



Lincoln Postal Customer Council NEWSLETTER

www.usps.com/nationalpcc

August 2007

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:

2 Great Seminars in 1 Stop...

Intelligent Mail

Increase your ability to track mail...Save time through automated acceptance and verification...Pay with electronic postage with round the clock access to your account...Allow your business to compare printer services...Add more envelope space for valuable marketing messages...Get feedback on your mail quality.



PostalOne

Save time and money...Significantly reduce time-consuming paperwork with electronic postage statements and verification...Spend less time at the Business Mail Entry Unit...Make better decisions...Be in the know with 24/7 access to your mailing transactions.

Luncheon Date: Thursday, August 9th, 2007

Location: Misty's ♦ 6235 Havelock Avenue
(parking available in the city parking lot between 62nd & 63rd on Platte & Havelock)

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

Picnic Buffet \$18.00

Southwest Roasted Chicken, Smoked Barbequed Pork Loin, Southern Style Potatoes, Cinnamon Honey Carrots, Fresh Garden Salad, Coleslaw, Cornbread, and Apple Crisp

Advanced registration is required by Monday, August 6, 2007.

Please call Christy Funcke at 473-1642 or Darrin Green 473-1678 with any questions or to register for this event. No shows will be billed.

LPPC Feature Company: Midwest Web, Inc.

Founded in 1989, Midwest Web, Inc. develops and produces direct marketing, printing, mailing, and data management solutions for clients across the country.

Located at 49th and Superior streets, Midwest Web has three buildings totaling 120,000 square feet of office, production and storage space. Production equipment includes web, sheetfed and digital presses; sheetfed and continuous lasers; and a variety of finishing, inkjet and inserting equipment. In 2006, the 120 employees at Midwest Web mailed or shipped over 200 million pieces.

Midwest Web's primary clients are financial services marketers. Because of the sensitive nature of information involved with financial marketing, physical and data security features are a big part of their operations. In 2007, they added variable color print and fulfillment to the services they offer.

The USPS is a vital partner in Midwest Web's success. The people in the Business Center provide a valuable resource in planning mailings and finding better ways to process the mail. In-plant verification helps get mailings out the door smooth and efficient.

Deliver an IMPACT

Are you involved in marketing or small business? Looking for new products and ideas? Then these Postal resources are waiting for you.

Deliver magazine and deliver-magazine.com are available to marketing professionals.

Deliver magazine with big, bold graphics and a distinctive editorial point of view uses case studies, guest columns and opinionated columns to convey best practices, trends, research, ideas and actionable strategy for leading-edge direct marketing theory and practice. delivermagazine.com is updated weekly with a mix of web-exclusive content, online surveys, and ways for readers to interact with the website and community-serving elements in real time. For more information go to delivermagazine.com.

IMPACT, published quarterly, features guest columnists from the business community, academia and non-profit worlds offering helpful business advice specializing in challenges faced by small businesses and solutions that can save time and money. Each issue includes case studies describing how small business owners tackled and resolved the problems facing them, with the help of Postal products. To subscribe to Impact, and to find additional resources for interested small business owners, go to usps.com/smart-business, and click "SMALL BUSINESS IMPACT"SM.

Mark your calendar!

The next NPF will be held May 18-21, 2008 in Anaheim, CA.

More information about this exciting event can be found at www.npf.org/



MAY THE POSTAL FORCE BE WITH YOU!

The Jedi Council (aka Omaha Postal Customer Council) would like to invite all to participate in the 2007 OPCC Conference...STAR WARS...May the Postal Force Be With You!



Not only will the galaxy be lit up by the Trade Federation (aka OPCC Exhibitors) offering valuable services and state of the art equipment, but there will be valuable workshops and sessions offering a universe full of knowledge and expertise.

This year's event will be held in conjunction with National Postal Customer Council Day on September 19, 2007 at Harrah's Convention Center.

Registration is \$75 for the first registration. Save \$25 on each additional registration when you register multiple attendees on one form! If you would like a registration form, please fax a request to (402) 390-3185 or email your request to sheila.r.gaubert@usps.gov.

U.S. Postal Service Contacts

Mike Failor:573-2122
<i>Customer Account Manager</i>	
Greg Grant:473-1643
<i>Customer Service Representative</i>	
Darrin Green:473-1678
<i>Customer Account Manager</i>	
Christy Marr:473-1799
<i>Supervisor BMEU</i>	
Duane Peterson:473-1697
<i>Mail Requirement Clerk</i>	
Linda VanOoyen:473-1694
<i>Mailing Standards Specialist</i>	
Tom Throckmorton:473-1743
<i>Mailpiece Design Analyst</i>	
Business Center Hours: 8:00 a.m. - 4:30 p.m.	

LPCC Board Member Profile: Pam Lionberger

Pam Lionberger started her career with Sandhills Publishing in December, 1992 where she manages all aspects of the plate output, press, bindery, shipping/receiving, paper inventory and other inventories, scheduling, facilities and grounds. Sandhills Publishing is an information processing company that produces 16 trade publications weekly along with 5 consumer computer publications. The company works on all aspects of these publications from ad design to bindery and shipping.

A large amount of these publications mail out each week through the US Postal Service. Sandhills has a USPS Verifier who comes in 4 times a week to verify their mail.

Pam joined the LPCC to learn as much about the industry as she could. She currently serves on the LPCC's Membership Committee. It is her hope that she can help others along the way with the knowledge she has gained through her years of experience in the mailing industry.

Pam grew up on a farm outside of Cairo, Nebraska. She moved to Lincoln to attend UNL where she met her husband Luke. Along with being a coach for an after school program called Girls on the Run, Pam has been involved in triathlons for 5 years. She will be swimming (2.4 miles), biking (112 miles) and running 26.2 miles in a full Ironman competition in Wisconsin on September 9th of this year. Good Luck Pam!!

Get your Mail in Shape

The shape of your mail piece now plays a major role in the price you pay for postage. Letters, large envelopes (flats), and packages (parcels) that weigh the same are no longer shipped at the same price. The new price structure recognizes that each of these pieces has substantially different processing costs, so each has separate prices.

The single-piece postcard rate increases 2 cents, to 26 cents. A single-piece 1 ounce letter is now 41 cents. A single-piece 1 ounce large envelope (flat) is 80 cents, and the single-piece rate for packages is \$1.13 for the first ounce.

Need help getting your mail in shape? Contact your local USPS Account Representative or Mail Piece Design Analyst for assistance.



Protect your Identity



Identity theft is America's fastest growing crime! Last year, more than 9.9 million Americans were victims of identity theft, a crime that cost them roughly \$5 billion. ID theft can involve credit card fraud or mail theft, among other crimes.

Postal Inspectors provide these tips:

- Review your credit reports annually.
- Shred and destroy unwanted documents that contain personal information.
- Deposit mail in US Postal Service collection boxes.
- Don't leave mail in your mailbox overnight or on weekends.

For more information, go to www.usps.com/postalinspectors.

Highlights of the 2007 International Changes

International Mail products have been simplified and renamed to reflect domestic product names for easier recognition. These are some of the significant changes:

- Domestic Express & Priority packaging can now be used for Express Mail International and Priority Mail International.
- A flat rate envelope option has been added to Express Mail International.
- A flat rate envelope and two flat rate box options have been added to Priority Mail International.
- An 8% discount is available for Express Mail International and a 5% discount is available for Priority Mail International using Click-N-Ship at www.usps.com or through authorized PC postage vendors.

Priority and Express Mail Packaging may be ordered through the internet at <http://www.usps.com> or for quantities over 25 call 1-800-610-8734.

Improved Deliverability of your Mail

One of the primary tools designed to help business mailers resolve addressing challenges and reduce undeliverable-as-addressed (UAA) mail is CASS Certified address-matching software. The Postal Service requires vendors to update and certify this software annually. The next update, CASS Cycle L, is scheduled to go into effect August 1, 2007.

Beginning with Cycle L, CASS Certified address-matching software is required to use both DPV and LACSLINK before adding a Zip+4 code to an address. The new requirement will make sure automation discount mail is deliverable to a known delivery point from the USPS database. The new software will significantly improve the quality of addressing by providing current address information for matches made to the LACSLINK file, address matching and validation of delivery point in one inclusive software product.



LPCC EXECUTIVE BOARD

Industry Co-Chair

Jon Zvolanek
National Research Corporation

Postal Co-Chair

Kerry Kowalski
Postmaster

Secretary

Betty Cummings
All Needs Computer & Mailing Services

Treasurer

Kevin Ziska
PSI Group

Past Industry Co-Chair

Mark Porter
Midwest Web Printing & Direct Mail

USPS

Christy Funcke
Darrin Green
Tom Throckmorton
Linda VanOoyen

INDUSTRY BOARD

Tim Costello
Envelopes Plus

Alette Hain
Nebraska Game & Parks Commission

Bonnie Horne
Alpha Dog Marketing

Thom Klassen
Ameritas

Pam Kuhl
Midwest Web Printing & Direct Mail

Pam Lionberger
Sandhills Publishing

Tom Nottlemann
Claritas

Ken Reining
University of Nebraska - Lincoln

Larry Van Dyke
Union Bank & Trust

Yvonne Zink
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

September 19, 2007
OPCC "May the Postal Force Be With You"
Conference
Harrah's Convention Center

November 15, 2007
LPCC Quarterly Luncheon
Valentino's Grand Buffet

February 14, 2008
LPCC Quarterly Luncheon
The Knoll's

May 8, 2008
LPCC Quarterly Luncheon
Misty's - Havelock

September 17, 2008 (tentative)
LPCC Workshop and Trade Show
Embassy Suites



Need a passport
but can't make it
to the Post Office
during the week?
Here is your
opportunity:



September 8th, 2007

we will be taking passport applications from
9:00am - 12:00 noon at the
Country Inn and Suites
located at 5353 N 27th Street.

Special thanks to the article contributors for this issue:

Carol Barnett
Christy Funcke
Bonnie Horne
Mike Huddleston

Paula Schlotterbeck
Tom Throckmorton
Jon Zvolanek