



HOTLINE

July 2014

VOLUME 21, ISSUE 2

Thursday, July 17th, 2014

10:00 a.m. to 1:00 p.m.

How can Every Door Direct Mail help your business?

Want to get your message to every address in a neighborhood you choose without purchasing a mailing list?

Want to avoid all of the fees and preparation requirements previously associated with traditional direct mail?

Please join us for **this informative session!**

Every Door Direct Mail is a program that lets you achieve your marketing goals in an economical way. It is specially designed to give smaller businesses an easy, low-cost way to get their message to potential customers. Use it to advertise sales events, increase loyalty, build awareness. All without mailing lists or burdensome preparation.

Lori Luginbill of the USPS will be presenting.

Join the Wichita PCC and your fellow business and mail professionals to learn more about what goes on behind the scenes at the Post Office, and enjoy networking opportunities. - Don't get left behind. **Space is limited! Sign up now!**

Schedule:	10:00	Registration
	10:30	Program
	12:00	Lunch
	1:00	Close

Location: Wichita General Mail Facility, 7117 W. Harry St., Wichita, KS (west parking lot entrance)

Cost: \$20.00. Includes lunch

For Reservations, call or email Tim Norman, timothy.j.norman@usps.gov, 946-4528, or Kelli Cunningham, kelli.j.cunningham@usps.gov, 946-4699.

See us online at www.pccwichita.com !

*****NEWS UPDATES*****

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.

Mike Monnington
Postal Co-Chair

Currently Open
Industry Co-Chair

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

Jeremy Biltz
jbiltz@sedgwick.gov

www.pccwichita.com

NETWORK RATIONALIZATION, POST PLAN UPDATES

The Postal Service is providing 6-month advance notice of plans to resume the rationalization of mail processing network facilities, starting in January 2015. The notice that up to 82 facilities will be consolidated is being given now to provide customers with adequate time to plan and prepare. The first phase of network rationalization began in 2012; the second phase will begin in early January 2015 and be completed by the fall mailing season. What follows are highlights of Williamson's testimony.

The Postal Service will provide detailed information about network rationalization planning in the coming weeks and will work closely with customers to mitigate potential issues. More information is available at [Our Future Network](#).

Meanwhile, the [Post Plan](#) timeline has been extended — with the program now being finalized in early January 2015 rather than the original planned completion of September 2014. Since the program was announced in 2012 as a way to keep smaller offices around the country open by adjusting hours based on customer use, 9166 Post Offices have had retail hours adjusted: 3,009 offices are now 6-hour a day offices; 4,900 offices are now open 4 hours a day; and 1,257 offices are now open 2 hours a day.

Additional information can be found at [Our Future Network](#), by following the links under "Preserving Post Offices."

DOMESTIC MAIL MANUAL STREAMLINED

One of the primary goals of the Postal Service (USPS) is to make it easier for you to conduct your mailing business. Streamlining the [Domestic Mail Manual](#) (DMM) is one step toward this goal, so USPS has begun an initiative to reduce the size of the DMM without changing its content.

The previous chapters 200, 300 and 400 have been consolidated in a revised chapter 200: Commercial Letters, Flats and Parcels, with the applicable Quick Service Guides renumbered to align with the new chapter and reference information. Applicable Customer Support Rulings also have been updated with new reference information.

Chapter 100: Retail Letters, Flats and Parcels, also has been streamlined; redundant language has been eliminated; and the manual has been reorganized to make it more consistent — and quicker and easier to read.

New Pricing Strategy to Grow Priority Mail

WASHINGTON — The United States Postal Service today filed notice with the Postal Regulatory Commission (PRC) to change Priority Mail prices, including a reduction in prices on average for businesses and other customers who use Commercial Plus and Commercial Base online shipping services. The price change will include a modest increase for Priority Mail prices at Post Offices and other postal retail outlets. The proposed changes, which would go into effect in September 2014, are intended to offer more competitive pricing and build on Priority Mail's popularity with customers.

“The Postal Service is a vital business partner for small and large businesses and lowering shipping prices will save them money and improve their bottom line,” said Nagisa Manabe, chief marketing/sales officer. “With our affordable shipping options, we hope to attract new business customers and become their preferred delivery service.”

Both Commercial Base and Commercial Plus prices will be reduced on average, with most of the decreases concentrated in the ground zones weighing between 7-16 pounds. Price for Commercial Base customers will be reduced on average by 0.9 percent, and prices for Commercial Plus customers will decline on average 2.3 percent.

The Postal Service will continue to offer Priority Mail customers free insurance, expected delivery day, flat-rate packaging options and Regional Rate Boxes. Priority Mail is one of the Postal Service's most popular shipping products, helping to boost USPS package volumes and meet customers' needs for convenience at competitive prices. Last year, 871 million pieces were shipped through Priority Mail.

Pricing at Post Offices and other retail outlets will have a modest increase of 1.7 percent on average.

Highlights of the new proposed retail pricing for Priority Mail products include:

- Small box - \$5.95
- Medium box - \$12.65
- Large box - \$17.90
- Large APO/FPO box - \$15.90
- Regular envelope - \$5.75
- Legal envelope - \$5.90
- Padded envelope - \$6.10

Priority Mail is the Postal Service's flagship Shipping Services product, accounting for \$6.4 billion in revenue in fiscal year 2013. It's a convenient and fast way to send documents and packages requiring expedited transportation and handling.

The PRC will review the prices before they become effective Sept. 7, 2014, and must agree the prices are consistent with applicable law. The new price proposals will be available on the PRC website at www.prc.gov.

The pricing adjustments are part of a broader strategy to position the Postal Service for the future. USPS is also streamlining its mail processing operations, which will allow the organization to invest in new package sorting equipment and other upgrades, as it continues to seek legislative changes to update its business model.



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Wichita KS 67277-0111

National Postal Forum

Did you miss the 2014 National Postal Forum that just went by in March? Well don't worry, the next one is right around the corner. 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.

Visit us online at www.pccwichita.com

To register, send the below form to:

WPCC, PO Box 9111, Wichita KS 67277-0111

PCC EDDM Session on July 17th, 2014 At <u>Wichita General Mail Facility, 7117 W. Harry St., Wichita, KS</u>	
Names	_____

Company:	_____
Email address:	_____
Phone #:	_____
Number Attending:	_____