



Lincoln Postal Customer Council NEWSLETTER

www.lincolnpcc.com

November 2013

Please join us for this exciting event!

PRIORITY:YOU™ Back by Popular Demand!

2013 LPCC Morning Workshop • Thurs. Nov. 21st 2013

The Towers Event Center (6891 A St #111, Lincoln) • Cost: \$35.00

This informative, half-day event kicks off with breakfast, followed by three sessions (with networking time in between) presented by dynamic speakers who are back by popular demand!

Our sessions will cover the following important topics:

FULL SERVICE IMb – A STRATEGY FOR SUCCESS:

Mark Fallon, President & CEO, Berkshire Co.

Effective January 26, 2014, all mailers must comply with "Full Service" Intelligent Mail in order to qualify for automation rates. In addition to providing unique numbering on mail pieces, sack and tray tags and pallet placards, the information must also be provided to the USPS through electronic documentation.

For many mailers, implementing Full Service IMb presents significant challenges in document production, mail preparation, and presenting mail to the USPS. This seminar will provide an overview of the Full Service IMb, and what changes mailers will have to make to their systems and processes. Most importantly, we'll discuss strategies for accomplishing the migration before the 2014 deadline.

Not a techie? Don't worry, this presentation is prepared in Plain English to make sure every attendee will be successful!

DESIGNING FOR AUTOMATION:

Regina McNear, Mailpiece Design Analyst, USPS

The goal of this class is to assist attendees in understanding and adapting to the new updates concerning FSM. We will discuss the needed elements in Designing for Automation, e.g., size, paper, color and tabbing; while keeping the creativity that draws the recipient's attention. In addition, we will discuss the Intelligent Mail Barcode (IMb). This session will be a dialog between the group to gain new ideas and to rekindle old ones that worked while saving money. **Please note that you are encouraged to share designs and samples during this session.**

MEASURING & IMPROVING EMPLOYEES' PERFORMANCE:

Mark Fallon, President & CEO, Berkshire Co.

You manage people with different roles and levels in your organization. How do you measure the performance of production, support and managerial staff? How do you set standards and goals for your employees? Also, it's difficult for managers in a production area, like mail or shipping, to keep their employees motivated. Low pay, working in what is often considered a low-status department, and the high turnover of personnel. Learn how to overcome these obstacles and motivate your employees by instilling pride in their jobs.

Presenter
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Morning Workshop Schedule

7:15 a.m. – 8:00 a.m.

Registration and Breakfast

8:00 a.m. – 9:00 a.m.

**Full Service IMb – A Strategy for
Success**

Mark Fallon

President & CEO, Berkshire Co.

9:00 a.m. – 9:15 a.m.

Networking

9:15 a.m. – 10:15 a.m.

Designing for Automation

Regina McNear

Mailpiece Design Analyst, USPS

10:15 a.m. – 10:30 a.m.

Networking

10:30 a.m. – 11:30 a.m.

**Measuring & Improving
Employees' Performance**

Mark Fallon

President & CEO, Berkshire Co.

11:30 a.m. – 11:45 a.m.

Door Prizes and Farewell

Deadline to register is Mon. Nov. 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

Back by popular demand! Morning Workshop Presenters

Mark Fallon, President & CEO, Berkshire Co.

Mark Fallon is an effective speaker who shares insights gained from a career that spans from a part-time job as a mail clerk, to an officer in the United States Army, from a corporate executive to a successful entrepreneur. As President & CEO of The Berkshire Company (www.berkshirecompany.com), Mark helps his clients develop solutions using emerging technologies and expert leadership.

As an award-winning speaker, Mark engages his audiences with enthusiasm and sincerity. He is able to share his personal successes and failures to help audiences learn methods to improve themselves and their teams.

A Certified Mail & Distribution Systems Manager (CMDSM), Mark was a recipient of MSMA's Manager of the Year, MSMA's Distinguished Service Award, the National Postal Forum's Mail Center Manager Award, and the US Postal Service Northeast Area's PCC Industry Member of the Year Award. A frequent speaker at the National Postal Forum, Xplor and local MSMA and PCC chapters, he has received numerous top speaker awards.

Mark received his bachelor's and master's degrees from Suffolk University in Boston. In addition to articles published in numerous periodicals and e-zines, Mark is the author of **110 Tips to Improve Your Mail Center**.

In his down time, Mark enjoys long-distance running. Since 2007, he's completed 9 marathons, and 3 ultramarathons, including the JFK 50-miler, with a time of 9 hours, 37 minutes & 39 seconds.

Regina McNear, Mailpiece Design Analyst, USPS

Regina's Postal career began in California where she grew up. Later, she transferred to Des Moines Iowa, for a total of 32 combined years. She has supervised in Mail Processing, Business Mail Acceptance, worked as a Letter Sorting Machine (LSM) and Distribution Clerk sorting for Beverly Hills, California and Iowa Schemes. She has also worked as a Business Mail Entry Technician under Marketing and supervised Statistical Programs in the Finance Department. In her present position as Mailpiece Design Analyst, she has provided creative direction for designs of multi-faceted, high profile projects for National and Premier Accounts. She conducts trainings for the 99 County Auditors in Iowa, and has given annual lectures to Iowa State University and other Colleges' Graphic Design Programs. She now offers support on a National Rotation representing the USPS Western Area to customers across the nation along with 34 other Mailpiece Design Analysts.

**These dynamic speakers are returning
as requested by YOU, speaking on subjects
too important to miss!**

**To register for this exciting event,
visit lincolnpcc.com**

LPCC Company Profile: UNL Athletic Department

The University of Nebraska Athletic Department was first established back in 1889 in support of the university's first team, the baseball team. Located on the campus of the University of Nebraska the Athletic Department and its 255 full time employees are lead by Director of Athletics, Shawn Eickhorst.

The Athletic Department's mission is to serve the student athletes, coaches, staff and fans. This mission is carried out by: Displaying INTEGRITY in every decision and action; Building and maintaining TRUST with others; Giving RESPECT to each person they encounter; Pursuing unity of purpose through TEAMWORK; and Maintaining LOYALTY to student-athletes, co-workers, fans, and the University of Nebraska.

The first priority of the employees at the UNL Athletic Department is to serve the student athletes and ensure they have a great college experience. Beyond the student athletes, the Athletic Department serves many groups of people but none more notable than Husker fans. Most importantly are those Husker fans coming to contests in person, listening on the radio, or watching on TV.

The athletic teams and business units within the Athletic Department send out a variety of mailings on a daily basis to communicate with donors, ticket holders, and prospective student-athletes. The Athletic Department puts its trust in the reliability of the United States Postal Service to deliver their communications to those most important to them.

If you would like to know more about the University of Nebraska Athletic Department please visit their website at www.Huskers.com. You can also follow them on Twitter by following @huskers or find them on Facebook at [Facebook.com/Huskers](https://www.facebook.com/Huskers). For tickets to any UNL sporting events please visit www.Huskers.com or call 1-800-8BIG-RED.

LPCC Member Profile: Ben Yelkin- MackayMitchell Envelope

Ben Yelkin has never been more grateful to work in the mailing industry. In December of 2012 Ben was diagnosed with Guillain-Barre Syndrome (GBS). Within three days of diagnosis he was unable to walk and spent the next three and a half months paralyzed in the hospital. "It really puts life in perspective," Ben says, "You realize how much of our daily lives we take for granted." Ben was finally able to take small steps with the assistance of a walker in June of 2013. The last few months have seen rapid recovery as he is now able to walk without assistance and even ran a mile in early October.

One thing that moved Ben emotionally was the outpouring of support from Lincoln and the surrounding area. "This is such a great community, so many people came out to help me and my family." The love for Lincoln is what led Ben to join the LPCC in the first place. As a Senior Account Director with MackayMitchell Envelope Company, Ben has worked with some of the largest financial, insurance and non-profit marketing and statement mailers in the country to ensure their envelopes are on-time and handle the rigors of inserting, USPS mail stream and remittance. "I wanted to take some of the experiences I have had with our customers and share those with the Lincoln mailing community." He also works closely with the USPS when designing new and innovative envelopes to make certain new mail pieces meet automation specifications.

Ben hikes and bikes with his wife Sarah and son Logan. He also serves on the board at Christ Lutheran Church and is Chairman of Running Down GBS, a nonprofit (started by friends of his) which aims to help families stricken with GBS in the Lincoln area.

Postmaster's Update: What Does Exigent Mean?

On September 26, the Postal Service Board of Governors did what many feared they would do and requested a postage rate increase above the rate of inflation. The Consumer Price Index (CPI) supported a 1.6% increase in rates and the Board of Governors requested an additional 4.3% "exigent" increase. By definition, exigent is urgent, exceptional or extraordinary and the law regulating postal rate increases states the Postal Service must show that an exceptional situation exists in order to be approved by the Postal Rate Commission (PRC). The Postal Service has proposed an exigent rate increase in the past in 2010 and was denied on the basis they could not quantify the impact of the downturn in the economy and recession they based this exigent rate increase on. The Board of Governors is basing this exigent increase on the extremely low liquidity levels the Postal Service is experiencing (less than 4 days' worth of cash on hand as of Oct 1, 2013) and the lack of movement of postal reform in congress that could relieve some of the pressure on postal finances. It is important to remember that these price increases are only "proposed" at this time and the PRC can accept, deny or modify these proposed increases through their regulatory process. You can review all the proposed changes and send comments to the PRC by logging onto postal explorer at <http://pe.usps.com/FederalRegisterNotices.asp>

I encourage all of you to stay informed of this and the many other changes planned for 2014 by attending our November Workshop on November 21, 2013 at the Towers Event Center at 70th and A streets. Thank you for your continued support of the Lincoln PCC.

~KERRY KOWALSKI



LPCC EXECUTIVE BOARD

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2013 Holiday Shipping Cutoff Dates

DOMESTIC MAIL CLASS / PRODUCT	DEADLINE DATE
FIRST CLASS MAIL	DECEMBER 20
PRIORITY MAIL	DECEMBER 21
PRIORITY MAIL EXPRESS*	DECEMBER 23
STANDARD POST	DECEMBER 14
DNDC DROP SHIP	DECEMBER 19
DDU DROP SHIP	DECEMBER 21

* Priority Mail Express postage refund eligibility is adjusted for shipments mailed Dec. 22-25



Military Mail Addressed To	PRIORITY MAIL EXPRESS MILITARY SERVICE (PMEMS) 1	FIRST-CLASS MAIL LETTERS AND CARDS	PRIORITY MAIL	PARCEL AIR LIFT (PAL) 2	SPACE AVAILABLE MAIL (SAM) 3	STANDARD POST
APO/FPO AE ZIPs 090-092	DEC-17	DEC-10	DEC-10	DEC-3	NOV-26	NOV-12
APO/FPO AE ZIP 093	N/A	DEC-3	DEC-3	DEC-3	NOV-26	NOV-12
APO/FPO AE ZIPs 094-098	DEC-17	DEC-10	DEC-10	DEC-3	NOV-26	NOV-12
APO/FPO AA ZIP 340	DEC-17	DEC-10	DEC-10	DEC-3	NOV-26	NOV-12
APO/FPO AP ZIPs 962-966	DEC-17	DEC-10	DEC-10	DEC-3	NOV-26	NOV-12

1 PMEMS is available to selected military /diplomatic post offices. Check with your local Post Office to determine if this service is available to an APO/FPO/DPO address.

2 PAL is a service that provides air transportation for parcels on a space-available basis. It is available for Standard Post items not exceeding 30 pounds in weight or 60 inches in length and girth combined. The applicable PAL fee must be paid in addition to the regular surface price for each addressed piece sent by PAL service.

3 SAM parcels are paid at Standard Post prices with maximum weight and size limits of 15 pounds and 60 inches in length and girth combined. SAM parcels are first transported domestically by surface and then to overseas destinations by air on a space-available basis.

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Lincoln Postal Customer Council

UNITED STATES POSTAL SERVICE

P.O. BOX 81283

LINCOLN, NE 68501-1283

FIRST-CLASS MAIL
US POSTAGE
PAID
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Postal Customer Council Calendar of Events

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



**Thank you, August LPCC
luncheon attendees! Together, we
donated \$67.00 to the Capital
Humane Society**

U.S. POSTAL SERVICE CONTACTS

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Mailing Standards Specialist

Thanks to those contributing to this newsletter issue:

**Christy Funcke
Kerry Kowalski
Analys Reid**

**Paula Schlotterbeck
Ben Yelkin
Kevin Ziska**

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