



Lincoln Postal Customer Council NEWSLETTER

www.lincolnpcc.com

September 2018

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



The Shape of Postal Today Wednesday, September 26th, 2018

Southeast Community College
Continuing Education Center
301 S 68th, Lincoln

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

15 INVALUABLE LAWS OF GROWTH

Based on the John Maxwell best-selling book by the same title. Yes, you can develop your full potential without using it up. How to cultivate the self-awareness necessary to nurture personal growth, help you value yourself, improve by following in the footsteps of mentors, implement a personal vision, and contribute toward the development of others.

MOVE UPDATE/NCOA/GREEN & SECURE

The class will cover Move Update Standard compliance, approved methods and the Green & Secure Program.

SHAPE MATTERS

Why shape matters for First-Class Mail prices, and answer any questions you may have. We'll cover all First-Class Mail shapes: postcards, letters, flats, and parcels.

Then we'll move on to:

- the nonmachinable surcharge,
- how address orientation affects letter prices,
- and how to price square envelopes, envelopes containing CDs or DVDs, and padded mailers.

We'll close with a series of examples that will test your shape-based pricing knowledge, and provide resources for more information.

INFORMED VISIBILITY

Learn how this enterprise system provides near real-time single information for all mail and packages and how it leverages data to provide business intelligence for USPS functional groups and the mailing industry. Some of the key components of the system are internal service performance measurement, mail inventory and predictive workloads to aid Postal Service operations and mail tracking and reporting for business customers.

Informed Visibility not only provides a convenient single-source of information for business customers, it provides near real-time expanded visibility as mail moves through the mailstream; thus, increasing the value of mail and enabling better planning of mailing campaigns and resources.

POSTALPRO / EPS

PostalPro will be a quick overview of how to navigate and find needed information using the website as it is different from RIBBS. This will be a tips and tricks sort of presentation.

Enterprise Payment System (EPS) will be replacing the CAPS system in a more user-friendly and secure format. I will discuss the benefits to mailers and how to set up and enroll into the system.

SECURITY / ACTIVE SHOOTER

Lincoln Police officer Sara Genoways will provide participants with information on security and how to handle an active shooter situation if you were to ever find yourself in one of these traumatic events.

10 MOST COMMON MISTAKES IN MAILPIECE DESIGN AND NONPROFIT

A workshop detailing the most common mistakes in mail piece design and how to avoid them. Folded self mailer, Post Card, Address Placement on Flats, and more. Plus examples of Non-Profit mailpiece mistakes shared. Learn from these examples of what not to do, before you make a mistake.

Deadline to register is Thursday, September 20th, 2018

Morning Workshop Presenters!

Headquarters Speaker



Jeff Johnson

Jeffrey (Jeff) C. Johnson was named vice president, Information Technology, effective April 16, 2016. In this role, Johnson oversees the computer systems, software and hardware that support the Postal Service. He reports to the chief information officer and executive vice president.

Johnson has more than 18 years of customer-centric experience in engineering, security and information technology in both the private and public sectors.

Most recently, he served as chief technology officer for the Federal Bureau of Investigation (FBI), where he strengthened threat awareness capabilities, improved the strategic alignment of the agency's projects and goals and implemented best practices to drive continuous innovation.

Before joining the FBI, Johnson worked at Lehman Brothers as the vice president responsible for managing global network infrastructure. He pioneered the firm's use of cloud technologies and implemented systems to facilitate better communications in key areas of the organization.

Additionally, during his career with the U.S. Navy, Johnson focused on networking, messaging, database infrastructure and communications. He also was responsible for information security policies across approximately 180 commands that represented significant U.S. Naval operations.

Johnson earned a bachelor's of science degree in marine engineering from the U.S. Naval Academy. He also is the recipient of several awards from the Department of Defense and has been recognized for his achievements throughout the information technology sector.



Katie Blaine

Katie Blaine is a Business Development Specialist for the Central Plains District and has been with the Postal Service since 2014. She started as a City Carrier Assistant in Omaha, NE and was then a regular City Carrier. She then joined the Central Plains Marketing Department as the BDS for Hutchinson, KS; Lincoln, NE; Salina, KS and Wichita, KS. Prior to coming to the USPS, she had a background in Education. In her BDS role she is

ready to organize, resolve issues, and improve processes as well as help with any mailing and or shipping issues.



Allen Bohnstengel

Allen Bohnstengel's responsibilities include oversight of Central Plains District (Nebraska, Kansas and western Iowa) production models, staffing models, service performance measurement and engineering improvements for mail processing centers. At any given time he manages the local implementation of a dozen or more service or cost improvement initiatives, in accordance with regional and national directives. He has a staff of

13 in Omaha, and 5 other facilities with varying numbers of staff in Lincoln, Grand Island, Norfolk, North Platte, and Wichita. Allen attended Iowa State University for Industrial Engineering and has an ASQ certified six sigma black belt. He worked in the printing and mailing industry for 2 years before joining the postal service.



Larry Elias

Larry Elias attended the University of Iowa and is a graduate of the Tippie College of Business with a degree in Marketing. He is a member of the John Maxwell Team and is a John C. Maxwell certified coach, teacher, trainer and speaker.

Larry has had an extensive career in managing supermarket operations from Fortune 500 to leading independent supermarket operators. Throughout his career he has excelled in achieving top financial results and in developing leaders. Adding value to the lives of others and helping them reach their potential is Larry's passion and purpose.



Beth Kumm

Beth Kumm joined the RKD Alpha Dog Marketing team in January 2010 as a Senior account manager. With over 20 years' experience in the production of direct mail campaigns she was able to quickly transition over as Production Manager, ultimately being promoted to Vice President of Production Services.

During her 8 years with the company she has built and led a team of production professionals to successfully execute the print and mail production of a program that has grown to over 60 million pieces of mail annually.

She specializes in developing and implementing innovative systems and processes to leverage industry technology to meet the needs of a diverse clientele.

She serves on the Industry Board and Education Committee of her local Postal Customer Council.



Donna Paris

Donna Paris began her Postal career in 1985 as a Full time Flexible ZMT operator; she became a Regular Full Time employee as a FSM operator. Donna's next job brought her to the Time keeping office – originally named PSDS. She also worked in the Finance Department as a Finance analyst and Secretary to Central Plain's Finance Manager.

Her next Postal career move brought Donna to the Business Mail Entry Unit (BMEU) as a BME Technician, during this time she was detailed as the Secretary to the District Manager for the Central Plains District. Donna moved on to become the BME Supervisor and then became the BME Manager for the Central Plains District, where she managed BME processes for over 5 years. She moved next to the job of Business Mailer Support Analyst in June 2015. She has been in this position to this day.



Keshia Schimonitz

Keshia Schimonitz's began her career for USPS in 2005 as a Data Conversion Operator at the Salt Lake Remote Encoding Center located in Salt Lake City, Utah. Since then, she has held many positions including Lead DCO, Retail Window Clerk and numerous positions within Business Mail beginning in 2012. In August 2016, Keshia was promoted to Manager of Business Mail Entry to further expand her knowledge and leadership qualities in the

Central Plains District.



Jon Zvolanek

Jon Zvolanek joined the USPS in 2014 as a Sales Executive for the Central Plains District. In this role he works with current customers and business prospects to develop Postal solutions with mailing and shipping products. He has been selected to serve on the Sales Transformation Group and the Market Impact Calculator Team. In this role Zvolanek brings twenty five years of experience in the logistics, print and mailing industry having worked as Vice

President of Operations for two different Survey Research firms in Lincoln, NE. In addition, he worked in Operations Management for fulfillment and in the check printing industry. He has worked with the Postal Service and served on Postal Customer Councils in NE, CA, CO, KS, and currently serves on the Industry Board for the LPCC. He is a past co-Chair and has presented at the National Postal Forum.

In 2010, he received the Jerome Wieser Award for his contributions to the LPCC. In addition to the multiple business committees that he serves on, Jon still finds time for his hobbies. He is a master home brewer winning awards for his hand-crafted recipes. Jon received his Bachelor of Arts in Business Administration from Doane College. He has a wife, three children and resides in Lincoln Nebraska.

2018 Mailers Workshop Registration Form

Please mark which business sessions you plan to attend:

9:00-10:00 am

- 15 INVALUABLE LAWS OF GROWTH – *Larry Elias*
- MOVE UPDATE/NCOA/GREEN & SECURE – *Donna Paris*
- SHAPE MATTERS – *Katie Blaine and Jon Zvolanek*

10:15-11:15

- INFORMED VISIBILITY – *Allen Bohnstengel*
- POSTALPRO/EPS – *Keshia Schimonitz*
- 10 MOST COMMON MISTAKES IN MAILPIECE DESIGN AND NONPROFIT
– *Katie Blaine, Beth Kumm and Jon Zvolanek*

11:30-12:30

- SECURITY/ACTIVE SHOOTER – *Lincoln Police Department Officer Sarah Genoways*
- MOVE UPDATE/NCOA/GREEN & SECURE – *Donna Paris*
- SHAPE MATTERS – *Katie Blaine, Beth Kumm and Jon Zvolanek*

Name* _____

Bringing a first time LPCC attendee:

Title _____

Name of guest attendee _____
Non-transferable

Company _____

The LPCC would like to thank all of the participating sponsors for their financial support of our 2018 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.

Company Address* _____

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

City _____

State _____

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

Zip _____

Cost:

\$45 per person
DEADLINE TO REGISTER IS 09/20/18

Telephone _____

Location:

Southeast Community College
Continuing Education Center
(301 S 68th, Lincoln, NE)

Email _____

Birthday* _____

Questions:

Please call 402.473.1602

*SCC registration requirement

I have special needs for the day:

- Handicap Accessibility
 Other:

Or register
online at
lincolnpcc.com



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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

Morning Workshop Schedule

7:15 am - 7:45 am

Registration and Breakfast

7:45 am - 8:45 am — Opening Remarks and

Headquarters Speaker — *Kerry Kowalski and Jeffrey C. Johnson*

8:45 am - 9:00 am — Morning Break/Networking

9:00 am - 10:00 am — Session 1

15 Invaluable Laws of Growth—*Larry Elias*

Move Update/NCOA/Green & Secure—*Donna Paris*

Shape Matters—*Katie Blaine and Jon Zvolanek*

**10:00 am - 10:15 am — Morning Break/
Networking**

10:15 am – 11:15 am – Session 2

Informed Visibility—*Allen Bohnstengel*

PostalPro / EPS—*Keshia Schimonitz*

10 Most Common Mistakes in Mailpiece Design
and Nonprofits—*Katie Blaine, Beth Kumm and Jon
Zvolanek*

**11:15 am - 11:30 am — Morning Break/
Networking**

11:30 – 12:30 pm – Session 3

Security / Active Shooter—*Lincoln Police Officer
Sarah Genoways*

Move Update/NCOA/Green & Secure—*Donna Paris*

Shape Matters—*Katie Blaine and Jon Zvolanek*

12:30 – 12:45 pm – Door prizes/Closing Remarks

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