



Lincoln Postal Customer Council NEWSLETTER

www.lincolnpcc.com

September 2016

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:

2016 LPCC Morning Workshop • Tues., Sept. 20th, 2016 Continuing Education Center SCC (301 S 68th, Lincoln) just south of Shopko at 68th & O • Cost: \$40.00

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:

Mail Piece Design

Designing Mail for Success (Basic Mailpiece Design – Postcards, Letters and Flats) and Folded Self Mailer (DMM Standards).

Leadership Resource

Dr. Joy Martin, Facilitator|Coach|Content Writer at Leadership Resources, will present a five-layered model on *first class* leadership presence. Establishing a lasting, memorable presence involves the whole package of you—from your appearance down to the character you demonstrate in the values you hold and virtues you exercise. When done well, presence looks easy. But in reality, commanding attention, inspiring rapport, and gracefully executing—leadership presence in action—come from the fusion of vital skill sets that can be learned and honed.

Direct Mail That Makes Cents

Direct Mail remains a leader in response among the lead generation options today. Discussion includes tips to design Direct Mail that is likely to be read and available tools for immediate use of the Direct Mail piece. Full Service Intelligent Mail Technology offers information to understand predictable delivery to manage your in home requirements. Additional tools and services to optimize postage for a maximum cost management will also be discussed. Learn how to reap the many benefits from a successful Direct Mail Campaign.

USPS Resources Customer Gateway, Ribbs, Quick Service Guide, Postal Explorer

Learn about where to find your answers to USPS questions among the many on line resources. And then learn more about how to use Postal Services and Products to impact your business. Examples of mail and USPS package solutions that are being used by Postal customers.

Morning Workshop Schedule

7:15 am - 8:00 am

Registration and Breakfast

8:00 am - 9:00 am

Headquarters Speaker

Greg Graves

Western Area Vice President

9:00 am - 10:00 am — Session 1

Mail Piece Design

Greg Grant

Leadership Resource:

Developing Leadership

Presence

Dr. Joy Martin

10:15 - 11:15 am – Session 2

Direct Mail That Makes Cents

Karla Danielson

USPS Resources Customer
Gateway

Jon Zvolanek

Deadline to register is Thurs., Sept. 15th, 2016

Morning Workshop Presenters!

Headquarters Speaker



Greg Graves is a 34-year postal veteran, named vice president, Area Operations — Western Area, in July 2016. He is responsible for all postal operations for the area, including mail processing and distribution, customer service and administrative operations. He manages an annual operating budget of \$9 billion and a workforce of 104,000, serving 49 million customers and 24 million addresses. He reports to the chief operating officer and executive vice president.

Graves has a Bachelor of Science degree in Business from Columbia College of Missouri, completed graduate business studies at Colorado University, is a graduate of the Postal Service's Executive Leadership Development program and is a certified Green Belt.



Designing Mail for Success (Basic Mailpiece Design - Postcards, Letters and Flats) and Folded Self Mailer (DMM Standards).

Gregroy Grant started at the Post Office in March 1984 as a distribution clerk on the Letter Sorting Machine (LSM). Other USPS positions he has held are Relief Sales Associate, Postage Dues Clerk and Consolidation Clerk, Acting Address Management Specialist, Acting Customer Service Supervisor, Acting Mailing Standards Specialist, and Business Service Network Representative. His current position is Business Mail Entry Supervisor in Lincoln.



Leadership Resource: "Developing Leadership Presence"

A developmentalist at heart, Joy Martin brings passions for supporting people and nurturing progress to Leadership Resources' innovative culture. Her previous professional experiences as an educator and researcher fuel her current responsibilities as a content writer, facilitator, and coach, through which she embraces opportunities to foster connections within and between people.

Joy recently completed her Ph.D. after studying the thought processes English teachers undergo as they read, consider, and respond to student writing. These vast experiences have given her an insightful and valuable perspective on how to motivate, lead, and connect with clients as they strive for their next level of success. Joy continues to teach as an adjunct instructor in the Doctorate of Educational Leadership program at College

of Saint Mary in Nebraska and the Department of Leadership Studies at Fort Hays State University in Kansas.

She lives near Lincoln, Nebraska, with her husband of 20 years and their three children.



Direct Mail That Makes Cents

Ms. Danielson's mailing career began in Lincoln NE when she was employed by Centel. She currently serves on the Greater Kansas City and Topeka PCC boards and has been involved in many initiatives associated with mailing throughout the years (NPPC, MTAC, AMEE, MMA, MSMA, and a member on several PCCs).

She joined Pitney Bowes Presort Services as General Manager in November of 2012. She has worked in the mailing industry for 30+ years. Her mail experience ranges from mail piece generation through the final stages of presorting and mail entry and experience as a mail owner and mail provider perspective help her provide an excellent work environment and strong team to offer the best service for clients.



USPS Resources Customer Gateway, Ribbs, Quick Service Guide, Postal Explorer

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 CA, CO, 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.



PCC National Database Subscription

The PCC National database allows customers to opt-in to receive communications directly from USPS (industry alerts, PCC alerts, Mailspoken here). Customers are able to receive information directly in real time for alerts such as service alerts, instead of waiting for the alerts to get passed down from their PCC administrators. Customers can opt-in to receive information by subscribing at [Ribbs.usps.gov](https://ribbs.usps.gov).

Wrapping up a successful FY 2016

Fiscal Year 2016 has flown by and by the time we meet for PCC Week on September 20th; we will only be a few days from the end of FY 16. The Postal Service continues to experience double digit growth in package volumes and at the end of quarter 3 Lincoln had delivered 33.8% more parcels than the same time frame in FY 15. These increased volumes and revenues for the past 2 years has been a bright spot for the Postal Service and despite a reduction in the cost of first class postage earlier in the year, it appears the Postal Service will end FY 16 with an operational profit before the effects of the retiree health benefits prefunding are calculated. This is very good news for mailers and postal customers and the benefits of a stabilized Postal Service will result in more predictable and level postage prices and less disruption to the service network.

We will continue to use our quarterly PCC luncheons and our Fall Workshops to inform you of new innovations in the Postal Service, changes affecting your business/organization and ensure you have the latest information needed to leverage the power of mail in your shipping and communication programs. Take the time today to sign up for our PCC Week Workshop where you will hear the latest updates from Postal Headquarters, have the opportunity to attend 4 different breakout sessions and be able to network with others in the mailing industry.

Thank you for your continued involvement and support of the Lincoln Postal Customer Council.

KERRY KOWALSKI- LINCOLN POSTMASTER



LPCC EXECUTIVE BOARD

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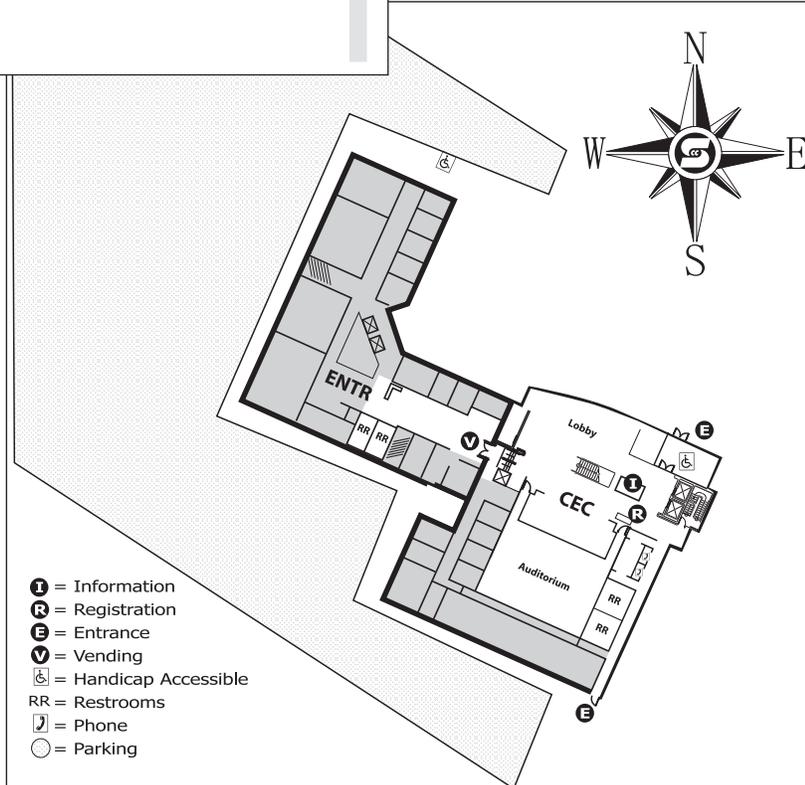
Ben Yelkin
MackayMitchell Envelope Company



South community college

SCC-Continuing Education Center (CEC)
301 S. 68th Street Place
Lincoln, NE 68510
402-437-2700 • 800-828-0072
FAX: 402-437-2703

SCC-Entrepreneurship Center (ENTR)
285 S. 68th Street Place
Lincoln, NE 68510
402-437-2524





Lincoln Postal Customer Council

UNITED STATES POSTAL SERVICE
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Lincoln PCC Events

more info at

lincolnpcc.com

9/2016
LPCC Mini Workshop
Southeast Community College
301 S 68th
Lincoln

11/8/16
LPCC Quarterly Luncheon
Valentino's Grand Buffet,
Lincoln

2/9/17
LPCC Quarterly Luncheon
NE Outdoor Education Center
4703 N 44th

5/11/17
LPCC Quarterly Luncheon
Union Bank & Trust, Lincoln

Greater Omaha PCC Events

more info at

greateromahapcc.com

8/12/16
15th Annual GOPCC Golf
Outing
Quarry Oaks

9/22/16
OAX – National PCC Day
Ralston Arena

12/8/16
Holiday Program &
Workshops
Location TBD

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Thanks to those contributing to this newsletter issue:

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Arylis Reid
Jon Zvolanek

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