



HOTLINE

August/September 2015

PCC Week!

Please join us on September 22nd as Postal Customer Councils across the country join together in celebration of National PCC Week. This year's theme is *"Growing Together."*

Our featured speaker will be USPS Headquarters, Chief Sustainability Officer, Tom Day.

Also presenting: Postal Inspector, Andrew Kearney

Tom Day is a third generation USPS employee and graduate of West Point and Stanford. He began his USPS career in 1984 as a management associate in the Postal Service's Northeast Region. As the USPS Chief Sustainability Officer, Day oversees the Postal Service's efforts to conserve energy, reduce waste and lower its carbon footprint.

Cost for the event including lunch, will be **\$20.00**.

Registration:	10:30
Program Start: Tom Day presentation:	11:00
Lunch:	12:00 – 12:30
Inspection Service Presentation:	12:30

The General Mail Facility is located at 7117 W. Harry St. Please park in the Employee lot, West side.

Please register by phone/email to Tim Norman – timothy.j.norman@usps.gov or (316) 946-4528, Jandee Moore – Jandee.k.moore@usps.gov or (316) 946-4651 and Jeff Dotson – jeffrey.n.dotson@usps.gov or (316) 946-4699.



Postal News - Long Live the King!



Priscilla Presley stands near an oversized image of the Music Icons: Elvis Presley stamp Aug. 12 at Graceland. (USPS News Link – 8/13/15)

Thousands of Elvis Presley’s fans watched Priscilla Presley and PMG Megan Brennan dedicate a new stamp honoring the King of Rock ’n’ Roll Aug. 12.

“It’s fitting that this new stamp is a Forever Stamp because Elvis is forever in our hearts and in the hearts of millions of his fans around the world,” said Priscilla Presley, who spoke at the ceremony at [Graceland](#) in Memphis, TN.

The stamp features a 1955 black-and-white photograph of Presley. The Postal Service also is selling “[Elvis Presley Forever](#),” a \$9.99 CD featuring 18 hits. Presley is the sixth inductee into the [Music Icons series](#). Brennan said he was selected for the honor because “it’s impossible to think about music today without rock ’n’ roll, or to think of rock ’n’ roll without Elvis Presley.” Presley previously appeared on a 1993 [stamp](#) that became one of the most popular in history.

Social Media Shopping

More consumers are turning to Facebook, Twitter and other social media sites to shop, further fueling the booming delivery business.

Global online sales are expected to hit \$1.7 trillion this year, an increase of 17 percent from 2014, according to a [recent report](#) from Juniper Research.

Direct purchase options on social sites are contributing to the growth.

“Both Facebook and Twitter have launched ‘buy’ buttons in selected markets, which allow users to make purchases directly from the company’s mobile app in a seamless couple-of-clicks transaction,” research author Windsor Holden [told](#) the eWeek news site.

Facebook is the leading source of online purchases among social sites. Almost two-thirds of retailers say Facebook generates the most sales for them, according to a new [study](#) by ChannelAdvisor, a shopping software provider.

Juniper’s research also found online retailers are focused on getting purchases to consumers faster by offering [same-day delivery](#), helping to drive a dramatic spike in the shipping sector.

The Postal Service’s shipping and package volumes have surged during the past five years, including a [13.4 percent](#) increase during fiscal 2015’s third quarter (April 1-June 30).

QR Codes and other Mobile Features Improve Mailings

Direct mail remains a potent force for businesses — especially among tech-savvy younger consumers, Postal Technology International [reports](#) in its latest issue.

Three-quarters of consumers between ages 25 and 34 have purchased a product after seeing it advertised through the mail, according to Direct Marketing Association data cited in the report.

The challenge is getting more companies to embrace direct mail — along with innovations that can make mailings more effective.

“The reality is, people who use mail for marketing campaigns are not using the technology that’s available,” Ed Owen, spokesman for the association, tells Postal Technology International.

Businesses can enliven their mailings by adding QR codes that consumers scan with a smartphone to see the company’s website. Other options include augmented reality features that allow consumers to scan a mailpiece to see videos and animation.

The report notes the Postal Service’s efforts to promote these innovations, including [offering](#) discounts to businesses that use data and technology to produce better mailings.

Additionally, the report highlights Every Door Direct Mail, the popular service that allows businesses to target consumers based on their location and other demographics.

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

Go to our website:
www.pccwichita.com



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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.