



# Lincoln Postal Customer Council NEWSLETTER

[www.usps.com/nationalpoc](http://www.usps.com/nationalpoc)

May 2007

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

## Ask the Experts on the Postal Rate Changes

Join us for a question and answer session regarding the upcoming Postal Rate Changes with a panel of representatives from the US Postal Service and area mailing facilities. These individuals have a vast knowledge of the new rates and how they will affect your mail. The panel members are eager to answer your questions, so please bring them to the luncheon or e-mail them in advance to [christine.a.funcke@usps.gov](mailto:christine.a.funcke@usps.gov). 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 15 years. She has worked on various projects for Postal Service Headquarters and helped write the content for Business Mail 101. 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. Tom is a 30 year veteran of the U.S. Postal Service.

**Betty Cummings**, owner of All Needs Computer and Mailing Services, has worked in the mailing industry for over 19 years. Her business processes over 10 million pieces of mail per year. Recently, Betty was recognized by the Lincoln Chamber of Commerce as the Outstanding Woman Owned Business of the Year because of her growth and knowledge in the mailing industry.



**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. From their 30 locations across the country PSI Group deposits over 9 billion pieces of First Class mail and 510 million pieces of Standard Class mail with the USPS every year.

**Luncheon Date: Thursday, May 10, 2007**

**Location: The Knoll's Country Club ♦ 2201 Old Cheney Road**  
**Registration: 11:00am ♦ Lunch: 11:30am ♦ Program: Noon**

**All You Can Eat Buffet: \$15.00 per person**

**Advanced registration is required by Monday, May 7, 2007.**

Please call Christy Funcke at 473-1642 or Darrin Green at 473-1678 with any questions or to register for this event.

*(No Shows will be billed.)*

## Welcome New Postmaster!

Kerry Kowalski has been selected as the newest Postmaster of Lincoln. Mr. Kowalski began his postal career as a city carrier in Lincoln in 1991 while attending the University of Nebraska-Lincoln (UNL). He continued working as a carrier until 1995 when he graduated from UNL with a Finance and Economics degree. He then began working as Delivery Supervisor at the College View Station in Lincoln. He has held many other positions within the USPS throughout his career including Acting Station Manager, Acting Manager of Customer Service Operations, Manager of Post Office Operations, and Postmaster of Lexington, Nebraska.

On a personal note, Mr. Kowalski comes from a postal family where both of his parents are Postmasters and his brother is a letter carrier. He and his wife have 3 children.

We are pleased to welcome Mr. Kowalski to his new position. He assumed the duties of the Postmaster of Lincoln in March 2007.



Kerry Kowalski  
Postmaster of Lincoln

## Jerome Wieser Award Presented to Betty Cummings

Congratulations to Betty Cummings, owner of All Needs Computer and Mailing Services – the 2007 recipient of the Jerome Wieser Award. This award is presented annually to an individual based on their active service with the LPCC, their involvement with the mailing community and their education of area mailers.

Betty has been in the mailing industry for over 19 years. She started her own business in her home, and it has since grown to handling over 10 million pieces

of mail per year with 14 employees. Betty has been a member of the LPCC for over 8 years, and has served as Secretary, Treasurer, Membership Chairperson and Education committee member.



## 2007 LPCC Workshop and Trade Show...a BIG Success!

*Delivering the Mail* was the theme for this years LPCC Workshop and Trade show that was held on February 13th at the Embassy Suites Convention Center. The 2007 workshop was a big success with over 160 area mailers (who braved the snow storm) in attendance. Presenters from leading companies in Lincoln, Omaha and the USPS presented valuable information to attendees in the various business sessions that were available. Keynote speaker Scott Young, Executive Director of The Food Bank of Lincoln, headlined the workshop.

Twenty vendors offered the latest in mail-related equipment, technology and supplies. The USPS consultation area was also available to answer individual questions. Finally, thank you to all who made this year's workshop a success and to Doug Emery for his years of service to the LPCC. The next LPCC Workshop and Trade Show will be held in the fall of 2008. Please feel free to offer suggestions for this upcoming event by contacting Jon Zvolanek at (402) 475-2525.

### LPCC Feature Company: Claritus

Large organizations such as universities, financial institutions or major insurance companies can send out thousands of pieces of mail a week, with big dollars in postage attached. Those organizations have by and large taken to using mailing systems such as those offered by Claritus. After starting as a two-man business in 1988, Dave Herbert and Jeff Krell have grown Claritus to four locations in Lincoln, Omaha, Sioux Falls and Sioux City that employ 36. Through acquisitions of Modern Office Services (1997) and NBE Solutions Mailing Division (2006), Claritus has become one of the most successful independent mail equipment dealers in the country. Claritus offers Hasler/Neopost mailing systems as well as mailing solutions from eight other software and equipment companies.

Claritus' machines are designed to get any piece of paperwork that is generated over the course of doing business into the mail stream. Some machines can address an envelope, insert documents in it, seal and weigh it, and stamp it with the right amount of postage. The newest digital technology meets all the USPS guidelines for postage meters and offers solutions for the May 2007 Shape Based Rate Case.

Finally, Claritus takes pride in providing the best equipment and local customer support to organizations of all sizes. Herbert credits much of the company's success to its employees, a combination of veterans with 15 or more years' experience and recent hires full of new ideas. Claritus is not satisfied with just being a company that merely sells products, but a place in which they foster creativity and growth for their staff and their customers.



## 2007 USPS Rate Case A Summary

On May 14, 2007 the new USPS rates will go into effect. The following is a brief summary of some of the changes.

### FIRST-CLASS MAIL

The new prices are based on the shape of mail and differences in the relative costs, with separate prices for letters, flats and parcels. As shape becomes a more important price element, weight becomes less important, and prices are reduced for letter-size pieces over 1 oz and flat-size pieces over 7 ounces.

The single-piece 1 oz First-Class Mail letter price increases to \$0.41, and the single-piece post card price increases to \$0.26. The additional oz. price drops to \$0.17.

The nonmachinable surcharge increases to \$0.17 and applies to 1 oz or less letter-size mail pieces with any of the nonmachinable characteristics. Nonmachinable letters over 1 oz are charged the letter rates based on weight. The maximum weight for letters is 3.5 oz.

### FOREVER STAMP

April 12, the new Forever Stamp was introduced. This stamp will make future price changes more convenient for consumers. The postage value of the Forever Stamp equals the First-Class Mail single-piece 1 oz letter rate at any time in the future, without the addition of extra postage. Initially the Forever Stamp is being sold at the new 41-cent rate.



### STANDARD MAIL

As in First-Class Mail, Standard Mail pricing has greater recognition of shape and reduces reliance on weight.

Automation letter sort levels are 5-digit, 3-digit, AADC and mixed AADC. Mailers also have the option to prepare 3-digit origin/entry trays for automation letters. The USPS requires mailers of machinable letters to sort only to the AADC and mixed AADC levels, with optional sorting to 3-digit origin/entry trays.

The physical standards for automation flats retain most of the criteria for AFSM 100 pieces, with new standards for flexibility that exclude boxes and box-like pieces. A rectangular requirement and uniform thickness standard has been added for all flats. The new uniform thickness standard allows up to a 1/4-inch variation in thickness. These changes ensure that pieces paid for at automation flat rates can be processed in automated operations and delivered as flats.

### NOT FLAT-MACHINABLE

Prices now include a new Not Flat-Machinable (NFM) subcategory for rigid flat-size pieces and for large pieces that are currently automation-compatible only by meeting UFSM 1000 standards. This subcategory provides mailers a lower-than-parcel rate option for pieces that do not meet the new standards for flats.

### PRIORITY MAIL

The convenience of Priority Mail continues to be offered. The USPS produced flat-rate envelope is still charged the 1 lb price, regardless of weight or destination. USPS produced flat-rate boxes will become a permanent offering. Prices for all Priority Mail pieces weighing over 23 lbs decrease for all zones, many by as much as 20%.

Priority Mail pieces that exceed 1 cubic foot and are addressed to zones 5-8 are subject to a new dimensional-weight price. In general, if a piece is relatively light for its size, it may be subject to a dimensional-weight price.

This is a very brief glimpse of some of the changes. For a more detailed explanation, please contact your local USPS representative, Business Mail Entry Unit or attend the May 10th Ask The Experts luncheon.

## 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

Paul Kuhl

Midwest Web Printing & Direct Mail

Pam Lionberger

Sandhills Publishing

Tom Nottedmann

Claritus

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

May 10, 2007

LPCC Quarterly Luncheon  
*The Knoll's Country Club*

June 6, 2007

OPCC Annual Golf Outing

June 21, 2007

OPCC Quarterly Luncheon  
*The Georgetown Club*

August 9, 2007

LPCC Quarterly Luncheon  
*Misty's - Havelock*

November 9, 2007

LPCC Quarterly Luncheon  
*Valentino's Grand Buffet*



#### Special thanks

to the article contributors for this issue:

Carol Barnett  
Christy Funcke  
Bonnie Home

Tom Nottlemann  
Tom Throckmorton  
Jon Zvolanek

## Mailers Flock to Washington, DC for National Postal Forum

Washington, DC was the host city for the most recent National Postal Forum. 6,500 attendees had the opportunity to listen to special sessions with topics ranging from Intelligent Mail to Global Business. Attendees had choices of Educational Tracks such as Address Quality, Non-profit, Safety and Security and Mail Acceptance, as well as Preparation and Entry. There were also 13 Mail Certificate programs available at this Forum.

Postmaster General John Potter gave the keynote address at the General Session. The rate case and teamwork between the USPS and mailers were two of the main topics of Potter's speech.

The event closed with a reception held at the National Air and Space Museum.

Sandhills Publishing, the University of Nebraska-Lincoln, Midwest Web Printing and Direct Mail, Nebraska Game and Parks Commission, National Research, Lincoln Benefit Life and the USPS all had local representatives attend the conference.

The next National Postal Forum will be held in Anaheim, California May 18-21, 2008.