



**IN THIS ISSUE:**

- USPS Holiday Schedule for 2012
- 2011 Holiday Shipping Cut Off Dates
- Domestic and International Mailing — Price Change
- Improving The Mail Service Update Process
- Future Educational Events

**Greater Madison Area Postal Customer Council**

**USPS ADJUSTS MAILING SERVICES PRICES FOR 2012**

Beginning early next year, customers will spend a penny more to mail letters to any location in the United States, the first price change for First-Class Mail stamps (Forever stamps) since May 2009. The new 45-cent price for Forever stamps is among price changes filed with the Postal Regulatory Commission (PRC). Highlights of the new single-piece First-Class Mail pricing, effective Jan. 22, 2012, include:

- Letters (1 oz.) – 1-cent increase to 45 cents
- Letters additional ounces – unchanged at 20 cents
- Postcards – 3-cent increase to 32 cents
- Letters to Canada or Mexico (1 oz.) – 5-cent increase to 85 cents.
- Letters to other international destinations – 7-cent increase to \$1.05

Prices also will change for other mailing services, including Standard Mail, Periodicals, Package Services and Extra Services. Express Mail and Priority Mail prices will remain the same. For more information on the new pricing, visit [http://about.usps.com/news/national-releases/2011/pr11\\_factsht\\_pricechng\\_1018.pdf](http://about.usps.com/news/national-releases/2011/pr11_factsht_pricechng_1018.pdf).

While actual percentage price changes for various products and services vary, the overall average increase across all mailing services is capped by law at 2.1 percent, the rate of inflation calculated based on the Consumer Price Index. “The overall average price change is small and is needed to help address our current financial crisis,” said PMG Pat Donahoe. “We continue to take actions within our control to increase revenue in other ways and aggressively cut costs. To return to sound financial footing, we urgently need enactment of comprehensive, long-term legislation to provide the Postal Service with a more flexible business model.”

There is good news for First-Class Mail Presort mailers. When the new prices take effect Jan. 22, the second ounce for pre-sorted letters will be free. “This gives companies expanded opportunities to advertise new services and products to their customers as part of bill and statement mailings,” said Paul Vogel, president and chief marketing/sales officer. Another new offering is a three-month pricing option to rent PO Boxes — a potential option for people on the move and those who need a PO Box for a short time.

**NETWORK OPTIMIZATION**

On National PCC Day, September 15, 2011, the Postal Service proposed sweeping changes to its massive nationwide infrastructure and adjustments to service standards. The proposals, if implemented, will affect nearly all mailers and mailing industry organizations. (continued on page 2)

Photo: Lakeland District Manager Charley Miller provided information on AMP studies to the attendees at National PCC Day.



## GMAPCC BOARD OF DIRECTORS

Crystal May (Industry Chair)  
Postal Source, Inc.  
563-581-0822  
[crystalm@bi-statebiz.com](mailto:crystalm@bi-statebiz.com)

Diane LeVeque (A/Postal Co-Chair)  
USPS Madison OIC  
608-246-1228  
[diane.m.leveque@usps.gov](mailto:diane.m.leveque@usps.gov)

Todd Kintopf (Industry Vice-Chair)  
RR Donnelley Logistics  
608-478-0492  
[todd.a.kintopf@rrd.com](mailto:todd.a.kintopf@rrd.com)

Bruce Goodman (Treasurer)  
WI Dept of Administration  
608-266-5040  
[bruce.goodman@wisconsin.gov](mailto:bruce.goodman@wisconsin.gov)

Carol Murphy (Secretary)  
Lands' End  
608-935-4015  
[carol.murphy@landsend.com](mailto:carol.murphy@landsend.com)

Randy Arndorfer  
Pitney Bowes Presort Services, Inc.  
608-241-8686  
[randall.arndorfer@pbpresortservices.com](mailto:randall.arndorfer@pbpresortservices.com)

Dave Byrne  
A.M. Mailing Services, LLC  
608-884-3452 Ext. 136  
[dbyrne@ammailing.com](mailto:dbyrne@ammailing.com)

Bill Carter  
JB Kenehan  
920-356-6818  
[bcarter@jbkenehan.com](mailto:bcarter@jbkenehan.com)

Karen Cronin, USPS  
608-246-1282  
[karen.j.cronin@usps.gov](mailto:karen.j.cronin@usps.gov)

Tom Diring  
United Mailing Services, Inc.  
608-223-1540  
[tdiring@unitedmailingservices.com](mailto:tdiring@unitedmailingservices.com)

Brian Euclide  
TEC Mailing Solutions, LLC  
608-825-8525  
[brian@tecmailing.com](mailto:brian@tecmailing.com)

Bob Losey  
Madison Mailing Equipment  
608-847-239-4576  
[rllosey@madisonmailingequipment.com](mailto:rllosey@madisonmailingequipment.com)

Mike Ronspiez  
TDS  
608-664-6454  
[michael.ronspiez@teldta.com](mailto:michael.ronspiez@teldta.com)

Bob Szewczyk  
UW Ex Bulk Mail Center  
608-265-2256  
[bob.szewczyk@uwex.edu](mailto:bob.szewczyk@uwex.edu)

Paul Weum (Director at Large)  
American Family Insurance  
608-242-4100  
[pweum@amfam.com](mailto:pweum@amfam.com)

Michael Finnegan (Director-at-Large)  
Pitney Bowes  
608-277-1819  
[michael.finnegan@pb.com](mailto:michael.finnegan@pb.com)

# NETWORK OPTIMIZATION

(continued from page 1)

The Postal Service is facing some of the most difficult challenges in its history. The 20 percent decline in mail volume since 2007 has also meant a decline in postal revenue. The Postal Service has more equipment, personnel and facilities than it needs to process a decreasing amount of mail, and also less revenue than it needs to cover the costs of that large processing and delivery network. The economic reality demands that the Postal Service reduce its network. They are currently conducting Area Mail Processing (AMP) studies of mail processing facilities to determine whether consolidation of some operations is appropriate. In our district, the Postal Service is conducting an AMP study to determine if efficiency could be increased by consolidating mail processing operations currently performed at the Wausau WI P&DC with those performed at the Green Bay P&DC. Also under study are efficiency increases in mail processing operations currently performed at the Rockford IL P&DC consolidating with Madison WI P&DC. Information about the AMP study process and all facilities that will be studied is available on [www.usps.com](http://www.usps.com). Public input is being solicited and will be considered in the decision-making process. In communities where the Postal Service's initial review supports the business case for changing mail processing operations, public meetings will be held. Information about additional opportunities to comment on the AMP studies is available at: <http://about.usps.com/news/facility-studies/welcome.htm>.

Photo: Attendees at National PCC Day attended seminars to earn two mailing certificates: Enhancing Mail Value Certificate and Mail Center Professional Certificate.



## USPS HOLIDAY SCHEDULE FOR 2012

No Retail or Delivery

Monday, December 26*	Christmas Day	Monday, September 3	Labor Day
Monday, January 2	New Year's Day	Monday, October 8	Columbus Day
Monday, January 16	MLK, Jr. Birthday	Monday, November 12*	Veterans Day
Monday, February 20	Washington's Birthday	Thursday, November 22	Thanksgiving Day
Monday, May 28	Memorial Day	Tuesday, December 25	Christmas Day
Wednesday, July 4	Independence Day		

\*This day falls on a Sunday.

The following Monday will be treated as a holiday.

## 2011 HOLIDAY SHIPPING CUT OFF DATES

Domestic Mail Class/Product	Cut Off Date
First Class Mail	Dec-20
Priority Mail	Dec-21
Express Mail*	Dec-22
Parcel Post	Dec-15

\* Some Express Mail destinations may have extended service commitments



Military Mail Addressed To	Express Mail® Military Service (EMMS)1/	First-Class Mail® Letters and Cards	Priority Mail®	Parcel Airlift Mail (PAL) 2/	Space Available Mail (SAM)3/	Parcel Post®
APO/FPO AE ZIPs 090-092	Dec-17	Dec-10	Dec-10	Dec-3	Nov-26	Nov-12
APO/FPO AE ZIP 093	N/A	Dec-3	Dec-3	Dec-1	Nov-26	Nov-12
APO/FPO AE ZIPs 094-098	Dec-17	Dec-10	Dec-10	Dec-3	Nov-26	Nov-12
APO/FPO AA ZIP 340	Dec-17	Dec-10	Dec-10	Dec-3	Nov-26	Nov-12
APO/FPO AP ZIPs 962-966	Dec-17	Dec-10	Dec-10	Dec-3	Nov-26	Nov-12

## DOMESTIC AND INTERNATIONAL MAILING — PRICE CHANGE

The Federal Register published two notices on the proposed Mailing Services price change. On October 18, USPS filed notices of a Market Dominant Price Adjustment for both domestic and international Mailing Services with the Postal Regulatory Commission (PRC), to be effective on January 22, 2012. New Standards for Domestic Mailing Services and International Mail: Proposed Product Rate and Fee Changes. The proposed rules are now available on the Postal Explorer® website at [pe.usps.com](http://pe.usps.com) by clicking on “Federal Register Notices” in the left frame. Customers are encouraged to comment on or before November 23, 2011. Final rules will be published shortly after the comment period ends.

## INTELLIGENT MAIL PACKAGE BARCODE (IMpb) IMPLEMENTATION FOR COMMERCIAL PARCELS

On September 27, 2011 the Federal Register published the final rule which requires the use of an Intelligent Mail® unique tracking barcode on all commercial parcels (except Standard Mail® parcels) claiming presort or destination entry pricing. The final rule encourages immediate use of an Intelligent Mail package barcode (IMpb) by providing end-to-end tracking and confirmation of delivery on all commercial parcels except Standard Mail and Package Services parcels. Some standards in this final rule are effective January 22, 2012, with an optional-use transitional period for specific requirements until July 2, 2012. Use of the IMpb becomes mandatory effective January 7, 2013.

The complete final rule Federal Register can be found at <http://www.gpo.gov/fdsys/pkg/FR-2011-09-27/html/2011-24705.htm> and also will be added to the archive on Postal Explorer®.

## IMPROVING THE MAIL SERVICE UPDATE PROCESS

In response to recommendations from a Mailers Technical Advisory Council (MTAC) workgroup, the Postal Service is improving the Mail Service Update (MSU) process. These improvements include expanding and standardizing information to provide mailers with timely updates on occurrences such as service disruptions due to weather, diversion of drop shipments and scheduled resumption of operations. The updates are made in real time, and in many cases, frequently. To receive MSU notifications via email, please send an email to [mailserviceupdate@usps.gov](mailto:mailserviceupdate@usps.gov). Be sure to put “Subscribe” in the subject line. Each notification you receive will provide you with an opt-out option. Even if you don’t want to receive the “pushed” email notifications, you can always check <http://www.usps.com/communications/news/serviceupdates.htm> (accessible through [usps.com](http://usps.com) or RIBBS®) for up-to-date, downloadable information.

# WATCH THE WEBSITE FOR FUTURE EDUCATIONAL EVENTS

- Nov. 9 Two free seminars on International Shipping – 9:00-10:00 and 11:00-12:00 – Madison Main Post Office
- Nov. 10 Free seminar on International Shipping – 11:00-12:00 – Madison Westside Station
- Nov. 15 Free Webinar on Domestic Shipping and Packaging – 12:00 – 1:00
- Jan. 19 Lunch Bunch Seminar on USPS Rates and Regulations – Madison Main Post Office
- Feb. 15 GMAPCC Annual Meeting, Zor Shrine Temple 7:30 – 10:30

REGISTER AT [www.madisonpcc.com](http://www.madisonpcc.com)

SAVE THESE DATES

- April 1-4 National Postal Forum in Orlando FL – visit [www.NPF.org](http://www.NPF.org) for future updates
- Sept. 19 National PCC Day

ADDRESS SERVICE REQUESTED

Madison, WI 53708-0285  
PO Box 14285  
GMAPCC



FIRST CLASS MAIL  
POSTAGE  
PAID  
USPS  
PERMIT NO. G-10