



Lincoln Postal Customer Council NEWSLETTER

www.lincolnpcc.com

February 2009

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:

Intelligent Mail and Round Table Discussion

Please join us for our quarterly LPCC luncheon on February 12th. Our guest speaker is **Kelly Lorchick, Business Mailers Support**. His presentation on the Intelligent Mail Bar Code is something you will not want to miss.

Following the program, there will be two round table discussions. Kelly Lorchick will facilitate the discussion for First Class mailers and **Linda Van Ooyen, Mailing Standards Specialist** will facilitate for our nonprofit and standard mailers. This is a great opportunity to network and learn!



Kelly Lorchick



Linda Van Ooyen



Luncheon Date: Thursday, February 12th, 2009

Location: The Knoll's Country Club ♦ 2201 Old Cheney Road, Lincoln NE

Registration: 11:00 - 11:30 am * Lunch Served: 11:30 am * Program: Noon

Roundtable Discussion will begin after the regular program

All you can eat buffet \$20.00

Advanced registration is required by Monday, February 9th, 2009

(No shows will be billed)

Please call Christy Funcke at 402-473-1642 or Aralyis Reid at 402-473-3328 with any questions or to register for this event. You may register online at www.lincolnpcc.com.

LPCC Company Profile: Burkley Envelope and Label Company

Burkley Envelope & Label Company first opened its doors in 1891 and has provided superior quality printed products to its customers for over 100 years. Burkley's manufacturing plant and headquarters is located in Wahoo, NE, just 30 minutes north of Lincoln. Doug Anthony, Business Development Manager for Burkley serves on LPCC's Industry Board.

Burkley is a manufacturer of both lithographic and flexographic printed envelopes with production capabilities exceeding 2,000,000 per day. Additionally, Burkley offers custom label manufacturing with up to 10 color printing capability. Labels are manufactured using a variety of materials and adhesives, according to the customer's particular needs.

With in-house digital pre-press, 4 color process printing, and state-of-the-art folding and label manufacturing equipment, Burkley prides itself on providing excellent quality and superior service at very competitive prices.

President and CEO Robert Burkley understands the primary focus must be upon meeting the individual needs of the customer. "One thing our long history has taught us – at Burkley we know that customer satisfaction is the most important measure of success."

BURKLEY ENVELOPE
& LABEL COMPANY



National Postal Forum May 17-20 in Washington, DC

"A long history of innovation meets a future of great promise..." is the theme of this year's National Postal Forum, to be held May 17-20, 2009 at the Walter E. Washington Convention Center in Washington, DC.

The National Postal Forum is the premier educational event/experience and tradeshow available to mail professionals today. Attend the National Postal Forum to get a complete education in the "Business of Mail."

If your business or profession has anything to do with using mail, or any of the products and services available through the United States Postal Service... then this is the place you need to be! Visit www.npf.org for more information about this exciting event. Early bird rates are available until February 28th, 2009.



Would you like to know who is attending the NPC from our area before the event? It's as simple as logging on to lincolnpcc.com. Here, members have the opportunity to create a profile, view other attendees from our area, and gather other important information.

LPCC Committee Spotlight: Education Committee

The LPCC Education Committee's main function is to select topics that are current and relevant in the mailing industry, find local or national experts on the selected topics, and have them speak or comment on the topic at hand. The majority of the work accomplished by the education committee concerns the LPCC workshop, which is held in September of every other year. Tim Costello has been the long standing Chair of this committee, and will be replaced as Chair by Pam Lionberger as he moves to the LPCC Treasurer position. Pam is currently working at Sandhills Publishing as Production Manager. Pam welcomes the opportunity to be Chair of the Education Committee. Her vast knowledge of mail makes her well qualified for this position.

The committee is comprised of these members:

Pam Lionberger of Sandhills Publishing, Chairperson

Tim Costello of Envelopes Plus

Ken Reining of UNL

Aralys Reid of LES

Alette Hain of Nebraska Game & Parks Comm.

Larry VanDyke of Union Bank & Trust

Larry Morlan of PSI Group

Jeremy Kildare of Midwest Web Inc.

Linda Van Ooyen of USPS

Christy Funcke of USPS

Paul Kuhl of Midwest Web Inc.

Thank you to these dedicated members of the LPCC and their employers for allowing them to participate in the LPCC. If you are interested in being part of the Education Committee, or would like more information please contact Pam at (402) 479-2110 or via e-mail at pam-lionberger@sandhills.com.

LPCC Board Member profile: Ken Reining

Ken Reining is the Manager of Mail, Distribution & Bindery Services/Promotional Sales at the University of Nebraska Lincoln. Ken has served in this capacity at UNL since November of 2006. Before joining UNL, Ken worked at Carol Wright Sales and Experian/Metro Mail. Ken has served the LPCC Industry Board since 2007. Ken says he "hopes to provide support to the LPCC in order to continue their mission of providing excellent services to all of our clients by assisting them in getting answers to their questions."

The mission of the UNL mail center is "To support the educational objectives of the University and to enhance the institutional image through quality publications." Ken and his staff accomplish this mission by providing many services to well over 200 departments and their affiliates at the University. Services include collection, delivery, mail processing, mail list management, moving services, university stores, finishing/assembly, sign making and printing of promotional items.

UNL receives over 1.4 million pieces of mail per year, ships 55,000 parcels per year via USPS Express, Priority, and Global Express and mail out over 3 million pieces of mail per year. Over 75% of the mail is nonprofit and the remaining 25% is Standard or First Class mail. All student mail is directly delivered and picked up by the USPS. Some of the most recognizable work done by Ken and his staff is the printing and binding of Husker Media Guides, the mailing of diplomas and Husker athletic season tickets.

Ken grew up in Hastings, NE and graduated from the University of Nebraska Kearney. He has been married for 38 years to his wife Jo. They have three married children and two grandchildren. Over the years his hobbies have included traveling, reading, socializing, hunting and fishing and spending time with family and friends.

Food Drive Results

**Congratulations! We collected
140 pounds of food and \$12 at our
November LPCC Luncheon.
These items, given to the Food Bank
of Lincoln, were distributed over the
holidays to those in need. Once
again, thank you for your amazing
generosity to the less fortunate in our
community. It is greatly appreciated!**



Intelligent Mail Full Service Guides

USPS recently updated three technical guides and added a new guide for customers who are implementing the Intelligent Mail full-service solution for their businesses. The guides indicate what functions will be supported in Intelligent Mail Release 1 on May 11 and support Mail.dat version 9.1.

We encourage customers to use these guides at ribbs.usps.gov/files/fullserviceguides/ as they prepare for the transition.

The four available guides are:



PostalOne! Mail.dat Technical Guide for Full Service 3.0 (new). Mail.dat is an industry-defined database structure. Learn how to use Mail.dat to submit electronic information for full-service mailings.

Guide to Intelligent Mail for Letters and Flats (Updated). Answers technical questions on the full-service option. Find out what changes are required for electronic documentation, how to populate electronic documentation files, and how to create or update electronic appointments.

PostalOne! Technical Guide for Mail.xml (Updated). Mail.xml supports two-way communication in near realtime. Customers can provide eDoc data, including qualification reports and postage statements.

A Guide to Customer/Supplier Agreements (Updated). Customer/Supplier Agreements define mail preparation and entry for mailers and the postal plants where their mail is entered.

Postal Service Vision 2013

The Postal Service has released **Vision 2013**, its new five-year strategic plan that balances near-term priorities with long-term needs to adapt to changing customer needs.

The plan acknowledges that postal customers, and the mailing industry as a whole, are hard pressed by current economic conditions, and that service improvements and cost reductions remain crucial.

At the same time, Vision 2013 says the Postal Service must listen to what customers have to say as the Postal Service strives to make its products, services, channels and processes more convenient. Visit usps.com/strategicplanning/vision2013.htm for more information.

Shipping Services Changes

On Nov. 12, the Governors of the Postal Service announced new prices and product features for our shipping services product line to be effective Sunday, January 18, 2009. We also will implement new mailing standards consisting of minor classification changes to support the price changes.

For complete pricing information, including the new shipping services prices and current mailing services prices, go to usps.com/prices. You can view the prices of the products you use and download and print the price tables.

SHIPPINGS SERVICES INCLUDE:

- Express Mail
- Priority Mail
- Parcel Select
- Parcel Return Service
- Global Express Guaranteed
- Express Mail International
- Priority Mail International
- M-bags

Visit lincolnpcc.com for the latest information and to register for our events!!

LPCC EXECUTIVE BOARD

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Lincoln Postal Customer Council

UNITED STATES POSTAL SERVICE
P.O. BOX 81283
LINCOLN, NE 68501-1283

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

CALENDAR of EVENTS

February 12, 2009
LPCC Quarterly Luncheon
The Knolls

March 19, 2009
OPCC Quarterly Luncheon
The Georgetowne Club

May 14, 2009
LPCC Quarterly Luncheon
Misty's

June 18, 2009
OPCC Quarterly Luncheon
The Georgetowne Club

August 13, 2009
LPCC Quarterly Luncheon
Location to be announced



U.S. Postal Service Contacts

Mike Failor:255-3987
Customer Account Manager

Greg Grant:473-1643
Customer Service Representative

Christy Marr:473-1799
Supervisor BMEU

Tracy Marshall-Dice:473-1678
Customer Account Manager

Duane Peterson:473-1697
Mail Requirement Clerk

Tom Throckmorton:473-1743
Mailpiece Design Analyst

Linda Van Ooyen:473-1694
Mailing Standards Specialist

Business Center Hours: 8:00 a.m. - 4:30 p.m.

Special thanks to the article contributors for this issue:

Andrew Adcock	Paula Schlotterbeck
Doug Anthony	Tom Throckmorton
Christy Funcke	Josh Vonfeldt
Nate Schaf	Jon Zvolanek