



# Lincoln Postal Customer Council NEWSLETTER

www.lincolnpcc.com

January 2017

*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:*

## Return to Sender

**How much of your mail is being returned and how much is it costing you?**

**Thursday, February 9, 2017**

If you are trying to reduce the amount of mail being returned or have questions about why some of your mail is being returned, you will not want to miss this LPCC luncheon. In addition to answering questions about your returned mail pieces, we will discuss the following topics revolving around return to sender mail:

- The cost of return to sender mail and why reducing it is important to your business.
- Addressing and ways to reduce undeliverable as addressed (UAA) mail.
- Return to Sender endorsements and codes – what they are and what they mean.
- How the return to sender and forwarding process works.
- Keeping up with your customers and address hygiene solutions.
- What is secure destruction and is it right for you?
- What to do when properly addressed pieces are returned to you.

Bring some examples of your return to sender mail and we will discuss them.

**Please plan to attend this informative Lincoln Postal Customer Council Luncheon!  
Register today, space may be limited**

**Luncheon location: NE Outdoor Education Center (4703 N 44th, Lincoln)**

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

**Meal catered by Shen Café: \$15.00**

**(For special dietary needs call Postmaster Secretary at 402-473-1602)**

**Advanced registration is required by Monday, February 6th, 2017.**

***Questions? Please call Postmaster Secretary at 402.473.1602.  
You may register online at [www.lincolnpcc.com](http://www.lincolnpcc.com)***

## 2017, New Year, New Prices, New Programs



The proposed price increase submitted by US Postal Service was approved by the Postal Regulatory Commission (PRC) and will increase the price of a 1 ounce First Class letter to \$.49 and adjust prices on most other products. This increase will go into effect January 22, 2017. More detailed information on these changes can be found at <https://ribbs.usps.gov/index.cfm>.

Many of you have used RIBBS extensively over the years, which is where the price increase information can currently be found. The RIBBS website has been redesigned and is in the process of transitioning to a new home called PostalPro.

[www.postalpro.usps.com](http://www.postalpro.usps.com) will become the primary source for USPS mailing information. PostalPro leverages powerful search functionality, intuitive navigation, and a modernized, mobile-friendly design. Go take a look at this site and save it in your favorites, it will be one you will use often in the coming year.

2017 will bring a number of other changes as well and the Lincoln Postal Customer Council will keep you up to date on all of them. I hope to see you on February 9 for a great presentation on return to sender mail. Thank you for your continued involvement and support of the Lincoln Postal Customer Council.

**KERRY KOWALSKI- LINCOLN POSTMASTER**

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## The 2017 Promotions Calendar

- Earned Value Reply Mail Promotion for First-Class Mail has been extended to six months, offers credits for use of Alternate Postage (also known as Share Mail) mailpieces, and increases the per-piece credit amount.
- Personalized Color Transpromo Promotion for First-Class Mail will continue in 2017, and will allow new participants to qualify without meeting the personalization requirement.
- Emerging and Advanced Technology Promotion for Standard and First-Class Mail will incorporate Virtual Reality, and will flip the physical-to-digital model by encouraging “programmatic” and “retargeting” direct mail strategies, under which physical mailpieces are generated automatically as a result of consumers’ online actions.
- Tactile, Sensory & Interactive Mailpiece Engagement Promotion for Standard Mail will continue in the same form as the 2016 promotion.
- Mobile Shopping Promotion for Standard Mail encourages mailers to include qualifying technology inside or on their mailpieces that facilitates consumer purchases via mobile-optimized web sites or social media “Buy Now” functions.
- **NEW!** Direct Mail Starter Promotion, for Standard Mail provides an incentive to smaller businesses to get on board and begin using mail as a marketing channel.

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## LPCC Member Profile: Kathy Griesel Vice President at Haberfeld Direct



Kathy Griesel started working for Haberfeld Holdings in 2001. She manages the account relationship with 15-20 of their clients. Her responsibilities include working with the client on marketing campaigns as well as consulting with them to optimize back-office processes. Haberfeld works with community banks and credit unions all over the country. They vary in size from 1 - 200 branches. Haberfeld uses the the USPS to facilitate direct mail marketing campaigns for their clients. They recommend they mail 8 times per year. They like direct mail because unlike many other types of marketing media, it’s targeted, flexible, measurable and provides a reasonable acquisition cost per new customer. In 2016 they produced and mailed about 40 million mail pieces on behalf of their clients.

Kathy is on the Board of Directors for JDRF’s Heartland and Greater Nebraska Chapter and is delighted to be serving as the Co-Chair of the annual JDRF Dream Gala this spring. Ms. Griesel and her husband Achim have been married for 17 years they love good food and enjoy cooking together. They are also certified winos and travel to Napa whenever they can. Kathy met Achim at work when he moved here from Germany to be an intern at the company where she worked. They still work together and in fact, he is now her boss! Their daughter Jena, is married and living in Chiang Rai Thailand and teaches English at a University. Their son, Sam, is a junior at East High. If you follow high school basketball, you’ll catch Sam’s name on the radio and in the weekend sports sections of the paper.

Kathy grew up right here in Lincoln, near the Havelock area. She said “it’s great to be living in my hometown. My parents, my brother, my sister and her family are all in Lincoln, too, so we get great quality family time. My husband’s family is all in Germany, so going to visit the in-laws is a treat!”

## LPCC Company Profile: Nelnet

Nelnet is headquartered in Lincoln, Nebraska, with major operations in Aurora and Highlands Ranch, Colorado. With 3,400 employees the company's mission is to build a more educated and fiscally responsible world. Clients include the U.S. Department of Education, Federal Student Aid; other lenders; K-12 private and faith-based schools; colleges and universities; telecommunications customers (with the recent acquisition of ALLO).



Nelnet sends out over 50 million pieces annually through their mail service provider, Fiserv, in Stafford, Texas. This includes billing statements, letters and privacy notices. The Lincoln distribution department sends out 1.2 million pieces including special mailings, annual privacy notifications, and tax form mailings among other special requests. Nelnet is able to realize postage savings by utilizing PSI in Lincoln, Nebraska for their pre-sort needs. They also have Nelnet representation by their Distribution Supervisor, Jeremy Bergmeyer and Distribution Team Lead, Steve Havel, on the LPCC.

Today, Nelnet is a diverse and innovative company with a focus on delivering education-related products and services and student loan asset management. The largest operating businesses engage in student loan servicing, tuition payment processing and school information systems, and telecommunications.

Nelnet also makes investments in real estate developments and start-up ventures.

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### 2017 Price Change Notes of Interest

- Metered Mail—three cent gap between Single Piece and Metered price—\$.49 vs \$.46
- Flats—two times the price of Single Piece which allows consumers to apply two stamps—\$.49 & \$.98
- 5 Digit Automation Letters decrease for First Class, USPS Marketing Mail (formerly Standard Mail), and Non Profit
- Standard Mail name to change to USPS Marketing Mail
  - Named to influence marketers who are not in the mail
  - Identifies majority of the volume in the class
  - 18 month transition—The indicia on the mail pieces should continue to display current Standard Mail abbreviations until notified by the USPS

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### National Postal Forum, May 21-24, 2017

The 2017 National Postal Forum (NPF) will be held at the Baltimore Convention Center located in Baltimore, Maryland's vibrant and entertaining inner harbor district.

We are inviting speakers interested in sharing their unique knowledge and experiences to submit proposals for sessions and workshops for the 2017 NPF conference. We seek to deliver an engaging educational program that showcases innovative uses of mail and mailing technologies and inspires participants to explore new opportunities of business growth and improvement using the US Postal Service.



Registration details can be found at [www.NPF.org](http://www.NPF.org)

## LPCC EXECUTIVE BOARD

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All Needs Computer & Mailing Services

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Bryan Health

### **Ben Yelkin**

MackayMitchell Envelope Company



# 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

## Lincoln PCC Events

more info at

[lincolnpcc.com](http://lincolnpcc.com)

2/9/17  
LPCC Quarterly Luncheon  
NE Outdoor Education Center  
4703 N 44th

5/11/17  
LPCC Quarterly Luncheon  
Union Bank & Trust, Lincoln  
4732 Calvert Lower Level

9/19/17  
LPCC Workshop  
SECC

11/7/17  
LPCC Quarterly Luncheon  
Valentino's Grand Buffet,  
Lincoln

## Greater Omaha PCC Events

more info at

[greateromahapcc.com](http://greateromahapcc.com)

3/16/17  
Quarterly meeting  
Location TBD

6/15/17  
Quarterly meeting  
Location TBD

6/17  
GOPCC Annual Golf Outing  
Quarry Oaks

9/21/17  
National PCC Day  
Omaha Advertising X!

## U.S. POSTAL SERVICE CONTACTS

**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*

**Patrick Dinville:** ..... 402-930-4437  
*Mailing Standards Specialist*

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

## Thanks to those contributing to this newsletter issue:

Christal Gregerson  
Alette Hain  
Mike Huddleston

Kerry Kowalski  
Arylis Reid  
Jon Zvolanek

Visit our website for the latest LPCC information and USPS news! [www.lincolnpcc.com](http://www.lincolnpcc.com)