



HOTLINE

April/May 2016

Round Table Discussions

Bring Your Questions to the Experts!

Tables will have the following:

Bulk Mail/Mailing Requirements –What’s required for bulk mailing and USPS discounts.

USPS Retail Services – Services at retail windows including passport information.

International Mailing – How to mail to foreign countries and what forms are required.

Online services – Navigating USPS websites and online services available.

Shipping – Different ways to ship with USPS and different options.

Price Changes - Material will also be presented on the April rate change.

Please join us on Thursday, **April 21**, for this unique seminar/luncheon at the Wichita General Mail Facility.

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

Registration:	10:30
Program Start:	11:00
Lunch:	12:00 – 1:00

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

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

You may also call/email Tim Norman – timothy.j.norman@usps.gov or (316) 946-4528 or Cindy Hyde – cynthia.j.hyde@usps.gov or (316) 946-4651.

News from the National Postal Forum

NASHVILLE, TN — Megan J. Brennan, Postmaster General and Chief Executive Officer of the Postal Service, today announced efforts by the Postal Service to lead an information and technology-driven reinvention of mail during a keynote speech at the National Postal Forum—the annual mailing industry trade show.

“The Postal Service is investing in our digital strategy, because there are limitless opportunities when we combine the power of mail with the ubiquity of mobile,” said Brennan. “We are committed to elevating the role of mail in American marketing and communications, and earning a bigger slice of the marketing pie.”

In her address, the Postmaster General identified strategic initiatives and investments to provide the mailing industry with greater digital capabilities. “Our vision is not confined to what we can accomplish in the next year or two. We have to continue to build and focus on the long-term rewards,” said Brennan.

Highlighting the ongoing development of Informed Visibility as a “supercharged information platform...designed to transform mail,” Brennan spoke about the rich data and analytics the Postal Service now provides to commercial customers that enable greater visibility associated with the “last mile” of delivery.

Commenting on how commercial customers can leverage robust information from the Postal Service to personalize mail and better coordinate omni-channel marketing campaigns, Brennan said, “the real power of Informed Visibility is that it can make mail a much more powerful marketing and communications tool.”

Brennan also showcased the development of Informed Delivery (previously Real-Mail Notification) – a mail preview service on track to be available as a mobile app in every ZIP code across the country in early 2017. Results from a market test in New York City show 70 percent of subscribers opening daily notifications and more than 90 percent reading notifications more than four times a week.

“Informed Delivery engages customers where they want to be – in a mobile and digital environment,” added Brennan. “It puts the power of mail onto digital channels.”

“Informed Delivery creates an opportunity to bring your mail and packages onto the smartphones and devices of the American consumer,” said Brennan. “It gives every marketer the opportunity to attach a digital offer to mail pieces, and eventually packages. This is an incredibly powerful product for this industry.”

The Postmaster General also announced that the Postal Service will file a request with the Postal Regulatory Commission this year to allow commercial customers to add two free ounces to mailed content beginning in January 2017.

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.

Ryon Knopik
(a) **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



PO Box 9111

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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.

Reminder to Mailers: Tag Political Mail Properly

Know the differences between the tags to use if preparing Political Campaign Mail and Election Mail.

Red Tag 57, for Political Campaign Mail, may be used on campaign mailing by registered political candidates and organizations engaging in issue advocacy or voter mobilization.

Green Tag 191, for domestic and international ballots, may only be used to identify ballot mail addressed for domestic or international delivery.



Please contact your local Post Office or Business Mail Entry Office if you have any questions.