labor Day: No Mail Delivery
September 21, 2023	GMAPCC PCC Day Event

### GREATER MADISON AREA PCC

2022 Small Market PCC of the Year  
2019 Small Market PCC of the Year  
2016-2022 PCC Platinum Award  
2012-2015 PCC Gold Award  
2011 PCC Silver Award  
2010 PCC Bronze Award



## GMAPCC 1ST ANNUAL MILWAUKEE BREWERS OUTING

On June 11th, the GMAPCC ventured to American Family Field in Milwaukee to watch the Brewers battle the Oakland Athletics.



Representatives from the Milwaukee PCC pose in front of American Family Field pre-game.



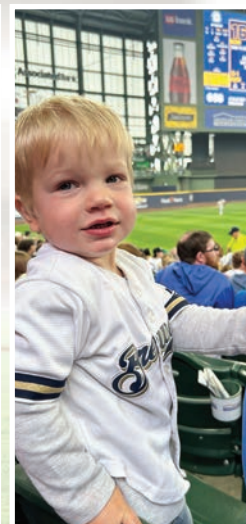
More Milwaukee PCC Attendees

The GMAPCC joined by the Milwaukee PCC enjoyed some good old-fashioned pregame tailgating in the parking lot before watching the Brewers lose a hard-fought battle against the A's. An unexpectedly cold June day along with a few sprinkles was not enough to dampen the spirits of the 60 plus attendees who participated in the event.

Inside the stadium, everyone was warm and dry as the retractable roof of AmFam Field was closed throughout the game. It was a great event overall, and we are looking forward to planning another Brewers trip in 2024!



Future GMAPCC member



Future GMAPCC member



GMAPCC tailgaters

Jeff Braaksma—USPS Customer Relations Coordinator/GMAPCC Administrator

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Visit the GMAPCC website at [MadisonPCC.com](https://www.MadisonPCC.com)



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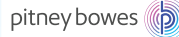
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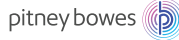
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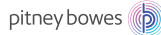
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## “THANK YOU” to our GMAPCC SPONSORS

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## PLATINUM SPONSOR HIGHLIGHT



**Robot Ink Marketing** is a technology driven direct mail marketing company located in Stoughton, WI. They've built an army of robots which handwrite envelopes that look extremely authentic. So authentic that their mailings have some of the highest open and response rates anywhere! This unique method not only helps Robot Ink's customers stand out – but it also caught the attention of the United States Postal Service who honored them with the Innovation and Growth Award at the National Postal Forum in May 2023 for their integration of direct mail with Informed Delivery.

## SAVE THE DATE!

**GMAPCC New Industry Insights: THURSDAY, JULY 13 — 8:00 am to 9:00 am**

The GMAPCC is pleased to introduce our “Industry Insights” educational series. Our inaugural event will be held on Thursday, July 13, from 8:00 – 9:00 am. The topic will be the “Upcoming CASS Cycle O Changes,” and our presenter will be Joe Cullen from United Mailing Services, Inc. This will be a hybrid event with both in-person and virtual options and attendees will be able to ask questions throughout. Do you have questions that you would like addressed regarding CASS Cycle O? Contact GMAPCC administrator Jeff Braaksma and your question will be forwarded to Joe.

Please register for this free event at [madisonpcc.com](https://madisonpcc.com)!

# GMAPCC 11TH ANNUAL GOLF SCRAMBLE

The GMAPCC golf scramble is coming up on Thursday, August 3rd, at the beautiful Bridges Golf Course in Madison. Golfers are registering now so don't miss out on this popular event! The early-bird price of \$99 only goes through June 30 so don't delay. Breakfast, lunch, door prizes, hole contests,



trophies and 18 holes of spectacular golf with a cart are included in this price. Sign up your team today at [MadisonPCC.com](https://www.MadisonPCC.com)! Hole sponsorships are also available and going fast...contact **Golf Czar Tom Diring** at [tdiring@unitedmailingservices.com](mailto:tdiring@unitedmailingservices.com) or 608-237-3180 for more information.



## NPF 2023 A GREAT EXPERIENCE FOR ATTENDEES!

The National Postal Forum with its 4,000+ attendees was held in Charlotte, NC, from May 21-24, 2023. A large contingent from Wisconsin was at the NPF including several industry and postal representatives from the GMAPCC. After being temporarily side-tracked for a couple years due to the Covid pandemic, the NPF rebounded in a major way in 2023. From the amazing learning sessions to the expansive exhibit hall to the boisterous general sessions and awards ceremonies, the event was first rate from start to finish. If you have never experienced the NPF, then set your sights on Indianapolis, IN, which will be hosting the NPF in 2024!



GMAPCC Board member John Klingelhoets of Robot Ink Marketing receiving a USPS Innovation & Growth Award from Jakki Strako, Postmaster General Louis DeJoy, and Steve Monteith



NPF NASCAR HALL OF FAME RECEPTION front right - Crystal May; middle - Maggie Nemmers from Postal Source; back right - John Klingelhoets from Robot Ink Marketing; back left - Jeff Braaksma; front left - Kristina Peer from Thyssen.



Kristina Peer at the PCCAC photo challenge booth



Craig Czuprynski and Andy Weber from Western States Envelope and Label



Rob Hanks and Joseph Banks - USMC



## CLEAN LAKES ALLIANCE VOLUNTEER DAY

The GMAPCC is partnering with the Clean Lakes Alliance for a volunteer clean-up day on August 24, 2023, from 8:45-11:00 am at the Vilas Park Beach in Madison. All GMAPCC members are invited to attend as we assist the CLA with the beach clean-up and invasive species removal. The CLA has been helping to keep the Madison area lakes beautiful since 2010. Details are posted on the GMAPCC website at [MadisonPCC.com](https://www.MadisonPCC.com). There is no cost to participate but volunteers are asked to register on the website so we know how many are coming. Visit the Clean Lakes Alliance website at [cleanlakesalliance.org](https://www.cleanlakesalliance.org) for more information about their work or to become a sponsor.

## CONTACT ME!

“ Are you struggling to get information and would like me to connect you with a USPS resource to get answers? ”

Jeff Braaksma at 608-246-1356

“ Do you have a success story that you would like to share with your fellow members? A new product, service or initiative at your company? An experience working with the USPS that you would like to share in the newsletter? ”

[jeffery.l.braaksma@usps.gov](mailto:jeffery.l.braaksma@usps.gov)

“ Do you want to see something new and different in the newsletter or at GMAPCC events? ”





**GREATER MADISON AREA  
POSTAL CUSTOMER COUNCIL**



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## 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](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/>

