



Lincoln Postal Customer Council NEWSLETTER

www.lincolnpcc.com

October 2014

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



2014 Mailers Workshop & Trade Show

Thursday, October 23rd, 2014

Pinnacle Bank Arena • 400 Pinnacle Arena Drive • Lincoln, NE

The Lincoln Postal Customer Council (LPCC) invites you to join us for our 2014 Workshop & Trade Show – Building for Success. The Pinnacle Bank Arena will be the venue for this great event. Mail center managers and staff, business and marketing personnel, fundraisers, data processing managers, nonprofit mailers and more will find this workshop to be packed with ideas to save you time and money, and improve your bottom line. Please join us on October 23rd, 2014 for this educational and motivational event.

While you enjoy a continental breakfast, **Himesh Patel**, USPS Manager, Mail Visibility, Mailing Information Systems, will talk about how the United States Postal Service is using technology to build new Postal Products and Services and increase parcel volumes. He will also discuss the future of the Postal Service and what is being done to use technology to build on the successes that have recently been realized by the Postal Service.



Tim Miles

At noon, we are excited to have **Tim Miles**, Head Coach of Husker Men's Basketball as our Lunch Speaker. Coach Miles, in a very short time, has built the Nebraska Men's basketball program into a successful and respected team in the Big 10. Coach Miles will be on his home court to give us his inspirational and motivational message on how to build for success.

Business sessions throughout the day will cover a variety of topics and feature presenters from leading companies in Lincoln, Omaha, and the Postal Service.

Several Workshop exhibitors, including a demonstration of a 3D printer will offer one-stop shopping for the latest in mail related equipment, technology, and supplies. Additionally, the USPS Consultation Area will include postal specialists to assist you with your mailing questions.

Postmaster **Kerry Kowalski** will finish the day by providing all attendees with an update on the changes you can expect to see locally in the Postal Service as well as discussion of future changes within the Postal Service that will impact everyone. He will also address any questions from the group.



Kerry Kowalski

The members of the LPCC board have combined efforts and resources to bring together this wealth of business strategies. In one business day you and your staff can:

- Choose from a variety of educational sessions
- Interact with vendors displaying their latest & greatest
- Network with local mailing professionals

This is an opportunity you won't want to miss. We sincerely hope you find ideas to give your business the edge needed to be **successful**.

Workshop Preview

We are excited to be offering this year's attendees the following business sessions. Below is a description of each session offered. Please refer to the registration form for your session time options.

MAIL PIECE DESIGN

Presenter: Cher Ruggeri- USPS National Ctr for Employee Development
Having a well-designed mail piece is critical for reaching your customers quickly, getting your mail piece noticed and doing this in the most cost-effective manner possible. This session will provide valuable information on the benefits of good mail piece design. Attendees are encouraged to bring their mail piece design samples with them to this class for review and recommendations.

TOP CONCERNS FOR MAIL CENTER MANAGERS

Presenter: Guy Phillips- Pitney Bowes
To address the top concerns for mail center managers, presenter Guy Phillips states "We'll discuss solutions to top challenging issues and concerns such as employee education, motivation and training, communication with the Postal Service, Mystery Mail and more!"

POSTAL PARTNERSHIP

Presenters: Kerry Kowalski- USPS, Christy Funcke- USPS, Dave Higley- USPS, Greg Grant-USPS, Renae Turner- USPS
Your mail is important and a strong partnership with the United States Postal Service will ensure you have the knowledge and information you need to properly prepare your mail and get the greatest value from your mailings. These five presenters will provide you with the postal contact information you need to get your questions answered and problems solved. Each presenter will also give their unique perspective from their area of expertise on the important things to consider as you design, create, prepare, and place your mail into the postal service processes. Meet your "Postal Partners" and stay connected as we build for the future together.

INTELLIGENT MAIL SMALL BUSINESS BARCODE(IMsb) AND INTELLIGENT MAIL PARCEL BARCODE(IMpb)

Presenter: Cher Ruggeri- USPS National Ctr for Employee Development
Learn how Intelligent Mail Small Business (IMsb) supports mailers by making mailing easy for small businesses and simplifies their transition to Full-Service IMsb. This free web-based online tool is specifically designed for small-volume mailers, enabling them to upload and validate an address list and print address labels with unique Intelligent Mail barcodes on envelopes or inserts. The requirements, benefits and current exceptions of the Intelligent Mail Parcel Barcode(IMpb) will also be discussed during this session.

MOBILE/ONLINE/SOCIAL/SOCIAL MEDIA

Presenter: Randa Zalman- Redstone
Marketers are looking to increase engagement on smartphones and tablets through online strategies such as email, social media and web-sites. But, the key to a well-balanced marketing plan should always include an element of traditional direct mail. During this session, Randa will highlight new case studies, upcoming trends and share best practices when merging the two mediums.

ENGAGEMENT STARTS WITH INTENTION

Presenter: Steve Bergeron- Dale Carnegie Training
It is said that employees don't leave companies; they leave people or even more importantly their manager. In a recent survey it was shown that only 3 out of every 10 workers were actually engaged in their jobs, the rest were unengaged or disengaged. In this one hour workshop designed to build awareness, we will look at the components that drive high employee engagement. Finally, we will lay the foundation of gaining high employee engagement by looking at 9 key elements to build trust, respect and credibility.

FINDING GOLD...DONOR DATABASE MINING

Presenter: Todd Simpson- Peru State College Foundation
This lively presentation will demonstrate how to use the information in one's donor database to select the right people to mail, call, or visit in person. Tried and true filtering techniques ... such as recency, frequency and amount will be discussed, and we'll unlock the secrets of the donor engagement data we track every day on our databases but never think to use in the selection process.

LET'S DISAGREE AGREEABLY

Presenter: Steve Bergeron- Dale Carnegie Training
One of the keys to successful companies is to keep the lines of communication open through mutual respect and credibility. If you don't the result can be a company made up of independent silos and constant conflicts. This presentation is designed to build awareness and provide specific tools when dealing with moments of disagreement and workplace conflict. You will learn to embrace differences of opinion and look at a process that will help you to disagree agreeably.

Building for Success • Schedule of Events

7:30 - 8:00 am

- Registration/Continental Breakfast

8:00 - 8:15 am

- Opening Remarks:
Larry VanDyke, LPCC Industry Co-Chair
Kerry Kowalski, Lincoln Postmaster/LPCC Postal Co-Chair

8:15 - 9:15 am

- General Session:
Himesh Patel, USPS Manager, Mail Visibility, Mailing Information Systems

9:15 - 9:45 am

- Vendor booths in Exhibit area/Break

9:45 - 10:45 am

- 1st Morning Session

11:00 am - 12:00 pm

- 2nd Morning Session

12:00 am - 1:30 pm

- Lunch
- General Session:
Tim Miles, Nebraska Men's Head Basketball Coach
- Vendor booths in the Exhibit Area

1:30 - 2:30 pm

- Afternoon Session

2:30 - 2:45 pm

- Vendor booths in Exhibit area

2:45 - 3:00 pm

- Door Prizes

3:00 - 4:00 pm

- Tour Pinnacle Bank Arena





Vendors to Display at Workshop

We are pleased to announce we have assembled a large group of local and national vendors at our 2014 Mailers Workshop and Trade Show. Representatives will be on hand from the various businesses to show you the latest in equipment, supplies and mailing services. Please stop by to visit with these individuals.

Bell & Howell
Claritus
DataPeak
IMEX Global Solutions

Mail Management Services
OnTrac International
Pitney Bowes Presort
Window Book Inc.

Building for Success • Registration Form

Name _____
Title _____
Company _____
Company Address _____
City _____
State _____ Zip _____
Telephone _____
Email _____

I have special needs for the day:

- Vegetarian Meal Handicap Accessibility
 Other:

The LPCC would like to thank all of the participating vendors for their financial support of our 2014 Trade Show and 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 to the right 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:
\$75 per person

DEADLINE TO REGISTER IS 10/17/14

Location:
Pinnacle Bank Arena
400 Pinnacle Arena Drive
Lincoln, NE

Free parking:
Available in the parking lot WEST of the Post Office and in the parking garage attached to the West side of the Arena. Do not park in the Postal parking on the South or East side of the building. If the WEST Postal Parking lot is full, please use the Arena parking lot. Look for the signs.

Questions:
Please call Christy Funcke at 473-1743

Please mark which business sessions you plan to attend (one per time period):

9:45-10:45

- MAIL PIECE DESIGN**
Cher Ruggeri
- TOP CONCERNS FOR MAIL CENTER MANAGERS**
Guy Phillips
- POSTAL PARTNERSHIP**
Kerry Kowalski, Christy Funcke, Dave Higley, Greg Grant and Renae Turner

11:00-12:00

- INTELLIGENT MAIL SMALL BUSINESS BARCODE(IMsb) AND INTELLIGENT MAIL PARCEL BARCODE(IMpb)**
Cher Ruggeri
- MOBILE/ONLINE/SOCIAL/SOCIAL MEDIA**
Randa Zalman
- ENGAGEMENT STARTS WITH INTENTION**
Steve Bergeron

1:30-2:30

- MAIL PIECE DESIGN**
Cher Ruggeri
- FINDING GOLD...DONOR DATABASE MINING**
Todd Simpson
- LET'S DISAGREE AGREEABLY**
Steve Bergeron

LPCC EXECUTIVE BOARD

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LES

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Paula Schlotterbeck
Catholic Social Services

Please complete this form and mail one copy for each attendee along with your check made payable to the LPCC to:

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

Or register online at lincolnpcc.com



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

Upcoming Postal Customer Council Events

LINCOLN POSTAL CUSTOMER COUNCIL lincolnpcc.com

10/23/14 LPCC All Day Workshop:
"Building for Success"
Pinnacle Bank Arena, Lincoln

2/12/15 LPCC Quarterly Luncheon
The Knolls, Lincoln

GREATER OMAHA POSTAL CUSTOMER COUNCIL greateromahapcc.com

12/4/14 OPCC Holiday program
TipTop Ballroom, Omaha



U.S. POSTAL SERVICE CONTACTS

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Business Service Network

Greg Grant:402-473-1799
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Mailing Requirements

Dave Higley:402-930-4437
Mailing Standards Specialist

Jon Zvolanek:402-473-1751
Jon.O.Zvolanek@usps.gov

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LPCC information
and USPS news!
www.lincolnpcc.com

