



Lincoln Postal Customer Council NEWSLETTER

www.lincolnpsc.com

August 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 Industry changes and beyond!

Thursday, August 22nd, 2013

Ever-changing postal industry regulations and requirements are proving to be challenging for companies of all sizes. From the many changes with the USPS® structure and service, to increased technology requirements and regulations, it can be difficult to manage. **Alison Hall**, Director of Client Services—Direct Mail Solutions from Pitney Bowes will provide an in-depth discussion on how you can make these changes and challenges work to your advantage. Topics covered will be:

- **USPS network consolidation and service delivery changes**
- **Mailpiece design and address quality—make your mailings and data work harder and better**
- **USPS promotions—connect physical mail with the digital world and save!**
- **2013 and beyond—understanding Full-Service IMb™, E-Induction and Seamless Acceptance**

You will not want to miss this informative and educational luncheon! Register today, space may be limited.

Luncheon location: Valentino's Grand Buffet (70th and Van Dorn)

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): \$15.00

\$1.00 of your registration fee will go to the Capital Humane Society

Advanced registration is required by Monday, August 19th, 2013

*Questions? Please call **Christy Funcke** at 402-473-1743 or **Marcella Ament** at 402-473-1602.*

You may register online at www.lincolnpsc.com

LPCC Company Profile: Capital Humane Society

Bob Downey is the President and CEO of the Capital Humane Society where the mission is: To fulfill the promise of animals, Capital Humane Society Shelters Animals, Protects Animals and Teaches Compassion and Respect... and anyone can be a client. The new Pieloch Pet Adoption Center, located at 6500 South 70th Street has just opened and is an adoption only center. While the 2320 Park Blvd. location still houses lost and unwanted pets the new adoption center is where any unclaimed animal is moved. This facility is perfect for the animal/client experience where the new pet and owner can get to know each other during the adoption process. The two Capital Humane Society facilities are only ten minutes apart.

The Capital Humane Society currently has 32 employees and because this is a not for profit business, the Postal Service is used for bulk mailings, fundraising and communication with its clients and conducting daily general business.





Postmaster's Update: Summer Sunshine

The weather this summer has been good to us so far and there appears to be several rays of sunshine shining down on the Postal Service as well.

The outgoing mail consolidations in Grand Island and Norfolk were completed on June 1 and besides a few bumps, these changes have gone relatively smoothly and mail has been flowing through the Omaha Plant fairly well.

The Postal Service recently renewed their commitment to honor the SCF discounts the mailers of the Lincoln, Grand Island and Norfolk plants were receiving prior to their consolidations. Although all the updated software will no longer allow mailers inducting their mail in Lincoln, Grand Island or Norfolk to claim the SCF discount, any mailer that had previously claimed these SCF discounts can continue to get the SCF rates. However, mailers MUST notify the Bulk Mail Entry Unit (BMEU) they want to receive the SCF discount and submit a PS form 3533 for a refund. Mailers should manually change their hardcopy mailing statements and qualification reports to reflect the SCF discount rates. If mailers submit their statements electronically, they must request a refund for the difference between the SCF rates and the rates electronically submitted by submitting PS form 3533 to the BMEU. It is unclear how long Postal Headquarters will allow mailers to continue to receive these rates/refunds, but we are pleased to be able to offer these SCF discounts for the foreseeable future.

Perhaps the biggest success story for the Postal Service recently has been the growth in its parcel business. Package volumes are up 10%-15% nationwide for the year and in Lincoln the increases have been 15%-20% over last year. This is largely due to the success of our Priority Mail product and "If it fits, it ships" advertising. The Postal Service just announced additional good news for parcel shippers that will certainly boost our package volumes even further. Starting July 28th all Priority Mail will receive \$50 of free insurance, free tracking and day certain delivery. Take a close look at the information on page 3 explaining these changes! As a result of our parcel growth, the Postal Service posted a profit of \$200 million in May and we hope to see this growth continue to help improve our financial position.

So for now the clouds have parted and the sun is shining through the doom and gloom. Let's enjoy the Summer Sun while we have it.

Just another reminder of the requirement to be using "Full-Service" Intelligent Mail Barcodes (Imb) by January 26, 2014 in order to get automation discounts. If you are using Imb on your mail, but are not "Full-Service", you will want to start considering all your options soon. Hope to see you at the August Luncheon!

LPCC Board Member Profile: Tim Costello



Tim Costello, VP for Envelopes Plus Inc, has been a member of the LPCC Board since 1996. In his seventeen years on the Board Tim has been on the Education Committee, which he later Chaired, and is currently the LPCC Treasurer. During his time with the LPCC Tim says he has learned a lot over the years going to the luncheons, attending the workshops, and just listening to other people's concerns and solutions.

In his role as VP for Envelopes Plus Tim is sales, customer service, inventory and accounting. He strives to make his customer's jobs easier whether it's just providing the printing or handling the printing and the mailing. His clients are nonprofits, insurance companies, banks, agencies, and any other business that needs printing and direct mail.

Tim tells an interesting story of a customer who came into the office to buy envelopes that could not speak or hear so he communicated by writing on a pad that they had brought. It showed him that some people have amazing courage and also that he sometimes takes a lot for granted.

A Lincoln native, Tim is married to Kris who he calls the "brains" of the operation. He is proud of his three sons, Austin, a junior at UNL, Jackson a senior at Southeast High School and Noah at Irving Middle School.

For his service to the LPCC Tim was awarded the Jerome Weiser Award in 2003. This award is given to an individual based on their active service with the LPCC and their involvement with the mailing community.



Mark your Calendar!!

LPCC Morning Workshop
November 21, 2013
7:45 – 11:45 a.m.

The morning festivities will include good food, excellent networking opportunities, and world-class educational presentations. **Mark Fallon**, Berkshire Co (Boston, MA) and **Regina McNear**, USPS (Des Moines) have been scheduled and more to come! The workshop will be conducted at **The Towers Event Center** located at 70th and A St, Lincoln. Hope to see you there!

(Did we mention that door prizes will be offered?)

Did you mark your calendar?



Priority Mail & Express Mail Services Update

With the goal of making shipping with the U.S. Postal Service® as easy as possible for their customers, they are updating domestic Priority Mail® and Express Mail® services. As of July 28, 2013, the Postal Service™ will be providing day-specific delivery information for Priority Mail. In addition, **domestic Priority Mail will now include, without additional charge, either \$50 or \$100 insurance for loss, damage, and missing merchandise.** Priority Mail International® will still be available for international shipments.

To simplify the product names, Express Mail will be called Priority Mail Express™. It remains their fastest product available, offering the same great service as Express Mail just with a new name. Express Mail International® will be renamed Priority Mail Express International™.

There will be new packaging. On or before July 28th, packaging supplies will have the new design and be available in all Post Offices and online. You'll be able to use old packaging until your current stock runs out. Priority Mail and Priority Mail International use the same packaging.

Express Mail Corporate Account (EMCA) will be renamed USPS Corporate Account™ (USPSCA). Features will not change.

USPS Emerging Technologies Promotion

Registration is now open for the US Postal Service's Emerging Technologies promotion. This promotion is designed to encourage innovation and the use of technologies that can add value to the mail and make it more interactive.

The Emerging Technologies Promotion provides business mailers with an upfront two percent postage discount on Standard Mail®, Nonprofit Standard Mail®, and First-Class Mail® letters, flats, and cards (presort and automation) that incorporate augmented reality, authentication or near field communication with mailpieces.

Emerging Technologies is just one of three promotions that will begin in August 2013. Registration is also open now through September 30, 2013 for the **Product Samples** and **Picture Permit** promotions.

Mailers can register for all of the promotions on the Business Customer Gateway at <https://gateway.usps.com/eAdmin/view/signin>.

For additional information and detailed program requirements, please visit the RIBBS website at <https://ribbs.usps.gov/index.cfm?page=mobilcharcode>.

In USPS We Trust!

The Postal Service ranks as the fourth most trusted company — a two-point increase from 2011 and its highest company ranking since the survey's inception by the premier privacy trust study in America. The same survey also named The Postal Service the 'Most Trusted Government Agency for the 7th year in a row'

The Ponemon Institute in its Most Trusted Companies for Privacy Study ranked the Postal Service as the fourth most trusted company of 704 entries from 25 industry sectors. The results show that customers regard the Postal Service as one of the best in keeping their information safe and secure.



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Lincoln Postal Customer Council

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Postal Customer Council Calendar of Events

8/22/13

LPCC Quarterly Luncheon
Valentino's Grand Buffet, Lincoln

9/19/13

OPCC Education Day
visit
<http://www.greateromahapcc.com>

11/21/13

LPCC Morning Workshop
Towers Event Center, Lincoln

12/5/13

OPCC Holiday Program
Tip Top Ballroom, 1502 Cuming Street, Omaha

2/13/14

LPCC Quarterly Luncheon
The Knolls, Lincoln

5/15/14

LPCC Quarterly Luncheon
Misty's, Havelock



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Thanks to those contributing to this newsletter issue:

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Christy Funcke
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Kerry Kowalski
Anlyis Reid
Paula Schlotterbeck

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