



Lincoln Postal Customer Council NEWSLETTER

www.lincolnpcc.com

February 2008

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

Ask the Experts Panel Discussion - Thursday, February 14, 2008

Join us for a question and answer session with a panel of representatives from the US Postal Service and the local mailing community. Topics to be covered include the current Rate Case, Move/Update Requirements, Intelligent Mail Barcode (IMB), NCOA Link and Meter Requirements. Our panelists were selected based on their knowledge of these topics and their desire to assist members of the Lincoln mailing community. Our panel will include:



Kerry Kowalski, Lincoln Postmaster, has been with the U.S. Postal Service for over 16 years. Earlier in his postal career, Kerry was a city carrier, the Delivery Supervisor at the College View Station in Lincoln, Acting Station Manager, Acting Manager of Customer Service Operations, Postmaster of Lexington, Nebraska, and Manager of Post Office Operations.



Linda VanOoyen has been with the Postal Service since 1980 and with Business Mail Entry for the last 16 years. She is the Mailing Standards Specialist in Lincoln where she helps interpret mailing requirements for both mailers and post offices across the state, and is currently the Rate Case Implementation Coordinator for the Central Plains District.



Tom Throckmorton has been the Mailpiece Design Analyst with the United States Postal Service for Lincoln and much of Central and Western Nebraska since 1987. He is responsible for working with all mailers on design issues to ensure mail compatibility with USPS automated equipment.



Kevin Ziska is a Customer Service Representative with PSI Group. In this position he handles all service issues, coordinates transportation, takes care of the facilities, and when things are really busy you'll see him on the production floor running a mail sorter. Kevin has been with PSI Group since 1993.



Tom Nottlemann is the Sales Manager for Claritus. He is responsible for sales of mailing equipment and software in Lincoln and Southeast Nebraska. Tom has been serving the mailing community with Claritus for 15 years. He has also served on the LPCC Industry Board for over 7 years.

Ask The Experts Panel Discussion Question Submission Form

Please list your question(s) below:

Your Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

Please return this form with your registration, or bring it to the luncheon. You may also e-mail your question(s) to christine.a.funcke@usps.gov

Thursday, February 14th, 2008

The Knolls • 2201 Old Cheney Rd

Registration: 11:00am • Lunch: 11:30am • Program: Noon

All you can eat buffet: \$16.00 per person

Advanced registration required by Monday, February 11th

(no shows will be billed)

Please call Christy Funcke at 473-1642 or Arlysis Reid at 473-3328 with any questions or to register for this event.

On-line registration is also available at www.lincolnpcc.com

LPCC Feature Company: Alpha Dog Marketing

Alpha Dog Marketing is a full-service direct marketing agency that was formed in June 2005. The company focuses its efforts in the non-profit arena with the majority of its 100+ clients in the Food Bank and Animal Welfare markets. Assisting clients with their fundraising and marketing strategies is Alpha Dog's life blood. The focus of Alpha Dog's 12 employees is on driving results for their clients so they will have the resources and tools needed to fulfill their missions. Services include analytical and direct mail strategies, database management, planned giving, alternative media, print media, online marketing solutions, and grant proposal writing.

The United States Postal Service is a valuable partner of Alpha Dog in many ways. In 2007 they delivered nearly 13 million pieces of mail—both 1st Class presort and non-profit. The USPS also provides helpful information about package design, permit authorizations, mail piece tracking and, of course, postage rates.



Food Drive Results

Congratulations! We collected 250 pounds of food and donated items at our November 15th 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!



NATIONAL POSTAL FORUM MAY 18-21, 2008 ANAHEIM, CA

For more details and to register for this exciting event, visit the official website:

www.npf.org

LPCC Tours Downtown Post Office

Members of the Lincoln Postal Customer Council had the opportunity to tour the Main Post Office facility on January 17th. Postmaster Kerry Kowalski hosted fifty members of the LPCC for the hour-long tour that showed the processing of the Lincoln facility's daily mail. The members were shown how the mail was accepted, sorted and bar-coded. The tour ended with the sorted mail being containerized and sorted for dispatch. The newest postal technologies were on display to educate the mailers on how their mail is processed and delivered. Thanks to Postmaster Kowalski and staff for hosting this LPCC educational tour.



Postmaster Kerry Kowalski welcomes the first group of tour participants prior to himing the processing floor.

U.S. Postal Service Contacts

Mike Failor:	573-2122
<i>Customer Account Manager</i>	
Greg Grant:	473-1643
<i>Customer Service Representative</i>	
Christy Marr:	473-1799
<i>Supervisor BMEU</i>	
Tracy Marshall:	473-1678
<i>Customer Account Manager</i>	
Duane Peterson:	473-1697
<i>Mail Requirement Clerk</i>	
Tom Throckmorton:	473-1743
<i>Mailpiece Design Analyst</i>	
Linda VanOoyen:	473-1694
<i>Mailing Standards Specialist</i>	

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



LPCC Board Member Profile: Tracy Marshall

Tracy Marshall is the newest Account Manager for the United States Postal Service in Lincoln. Although she is new to Lincoln, her career with the USPS spans nearly ten years. During this time she has held varied positions, including Mail Handler, Custodian, Elevator Operator, and Supervisor.

In her new position as an Account Manager, she will be involved in direct sales, acting as a liaison between customers and the USPS. "We exist as a direct selling organization with the goal of understanding our customers' business and offering solutions that will allow them to choose the USPS as a strategic partner," explains Tracy.

Tracy is a native Nebraskan, growing up in Omaha. She liked growing up in a relatively large city, but always felt a family-oriented atmosphere there. Her parents and extended family still reside in Omaha. Tracy is an animal lover, and has two dogs, Coby and Corky. She loves traveling, shopping, and hot air ballooning.

We look forward to working with Tracy in her new position with the Lincoln USPS!

The Intelligent Mail Barcode (IMB) is a USPS barcode used to sort and track letters and flats. The Postal Service, under its OneCode Vision, is promoting the use of the IMB because it expands the ability to track individual mail pieces and provide customers with greater visibility into the mail stream. The IMB will be required for automation discounts starting in January 2009.

This barcode offers a more effective alternative to existing USPS barcodes by increasing the amount of information that is present on letter and flat mail pieces, allowing for expanded tracking capability. The barcode consists of a numeric 31-character code that provides information such as the type of service the mail piece is obtaining, the class of the mail piece, the mailer identification, the unique serial number for the piece and the destination routing information.

A mailer identification (MID) number is required when using the Intelligent Mail

Barcode (IMB). The mailer ID is a field within the Intelligent Mail barcode that is used to identify the owner and/or mailing agent of the mail piece. The USPS assigns the MID's to each Mail Owner or Agent that requests them.

Customers wishing to track their mail (OneCode ACST™) or obtain electronic address updates (OneCode Confirm™) must subscribe to the service by calling:

OneCode Confirm™ 1-800-238-3150
OneCode ACS™ 1-800-331-5746

Customers participating in these services and requesting an MID must apply by calling the PostalOne® Help Desk at 1-800-522-9085. A survey will be completed and MID assigned. Customers not using these services and requesting an MID may contact their local Mailpiece Design Analyst at 402-473-1743. Don't wait, subscribe to OneCode Confirm™ and/or OneCode ACS™ if desired and get your MID now!

What Is The Environmental Impact Of Your Company?

The US Postal Service has been measuring the impact of their operations and of the mailing industry overall for years and has developed many programs in order to be more environmentally friendly. The results of these programs earned them the Environmental Protection Agency's WasteWise Partner of the Year Award for the eighth year in a row.

The US Postal Service is the world's largest and most efficient mail delivery system. Handling almost half of the world's mail requires the use of many resources.

The Postal Service understands that ensuring the sustainability of our planet involves using resources wisely so there is enough for future generations. They take great effort to cause as little harm to the environment as possible and have implemented a number of programs that *reduce, reuse, recycle*, and *rethink* the use of resources that impact the environment.

Reduce Since 1985 the Postal Service has used alternative-fuel vehicles and solar power, among other programs, to reduce the use of the Earth's non-renewable resources

such as air and energy by more than 20%.

Reuse The Postal Service has many programs that reuse materials and equipment to save resources, including reusing tires, motor oil, plastic containers, computer printer cartridges, batteries, and mail sacks.

Recycle The Postal Service has won many awards for being one of America's top recycling organizations. Not only does it recycle the materials it uses, but also buys more than \$200 million worth of recycled products every year.

Rethink Perhaps the greatest positive impact the Postal Service can have on the environment is to rethink the way it manages its operations. "Green" buildings, such as the New River Station in Ft. Lauderdale, Florida, are examples of this rethinking effort. The New River facility features recycled glass, efficient windows, native plantings, and low water usage.

To learn more about the Postal Service's environmental impact and the programs they have in place visit <http://www.usps.com/communications/community/environmental.htm>.



The LPCC has recently begun work on their new website. As a member of the Lincoln Postal Customer Council we invite you to log-on and register. You can also register to attend LPCC events on this site. Visit us at www.lincolnpcc.com.



LPCC EXECUTIVE BOARD

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Jacob North Companies



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 14, 2008

LPCC Quarterly Luncheon
The Knoll's

February 23-24, 2008

Linpex Stamp Show
East Campus Student Union

March 20, 2008

OPCC Quarterly Luncheon
The Georgetowne Club

May 8, 2008

LPCC Quarterly Luncheon
Misty's - Havelock

September 17, 2008 (tentative)

LPCC Workshop and Trade Show
Embassy Suites

November 13, 2008

LPCC Quarterly Luncheon
Valentino's Grand Buffet



**Mark your
calendar and
plan to attend!**

The next LPCC workshop event and trade show
will be on

Wednesday, September 17th, 2008

at the Embassy Suites in Lincoln.

More information about this exciting event
will be coming your way soon!

**Special thanks
to the article contributors for this issue:**

Doug Anthony

Christy Funcke

Bonnie Home

Mike Huddleston

Tom Nottlemann

Paula Schlotterbeck

Tom Throckmorton