



# Lincoln Postal Customer Council NEWSLETTER

www.lincolnpcc.com

February 2011

*The Lincoln Postal Customer Council, in conjunction with the U.S. Postal Service would like to invite you and members of your company to attend our quarterly luncheon:*

## USPS Update

### Do you know...

- ...the Postnet barcode is going away and along with it potential discounts but the May implementation date has been extended?
- ...the Postal Service has new Priority Mail products and new discounts available?
- ...about the new Simplified Addressing mailing options?
- ...there will be a price increase on April 17, 2011?
- ...the dimensional weight factor from UPS and FedEx have changed and the USPS factors remain the same?

Please join us for our next quarterly luncheon, where our guest speakers will offer updates on all the current changes taking place in the mailing industry. **Kelly Lorchick**, Program Manager, Business Mailers Support, will provide an update and current status on the iMB and answer questions on implementation across all products. **Kerry Kowalski**, Postmaster, will provide an update on new USPS products, the April price increase and restructuring changes that are taking place within the US Postal Service. Additionally, **Mike Failor**, Shipping Solutions Specialist, **Lewis McCollum**, Mailpiece Design Analyst, and **Christy Funcke**, Business Solutions Specialist, will be on hand to answer any mailing questions you may have on the many changes and new products available as of the first of the year.

Are you keeping up with the Postal Service changes? Mark your calendar and plan to attend!

**Luncheon date & location: Thurs., Feb. 10, 2011 at The Knolls**

**Registration: 11:00 - 11:30 am ♦ Lunch Buffet: 11:30 am ♦ Program: Noon**

**Program and All You Can Eat: \$18.00**

**Advanced registration is required by Monday, Feb. 7, 2011.**

*Please call Christy Funcke at 402-473-1743 or Aralyis Reid at 402-473-3328 with any questions or to register for this event. You may register online at [www.lincolnpcc.com](http://www.lincolnpcc.com)*



### LPCC Feature Company: Cornerstone Printing and Imaging

Cornerstone Printing and Imaging has acquired long time LPCC member Boomer's Printing Company in a deal that combines traditional print and mail services with newer technology. Cornerstone originally started as an AlphaGraphics franchise in 1992 while Boomer's started in 1919.

Cornerstone will continue to operate the former Boomer's 50,000 sq foot production facility in Air Park but the Boomer's location downtown will be vacated and merged with the Cornerstone downtown offices. Combined, the new company will employ 50 people.

Cornerstone Founder and CEO Jay Wilkinson says Cornerstone emerges from the deal a more complete provider of printing services thanks to Boomer's established accounts in mailing services and larger, more complex printing jobs which had been outside of Cornerstone's offerings.



## Postmasters' Update: New Year, New Products, New Attitude

With every New Year come new resolutions and new chapters. For the United States Postal Service 2011 is being met with a host of new products and services as well as a new resolution to you, our customers, to become a leaner, faster and smarter organization. Postmaster General Pat Donahoe kicked off his tenure by offering a host of new product and services that make the Postal Service easier to use and more competitively priced in the package market. These new products include:

- Priority and Express Mail Legal Flat Rate Envelopes and Padded Flat Rate Envelopes
- Priority Mail Regional Rate Box
- Critical Mail
- Forever Stamps expansion
- Simplified Addressing for Walk Sequence Saturation Mailing
- Hold for Pick-Up Service

If you have any questions about any of these new products or services, contact your local Post Office for more information. Details on several of these items can be found in this newsletter and will be explained in further detail at our February luncheon.

In addition to adding these new products and services, the US Postal Service is committed to optimizing the size of our networks and workforce to become as efficient as possible. The first announcement of becoming leaner is a 16% reduction of Headquarters Officers from 44 to 37. In addition, PMG Donahoe announced the closing of the Southeast Area Office and consolidating it with the Southwest Area Office eliminating 119 middle management positions. More announcements of restructuring and consolidating are expected in the coming months.

PMG Donahoe has asked all employees to embrace the many changes that are ahead of us and focus on our most important responsibility, service to our customers. We will work to improve customer satisfaction, strengthen our business to customer channel and become more competitive in the parcel business market. Our New Year's resolution to you is that despite any changes that take place in 2011, we will put your interests first.

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## iMB Implementation Update

The May 2011 deadline has been extended, but soon the Intelligent Mail Barcode (iMB) must be used by mailers if they want to continue receiving discounts. The iMB can be used to the mailers advantage for many reasons. The mailer can seamlessly track mailings from induction to delivery which will help in staffing call centers and in-person staff needs.

If you have not already begun preparing for this important change in mail preparation now is the time. If you are not sure contact your Mail Service Provider (MSP) and see if they are up to speed or still getting on board. The iMB also has room for mailers to add their own data. This can help track response on different offers or even gauge sales from one area to another. The data can also be used for return mail (BRM) which can be used to ascertain the response to a program before the mail is actually returned.

## LPCC Committee Member Profile: David Lewis

David Lewis is the Services Coordinator for State Farm Insurance. He started with State Farm in October 1986. Since that time he has held various positions in the company including, Service Technician I, Service Technician II, and Services Specialist. He has been in his current position since September 2000.

State Farm's mission is to help people manage the risks of everyday life, recover from the unexpected, and realize their dreams. State Farm services policyholders, claimants, agents, business partners and external vendors. The local facility uses USPS as a means to get information to and from their clients no matter where they live.

David joined the LPCC and became a member of the Education Committee to help a group of people help others in understanding what the post office can do for them and their businesses. Working for State Farm, one thing that David has found interesting is, "How much this world has changed and how it affects our personal and professional lives. Every day we are dealing with change and sometimes it teaches us something we never thought of."

David grew up in Unadilla, NE and still resides in the community with his family, a 19 year old daughter and 12 year old son. His mother lives next door which makes it nice for him to go and check on her since his father passed on August 16, 2010. David also enjoys woodworking and raising Koi in his fish ponds.

### Free USPS Publication

MailPro is a free bimonthly publication for mailing professionals. It contains information on current Postal Service programs and services, rates and classification, mailing success stories and industry news.

MailPro replaced Mailers Companion and Memo to Mailers in January 2007. To request MailPro or to change your mailing address, mail (include current mailing label), fax or e-mail your name, title, company name, complete delivery address and day-time phone number to:

MailPro

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NATIONAL CUSTOMER SUPPORT CENTER

US POSTAL SERVICE

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## When timing is critical, use Critical Mail!

**Critical Mail™** is a new convenient shipping option for Priority Mail® Commercial Plus mailers. It's a great way to send time-sensitive documents, tickets, and other urgent items at reasonable price without sacrificing speed and security. It includes Delivery Confirmation™ service at no additional cost, so mailers can track their mailpieces and confirm delivery. This new product is a sub class of Priority Mail, and is available for automation-compatible letters and flats.



### How does it work?

- Critical Mail delivers consistently in 1 to 3 days, based on the destination.\*
- Flat Rates apply, regardless of domestic destination for Critical Mail letters (up to 3.0 oz. and 1/4" thick) and Critical Mail Flats (up to 13 oz. and 3/4" thick).
- Delivery status with the Track & Confirm tool on USPS.com or on your mobile device with USPS Mobile™.

### What's the advantage?

- USPS custom envelopes are free and fit in most mailboxes.
- Multiple pickup options are available.
- Critical Mail offers secure mailbox delivery on first attempt.
- Upfront pricing and no hidden fees mean no billing surprises.
- No surcharges for fuel or residential and rural delivery.
- The service reaches every U.S. address, plus PO Box™ addresses, and most APO/FPO/DPO destinations\*.
- Ships to Alaska, Hawaii, Puerto Rico, Guam, & the U.S. Virgin Islands at domestic prices.
- Delivery Confirmation™ is included in the price.
- Insurance and Signature Confirmation™ are available as additional services.

### What's required?

- Mailers should have Priority Mail account volumes that exceed 5,000 pieces in the previous calendar year, or a customer commitment agreement with the USPS.
- Critical Mail uses USPS-supplied packaging.
- Mailpieces must be automation-compatible, and use Intelligent Mail™ barcodes.

Payment methods include: approved PC Postage®, permit imprint, and manifest with parcel routing barcode or eVS (Electronic Verification System).

\*Delivery standards vary. Mail addressed to military personnel overseas is subject to certain restrictions of mailing regarding content, preparation, and handling. See usps.com® for details.

## Important Changes to Simplified Addressing

Simplified Addressing is the means of using Saturation Mailing without the added expense of mailing lists or addressing the mail piece. Until now, it has only been available to municipalities, governments or non-profits

The simple part of this process is it only requires knowing which zip code the mailer wants to target and then finding out how many delivery points are on each route. Preparation is also easy as it requires bundling the amount of delivery points for each route in separate bundles then labeling the bundle. This type of mailing is inexpensive but effective for local merchants going solo or coop mailings with several merchants sharing costs. It can also be used by larger retail chains to drive store traffic by targeting the area around the store.

The changes to Simplified Addressing are significant but it is only for flat sized mail and irregular parcels, not letters. Even with this stipulation a mailer can still get postage as low as 14.2 cents dropping mail at the local delivery unit. (DDU) Mailers may access the Delivery Statistics File (DSF) for up to date route statistics. The Postal Service will be rolling out some online tools to help mailers plan their mailings and costs using Simplified Addressing.

## LPCC EXECUTIVE BOARD

### *Industry Co-Chair*

**Kevin Ziska**  
PSI Group

### *Postal Co-Chair*

**Kerry Kowalski**  
Postmaster

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Union Bank & Trust

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National Research Corporation

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**Tim Costello**  
Envelopes Plus

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### *USPS*

**Mike Failor**  
**Christy Funcke**  
**Greg Grant**  
**Lew McCollum**

## INDUSTRY BOARD

### **Betty Cummings**

All Needs Computer & Mailing Services

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Sandhills Publishing

### **Tom Nottlemann**

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### **Ken Reining**

University of Nebraska - Lincoln

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Catholic Social Services

### **Larry Van Dyke**

Union Bank & Trust

### **Jon Zvolanek**

Kenexa



# Lincoln Postal Customer Council

UNITED STATES POSTAL SERVICE

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LINCOLN, NE 68501-1283

FIRST-CLASS MAIL  
US POSTAGE  
PAID  
U.S.P.S.  
G-10

## Postal Customer Council Calendar of Events

2/10/11:

LPCC Quarterly Luncheon  
*The Knolls*

March 2011 (date tba):

OPCC Quarterly Luncheon  
*The Georgetowne Club*  
visit [www.omahapcc.com](http://www.omahapcc.com)



### U.S. POSTAL SERVICE CONTACTS

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### Thanks to those contributing to this newsletter issue:

Christy Funcke  
Mike Huddleston  
Kerry Kowalski  
Aralyis Reid  
Paula Schlotterbeck

Visit our website for the latest LPCC information and USPS news ! [www.lincolnpcc.com](http://www.lincolnpcc.com)