



Lincoln Postal Customer Council NEWSLETTER

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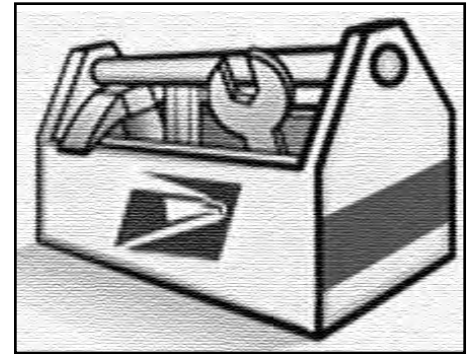
February 2013

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:

2013 USPS Toolkit

Thursday, February 21st, 2013

As the Postal Service continues to transform itself into a Leaner, Faster, Smarter Organization, everyone needs a road map to find the most effective resources the Postal Service has to offer. The Lincoln Postal Customer Council has developed the navigation device you need. The 2013 USPS Toolkit will provide you with all the information, website links, contact information and available resources you will need to find your way through the multitude of changes that have occurred within the Postal Service in the recent past and will continue in 2013. Postmaster **Kerry Kowalski** and Business Solutions Specialist **Christy Funcke** will walk you through several of the resources and websites highlighted in our 2013 Toolkit and demonstrate how the Postal Service is using technology to provide better products and services to their customers. You do not want to miss this informational luncheon and your opportunity to get your 2013 USPS Toolkit.



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

Luncheon location: **The Knolls**

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

Program and All You Can Eat Buffet: \$20.00

Advanced registration is required by Monday, February 18th, 2013.

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



LPCC Company Profile: **Mail Management Services**

Mail Management Services (MMS) is a mail fulfillment and presort company located at 4701 Pierce Drive, #A6 in Lincoln, NE and at 2314 13th Street in Columbus, NE. They have been exceeding client's expectations since opening 8 years ago. Services offered at MMS range from automation of 1st class and standard mail, bulk mailings, statement processing, metering, ink jet addressing, printing, disaster recovery and much more. They also offer a premium same day service on all 1st class letters and flats processed on their OCR equipment.

Mail Management Services was founded with the belief that they could offer premier mailing solutions to the Columbus, Norfolk, Lincoln and Omaha markets that would allow customers to dramatically reduce their overall postage expenditures. Mail Management Services' dedication to that belief has allowed them to earn business from clients that range from banks, insurance companies, printers, state and local agencies, colleges, direct mail houses, political officials and fitness clubs. MMS is proud to partner with the USPS to offer the local community a smarter way to fulfill all of their necessary mailing needs. Please feel free to contact owner Jon Bargaen to see what Mail Management Services can do for you!



Postmaster's Update: The end of the Lincoln NE Postmark

After over a year and a half of on and off again plans to move the mail cancellation operations from Lincoln to Omaha, it appears the end of the Lincoln Postmark is near. Barring an 11th hour stay of execution, effective January 28, 2013 Lincoln NE will no longer cancel mail and all outgoing mail processing operations will be consolidated with Omaha. This will impact all BMEU customers. Starting Monday January 28, 2013, any mailing that must be accepted by the Bulk Mail Entry Unit (submitted with a mailing statement) will have to be entered before 3:00 pm, or it will be considered the following days mail. This will impact the day of delivery you can expect for your mail, so please be sure you understand the ramifications of the time you enter your mail. Mail dropped in collection boxes prior to the last collection time and full rate mail brought to the BMEU (mail that does not need to be entered with a mailing statement) prior to 7:00 pm will continue to receive overnight service to 683, 684 and 685 destinations. Although there may be some initial problems we need to work out as a result of these changes, I am confident we will continue to provide all of SE Nebraska with good postal services. If you have any problems that arise as a result of this mail consolidation, please contact me or your Postal Contact and we will address these problems.



LPCC Board Member Profile: Larry Van Dyke

Larry Van Dyke, Assistant Manager Image Services Supervisor with Union Bank & Trust Company, took over as Co-Chair of the LPCC for the 2013-2014 term. Larry has been involved with the LPCC for twelve years and has been on the Industry Board for the last six. Larry has extensive knowledge of USPS where we held various positions in Nebraska and Iowa from 1970-2002.

Larry's goal as Co-Chair is to continue to offer the mailing community the best resources possible. He plans to survey current members to see what can be improved or enhanced and continue the proud tradition that so many past LPCC members have spent time and effort building. He wants to maintain and improve current membership involvement and look at the possibilities of expanding postal education opportunities to Grand Island, Hastings and Kearney.

For his job at Union Bank & Trust Larry coordinates the day to day functions of the department with two supervisors who have responsibility for the courier section, loan payment processing, processing payments for business clients (lock-box) and imaging documents for UBT departments. He finds that each day brings new experiences and as an employee couldn't think of any employer he would want to work for other than Union Bank.

Larry has been married to his wife Carolyn Zach for 47 years. They have two children and three wonderful grandchildren all who live in Denver-Fort Collins Colorado area. It is his hope that he eventually will retire there in a few years.



Delivering Solutions at the National Postal Forum in San Francisco!

Registration is open for the 2013 National Postal Forum, to be held March 17-20 in San Francisco. The NPF is the premier educational event/experience and tradeshow available to mail professionals.

Visit www.npf.org
to register today!



LPCC Donation Results

Thank you for your generous cash contribution of \$65.00, given as part of your registration for the November LPCC Luncheon. This was given to the Food Bank of Lincoln and will be used to provide food to those less fortunate in our community. Your thoughtfulness is greatly appreciated!



2013 Mailing Promotions Services Calendar: Promote Emerging Technologies in Integrated Marketing Campaigns

Direct Mail Mobile Coupon and Click to Call (March 1 -April 30, 2013)

This promotion will provide an upfront 2 percent postage discount on the integration of mail with mobile technology and will promote the value of direct mail in two ways. First, encourage customers to integrate hard-copy coupons in the mail with mobile platforms for redemption. Second, it will drive consumer awareness and increase usage of mail with mobile barcodes that provide click-to-call functionality. Registration is January 15 to April 30, 2013.

Earned Value Reply Mail (April 1 - June 30, 2013)

This promotion is designed to encourage mailers to promote First-Class Mail as a primary reply mechanism for their customers and to keep the CRM/BRM envelopes in their outgoing mail pieces by providing a financial benefit when the CRM/BRM envelopes are used. Registration is January 15 to March 31, 2013.

More information on the 2013 Promotions Calendar can be found on RIBBS at <https://ribbs.usps.gov/mobilebarcode/upcoming.htm>

Standard Post debuts Parcel Post transitions after a 100-year run

In fiscal year 2011, USPS moved 2.148 billion packages - a number that continues to increase as more and more consumers shop online.

According to New Products and Innovation VP Gary Reblin, "The Postal Service is committed to identifying eCommerce growth opportunities to further strengthen its shipping business."



Letter carriers pose with a Parcel Post truck in Baltimore, MD, in 1913.

Effective Jan. 27, 2013 there will be product changes that do just that. Parcel Post will be transferred to the USPS competitive product list and renamed Standard Post. It no longer will be part of the Package Services product category and while service standards will remain the same, Standard Post packages will receive USPS Tracking at no additional charge.

This will be a new chapter in the history of Parcel Post, which recently celebrated its centennial anniversary. It was at midnight Jan. 1, 1913, that Postmaster General Frank Hitchcock and New York Postmaster Edward Morgan shipped packages addressed to each other, racing to be the first American to use the fledgling service.

Now, 100 years later, with a focus on its future in the rapidly expanding package delivery arena, USPS is transitioning Parcel Post service for the future as well, under its new title — Standard Post.

USPS.COM: This post office is always open!

usps.com is one of the most frequently visited government sites with more than 423 million visits in 2012- averaging more than 1.2 million visitors each day. In 2012, stamp and retail sales at the Postal Store, the official online Post Office, totaled **more than \$236 million**. Click-N-Ship customers created 42 million labels, generating **more than \$467 million** in sales in 2012.

LPCC EXECUTIVE BOARD

Industry Co-Chair
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Union Bank & Trust

Postal Co-Chair
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Vice-Chair/Secretary
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Lincoln Postal Customer Council

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P.O. BOX 81283
LINCOLN, NE 68501-1283

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Postal Customer Council Calendar of Events

2/21/13
LPCC Quarterly Luncheon
The Knolls, Lincoln

5/16/13
LPCC Quarterly Luncheon
Misty's, Havelock



DID YOU KNOW ?

USPS ships nearly half a million pounds of mail a day to members of the armed services worldwide.



U.S. POSTAL SERVICE CONTACTS

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Business Service Network

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Mailing Standards Specialist

Thanks to those contributing to this newsletter issue:

Christy Funcke
Mike Huddleston
Kerry Kowalski
Nate Schaf
Paula Schlotterbeck

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