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COST: \$25 per individual or \$100 per corporate membership (up to 5 people and \$15 for each additional person over 5)

If an individual, complete the following:
 _____ individual(s) @ \$35 each = \$ _____
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 _____ person(s) (\$125 for up to 5 persons) = \$ _____
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 TOTAL COST: \$ _____

If requesting membership for more than one person, please include a list of all member names with e-mail addresses.

Join online with PayPal at www.greaterkcpc.com

OFFICIAL BUSINESS
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GKCPCC
 P.O. BOX 415006
 KANSAS CITY, MO 64141-5006



FIRST-CLASS MAIL
 US POSTAGE
 PAID
 U.S.P.S.
 G-10

News for the Greater Kansas City Postal Customer Council

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WHAT IS THE MEANING OF SHIPPED?

Submitted by: Jack Knaus, Delivery and Service Coordinator, Deluxe Corporation, Lenexa, KS

What is the meaning of "shipped"? Depending who you are talking to, the word "shipped" can take on one of many meanings: done, complete, project over, finished, customer satisfied, "we're done, let's go home" just to name a few.

Today, in our industry, it is a goal for all of us to get the item shipped. No matter what it is, the last step in the process you are working within seems to be getting the piece out the door and on a truck to consider the piece shipped. We hear that word, and we think we have reached the end of the process and tend to consider the project complete. Not so. We may be done on our end, but the process is just beginning for others.

Depending on how you send a piece of mail, there may be literally hundreds of people left in the process before the item reaches its final destination. There are dock workers and truck drivers who take care of the transportation of the mail piece. There are mail preparation specialists and mail handlers and processors who move the mail from one station to the next. Many times there are multiple pieces of equipment involved before the mail piece gets to the end user. A single piece of mail may stop and start many times before it is ready for delivery to our customers.

Working within the Postal Customer Council (PCC) network, I have gained a whole new appreciation for what it takes to get one piece of mail from my dock door to the front door of my customer.

The next time you hear or say the word "shipped," think of what that means and just how much work there is left to be done before we can consider the customer served. Let's all appreciate what the United States Postal Service is challenged with each and every day moving a single piece of mail, let alone millions. Let's commend them for the amount of effort they put forth on our behalf. Without their support, our businesses do not continue thriving and our customers do not continue getting the high level of service they have become accustomed to.

To me, "shipped" does not mean we are done; it only means the piece has passed through one leg of its journey with much work yet to be done. I will not consider a piece of mail "shipped" until my product is in the hands of my customer.

DIRECT MAIL - A DYNAMO OR DINOSAUR?

Submitted by: Cindy Sims, Owner/President, SIMSdirect, Overland Park, KS

In this age of technology . . . of email marketing, websites, blogs, banners, prospecting, bounceback messages, customer retention via online clubs, why does Direct Mail still seem to work? As complex as it may sound, it is relatively easy to answer:

- Because it is "directed" to the market or buyer.
- Because it is less intrusive--look at it when you want and respond when you want. and....(drum roll please)
- Because, believe it or not, not everyone is on the computer all day, not everyone makes purchases on the computer, and not everyone emails.

So, for any business, this remains an effective channel to market your product or service:

- You can create offers that will be beneficial to the customer or prospect.
- You can limit the length of the offer so that you can track it.
- You can build an ongoing relationship of contacts with the customer by just being in front of them.
 - The customer will feel like you know them, and, therefore, they will buy.

This does not mean to ONLY send Direct Mail and leave all the other channels behind. You have to be smart in how to reach your customer. Direct Mail can be a great tool but only if it is done right:

- That it is targeted.
- That your list is clean, concise, and correct.
- That the recipient will feel you know them.
- That you build a continuity of mailing.
- That the message/offer is something worth responding to.

But, in addition to this channel, it must be woven with the others. After a Direct Mail piece is out, it is mandatory in today's market to email or mail again after a short period. Everything will contribute to the Direct Mail being the first contact and the start of the connection.

Research shows that the consumer is more likely to buy after receiving something in the mail and that spending increased to almost 70% compared to a buyer NOT receiving something, especially when it is offer driven. Research also shows that there is a 22% increase in website traffic after receiving the "hard copy" mail piece to shop from initially.

So, many in the "advanced technology" world will say that Direct Mail is a dinosaur . . . when, in fact, it still thrives! It is measurable and, therefore, can show exact dollars of the return on investment. Consumers, your buyers, are still looking at it; it continues to grab their attention, and they respond. When developing a direct mail campaign, be smart. Think about it from all angles:

- What does it need to do?
- What is the budget and can you do what you want with what you have to spend?
- Should you test initially and then roll it out?
- If it does not bring in the numbers you were hoping, what do you do next?

So Dynamo or Dinosaur? You decide!

UPCOMING EVENTS:

JAN 27 - INTELLIGENT MAIL BARCODE (IMb) TOWN HALL MEETING

APR. 11-14 - NATIONAL POSTAL FORUM

MAY 5 - MAILERS FORUM & TRADE SHOW

See www.greaterkcpc.com for more information.



WALK-IN STAMP SERVICE AT STAMP FULFILLMENT SERVICES

*Submitted by:
Mary Sue Derks, Philatelic Sales Program Analyst,
USPS Stamp Fulfillment Services, KCMO*

Stamp Fulfillment Services (SFS) is now offering walk-in service for mail houses needing stamps.

Orders:

- Can be accepted 7:00 a.m. to 1:15 p.m., Monday through Friday.
- Can be processed and completed within a 2-hour time frame.
- Can be picked up at SFS (8300 NE Underground Drive, Pillar 210, Kansas City, MO 64144-0001) Monday through Friday.
- Can be submitted via email (stampagents.orders@usps.gov) or by fax (816-545-1133).
- Can be paid for with a check or money order if they are for presort and precancelled stamps.
- Can be paid with a credit card if they are for stamps other than presort or precancelled.

All orders accepted via this process will be credited toward your local Station/Branch or Post Office, and SFS can help you establish an ACH account to make payments easier,

For additional information, please contact SFS at (816) 545-1282.

CHANGES IN POSTAGE STATEMENT SUBMISSION AT POSTALONE! SITES

*Submitted by: Michael O. Behrend, Officer-In-Charge,
USPS, Lawrence, KS*

The USPS announced that beginning in March 2010, it will no longer fill out the USPS section on hard-copy postage statements or round-stamp the document for postage statements submitted by customers at PostalOne! sites. Customers will be given a receipt if they request it (a Form 3607 which the USPS plans to enhance). If mailers want a copy of their postage statement, they will need to go online and download it.

Effective in March 2010, mailings presented at USPS acceptance units using the PostalOne! system must:

- Submit electronic postage statements.
- Obtain receipts in lieu of the currently-used round stamp.
- View their mailing activities.
- Retrieve processed postage statements.

The USPS noted that acceptance at non-PostalOne! sites will continue to process hard-copy postage statements as they do today, completing the USPS section of the form and round-stamping the statement.

LETTER

**FROM Cheryl,
POSTAL CO CHAIR**

*Cheryl Glazier, Postal Co-Chairperson, GKCPCC
(USPS Acting Manager, Marketing, KCMO)*

HAPPY NEW YEAR! I can't believe 2009 is already behind us! It was such a great year from a Greater Kansas City Postal Customer Council (GKCPCC) perspective, but now it's time to look forward. Once again your PCC will be working for you. It is my great pleasure to serve as the Postal Co-Chair, and I am looking forward to all of the great things that will be happening this year. Our first big event will, of course, be our January 27th Kickoff Breakfast with Pritha Mehra (VP, Business Mail Entry and Payment Technologies, USPS Headquarters, Washington, DC) as our keynote speaker. Ms. Mehra will be providing updates on the Intelligent Mail Barcode and much more!

The one thing that we can continue to plan on in 2010 is change, both in your business and in ours. We all rely on each other for our overall success, and the PCC will help us get there. The pillars of the PCC-- such as the Kickoff Breakfast, the Trade Show, the Golf Tournament, and National PCC Day--are those events that are mainstays of our organization and will be back along with the PCC educational events that we offer throughout the year.

The PCC Executive Board is committed to providing our members with the information necessary to help each of you to be successful in your business. Please take the time to visit the website, www.greaterkcpc.com, to learn all you can about the PCC and take advantage of all we have to offer.

My hope for us all is that 2010 will be the best year we have ever had! I look forward to seeing you all at the PCC events throughout the year!

LETTER

**FROM Alison
INDUSTRY CO-CHAIR**

*Alison Hall, Industry Co-Chairperson, GKCPCC
(General Manager, Pitney Bowes Presort Services, KCMO)*

Cheers to a new decade!

The Greater Kansas City Postal Customer Council (GKCPCC) brings new and exciting ideas for 2010. Let me list a few:

- We are working with a panel of local educators to help educate upcoming generations about the importance of mail and the large variety of career and job opportunities still available in the mailing industry.
- We have successfully tested webinar technology graciously donated by the USPS Mid-America District to offer two educational webinars in 2010 for those who just can't leave their office but desire to participate in educational opportunities.
- We are partnering with the Kansas City MSMA chapter in March for a certificate program on sustainability and ways you can support GREEN Initiatives in your company in small and large ways.
- We are changing things in May at our Annual Mailers Forum to offer additional networking and vendor communication opportunities in addition to new certificate programs designed with our mailing community in mind.

I could go on and on about the ways we are making the GKCPCC the best ever. As we continue to strive for new and creative ways to serve our mailing community, we also need fresh ideas from new Board Members. There are currently two available seats on our Executive Board. This is a great way to participate and offer input to direct our educational and promotional efforts. In addition, we need more Committee Members to assist to get these initiatives off the ground. For more details on upcoming events and ways you can assist our Board in 2010, check out our website at www.greaterkcpc.com.

MEETING THE NEW FLATS ADDRESSING STANDARDS

Submitted by: Chris Breshears, Manager, Business Mail Entry, Main Post Office, KCMO

Addressing your flat-size mail can be frustrating. Follow these tips to ensure that your entries will be stress free.

- Ensure that the delivery address is at least 1/8 inch from any edge of the mailpiece.
- Determine the "top edge" based on mailpiece characteristics:
 - For enveloped, polywrapped, or card-style and Carrier Route Saturation Mail pieces, the top edge is either of the shorter edges.
 - For bound or folded pieces, the top edge is the upper edge of the piece when the bound or FINAL folded edge is vertical and on the right side of the piece.
- Ensure that the address is parallel or perpendicular to the TOP edge, but not upside down as read in relation to the top edge.
- Ensure that the entire delivery address is within the top half, optimal placement at the top edge (while maintaining the 1/8-inch clearance requirement).

NOTE: If a vertical address will not fit entirely within the top half, the address may cross the midpoint if it is placed within 1 inch of the top edge.

WELCOME TO HEALTHY CORNER!

Submitted By: Anita Jonas, Communications Buyer, Government Employees Health Association (GEHA), Independence, MO

TRY THIS FOR A QUICK BREAKFAST IDEA!

Berry Blast Smoothie



2 cups blueberries
2 cups raspberries
2 cups strawberries
2 cups blackberries
1 cup 100% cran-raspberry juice
1 cup low-fat blueberry yogurt
2 cups ice

Place all items into blender and blend until smooth. Serve immediately.

Makes 8 servings.

Nutritional values per serving:

Calories: 100

Fat: 1 g

Saturated fat: 0 g

Cholesterol: 0 mg

Sodium: 20 mg

Carbohydrates: 25 g

Dietary fiber: 6 g

Sugars: 15 g

Protein: 2 g

Reprinted courtesy of the CDC. For more information, please visit www.cdc.gov.

THE BEST OPTION

INTERNET CHANGE OF ADDRESS IS ACCURATE, SECURE, AND GREEN

Submitted by: Kelley S. Adams, Officer-In-Charge, USPS, Olathe, KS

The USPS no longer displays hard-copy Change Of Address (COA) forms at its retail counters. Hard-copy COAs--part of The Mover's Guide--are only available behind the counter, where customers have to request them from a Retail Associate.

Internet Change Of Address (ICOA) is a more accurate option. There is no chance of error due to illegible handwriting. ICOA also is fast. On average, USPS processes 97 percent of all ICOA transactions into the systems much quicker with 60 percent entered on or before the day the customer moved compared to only 20 percent for hard-copy COAs. The sooner the USPS knows the customer has moved, the sooner the Postal Service can begin forwarding the mail. Equally important, ICOA is a more secure option. USPS requires online customers to use a personal credit card for identity verification. And it's green; ICOA eliminates the use of paper.

The Postal Service expects the ICOA share to increase more than 25 percent, generating about \$2 million in incremental revenue. So the next time you think about filing a COA, use the online option at usps.com/moversguide.

GREATER KANSAS CITY PCC EDUCATION CALENDAR

<u>Date</u>	<u>Time</u>	<u>Description</u>
January 27, 2010	8:00 AM - 10:00 AM	IMb Town Hall Meeting (Jack Reardon Center, KCKS)
March 24, 2010	8:00 AM - 11:30 AM	Sustainability: Small & Large Ways to Promote GREEN Within Your Company (Certificate Event Partnered with MSMA)
May 5, 2010	All Day	Mailers Forum and Product Trade Show
June 23, 2010	1:30 PM to 3:00 PM	Webinar: Innovative Direct Mail Ideas
September 15, 2010	All Day	National PCC Day (Certificate Event and Trade Show)
November 3, 2010	10:00 AM - 11:30 AM	Webinar: USPS Logistics - Parcels and Shipping

GKC PCC ANNUAL CHAPTER SPONSORSHIP OPPORTUNITIES

The Greater Kansas City PCC is looking for Vendor Partners in 2010 to support our annual objectives. These Vendor Partners will have advertising opportunities and reduced sponsorship costs for major 2010 PCC events. Additionally, we are looking for individual event sponsorship opportunities for the 2010 PCC event schedules. See the detailed information below and contact Diane Chastain at dchastai@aafp.org or (913) 906-6292 for more details.

Platinum Sponsor (\$600)

- 1) GKC PCC Mail Service Provider status (separate application must be completed)
- 2) Day of event advertising
- 3) Company article published one time annually in GKC PCC newsletter
- 4) Name, logo, and link to your website on GKC PCC website for 2010
- 5) Name advertised in all GKC PCC publications
- 6) Name advertised at all GKC PCC general membership events
- 7) Discounted sponsorship opportunities to selected events

Gold Sponsor (\$400)

- 1) Company article published one time annually in GKC PCC newsletter
- 2) Day of event advertising
- 3) Name advertised in all GKC PCC publications
- 4) Name advertised at all GKC PCC general membership events
- 5) Discounted sponsorship opportunities to selected events

Individual Event Sponsor (\$200) (sponsorship to support individual events in 2010)

- 1) Name, logo, and link to your website on GKC PCC website for 2010
- 2) Advertisements associated with individual event