



Lincoln Postal Customer Council NEWSLETTER

www.lincolnpcc.com

May 2016

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 upcoming event:

Emerging Mail and Engagement Technology Thursday, May 12th, 2016



Coakley Workman, USPS Manager of Mail Innovations, will join us from Postal Headquarters to give a presentation on Irresistible Mailing Innovations and Promotions. Coakley will demonstrate how these emerging and engagement technologies are providing new and exciting opportunities to mailers through the use of QR codes and augmented reality. In addition, Postmaster Kerry Kowalski will provide an update on local postal operations and any changes that will affect you and your business.

Register today, space may be limited! No membership required, all are welcome!

Luncheon location: Union Bank & Trust, 4732 Calvert St. (Basement), Lincoln

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

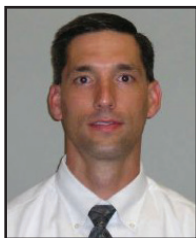
Program and All You Can Eat Buffet: \$15.00

(Buffet catered by Beacon Hills: White Chicken Alfredo, Herb Roasted Potatoes, Buttered Corn, Caesar Salad and Dessert Chocolate Chip Bars)

Advanced registration is required by Monday, May 9th, 2016.

Questions? Please call Christy Funcke at 402-473-1743 or Marcella Ament at 402-473-1602. You may register online at www.lincolnpcc.com

Postmaster's Update: I've Never Seen that Before



For the first time in nearly 100 years US postage rates have decreased. Not since July 1919 when postage rates went from 3 cents to 2 cents have we seen a reduction in the cost of First Class postage. This is good news to mailers and postage users and the underlying hope is this reduction in postage costs will be offset by an increase in volumes.

However, the reality of US household mailing habits will most certainly mean a reduction of postal revenue to the tune of \$2 billion per year. Though the short term impact on the health of the US Postal Service due to this postage rate decrease may not be noticeable to most, the long term effects could prove to be much more devastating. The lack of money available to invest

in infrastructure and technology improvements may put the Postal Service at a disadvantage to our competitors and lead to further cuts in mail processing plants, service and Post Office staffing.

It is too early to tell what the future will hold for the US Postal Service, but the reality is we will continue to see changes in how the Postal Service operates to adjust to a reduction in postal revenue. Stay involved and in tune with what is happening in the US Postal Service by remaining active in the Lincoln Postal Customer Council.

Thank you for your continued involvement and support; we would not be the Lincoln Postal Customer Council without you.

KERRY KOWALSKI- LINCOLN POSTMASTER

LPCC Company Profile: AdventSource

AdventSource is the official resource center for the Seventh-day Adventist Church in North America. Whatever ministries are happening at a local church, AdventSource probably has something that can help. We are constantly developing new resources to make ministry easier for pastors and volunteer leaders who are also balancing other responsibilities.

AdventSource

We sell leadership books, Vacation Bible School programs, DVDs, Adventist Church logo apparel, and more. AdventSource also supplies uniforms and other resources for the Pathfinder and Adventurer Clubs, which are the Adventist Church's co-ed scouting programs. In addition, we provide user support for Adventist Church Connect, the Adventist Church's network of websites available for free to churches in North America. AdventSource also provides a variety of meeting planning services and handles registration for many Adventist Church events.

AdventSource began in 1982 on the campus of Union College. Today AdventSource employs 23 full-time staff and more than 20 Union College students who work part-time between classes. AdventSource's office includes a call center and departments for creative services, accounting, IT, production, and shipping.

For more information, visit www.adventsource.org.

LPCC Member Profile: Rachel Greene Bryan Health Development Officer



Rachel Greene is a Development Officer for Bryan Health. She has been with Bryan Health since April 15, 2013.

Bryan Health serves patients and families throughout Nebraska and the surrounding states. Their mission is to advance the health of individuals in our region through collaboration with physicians and communities. Bryan Health is a valued customer of the U.S. Postal Service. They use the Postal Service for the majority of their client correspondence such as patient pre-registrations, their quarterly magazine (Journeys) and direct mail appeals. Rachel joined the LPCC board to gain more knowledge about the Postal Services available in the region.

The Bryan Foundation launched the b2020 campaign, a \$40 million comprehensive campaign last year. According to Rachel "It has been inspiring and amazing to work on this campaign and know the monies raised will be helping our patients and families today and for generations to come."

Rachel grew up in the Dundee neighborhood Omaha, Nebraska and enjoyed all the fun events going on there. She came to Lincoln to attend the University of Nebraska for her undergraduate degree in Journalism. She enjoys gardening and spending time with her family. Her 7 years old son named Esmond keeps her busy with his love of reading and his growing love of exploring nature with weekend hikes. She is a member of the Association of Donor Relations Professionals and the Association of Healthcare Philanthropy.

USPS Package Intercept

Postal employees work behind the scenes to make sure that business shipments end up in the right hands. Employees also serve as the front line of defense for business mailers, even when the shipper makes a mistake.

To assist shippers when they have made an error, the Postal Service offers USPS Package Intercept for business customers needing to intercept and redirect shipments. Package Intercept service can be accessed via the Business Customer Gateway (BCG), located at: <https://gateway.usps.com/eAdmin/view/signin>.

- USPS Package Intercept is located under the “Shipping Services” tab.
- Enter an individual USPS or Extra Service tracking number or upload a file of multiple tracking numbers to find and redirect the correct shipment(s).
- Follow the instructions to redirect the shipment to a new domestic address, request that it be held for pickup at a Post Office or return it to the sender.

For more information, please refer to the USPS Package Intercept Guidebook on RIBBS.

2016 National Postal Forum

The Postal Forum was held March 20th-23rd in Nashville, Tennessee with the theme, “Tune In to Success.” Highlights included.

- Postmaster General and Chief Executive Officer Megan J. Brennan announced efforts by the Postal Service to lead an information and technology-driven reinvention of mail. She identified strategic initiatives and investments to provide the mailing industry with greater digital capabilities. Said Brennan, “our vision is not confined to what we can accomplish in the next year or two. We have to continue to build and focus on the long-term rewards.”
- Brennan also showcased the development of Informed Delivery (previously Real-Mail Notification) – a mail preview service on track to be available as a mobile app in every ZIP code across the country in early 2017. Results from a market test in New York City show 70 percent of subscribers opening daily notifications and more than 90 percent reading notifications more than four times a week.
- One of the more innovative ways of reinforcing digital behavior with direct mail is by using it to re-engage with online shoppers. For instance, Jim Cochrane, chief marketing and sales officer and executive vice president (CMSO) at the USPS, gave examples of what he called “digitally reactive direct mail,” which is sometimes called “programmatically direct mail.” In these situations, a postcard for a certain merchant or product is automatically sent if a shopper abandons their online shopping cart.

The National Database

The database allows customers to opt-in to receive communications directly from USPS (industry alerts, PCC alerts, Mailspoken here). Customers will be able to receive information directly in real time for alerts such as service alerts, instead of waiting for the alerts to get passed down from their PCC administrators. Customers can also opt-in to receive information from the PCCAC committees and also opt-in to participate with committees.

Downtown Post Office Tour

The Tour of the Lincoln Processing Plant planned for April 7, 2016 has been postponed until **May 24, 2016** at 3:30 pm.

More information on this Tour will be coming out in May. Please mark your calendar and plan to attend this Tour of the Lincoln Processing Plant.

TAKE A TOUR



LPCC EXECUTIVE BOARD

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Union Bank & Trust

Postal Co-Chair

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Lincoln Postal Customer Council

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P.O. BOX 81283

LINCOLN, NE 68501-1283

FIRST-CLASS MAIL
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Lincoln PCC Events

more info at

lincolnpcc.com

5/12/16
LPCC Quarterly Luncheon
Union Bank & Trust, Lincoln

5/24/16
Lincoln Post Office Tour
3:30 pm

9/2016
LPCC Mini Workshop
Southeast Community College
Lincoln

11/10/16
LPCC Quarterly Luncheon
Valentino's Grand Buffet,
Lincoln

Greater Omaha PCC Events

more info at

greateromahapcc.com

6/16/16
Program & Workshops
Tip Top Ballroom

8/12/16
Annual Golf Outing

9/19 - 9/23/16
Omaha Advertising X
National PCC Day

12/8/16
Holiday Program & Workshops
Tip Top Ballroom

U.S. POSTAL SERVICE CONTACTS

Christy Funcke:..... 402-473-1743
Business Solutions Specialist

Ashlee Hansen: 402-930-4447
Business Service Network

Greg Grant: 402-473-1799
Supervisor, Business Mail Entry

Mailpiece Design Analyst:..... 1-855-593-6093
MDA@usps.gov

Duane Peterson: 402-473-1697
Mailing Requirements

Dave Higley: 402-930-4437
Mailing Standards Specialist

Jon Zvolanek:..... 402-473-1751
Sales Executive

Thanks to those contributing to this newsletter issue:

Christy Funcke Kerry Kowalski
Christal Gregerson Arylis Reid
Alette Hain Jon Zvolanek
Mike Huddleston

Visit our website for the latest LPCC information and USPS news! www.lincolnpcc.com