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Greater Madison Area Postal Customer Council

Folded Self-Mailers

By Tom Diring, United Mailing Services

Folded self-mailers now account for 20-30% of all letters in the United States, according to the U.S. Postal Service, and are continuing to grow in popularity. They feature high visibility and low cost; but for the Postal Service they can mean damaged pieces and machine jams. New guidelines have been in the works for some time, and are coming soon (possibly as early as this summer) with implementation in the summer of 2012.

Some of the early discussions in Mailers Technical Advisory Committee (MTAC) meetings centered on the integrity of the mail piece as it is currently designed. Some self-mailers have to be diverted to flat sorting equipment to avoid machine jams. Flat processing costs the USPS 13 times more than letter processing. So, the guidelines need to address maintaining the integrity of the mail piece and sorting it the most cost-effective way; all while allowing the customer the ability to take advantage of postage discounts and be creative with direct mail.

The proposed standard is likely to be based on the mail piece meeting the following criteria: maximum dimensions of 6" x 10.5", weight up to 3 ounces, and a basis paper weight of 70 pounds. In speaking with area mail processing companies, the consensus from them (using a single sheet self-mailer) was to use 80 pound stock, tri-folding, and using two tabs. Two tabs are a requirement on tri-fold self-mailers. This will maintain the mail piece throughout the journey through the postal system.

There are many variables when it comes to folded self-mailers: paper weight, number of pages, tri-fold vs. single fold, etc. For more suggestions regarding how to put this type of mailing together, we recommend reviewing tabbing regulations (see <http://pe.usps.gov/text/qsg300/Q201b.htm#1009536>). For paper weight conversions, please discuss with your printer. Another great resource is the Mail Requirement Staff at the Madison Main Post Office. Call 608-246-1216 or 608-246-1357.

Mobile Barcode Promotion

Combining Direct Mail and Smartphone Technology

Mail can be an important tool in online and mobile campaigns. The online world will continue to grow and thrive. USPS wants to make customers aware that mail can be an integral part of that communication. Online campaigns that use direct mail are more effective. During July and August, USPS will reward marketers and mailers who launch campaigns incorporating two-dimensional, smartphone-friendly barcodes on or in their mailings by providing them a 3-percent discount on postage. Customers who receive the special mailpieces can use their mobile devices to scan the barcodes for more information about the product or service the mailing is promoting.



In order to participate in the promotion, mailers must submit a hardcopy, nonaddressed sample of the mailpiece, showing the placement of the mobile barcode, when mailings are presented for acceptance and verification. Mailers should also retain a copy of the mailpiece. See complete details on the Mobile Barcode Promotion final rule at <http://www.gpo.gov/fdsys/pkg/FR-2011-06-15/pdf/2011-14251.pdf> or scan the QR Code above.

Find It Easier and Faster — Labeling Lists Have a New Home!

No more clicking through the Domestic Mail Manual (DMM®) to find the appropriate labeling list for your mailing. The labeling lists (in both PDF and HTML formats) are now available immediately on the Postal Explorer® home page under "Additional Links" in the lower right corner. One click and you're there!

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ADULT SIGNATURE NOW AN OPTION FOR CERTAIN SHIPMENTS

USPS recently launched two new extra services. An adult — 21 years of age or older — is required to sign for packages when the shipper uses “Adult Signature Required” or “Adult Signature Restricted Delivery.” Both are designed to meet the security and privacy concerns of the marketplace and for shipments that by law require an adult’s signature. The services are available to commercial and online customers who use Express Mail, Priority Mail, Critical Mail, Parcel Select barcoded nonpresort and Parcel Select Regional Ground. Upon delivery to a home or business address, an adult 21 years of age or older must show a government-issued photo identification that provides proof of age, and also must sign for the package.

This new service provides two additional options for shipments of cigarettes and smokeless tobacco products sent by individuals. The Prevent All Cigarette Trafficking Act — or PACT Act — prohibits the mailing of cigarettes and smokeless tobacco products, with some exceptions. One of these is the “certain individuals” exception — infrequent light-weight shipments by age-verified adults to recipients who can purchase tobacco legally. Now, with the introduction of Adult Signature, these extra services can be used with Express Mail and Priority Mail to send cigarettes and smokeless tobacco products under this exception to persons at least 21 years of age. In addition, Express Mail Hold For Pickup remains a valid option for mailing under the “certain individuals” exception, as well as other exceptions allowed by law. Rules for tobacco shipments to APO/FPO/DPO addresses remain unchanged. Express Mail or Priority Mail with Delivery Confirmation is required for overseas military shipments only.

USPSEVERYWHERE.COM

They say you can’t be everywhere at once, but the Postal Service is sure trying. Recently they launched a new tool where customers can find dozens of locations that sell postal services within their neighborhoods by using an interactive map at www.uspseverywhere.com. The new map makes it possible for customers to locate places where stamps are sold, ship packages, find an APC, and pickup supplies. The added locations include drug, grocery, Costco, Office Depot and Walmart stores, just to name a few. So if you can’t quite make it to the Post Office or want a location closer to home, go to the website and enter your five-digit ZIP Code.

August 18– Lunch Bunch – 11:00 a.m.-12:30 p.m. Madison Main Post Office

The Business Customer Gateway & Postage Statements. The Business Customer Gateway gives you a single, unified landing point to access the Postal Service’s online business offerings. Learn how to use this system to simplify your shipping and mailing. Utilize the Postal Wizard online submission functionality in the PostalOne!® application. The Postal Wizard Web pages provide a secure way to submit a postage statement online. Postal Wizard automatically populates the Permit Holder section of the postage statement based on the account number provided, guides the user through the items needed to complete the statement, and verifies the provided information meets postal regulations. The Business Customer Gateway provides a view into valuable mailing information like your account balance, postage statements, history of mailing transactions and much more. Cost is \$5.00. Register online at www.madisonpcc.com and pay with a credit card, or mail a check to GMAPCC, PO Box 14285, Madison WI 53708-0285.

COLLECTING FOR AMERICA’S HUNGRY

Letter carriers across the nation once again helped the hungry by collecting 70.2 million pounds of food for the NALC Food Drive. Thank you all for your contributions.

NATIONAL POSTAL CUSTOMER COUNCIL DAY – SEPT. 21, 2011

Graduate With Honors! Earn TWO Professional Certificates in one day!

Looking for education to add value to your mailing operations and career? Please join our mailing experts to learn what is new in the mailing industry and receive official USPS mailing certification.

View PMG Pat Donahoe's speech and three of the educational sessions to receive your Quality Processes Professional Certificate. In addition, you will earn five credits toward the Mailing Center Professional Certificate. Attendance at one more future class offering and you will be awarded the additional certificate.

MARRIOTT MADISON WEST HOTEL
1313 JOHN Q HAMMONS DRIVE
MIDDLETON WI 53562

SCHEDULE OF EVENTS

8:00 to 8:45 AM – Registration

8:45 to 9:00 AM – Welcome Remarks – Industry and Postal Co-Chairs

9:00 to 9:30 AM – Chris Kula, CMDSM, CMM, EMCM, MDC, and MQC – Value of Certifications

9:30 to 10:30 AM – **Session 1** – Marketing the Mail Center, Chris Kula, VP Business Analytics Postal Source, Inc.

This session will offer insight and strategies for participants to utilize when marketing their mail center operations. The participants will learn specific tactics, “shortcuts” and innovative processes to promote the mail operation to internal customers.

Session 2 – Nonprofit Mail Rules and Regulations, Phil Claiborne, Director of Circulation of The Elks Magazine (one million members).

Nonprofit Mail is rife with restrictions, exceptions, rules and regulations, each designed to fairly encourage qualified nonprofits to fulfill their mission to society by means of preferred postage rates. Nonprofit fundraisers, membership organizations and mail service suppliers need to be aware of these complex regulations to be effective and successful.

10:45 to 11:45 AM – **Session 3** – Building a Solid Mail Center Team, Chris Kula.

This session will offer insight for mail center managers who want to build a strong and productive mail staff. Participants will learn through discussion and example on the “do’s” and “don’ts” of creating a positive, inclusive and motivated team.

Session 4 – Every Door Direct Mail, U.S. Postal Service Representative

Experience the benefits of Direct Mail without buying or maintaining a mailing list. Learn how you can get more customers through your doors, including new customers. Grow your business and increase revenue by using a free tool that helps you target a specific neighborhood for your mailing.

12:00 to 1:15 PM – Lunch and PMG Pat Donahoe's Broadcast

1:30 to 3:45 PM – **Session 5 & 6** – The Power of TransPromo: Every Transaction Document is an Opportunity to Increase ROI - PCC Industry Co-Chair Crystal May, QPP, MCMP, MQC of Postal Source, Inc and Mike Finnegan, Pitney Bowes.

Create advertising campaigns that drive sales and profits. By adding relevant messages, companies can piggy-back promotions onto their existing transaction-related documents. Hear about opportunities for using First-Class Mail for customer acquisition, cross selling and upselling by leveraging the opportunity in transactional communication. These sessions will cover Reply Rides Free, Quick Response Codes, Text Messaging, Repositionable Notes, and other strategies for Making Mail Cool (and Effective).

3:45 to 4:00 PM – Closing Remarks/Door Prizes

Cost is **\$50.00** and includes lunch. Register online at www.madisonpcc.com and pay with a credit card or mail check to: **GMAPCC, PO Box 14285, Madison WI 53708-0285.**



GMAPCC
PO Box 14285
Madison, WI 53708-0285

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

ADDRESS SERVICE REQUESTED

EARN YOUR MAIL DESIGN PROFESSIONAL (MDP) CERTIFICATION

The Mailpiece Design Professional (MDP) program offers an online curriculum that teaches mailing industry personnel how to design mail to enhance its compatibility with U.S. Postal Service automated equipment. It also coaches mailers on how to achieve lower postage prices through automation. USPS MDP certification is available upon successful completion of course assessment. The online curriculum includes: Maximizing eligibility for postage discounts, Designing mail for automation, and Designing reply mail pieces. The GMAPCC will be offering a series of classes and “hands on” support to help you get registered, get course materials and prepare for testing. Watch the website for detailed information. The first class will be offered October 20.



Register for upcoming events at www.madisonpcc.com or scan the Quick Response (QR) Code above. If your smartphone does not have a reader, download one at: get.neoreader.com

CALENDAR OF EVENTS

August 18 – Lunch Bunch – Business Customer Gateway and Postage Statements
11:00-12:30 Madison Post Office
Instructors: Ken Tillman, BMEU Supervisor & Jill Jackson, Pitney Bowes Presort Services

September 21 – National PCC Day
Madison Marriott West Hotel

October 20 – Lunch Bunch – Mail Design Professional Certification, First Class Orientation & Class Scheduling