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## **Greater Madison Area Postal Customer Council**

### **GMAPCC ANNUAL MEETING**

The annual meeting was held on February 17 at the Zor Shrine Temple in Madison. The day started out with voting for executive board members. We welcome newcomer Jim Guza of American Family Insurance to the board. Kurt Van Dyn Hoven shared the excellent Customer Service Strategies of Lands' End and answered questions from the audience. Dave Budnik, Manager Shipping & Mailing Solutions introduced new USPS products and programs. The final order of business was the presentation of the Postal Person of the Year award. This year's winner is Jamye Thorsen, Mailing Requirements Clerk at the Madison Main Post Office. Jamye's nomination stated "He is always quick to return a call or email. He always makes sure that whomever he is dealing with gets his full attention. He has full knowledge of the rules and regulations, and is indeed an asset to the Madison Post Office."



Photo: (Left to right) Madison Postmaster Paul Nistler, Jamye Thorsen and GMAPCC Industry Co-chair Crystal May.

## **DOMESTIC AND INTERNATIONAL MAILING SERVICES HIGHLIGHTS OF APRIL 2011 PRICE CHANGES**

The first Postal Service Mailing Services price change in almost two years will have minimal impact on retail customers, who will continue to pay 44 cents for a First-Class Mail stamp. Price changes of note for retail customers include:

- First-Class Mail letters (1 oz.) remain unchanged at 44 cents,
- First-Class Mail additional ounces increase to 20 cents,
- Postage for First-Class Mail postcards increases to 29 cents,
- Letters and postcards to Canada or Mexico (1 oz.) increase to 80 cents; and
- Letters and postcards to other international destinations remain unchanged at 98 cents.

Other new price and product features, all of which were announced in January and take effect April 17, include changes for the following Mailing Services:

- Periodicals
- Standard Mail
- Package Services
  - Bound Printed Matter
  - Library Mail/Media Mail
  - Single-Piece Parcel Post; and
- Extra Services and Fees.

Complete price and fee information can be found on Postal Explorer, at [pe.usps.com](http://pe.usps.com), under "NEW" April 17, 2011 Pricing Information" in the left navigation bar. Customers can download, view and print the price tables. Federal Register notices to support the price change also are available on Postal Explorer.

The price change, which is 1.7 percent on average, is at or below the rate of inflation as measured by the Consumer Price Index — although actual percentage price increases for various products and services vary. New price categories will be added for First-Class Mail commercial parcels. Qualifying customers can receive commercial base and commercial plus pricing for First-Class Mail parcels. New mailing standards consisting of classification changes to support the price changes also will be implemented.

## GMAPCC BOARD OF DIRECTORS

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## IF IT FITS, IT SHIPS!

The United States Postal Service offers a wide range of Priority Mail flat-rate products, from the Flat-Rate Envelope to the Large Flat-Rate Box to meet customer requirements.

| <u>PRODUCT</u>             | <u>DIMENSIONS</u>  | <u>RETAIL</u> | <u>COMMERCIAL BASE</u> |
|----------------------------|--------------------|---------------|------------------------|
| Envelope                   | 12.5" X 9.5"       | \$4.95        | \$4.75                 |
| Padded Envelope            | 12.5" X 9.5"       | \$4.95        | \$4.95                 |
| Legal Envelope             | 15" X 9.5"         | \$4.95        | \$4.95                 |
| Small Box                  | 8.6" X 5.4" X 1.6" | \$5.20        | \$5.00                 |
| Medium Box                 | 11" X 8.5" X 5.5"  | \$10.95       | \$10.50                |
| Large Box                  | 12" X 12" X 5.5"   | \$14.95       | \$14.20                |
| Large Box<br>(APO/FPO/DPO) | 12" X 12" X 5.5"   | \$12.95       | \$12.20                |

True Flat-Rate Pricing – If it fits in the box and weighs less than 70 pounds, it goes at this rate. No surcharges for fuel, local delivery, residential delivery, Saturday delivery, no delivery zone charges.

No surcharge surprises. To order supplies, visit [www.usps.com](http://www.usps.com). Click on Order Supplies.

## REDESIGN OF USPS

On March 25th the Postal Service announced it will close seven of its 74 district offices. The seven district offices that are closing are Columbus, South East Michigan, Northern Illinois, South East New England, South Georgia, Albuquerque, and Big Sky. The functions of these districts will be assumed by district offices within close proximity. In addition, USPS will reduce the workforce by 7500 administrative positions. The redesign will eliminate almost \$750 million in costs by March 2012.

## TIME FOR NETWORKING & FUN !!!

### BETTY LOU CRUISE – JULY 12

Come join fellow GMAPCC Members for a Betty Lou Cruise on Lake Mendota. Enjoy networking and sightseeing from 6:00-8:00 p.m. Lake Mendota sights include: Governors Mansion, State Capitol, UW Campus, natural areas and lakefront estates. Hamburgers, hotdogs, chicken breast sandwiches, salads, chips and desserts are included. A cash bar is also available. Total cost for the 2-hour cruise and dinner is \$40.00. Deadline for registration is June 29. Everyone must be there by 5:45. Cruise will depart promptly at 6:00 (rain or shine). Park at the Mariner's Inn. Hope to see you there!!



# SIMPLIFIED ADDRESSING SEMINARS

## FOUR FREE WORKSHOPS IN MADISON

What if your business could experience the benefits of Direct Mail without buying or maintaining mailing lists? What if you could get more customers through your doors, including new customers? What if you could promote yourself in nearby neighborhoods to help grow your business and increase revenue? Now you can, and it's easier than ever, thanks to Every Door Direct Mail. Don't miss this opportunity to attend a free seminar to learn all about Simplified Addressing. Learn to use a free tool that helps you target a specific neighborhood for your mailing. To register: Send email to [GYBDs\\_Lakeland@usps.gov](mailto:GYBDs_Lakeland@usps.gov). Be sure to include the date and location of the workshop.

|                         |   |
|-------------------------|---|
| 9:00 a.m. Thurs. May 19 | Main Post Office, 3902 Milwaukee St.    |
| 6:00 p.m. Mon. May 23   | Sequoia Branch Library, 4340 Tokay Blvd |
| 6:00 p.m. Tues. May 24  | Sequoia Branch Library, 4340 Tokay Blvd |
| 9:00 a.m. Wed. May 25   | Main Post Office, 3902 Milwaukee St.    |

Here are a few ways you can use Every Door Direct Mail service to expand your business horizons:

- Invite customers to a grand opening or to a newly renovated or expanded space.
- Offer timely coupons or offers – give customers something in exchange for their time.
- Announce events like clearance sales, kids' days, anniversary celebrations, and holiday promotions.
- Publicize your participation in community events, such as sidewalk sales and seasonal activities.
- Highlight your hours of operation, especially if you're extending them for the holidays.
- Emphasize your location and let them know you're nearby; give them a map to your door.
- Thank the community for its patronage, and you may see new patrons sooner than you think.

For more information visit <http://www.usps.com/promotions/everydoordirectmail.htm>

## THIRD THURSDAY “LUNCH BUNCH MEETINGS”

The Madison PCC continues to sponsor small group classes to help our members get their mailing questions answered and to learn about new opportunities. Bring your lunch and join the PCC from 11:00 A.M. to 12:30 P.M. at the Milwaukee Street Post Office in Madison. Cost is \$5.00. Register online at [www.madisonpcc.com](http://www.madisonpcc.com) and pay with a credit card, or send email to [karen.j.cronin@usps.gov](mailto:karen.j.cronin@usps.gov) and pay at the door.

**June 16** – Mailpiece Design, Intelligent Mail Barcode (IMB) on Courtesy Reply and Business Reply Mail  
Do you want to learn how you can best design your mailpieces to comply with USPS automation guidelines, save on your postage costs and improve delivery? Are you sure your address list meets the Move Update requirements? Do you understand address placement on Standard flats? Learn about designing booklets and self mailers for the best rates. Find out how you can save money on your Business Reply Mail. Don't miss this opportunity to bring in samples for discussion and advice. Don't wait till the last minute to obtain your Mailer ID number and start using the IMB on your Courtesy Reply Mail and Business Reply Mail.

**August 18** - 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.



GMAPCC  
PO Box 14285  
Madison, WI 53708-0285

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

**ADDRESS SERVICE REQUESTED**

## **TOUR AT AMERICAN FAMILY INSURANCE PRINT & MAIL FACILITY**

On April 14 several PCC Members toured the Print & Mail Facility and the Graphic Print and Press at American Family Insurance. We put on a few miles as we traveled throughout the buildings to see the state-of-the-art equipment they use to print, fold, insert and mail statements. We saw the presses and printers in the commercial print department where they house their graphic design services, printing, copying, binding, fulfillment and distribution. It was amazing to see. Thank you for the tour!



Paul Banegas of American Family Insurance lead one of three tour groups

### **CALENDAR OF EVENTS**

**May 19, 23, 24, 25** – Every Door Direct Mail Seminars

**June 16** – Lunch Bunch - Mailpiece Design, IMB on  
Courtesy Reply and Business Reply Mail

**July 12** – Betty Lou Cruise – Social Networking Event

**August 18** – Lunch Bunch – Business Customer Gateway  
and Postage Statements

**September 21** – National PCC Day

**Register at [www.madisonpcc.com](http://www.madisonpcc.com)**