



Lincoln Postal Customer Council NEWSLETTER

www.lincolnpcc.com

January 2018

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:

Many Postal Changes in 2018

Thursday, February 15, 2018



New postage rates are being implemented on January 21, 2018, Enterprise Payment System (EPS) will be replacing CAPS accounts and the Lincoln Business Mail Entry Unit (BMEU) will have a new supervisor just to name a few changes coming in 2018. Keshia Schimonitz, Manager, Business Mail Entry, will be our Luncheon Speaker and will discuss each of these upcoming changes.

In addition, we will discuss the transition to “Marketing Mail” from “Standard Mail”, the 2018 Postal Promotions that are announced by February, and any information we have on the new Postal Regulatory Commission rate setting process. Everyone will also have a chance to meet and talk to the new BMEU Supervisor replacing Greg Grant after he retires on January 19, 2018.

**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 The Eatery: \$15.00

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

Advanced registration is required by Monday, February 12th, 2018.

*Questions? Please call Postmaster Secretary at 402.473.1602.
You may register online at www.lincolnpcc.com*

Transition of Standard Mail to USPS Marketing Mail



The Mailers Technical Advisory Committee (MTAC) formed Workgroup #181 “Transitioning to Marketing Mail” in February 2017 to ensure a smooth and successful transition from the Postal Regulatory Commission (PRC) approved name change of Standard Mail to USPS Marketing Mail.

The Workgroup invited participants from all segments of the mailing industry supply chain to review software, labeling and mail piece postage markings to ensure all possible implications of this change are considered. The consensus now is that the following recommendations are appropriate.

- USPS will continue transition to USPS Marketing Mail.
- Indicia language will be Optional – official launch date for language will be Jan 2019. However, customers wishing to use the language sooner may contact the PCSC for approval (pcsc@usps.gov).
- All mail shapes may use either Marketing Mail or Standard Mail verbiage.
- Nonprofit mailers may also use Marketing Mail if desired – Indicia should read “Nonprofit MKTG Mail”

- Pallet placards, tray and sack label verbiage will not change. These will continue to be labeled as Standard Mail.
- Existing stamps will keep the same marking – future print runs will be evaluated as needed.
- The DMM will be updated with proper markings.
- Testing and research results continue to be welcomed by the USPS. Results will be shared if large numbers of companies from a variety of industry test and share their results.

Regarding next steps; please note specific information for optional indicia use along with pallet, tray and sack marking will be provided as soon as possible. All PCSC requests to use the new Marketing Mail indicia will be acknowledged. Companies are encouraged to test the indicia marking and to share their results. The Postal Service will continually evaluate the usage of both Standard Mail and Marketing Mail marking and will follow up with a DMM Advisory and Industry Alert on DMM updates when completed. The *Domestic Mail Manual* (DMM®) and DMM Advisories are available on Postal Explorer® (pe.usps.com)

KERRY KOWALSKI- LINCOLN POSTMASTER

Informed Delivery®

The U.S. Postal Service® is enhancing the mail experience with Informed Delivery. This new and exciting consumer-facing feature allows users to digitally preview their incoming mail and manage packages in one convenient location. The feature can be accessed on a smartphone, tablet, or computer. Key Features:

- Interact with incoming mail and packages on a secure, online dashboard
- View grayscale images of the exterior, address side of letter-sized mailpieces scheduled to arrive soon*
- Track the delivery status of packages and when they’re scheduled to arrive
- Leave delivery instructions if you won’t be home to accept a package
- Schedule a package to be redelivered if you miss a delivery
- Set up email and/or text notifications to track the delivery status of your package(s)
- Visit informedelivery.usps.com, where they can sign up, view FAQs, and more.

LPCC Member Profile: Steve Hawkins Director of Sales and Marketing for Image Inflators



Steve Hawkins is the Director of Sales and Marketing for Image Inflators. In this role he is responsible for sales and marketing of all products and services. This includes marketing plans and advertising. Clients for Image Inflators include Financial Institutions, Restaurants, Hotels, Apartments, Commercial/Home Realtors, Schools, Universities/Colleges, Sporting events/Teams, Marketing Groups and any Company that wishes to inflate their image. Part of those marketing plans include targeted Direct mail in addition to some pre conference mailing.

Steve was active with the LPCC in the past, and has recently joined again. In his previous time with the LPCC he was able to learn so much. It was key in assisting him in his various positions. The support and the knowledge gained was priceless. He is excited to find out all the cool tools that have been added to the USPS help make Image Inflators successful.

When asked about the most interesting thing that has happened to Steve in this role, he shared it was attending the Team Conference which was very exciting. There were attendees from ESPN, Fox, NCAA, NFL, NBA and all major events from around the Country. We were able to make contacts with some key players and in fact have landed some of those events for our services.

Steve enjoys lifting weights and all forms of exercise. He enjoys camping, fishing and hiking. His wife Julie is a para educator for special needs at Lincoln East High School. Steve has 2 sons Spencer and Skyler. Spencer is married to Lauren and have just moved back to Lincoln from Las Vega where Lauren got her Graduate Degree as an Occupational Therapist. Spencer works at NelNet as a CSR and Lauren is working at Bryan Hospital. Skyler is serving our country in the Air Force at McCord AFB in Tacoma WA. His wife Taylor works for 180th Medical.

New Postage Rates

The U.S. Postal Service has new postage rates to be implemented on Sunday, January 21, 2018.

First Class Mail Letters

The rate for a First Class Mail will increase overall 1.9%. Letter (1 oz.) for postage purchased at the Post Office is increasing by one cent to \$0.50 from \$0.49. If you print postage with a meter, the Metered Mail rate will continue to receive a 3 cent discount off the Post Office price, with rates increasing to \$0.47 in 2018 from \$0.46 in 2017. Each additional ounce will cost an extra \$0.21 (no change from 2017).

The rate for a First Class Mail Flats/Large Envelope is increasing by two cents to \$1.00 (1 oz.) or twice that of a letter, and postcards are increasing by one cent to \$0.35 in 2018.

Priority Mail

The new Shipping Services product prices increase Priority Mail 3.9 percent and Priority Mail Retail an average of 0.8 percent. As in the past, the Postal Service will not include any surcharges for fuel, residential delivery, or regular Saturday delivery.

All rate increase items can be seen in Postal Explore at: <https://pe.usps.com/pricechange/index>

LPCC Company Profile: Claritus

After starting business in 1988, Dave Herbert has grown Claritus to 3 locations in Lincoln, Omaha, and Sioux Falls that employs 27. Through many acquisitions over the past 30 years, Claritus has become one of the most successful distributors of software and mailing solutions in the country. Their client base ranges from the smallest mailer to some of the largest mailers in the country.

While Claritus is best known for their physical mail expertise, they have evolved into a player in digital communications and shipping automation. In addition to offering an extensive range of mail center equipment, their software solutions help businesses with initiatives such as maintaining high-quality customer contact data, deploying electronic document delivery and applying cost-saving, enterprise-wide shipping controls. Claritus offers Neopost mailing systems as well as software solutions from Quadient and ProShip. Quadient is a world leader in Customer Communication Management and Mail Processing Solutions while ProShip provides enterprise shipping solutions.

Finally, Claritus takes pride in providing the best solutions and customer support to organizations of all sizes. Their mission is to guide and support organizations in how they send and receive communications and goods, helping them better connect with their business environment through software and hardware solutions.

National Postal Forum, May 6-9, 2018

Registration is now open for the 2018 National Postal Forum May 6-9th in San Antonio, TX.

The National Postal Forum is the Nation's premier mailing and shipping industry conference offering over 130 educational workshops, official USPS certification courses, special USPS leadership led sessions, the largest mailing and shipping industry exhibit hall and so much more! Attending NPF is the ideal way to stay in sync with innovation, technology and trends that affect our rapidly progressing and changing industry.

The NPF is designed to lead mailing and shipping professionals to the right tools, services, information and business alliances that today's business operations need in order to increase ROI through operations efficiency, cutting edge technology, leadership training and proper mailpiece design.

For more information to include registration see: <https://npf.org/>



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Lincoln Postal Customer Council

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LINCOLN, NE 68501-1283

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Lincoln PCC Events

more info at

lincolnpcc.com

2/15/18
LPCC Quarterly Luncheon
NE Outdoor Education Center

5/10/18
LPCC Quarterly Luncheon
Union Bank and Trust

09/2018
National PCC Week
SCC Continuing Education
Center

11/8/18
LPCC Quarterly Luncheon
Valentino's Grand Buffet

Greater Omaha PCC Events

more info at

greateromahapcc.com

3/2018
Quarterly meeting
Location TBD

6/2018
Quarterly meeting
Location TBD

6/2018
GOPCC Annual Golf Outing
Quarry Oaks

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:

Dan Bargaen	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