



Lincoln Postal Customer Council NEWSLETTER

www.lincolnpcc.com

November 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:

A Creative Consideration for Winning the 3 Second Challenge Thursday, November 8, 2018

This session will focus on a creative review of direct mail suitable for those in Marketing, Graphics, Printing, Operations, and Mailrooms. Topics discussed will include:

- Why do we Market?
- The Mail Moment
- 40/40/20 Rule
- 3 – 12 Second Rule
- Creative Review with information and discussion on colors in branding, fonts, layout, comprehension, QR Codes, and samples shared for best practices.

Postmaster Update:

- Rate Increase
- President Trump's USPS Task Force
- Postal Legislation
- PCC Academic Outreach

**Please plan to attend this informative Lincoln Postal Customer Council Luncheon!
Register today, space may be limited! No membership required, all are welcome**

**Luncheon location: Valentino's Grand Buffet (70th and Van Dorn, Lincoln)
Registration: 11:00 - 11:30 am ♦ Lunch Buffet: 11:30 am ♦ Program: Noon
Program and All You Can Eat Buffet (over 150 items to choose from): \$16.00
Advanced registration is required by Thursday, November 1st, 2018.**

**Questions? Please call Lorre Wobig at 402-473-1602.
You may register online at www.lincolnpcc.com**

Proposed Postage Price Increases



These increases are proposed until approved by the Postal Regulatory Commission.

The Postal Service has announced price changes to take effect next year. The USPS governors approved the proposed changes, which will be reviewed by the Postal Regulatory Commission (PRC) before they take effect Jan.

27. The governors believe these new rates will keep the Postal Service competitive while providing the agency with needed revenue.

The changes, if approved by the PRC, include a 5-cent increase in the price of a First-Class Mail Forever stamp from 50 cents to 55 cents. The single-piece additional ounce price will be reduced to 15 cents, so a 2-ounce stamped letter, such as a typical wedding invitation, will cost less to mail, decreasing from 71 cents to 70 cents.

The changes include adjustments to other Mailing Services products, as well as Shipping Services products. Here are the current and proposed prices:

- First-Class Mail letters (1 ounce): 50 cents (current), 55 cents (proposed)
- First-Class Mail letters (additional ounces): 21 cents (current), 15 cents (proposed)
- First-Class Mail letters (metered 1 ounce): 47 cents (current), 50 cents (proposed)
- First-Class Mail outbound international letters (1 ounce): \$1.15 (no change from current price)
- First-Class Mail domestic postcard stamps: 35 cents (no change from current price)

- Priority Mail small flat-rate box: \$7.20 (current), \$7.90 (proposed)
- Priority Mail medium flat-rate box: \$13.65 (current), \$14.35 (proposed)
- Priority Mail large flat-rate box: \$18.90 (current), \$19.95 (proposed)
- Priority Mail Army/Air Post Office and Fleet Post Office large flat-rate box: \$17.40 (current), \$18.45 (proposed)
- Priority Mail regular flat-rate envelope: \$6.70 (current), \$7.35 (proposed)
- Priority Mail legal flat-rate envelope: \$7 (current), \$7.65 (proposed)
- Priority Mail padded flat-rate envelope: \$7.25 (current), \$8 (proposed)

Overall, the proposed prices would raise Mailing Services product prices by approximately 2.5 percent.

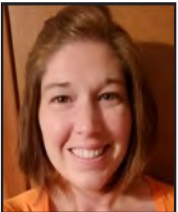
Shipping Services price increases vary by product. For example, Priority Mail Express prices will increase 3.9 percent, while Priority Mail prices will increase 5.9 percent.

Although Mailing Services price increases are based on the consumer price index, Shipping Services prices are primarily adjusted according to market conditions.

USPS filed the proposals with the PRC Oct. 10. The complete price filings are available on the PRC's site under the Daily Listings section, and price change tables will be available on the Postal Explorer site.

The Postal Service's news release has more information.

LPCC Member Profile: Heather Mitchell Image Services Operations Supervisor, Union Bank & Trust



Heather Mitchell has been with Union Bank and Trust Company since 2009 and assumed the position of Image Services Operations Supervisor in the fall of 2013. In her position she manages 10 employees working as couriers, mailroom assistants, notice processors, return mail specialists, and e-signature solutions specialists. Heather also recently earned the Executive Mail Center Manager designation through the USPS.

Being a member of the LPCC since 2014 has granted Heather the industry education and knowledge needed to be successful at her job by helping internal and external customers with their USPS needs. As a member of the LPCC board Heather hopes to bring financial industry insight as well as fresh education ideas to the group.

Heather grew up in Garden City Kansas, earned her bachelor's degree at the University of Nebraska-Kearney, and lives in Lincoln with her husband Jason, their 3 boys, Hayden(9), Hudson(6), & Turner(2), and their 3 hunting dogs, Remington, Kimber, & Olive.

LPCC Company Profile: MWI Direct

Founded in 1989, MWI Direct develops and produces direct marketing, printing, mailing, and data management solutions for clients across the country. Located at 49th and Superior, MWI has three buildings totaling 120,000 square feet of office, production and storage space. Production equipment includes, web, and digital presses; sheetfed and continuous lasers; and a variety of finishing, inkjet and inserting equipment. MWI's 100+ employees produced nearly 100 million pieces of mail last year.



MWI's digital division, MWI Digital, is a Premier Google Partner and provides Pay-Per-Click, SEO, Web Design & Development, Email and Social Media Marketing. MWI's goal is to coordinate online and mail marketing channels to enhance the value of all marketing. USPS's Informed Delivery program is a great example of melding mail and online marketing.

The USPS is a vital partner in MWI's success. The people in the Business Center provide a valuable resource in planning mailings and finding better ways to process the mail. In-plant verification helps getting mailings out smooth and efficiently.

2018 Holiday Shipping Deadlines

The U.S. Postal Service today announced the 2018 holiday mailing and shipping deadlines for domestic and international destinations as customers begin to prepare for the busy shopping and shipping season. Customers are encouraged to ship early.

To ensure timely delivery of cards, letters and packages within the United States by Dec. 25, the Postal Service recommends that customers ship their items by the following dates:

Dec. 14 - USPS Retail Ground

Ground service for less-than-urgent deliveries and oversized packages.

Dec. 20 - First Class Mail

Service for standard-sized, single-piece

envelopes and small packages weighing up to 13 ounces with delivery in 3 business days or less.

Dec. 20 - Priority Mail

Domestic service in 1, 2, or 3 business days based on where the package starts and where it's being sent. Includes variety of Flat Rate options.

Dec. 22 - Priority Mail Express

Fastest domestic service, with guaranteed overnight scheduled delivery to most locations. Some restrictions and exceptions apply. Please note, Priority Mail Express postage refund eligibility is adjusted for shipments mailed Dec. 22 through Dec. 25.

Educating • Collaborating • Moving Your Business Forward

The National Postal Forum is the premier mailing and shipping conference that works directly with the United States Postal Service to provide the most comprehensive educational and networking platform for meeting the needs of the industry. Offering 130+ educational workshops, USPS Officer-led sessions and the largest mailing and shipping industry trade show, the NPF is the ideal opportunity for the industry professional to learn, collaborate and grow their business.



Make plans to attend the 2019 NPF in Indianapolis, IN May 5-8, 2019. Registration details can be found at www.NPF.org

2018 Mailers Workshop

Thank you to all of you that attended our PCC Week Morning Workshop. We had 72 attendees and I heard from many of you that this was one of the best workshops we have had and I hope everyone came away with some new ideas, new knowledge and encouraged about the future of the Postal Service.

Jeff Johnson from Postal Headquarter did a great job of outlining the advances the Postal Service is taking to innovate and make mail more visible and relevant in today's technologically advanced society. From Informed Delivery that is bringing you images of the mail in your mailbox before it even arrives each day to the introduction of Direct Mail Marketing in College Marketing Curriculum, there is a lot to be positive about in what the US Postal Service is doing to move mail forward.

Jon Zvolanek, Katie Blaine and Beth Kumm shared how shape matters in today's mail and some of the most common mistakes mailers are making in the design of their mail pieces. Allen Bohnstengel showed us how Informed Visibility is improving service performance of your mail and providing mailers with valuable information about the delivery of their mail pieces. Keshia Schimonitz and Donna Paris provide us with an update on Postal Pro, EPS, Move Update/NCOA Link and Larry Elias gave a great presentation on the Laws of Growth and provided everyone with great insight on their personal growth. Lincoln Police Officer Sarah Genoways provided everyone with valuable information on a subject many of us worry about in this day and age, personal security and what to do in an active shooter situation. This is something we hope we will never have to be involved with, but everyone that attend this session certainly has a new perspective on how we can better prepare and protect ourselves in our everyday activities. Thank you to all of our speakers for a job well done and for make our workshop a success! I hope all of you will plan to join us next year!

LPCC EXECUTIVE BOARD

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Lincoln Postal Customer Council

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Lincoln PCC Events

more info at
lincolnpcc.com

02/14/19
LPCC Quarterly Luncheon
*Nebraska Outdoor Education
Center*

5/9/19
LPCC Quarterly Luncheon
Union Bank and Trust

10/24/19
National PCC Week
*Southeast Community College
Continuing Education Center*

11/4/19
LPCC Quarterly Luncheon
Valentino's Grand Buffet

Greater Omaha PCC Events

more info at
greateromahapcc.com

3/2019
Quarterly meeting
Location TBD

6/2019
Quarterly meeting
Location TBD

6/2019
GOPCC Annual Golf Outing
Quarry Oaks

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Thanks to those contributing to this newsletter issue:

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