



GREATER MADISON AREA POSTAL CUSTOMER COUNCIL

Winter 2023

2023 CALENDAR OF EVENTS

- Jan 2** New Year's Day (*observed*) – No Mail Delivery
- Jan 16** Martin Luther King Holiday – No Mail Delivery
- Feb 9** GMAPCC Annual Meeting: Olbrich Botanical Gardens
- Feb 14** Valentine's Day – *Mail a card to someone!* ❤️
- Feb 20** President's Day Holiday – No Mail Delivery
- Mar 10** GMAPCC In-person Breakfast Seminar

GREATER MADISON AREA PCC

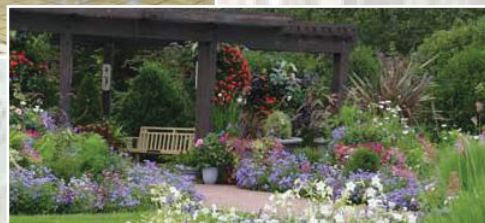
- 2022 Small Market PCC of the Year
- 2019 Small Market PCC of the Year
- 2016-2022 PCC Platinum Award
- 2012-2015 PCC Gold Award
- 2011 PCC Silver Award
- 2010 PCC Bronze Award



GMAPCC ANNUAL MEETING AND BREAKFAST AT OLBRICH BOTANICAL GARDENS

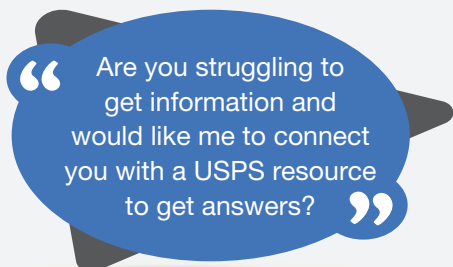
You will not want to miss this year's Annual Meeting which will be held at the beautiful Olbrich Botanical Gardens in Madison on Thursday, February 9, 2023! This event will be the official kick-off for the GMAPCC's 40th Anniversary year celebration. We have reserved the exceptional Evjue Commons room for the event and following the meeting you will receive a free admission to the 2023 Orchid Escape Exhibit that will be taking place in the amazing Bolz Conservatory. The conservatory will be a welcome oasis in the dead of winter as it is teeming with tropical plants, birds, frogs, fish, insects, geckos, and of course the once-a-year orchid display! A delicious hot breakfast buffet with all the trimmings will be served at the event.

There will be multiple presenters addressing the membership at the Annual Meeting and we will be presenting the awards for this year's GMAPCC Postal and Industry Members of the Year as well as the GMAPCC Industry of the Year. The event will run from 8:30 am – 11:30 am with the Bolz Conservatory visit to follow. Please visit the GMAPCC website at madisonpcc.com for all the details and to register!



BOLZ CONSERVATORY

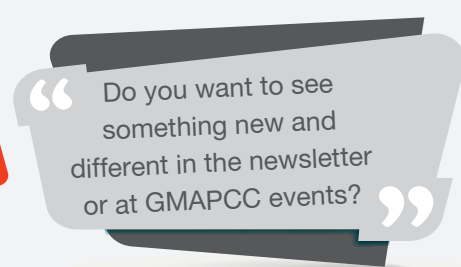
CONTACT ME!



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



“ 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? ”



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

Jeff Braaksma at 608-246-1356

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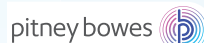
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"THANK YOU" to our GMAPCC SPONSORS

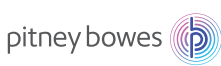
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SAVE THE DATE! GMAPCC March Breakfast Seminar

There will be an in-person Breakfast Seminar held on **Thursday, March 10, 2023** at the Madison Main Post Office at 3902 Milwaukee St. In an effort to continue to provide you, our members with the educational materials you want and need, we would like your input! What topics are important to you and could help you and your business succeed?

We have access to a wide range of knowledgeable presenters from both the USPS and Industry companies that we can book for these seminars. Please reach out to Jeff Braaksma, USPS GMAPCC Administrator, at **608-246-1356** or at Jeffery.I.braaksma@usps.gov with your ideas.

GMAPCC DELIVERS CHRISTMAS CHEER!

The GMAPCC lent Santa a helping hand this Holiday Season with its annual "Santa Cause" campaign.

The GMAPCC membership once again stepped up to help a local in family in need this Christmas. With the aid of Dane Co. Social Services, a local Madison family with five young children was suggested as a perfect candidate for the GMAPCC's "Santa Cause" campaign.

Email blasts were sent out to GMAPCC members who responded by making generous donations at the madisonpcc.com website. Social Services reached out to the family to get us a Christmas wish list for the children and then we went shopping! After the presents were carefully picked out, GMAPCC Postal Co-Chair Craig Hanson, GMAPCC Postal Administrator Jeff Braaksma, and GMAPCC Board member Eric Buzza sat down to do the gift wrapping. The gifts were loaded up and delivered on December 22nd as mother nature was providing some beautiful snow which would ensure a white Christmas. The family was very appreciative of the generosity of our membership!

Thank you to all who helped make this a very special holiday for this local family!



Jeff Braaksma, loading up the car with gifts

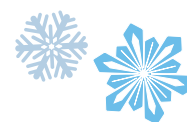


Craig Hanson, Jeff Braaksma, and Eric Buzza



Jeff Braaksma and Eric Buzza wrapping gifts

THE GMAPCC IS MOVING FROM A SMALL MARKET TO A LARGE MARKET PCC...



**...AND WE
WANT YOU
TO JOIN
OUR
TEAM!**



The GMAPCC is moving up a weight division and it is ready to take on the challenge! Having just won a second Small Market PCC of the Year in four years the GMAPCC is being bumped up a notch due to the overall size of the Madison Post Office and its seven stations.

The GMAPCC will now compete for awards and other recognition with many larger PCCs from across the country. The GMAPCC knows it will need to step up its game to continue to have the successes it has had in recent years and that is where you can help! The GMAPCC is here for you and your company, and we want you to become a sponsor during our Spring Membership Drive!

We know that you've seen the GMAPCC emails, newsletters and other correspondence but have you ever really considered what membership can do for you or your business? We are a partnership between USPS and Industry members working together to help each other succeed! Not only do you get all the valuable educational opportunities provided by your local PCC, but you also have access to all national PCC information through the entire PCC network. There are nearly 150 PCCs nationally all working together for your company's success! Not only do we provide you with valuable knowledge on mailing strategies and Postal discounts, but we also provide recognition for your company membership by displaying your logo on signage at all GMAPCC events... and in our newsletter which is mailed quarterly to over 2,500 persons and businesses on our mailing list.



Contact Jeff today and see what joining the GMAPCC can do for you. With all the value associated with membership, *it pays for itself!*

POSTAL RATE INCREASES SET FOR JANUARY 22, 2023

The USPS has received approval from the Postal Regulatory Commission (PRC) to implement postal rate changes effective Jan. 22, 2023. Proposed rate increases include a 3-cent increase in the price of a First-Class Mail Forever stamp from 60 cents to 63 cents.

Product	Currently	Proposed
Letters (1 oz)	60¢	63¢
Letters (metered 1 oz)	57¢	60¢
Domestic Postcards	44¢	48¢
International Postcards	\$1.40	\$1.45
International Letter	\$1.40	\$1.45

There will be several mailing promotions available in 2023 to business mailers. Pre-approval requests will be accepted for promotions beginning on Jan. 9, 2023, at the USPS Business Customer Gateway. These proposed increases are in response to increased inflation and the rise in operating expenses and are being enacted to achieve the financial stability sought by the USPS's 10-year "Delivering for America" plan.



**GREATER MADISON AREA
POSTAL CUSTOMER COUNCIL**

PO Box 14285
Madison WI 53708-0285

**JOIN
TODAY!**

First-Class Mail
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**PCC
Membership is
VALUABLE!**



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** (below).

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/>

