

HOTLINE

March/April 2015

Every Door Direct Mail

Please join us on Tuesday, **May 12, 2015** for a seminar and luncheon at the Wichita General Mail Facility. Every Door Direct Mail service is an easy, cost-effective way to reach potential customers near your business. Just create your mailpieces however you like, then select postal routes and pay for postage online. Next, bring your mailing to your local Post Office™ for delivery to every household on your chosen routes. It's that easy!

Note: With the recent decision to delay the implementation of the price change scheduled for April 26, the April 23 meeting was canceled. We regret any inconvenience this may have caused. It will be rescheduled at a later date.

Registration: 10:30 (General Mail Facility is at 7117 W. Harry St. Parking in Employee lot, West side)

Presentation 11:00 Lunch 12:00

Cost: \$20 includes lunch.

Register online at <u>www.pccwichita.com</u>. Credit & Debit cards accepted online or cash/check at the door.

You may also register by phone/email to Tim Norman – <u>timothy.j.norman@usps.gov</u> or (316) 946-4528 and Jandee Moore – <u>Jandee.k.moore@usps.gov</u> or (316) 946-4651.

Coming Soon!

Back by Popular Demand!
Coming this summer,
Tour the Wichita Processing and Distribution Center.
More information will be shared at the May 12 meeting.

The Wichita Postal Customer Council newsletter, PCC Hotline, is published by the Wichita Postal Customer Council for all members of the Council and other business mailers in the Wichita area.

Cindy Liptak
Wichita Postmaster
Postal Co-Chair

Kathie Bills Newman University Industry Co-Chair

All members are invited to submit news for the PCC Hotline. Items should be sent to:

Tim Norman timothy.j.norman@usps.gov

Why get involved with a PCC?

The Postal Service offers training opportunities and assistance through Postal Customer Council meetings to anyone who wants to learn more about how using the mail can be a way to achieve cost-effective business growth. Whether you're a small or large business or mail service provider looking for training in direct mail and other services or you'd like to join the greater community of business mailers, we're here to help.

There are benefits to connecting with a local PCC. This nationwide network is a great way to get training, stay on top of mail innovations, and work hand-in-hand with a local Post Office to develop more effective, efficient, and profitable mailings.

PCC's provide Postal Service customers with information about postal products, services, and tools to help grow their business, as well as improve mail quality. It's a great way to stay informed and find what you need to meet your mailing needs. Attending PCC events allows customers to hear local and national speakers and to network with other mailers. No matter where your interest lies or what your mailing needs are, there's sure to be a session or presentation throughout the year that will be of benefit.

Matter of facts

USPS releases 2015 Postal Facts

USPS added more than 970,000 delivery points in 2014, one of the stats in this year's Postal Facts.

Did you know the Postal Service processes an average 5,900 mailpieces every second?

Or that USPS, if it were a private company, would rank 43rd on the Fortune 500 list?

Or that mule trains still carry mail to the bottom of the Grand Canyon in Arizona?

If not, check out the <u>just-released edition</u> of this year's *Postal Facts*, an annual publication that educates the public about USPS.

In addition to eye-opening factoids, the 2015 edition includes sections on how the Postal Service is embracing innovation and using technology to make mail more interactive and effective.

Postal Facts won a <u>PR News Platinum Award</u> for best external or online publication last year.

Postal News

Investing in USPS

Postal Service must continue improving, PMG says

USPS will embrace change and aggressively pursue new business opportunities, PMG Megan Brennan said during her installation ceremony March 6.

"The story of the Postal Service is really about change. It's about an organization that is continually changing and improving to better serve the American public," Brennan said.

To achieve its goals, USPS will provide employees with more flexibility and better tools to serve customers. The PMG also called for new investment in infrastructure and improved operational efficiencies through better use of data and technology.

The Postal Service will also repurpose facilities and improve processes, and it will invest in new vehicles and package sorting equipment, Brennan said.

Other priorities include using analytics to help grow the package business and developing strategies to improve customer service.

Brennan, the first woman to serve as PMG, said she's witnessed "tremendous improvement" in the Postal Service over the years and cited employees as the source of the organization's resilience.

"When I visit our facilities and meet with employees, I see it everywhere and at every level, and it's the strength of our organization. We have an incredibly talented and dedicated workforce, and this should give us all confidence in our future."



FIRST-CLASS MAIL POSTAGE & FEES PAID USPS PERMIT NO. G-10

PO Box 9111

Wichita KS 67277-0111

Still Time to Register for the 2015 National Postal Forum

Did you miss the 2014 National Postal Forum last year? Well don't worry, the next one is right around the corner. The 2015 National Postal Forum will be held in Anaheim, CA from May 17-20. The National Postal Forum is the premier educational event/experience and tradeshow available to mail professionals today. If your business or profession has anything to do with using mail, or any of the products and services available through the United States Postal Service... then this is the place you need to be as an exhibitor or attendee! For more information, visit www.npf.org.

Please make your reservations for the May 12 meeting with Tim or Jandee (see page 1) or send the form below to:

WPCC, PO Box 9111, Wichita KS 67277-0111

PCC Meeting on May 12, 2015 At General Mail Facility, 7117 W. Harry St	
Names	
Company:	
Email address:	
Phone #:	
Number Attending: @ \$20.00 = \$	