



Lincoln Postal Customer Council NEWSLETTER

www.lincolnpcc.com

September 2017

Time is running out... Register for this exciting event today!



2017 LPCC Morning Workshop

Tuesday, Sept. 26th, 2017

Continuing Education Center SCC • 301 S 68th, Lincoln

This informative, half-day event kicks off with breakfast, followed by two sessions presented by dynamic speakers! Our sessions will cover the following important topics:

GENERATION GAPS AND COMMUNICATION CHAOS CURE

Will Wooten and Paul Larimore, veteran Sales Trainers for Shelter Insurance Companies have enjoyed training, entertaining and performing for many years. Their interactive programs, Generation Gaps and Communication Chaos Cure will entertain, inform and inspire change.

RETURNED MAIL, ANCILLARY ENDORCEMENTS AND MAIL PIECE DESIGN

Mailing today has become more complex. Decisions about class of mail and how the mail is prepared can impact delivery, postage, and overall success of your organizations mail. Topics include:

- Mailpiece Design
- Postage Payment Options
- Full Service Intelligent Mail
- Impact of Correct Addressing
- USPS Resources: Postal Pro, Postal Explorer, and more

Join us for an interactive postal overview to answer your questions and point you to the right resources in the future.

QUALITY CONTROL IN MAIL CENTER OPERATIONS

In today's competitive environment, "good enough" is no longer "good enough." Privacy regulations and customers' expectations require mailers to provide defect-free documents, in the right envelope, and with the correct address. This workshop will explain why quality control is important for every mail operation and how to integrate quality control with your existing processes. Learn the differences between TQM, Six Sigma, ISO 9000, and other quality control methods, and how they can be used in your print and mail operations.

INTEGRATION OF SOCIAL MEDIA AND TRADITIONAL MAIL

Social media's role as an effective marketing channel is well established. What's changing and continues to evolve is how social media is being used for direct marketing purposes, especially in the world of direct mail. During this session, Randa will share with you an integrated case study and three fundamental ways to combine direct mail and social media for additional marketing success.

Deadline to register is Thursday, September 21st, 2017

2017 Mailers Workshop Registration Form

Please mark which business sessions you plan to attend:

9:00-10:00 am

- GENERATION GAPS** – Will Wooten and Paul Larimore
- RETURNED MAIL, ANCILLARY ENDORCEMENTS AND MAIL PIECE DESIGN** – Alison Hall
- QUALITY CONTROL IN MAIL CENTER OPERATIONS** – Mark Fallon

10:15-11:15

- COMMUNICATION CHAOS CURE** – Will Wooten and Paul Larimore
- INTEGRATION OF SOCIAL MEDIA AND TRADITIONAL MAIL** – Randa Zalman
- RETURNED MAIL, ANCILLARY ENDORCEMENTS AND MAIL PIECE DESIGN** – Alison Hall

Name* _____

Bringing a first time LPCC attendee:

Name of guest attendee* _____

Title _____

Company _____

Company Address* _____

City _____

State _____

Zip _____

Telephone _____

Email _____

Birthday* _____

The LPCC would like to thank all of the participating sponsors for their financial support of our 2017 Workshop. As a benefit, the LPCC will provide to them a list of all attendees of today's event. If you prefer to have your name excluded from that list, please check here.

Please complete the information and mail one copy for each attendee along with your check made payable to the Lincoln Postal Customer Council to:

Lincoln Postal Customer Council
PO Box 81283
Lincoln, NE 68501-1283

Cost:
\$45 per person
DEADLINE TO REGISTER IS 09/21/17

Location:
Continuing Education Center SCC
(301 S 68th, Lincoln, NE)

Questions:
Please call 402.473.1602

Or register
online at
lincolnpcc.com



*SCC registration requirement

- I have special needs for the day:
 - Handicap Accessibility
 - Other:

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Pitney Bowes

Scott Hawco

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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

Greater Omaha PCC Events

more info at

greateromahapcc.com

9/26/17

LPCC Workshop
SECC

9/21/17

National PCC Day
Omaha Advertising X!

11/7/17

LPCC Quarterly Luncheon
*Valentino's Grand Buffet,
Lincoln*

3/2018

Quarterly meeting
Location TBD

2/2018

LPCC Quarterly Luncheon

6/2018

Quarterly meeting
Location TBD

5/2018

LPCC Quarterly Luncheon

6/2018

GOPCC Annual Golf Outing
Quarry Oaks

U.S. POSTAL SERVICE CONTACTS

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Mailing Standards Specialist

Jon Zvolanek: 402-473-1751
Sales Executive

Thanks to those contributing to this newsletter issue:

Dan Barga	Mike Huddleston
Lynn Bergen	Kerry Kowalski
Christy Funcke	Ben Yelkin
Christal Gregerson	Kevin Ziska
Alette Hain	Jon Zvolanek

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