



## GREATER MADISON AREA POSTAL CUSTOMER COUNCIL

Winter 2024

### 2024 CALENDAR OF EVENTS

- January 1:** New Years Day - No Mail Delivery  
**January 15:** Martin Luther King Holiday - No Mail Delivery  
**February 14:** Valentine's Day - ♥ Mail a Card to Someone!  
**February 19:** Presidents' Day - No Mail Delivery  
**March 29:** Good Friday - Regular Mail Delivery

### GREATER MADISON AREA PCC

- 2016—2023** PCC Platinum Award  
**2012—2023** PCC Gold Award  
**2022** Small Market PCC of the Year  
**2019** Small Market PCC of the Year  
**2011** PCC Silver Award  
**2010** PCC Bronze Award

## GMAPCC'S "SANTA CAUSE" *Spreads Holiday Cheer!*



The GMAPCC played Santa again this Christmas by delivering some holiday joy to a local family in need.

In partnership with the Waunakee Neighborhood Connection, the GMAPCC was paired with a family of four that was very much in need during the Holiday Season. The family provided a list of mostly clothing items including winter boots and jackets with just a few modest toy requests for the children. Thanks to the generosity of GMAPCC members the entire list was filled along with just a few extra toys for the kids from Santa! There was even enough money left over to give an extra \$100 to a bonus family to be determined by the Waunakee Neighborhood Connection.

GMAPCC Postal Vice-Chair and "Head Elf" Eric Buzza along with GMAPCC Postal Administrator Jeff Braaksma did the gift shopping and wrapping donned in festive (ugly) Christmas sweaters! All the presents and the bonus gifts were dropped off on Friday, December 15th in plenty of time for Christmas. Thank you to all who helped to make the GMAPCC's annual "Santa Cause" such a special event!



## SAVE THE DATES!

FEB

8

MAR

14

AUG

1

**Thursday, February 8, 2024:** GMAPCC Annual Meeting at Olbrich Botanical Gardens

**Thursday, March 14, 2024:** GMAPCC's Industry Insights Hybrid Educational Event

**Thursday, August 1, 2024:** GMAPCC 12th Annual Golf Scramble at the Bridges Golf Course in Madison.

Watch for updates for all GMAPCC events at [madisonpcc.com](https://madisonpcc.com)

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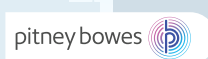
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United States Postal Service®

## INDUSTRY ALERT

### Discontinuance of Hardcopy Postage Statements

A Federal Register Notice on the discontinuance of hardcopy postage statements was published April 25, 2023 and will become effective on January 28, 2024. The Postal Service is discontinuing hardcopy statements to improve efficiency by expediting the acceptance of commercial mail. Except for Electronic Verification System (EVS) mailings, all domestic commercial mailings must use an approved electronic method to transmit a postage statement to the PostalOne! system.

- Third-party software options are available on PostalPro at [postalpro.usps.com](http://postalpro.usps.com).
- Electronic documentation by eDoc submission can decrease the quantity of undocumented errors.
- IMsb and Postal Wizard are both options the USPS provides through the Business Customer Gateway.

Mailers that are currently using an approved software vendor should check with the vendor as there may already be electronic submission options.

The USPS provides solutions for mailers not currently using third-party software. The Intelligent mail for Small Business (IMsb) Tool and Postal Wizard are free and web-based so no software is needed. Educational webinars are available for the (IMsb) Tool and Postal Wizard on PostalPro.



# GMAPCC ANNUAL MEETING

FEBRUARY 8, 2024 at Olbrich Gardens



The GMAPCC Annual Meeting, Breakfast, and Awards event will be back at Olbrich Botanical Gardens here in Madison on **Thursday, February 8, 2024 from 8:30-11:30am**. Mark the date on your calendars so you don't miss out on this popular event. A hot breakfast buffet will be served along with some great Postal and Industry educational presentations. It will be networking at it's finest! Register at [MadisonPCC.com](https://MadisonPCC.com).

Plus, WE NEED YOUR HELP! We will be presenting awards for the **GMAPCC Postal and Industry Persons of the Year** as well as the **GMAPCC Industry of the Year** and WE NEED YOUR NOMINATIONS! Would you please consider nominating a postal or industry person who has been a big help to you or your business in the past year. Or maybe a **Company** that is a major asset to the USPS due to their use of postal products and services. You may submit nominations in all categories. If we receive enough nominations we will present gold, silver, and bronze awards in each category! Contact Jeff Braaksma for a nomination form or visit [MadisonPCC.com](https://MadisonPCC.com) to find the form on the homepage. Submit your nominations by **January 24, 2024** please so these deserving people and companies get the recognition they deserve...Thank you!



BOLZ CONSERVATORY



2023 Annual Meeting in the Evjue Commons Room

## WHY SHOULD I JOIN MY LOCAL PCC... AND IS IT FREE?

The Greater Madison Area Postal Customer Council is not just another PCC! We have been an active and successful PCC for the last 40 continuous years and have won several awards including Small-Market PCC of the Year in 2019 and 2022. By becoming a GMAPCC member your company will have an "inside track" to all things postal. Our members share tips and best practices with one another so that everyone gets the best possible experience when working with the USPS. We not only host quality educational events and seminars throughout the year but we also partake in charitable events and other fun events like our popular annual golf scramble. You can join the GMAPCC for free and have access to all our educational offerings and email notifications about important new or changing postal initiatives. Some of our larger events do have a fee but generally these events are priced so that the GMAPCC is just able to cover its costs. Many companies recognize the value of a strong PCC and elect to join as a paid sponsor. These paying sponsors are recognized with their logos at all our meetings and events as well as in this newsletter and on the GMAPCC website at [madisonpcc.com](https://madisonpcc.com). There are several different sponsorship levels to choose from that can be found on the website at [MadisonPCC.com](https://MadisonPCC.com) or by using the QR code below. This past membership season was our busiest ever as we added several new Gold and Platinum sponsors. Will you consider joining the GMAPCC? Feel free to contact Jeff Braaksma, GMAPCC Postal Administrator or any Board member with any questions you may have.



## The GMAPCC Takes Home Another Major Award During its 40th Anniversary Campaign!



PMG AND JEFF BRAAKSMA

The GMAPCC had one of its best years ever in 2023! In recognition for his contributions to this success, GMAPCC Postal Administrator Jeff Braaksma was awarded the National PCC Postal Member of the Year – Silver Award at a ceremony in Washington DC on June 29, 2023. Postmaster General Louis DeJoy presented the award to Braaksma along with other national PCC awards to both Industry and Postal members and various to PCCs from around the country. The GMAPCC continues to gain recognition nationally as this is the 4th major award won by our local PCC in the last 5 years. The GMAPCC won the Small-market PCC of the Year Award in both 2019 and 2022, and outgoing GMAPCC Industry Vice-chair Rob Hanks won the Industry Member of the Year – Bronze Award in 2022. Thank you to everyone who continue to make the GMAPCC one of the best in the country!



### CONTACT INFO



**"Is there something you would like to see included in a future GMAPCC newsletters?"**

**Contact Jeff Braaksma or a GMAPCC Board member.**

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**GREATER MADISON AREA  
POSTAL CUSTOMER COUNCIL**

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2024  
*happy new year*

## **PCC VOICE**

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

*Connect with other members plus 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/>

