



HOTLINE

May/June 2015

Tour the Wichita Plant!

Back by popular demand, please join us on Tuesday, **June 16, 2015** for a tour of the Wichita Processing and Distribution plant. Best of all, there is no cost for this **free** tour! The Wichita P&DC processes mail for 669, 670, 671, 672, 673, 674, 675, 676, & 678 zipcodes. This is a great opportunity to see how a letter dropped in a collection box makes it way to your home!

There will also be information presented on highlights of the new postage rates and changes. Light refreshments and snacks will be provided.

Registration: 1:30

Presentation and Tours will start at 2:00. Depending on attendance, the last Tour would start at 4:00.

Note: Please wear proper shoes, no open toe footwear.

The General Mail Facility is 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 and Jandee Moore – Jandee.k.moore@usps.gov or (316) 946-4651.

Postal News

2015 Price Change Overview – Prices Effective May 31

Key Price Change Highlights

- Priority Mail Express, Priority Mail, or Pickup on demand—no price change
- First Class
 - Forever stamps (First Class One Ounce Letters) will remain at \$0.49
 - First Class Mail single piece additional ounce to \$0.22

- Postcard rate to \$0.35
- First Class Mail International Global Forever Stamp to \$1.20
- Special Services price change
- PO Box Services price change
- Premium Forwarding Services price change
- EDDM Retail price change

Stamps

- New non-denominated non-expiring “Forever” stamps for five additional First Class Mail stamp categories
 - Postcard
 - 2 ounce letter stamps (includes wedding stamps)
 - 3 ounce letter
 - Additional ounce
 - First Ounce non-machinable surcharge

Products and Service Changes

Special Services

- Simplification of 20 extra services to 10 services
 - Consolidation will offer customers the same options while simplifying the services
- New forms for most services (including a barcoded PS Form 3811 Return Receipt)
- Introduction of Collect on Delivery Electronic Funds Transfer
- Return Receipt for Merchandise is eliminated
- USPS Tracking is now included at no additional charge for First-Class Mail parcels, Media Mail®, Library Mail, and Bound Printed Matter (needs an IMpb to provide the included service)

Shipping Products

- Parcel Return Service – Full Network will be offered to NSA customers only
- Combining the domestic Priority Mail Express® insurance and domestic general insurance tables into one table, and the international insurance tables for Priority Mail Express International and for Priority Mail International to simplify pricing

Package and Value Added Services

- Package Intercept fees will not be charged until AFTER the package is found. Price increase from \$11.50 to \$12.15
- Enhancement to Delivery Instructions on usps.com will allow customers to upgrade to Priority Mail Express or Priority Mail and upgrade insurance for packages being redirected
- New Premium Forwarding Service – Commercial to allow businesses to consolidate their company mail from multiple business addresses into a single shipment to a different business address. Priority Mail option added.

Returns

- Merchandise Return Service goes from six options to three commercial options.
- New Print and Delivery Shipping Label Service allows customers to request a prepaid return shipping label generated through myPO and picked up at the Post Office or a Self-Service Kiosk (SSK) or delivered by a carrier
- The BPRS annual permit and account maintenance fees are being eliminated; all BPRS labels will require an IMpb

2015 National Postal Forum

Postmaster General Promotes Convergence of Mail and Digital Technology at the National Postal Forum

ANAHEIM, CA — In a keynote speech at the National Postal Forum—the annual mailing industry trade show—Megan Brennan, Postmaster General and Chief Executive Officer of the Postal Service, promoted opportunities for the mailing industry to leverage the rapid adoption of digital and mobile technology by today’s consumers.

“We’ve become a device-oriented culture, with laptops, tablets, smartphones and now even watches providing digital and mobile experiences in every aspect of our lives,” said Brennan. “The good news is that our industry has a big role to play in that digital future.”

As consumer trends point to a continued mobile convergence, Brennan advanced the idea that mail can serve as a powerful complement to digital marketing campaigns and play a more prominent role in multi-channel marketing efforts. “When we extend that physical experience of mail into a mobile experience, mail delivers much greater value for the sender and receiver,” said Brennan.

Citing the technology advances that enable a piece of mail to launch a website, video, or an interactive experience with technologies like augmented reality and QR codes, the Postmaster General believes mail can be a powerful tool for marketers to spark product discovery and drawing consumers into the digital ecosystem of their particular brand.

Brennan also revealed that the Postal Service is developing a daily digital notification of mail to be delivered to customers. The project – known as real mail notification – is being piloted in Northern Virginia and enables consumers to use a mobile device to see what’s arriving in their physical mailbox.

“We’re building this platform to bring physical content onto the same screen as the user’s digital content,” stated the Postmaster General. “The potential is enormous for this industry – because it will create a daily bridge from your mailed content to your digital ecosystem.”

In her keynote address, Brennan said that the current pilot test generated a high level of digital engagement, with nine out of 10 people who participated in the pilot checking to see what’s in their mail every day. The pilot test will be expanded to New York City later this year.

Brennan also encouraged the mailing industry to build on the inherent strengths of mail, including the consistently high return marketers gain from their investment in marketing mail. “That’s why the convergence of mail and digital experiences is a way of adding strength to strength,” said Brennan.

In her new role as Postmaster General, Brennan also stated that she is committed to needed investments in the organization’s infrastructure, workforce and technology. “We’re especially committed to investing in innovation to spur growth and profitability in this industry,” said Brennan.

The Postal Service also unveiled several new promotions to spur wider adoption of industry best practices, including the Emerging and Advanced Technology Promotion, which is designed to encourage use of advanced inks, papers, sensory features and interactive mail-piece elements; and the Mail Drives Mobile Engagement Promotion, which is designed to encourage the use of QR codes, augmented reality and other features that leverage mail to spark mobile experiences.

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



PO Box 9111

Wichita KS 67277-0111

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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.