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Greater Madison Area Postal Customer Council**NATIONAL POSTAL CUSTOMER COUNCIL DAY – SEPTEMBER 19, 2012
AMERICAN FAMILY INSURANCE – 6000 AMERICAN PKWY, MADISON WI
9:00 a.m. – 3:00 p.m.****Graduate With Honors! Earn a Professional Certificate!**

Looking to increase your 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 an official USPS mailing certification. View PMG Pat Donahoe's speech and attend our educational sessions to receive your **Address Quality Professional Certificate**. Billions of dollars are lost every year on UAA mail. How much of that comes out of your company's pocket? Learn successful strategies to maximize the effectiveness of your mailing activities, beginning with address management. Our seminar "Complete, Correct and Current: Best Addressing Practices" will show you how to reduce UAA mail and improve your addresses. Learn how address hygiene tools directly impact the profit or loss on each mailpiece you send. We'll talk about some of the most common mistakes and misperceptions and share some case studies with you.

Sharon Owens, the USPS Manager Industry Engagement and Outreach will be the keynote speaker. See the article below on Improving the Customer Experience.

The Greater Madison Area PCC has earned the Gold Award as a top performing PCC. This requires taking advantage of all available resources, maintaining sound business practices, conducting a variety of educational programs, implementing creative strategies that increase membership and making continuous improvements to enhance the value of PCC membership. One of our biggest accomplishments this year is the webinar study program we provided for the Mailpiece Design Consultant (MDC) Certification program. We will be recognizing the 75 graduates and celebrating our success at PCC Day. We will finish the day with Door Prizes! Thanks in advance for all contributions!

Cost is \$49.00 and includes lunch. Register online at www.madisonpcc.com to pay with a credit card or mail your check to: GMAPCC, Attn: 2012 National PCC Day, PO Box 14285, Madison WI 53708-0285.

Improving the Customer Experience

Sharon Owens, USPS Manager Industry Engagement and Outreach will be the keynote speaker at National PCC Day. Sharon's focus is on **Improving the Customer Experience** which is one of the Postal Service's four corporate goals. She recently published articles in Postcom Quarterly, in which she stated that what customers really want is for the Postal Service to timely and fully communicate with them on the important issues, plans and actions that will affect them. She outlined some of the electronic communication channels available to customers.

IndustryAlert@usps.com. Industry Alert is intended to provide breaking Postal Service news and/or important information on matters of special interest to business customers. To receive Industry Alert, send a message to IndustryAlert@usps.com with "subscribe" in the subject line.

PCCInsider@usps.com. The PCC Insider newsletter goes to PCC members on a monthly basis. The content keeps them informed about matters of both general and specific interest to PCCs. Content ideas and questions can be sent to PCCInsider@usps.gov.

IndustryFeedback@usps.com. USPS uses email accounts not only to share information with customers, but also to hear from them. IndustryFeedback@usps.com has been used since Fall 2011 to receive comments or questions from postal stakeholders about network rationalization and other initiatives; they are collected and shared with appropriate functional areas for consideration and response.

In addition to the email communication, the latest information will be posted on the internet at: <http://about.usps.com/news/facility-studies/welcome.htm>. Click on Information for Mailers. Also, get detailed up-to-date information about service, products, acceptance, release schedules and MTAC at <http://ribbs.usps.gov>.

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Network Optimazation

The U.S. Postal Service announced plans to move ahead with a modified plan to consolidate its network of 461 mail processing locations in phases. They will implement the network realignment in two phases over 18 months to ensure customers and employees have time to adapt. Given the lengthy notification process and self-imposed moratorium on network changes during the busy fall mailing season, the Postal Service will conduct limited consolidation activity at approximately 48 locations starting in July. Consolidation activity would be completed at a total of 140 locations by February 2013. Unless the circumstances of the Postal Service change in the interim, a second and final phase of 89 consolidations is currently scheduled to begin in February of 2014. Here in Lakeland District, the following changes are taking place.

Portage – The processing of Delivery Point Sequence (DPS) mail for the carriers for 539 ZIP codes has been moved from Portage to the Madison Processing & Distribution Center (P&DC).

Kenosha – The processing of Delivery Point Sequence (DPS) mail for the carriers for Kenosha has been moved to Milwaukee.

Rockford – Outgoing Mail Processing Operations have been moved to the Carol Stream Facility. Destinating operations are scheduled to move to the Palatine P&DC in the future. The whole process is expected to be completed by the end of 2013.

Modern Service Standards Maps

Modern Service Standards were first published in January 2007 in accordance with requirements of the Postal Accountability and Enhancement Act of 2006. Modern Service Standards are updated quarterly to reflect changes in the processing, transportation, and delivery network. Service Standards are officially defined as “A stated goal for service achievement for each mail class.” A Service Standard represents the level of service that the USPS strives to provide to customers. These standards are considered to be one of the primary operational goals, or benchmark against which service performance is compared in various measurement systems. To find the updated Service Standard Maps, go to <http://ribbs.usps.gov>. Search the site index under “Modern Service Standards”. There is a blue box on the Service Standards page called “Important Links”. Click on the link to the Service Standard Maps.

USPS Planning 2012 Holiday Mobile Shopping Promotion

Cyber Monday was the busiest shopping day last year. And with the deal the U.S. Postal Service is planning for online merchants this holiday season, Cyber Monday 2012 could be even better. Designed to drive online product purchases by putting mobile-optimized promotional offers, coupons and catalogs into consumers' hands, the U.S. Postal Service's 2012 Holiday Mobile Shopping Promotion will offer online merchants an upfront 2 percent postage discount on Standard Mail and First-Class Mail letters, flats and cards (presort and automation) that include a mobile barcode or print/mobile technology — such as a QR code — that can be read or scanned by a mobile device and leads the mail recipient to a mobile-optimized shopping website. The promotion will run Nov. 7- Nov. 21, 2012. Mailers may also qualify for an additional 1 percent postage rebate on their discounted mailings if a portion of their product orders are fulfilled via Priority Mail between Nov. 9, 2012, and Dec. 31, 2012. The 2012 Holiday Mobile Shopping Promotion is subject to approval by the Postal Regulatory Commission. By offering a short-term promotion linking mail and mobile devices during the key holiday purchasing timeframe, the Postal Service is providing online merchants with an incentive designed to increase industry adoption of a physical-to-digital marketing approach. For additional information on RIBBS go to <http://ribbs.usps.gov>. Program registration opens Sept. 15, 2012, and continues through Nov. 21, 2012. Participants must agree to partake in a survey about the promotion.

Transitioning to the Intelligent Mail Barcode

Starting Jan. 28, 2013, POSTNET officially will be retired and replaced by the Intelligent Mail barcode (IMb) for all automation letters and automation flats. These include Business Reply Mail letters qualifying for Qualified Business Reply Mail prices and Permit Reply Mail letters. Like POSTNET, the IMb contains all routing and sorting information. But it also offers the opportunity to select additional tools — such as address change service and mail tracking — all in one barcode. This allows for greater visibility and transparency as mail travels. The Postal Service will host a series of webinars to assist mailers in transitioning from the POSTNET barcode to the Intelligent Mail barcode. To get the most out of using the Intelligent Mail barcode, mailers are encouraged to attend all three sessions in the series. Visit <http://ribbs.usps.gov> for presentations.

Building the Intelligent Mail barcode – Initial Steps for Mailers: August 9, 2012 and September 6, 2012

To help you get ready for the January 2013 retirement of the POSTNET barcode, this webinar will provide an understanding of how you can continue to take advantage of automation pricing. The webinar will cover the steps for migration to the Intelligent Mail barcode. You will learn the building blocks for creating the Intelligent Mail barcode; this includes obtaining a Mailer ID, knowledge on the different Service Type Codes and how to use for your mailing needs.

The World of MIDs, CRIDS, and the Business Customer Gateway: August 16, 2012 and September 13, 2012

Focus will be on Customer Registration IDs (CRIDs), Mailer IDs (MIDs), and how you can obtain MIDs and CRIDs. You will learn about the multiple ways Mail Owners and Mailing Agents can acquire an MID, when and how it is used in the Intelligent Mail barcode, electronic mailing information and receipt of Full-Service data.

Reaping the Benefits of Intelligent Mail: August 23, 2012 and September 20, 2012

Learn how to reap the benefits of Intelligent Mail and Full-Service feedback. This webinar will cover Service Type IDs (STIDs) and how they can help you keep your address list up to date, the various Full-Service feedback reports available and where you can find them.

TOURS OF THE MADISON PROCESSING & DISTRIBUTION CENTER

Several customers toured the P&DC in June. Bob Anderson, Supervisor Distribution Operations (far right) is showing the automated equipment. Albert Guzman, Manager Distribution Operations and Easton Wright, Postmaster Officer-In-Charge (far left) were available to answer questions. GMAPCC Board Member Bill Carter brought his son who was delighted with the hundreds of baby chicks being shipped through the mail. Seeing the high speed mail processing equipment helps customers understand the importance of mailpiece design.



Deliver Magazine – Perhaps you subscribe to the magazine. Even if you do, you will want to check out their website www.Delivermagazine.com. This companion website to the award-winning Deliver magazine, is the leading online resource for mail marketing strategies brought to you by the U.S. Postal Service. ®Delivermagazine.com arms marketers with research, news and commentary impacting their industry. Digital technology is rapidly reshaping the world of marketing, and delivermagazine.com offers strategies and solutions that help you make sense of this turbulent new age. The site features case studies, opinions, white papers and more on how best to influence consumers. You'll also find a storehouse of archived content from the printed publication which is produced six times a year by the U.S. Postal Service.



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

- September 19** National PCC Day – American Family Insurance, Madison WI
- October 7-10** Graph Expo – Chicago, IL www.graphexpo.com
- October 18** Lunch Bunch Seminar – To be Determined – watch our website for updates
- November 15** Lunch Bunch Seminar – To be Determined – watch our website for updates

Visit our website! www.madisonpcc.com

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