



# HOTLINE

March 2013

VOLUME 20, ISSUE 1

Thursday, April 18<sup>th</sup>, 2013

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

## The Postal Roundtable is Here!

**Our members have asked for information on a number of topics, and we are going to address as many as we can.**

**Experts in a number of areas will be available for questions.**

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

Further details below:

**Roundtable topics include:** Mailpiece effectiveness, BMEU acceptance requirements, packages, Mailroom 101. Do these sound like topics that could be useful to you?

**Roundtable facilitators include:** Evie Tan-Todd, Wichita Postmaster; Koell Collins, Midwest Single Source; Lori Luginbill, USPS; Debbie Holt, USPS. Attend this meeting to engage in lively discussions and one on one questions with these experts, and more.

Join the Wichita PCC and your fellow mail professionals to learn more about these topics and enjoy networking opportunities. - Don't get left behind. **Space is limited! Sign up now!**

<b>Schedule:</b>	10:00	Registration
	10:30	Program
	12:00	Lunch
	1:00	Close

**Location:** Corporate Caterers, Comotara Banquet Hall, 2949 N Rock Rd, Suite 100

**Cost:** \$20.00, including lunch

**For Reservations,** call or email Tim Norman, [timothy.j.norman@usps.gov](mailto:timothy.j.norman@usps.gov), 946-4528, or Kelli Cunningham, [kelli.j.cunningham@usps.gov](mailto:kelli.j.cunningham@usps.gov), 946-4699.

**\*\*\*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.

**Evelyn Tan-Todd**  
Postal Co-Chair

**Koell Collins**  
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](http://www.pccwichita.com)

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**Postal Service Announces New Delivery Schedule**

The United States Postal Service announced plans today to transition to a new delivery schedule during the week of Aug. 5, 2013 that includes package delivery Monday through Saturday, and mail delivery Monday through Friday. The Postal Service expects to generate cost savings of approximately \$2 billion annually, once the plan is fully implemented.

Once implemented during August of 2013, mail delivery to street addresses will occur Monday through Friday. Packages will continue to be delivered six days per week. Mail addressed to PO Boxes will continue to be delivered on Saturdays. Post Offices currently open on Saturdays will remain open on Saturdays.

Market research conducted by the Postal Service and independent research by major news organizations indicate that nearly seven out of ten Americans (70 percent) supported the switch to five-day delivery as a way for the Postal Service to reduce costs in its effort to return the organization to financial stability.

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**Postal Service Ends 1<sup>ST</sup> Quarter With \$1.3 Billion Loss**

The U.S. Postal Service ended the first three months of its 2013 fiscal year (Oct. 1 – Dec. 31, 2012) with a net loss of \$1.3 billion. Continued growth in Shipping and Package revenue (+4.7%) and increased efficiency helped mitigate but could not fully offset the financial effects of continued First-Class Mail volume declines and costs that are beyond Postal Service management control.

**First Quarter Results of Operations Compared to Same Period Last Year**

- Total mail volume of 43.5 billion pieces compared to 43.6 billion pieces
  - First-Class Mail volume declined 4.5 percent
  - Standard Mail volume increased 3.6 percent, with assistance from the elections
  - Shipping and Package volume increased 4.0 percent
- Operating revenue of \$17.7 billion, a decrease of only \$17 million or less than one percent
- Operating expenses of \$18.9 billion compared to \$20.9 billion, a decrease of 9.8 percent.

The large decrease in total operating expenses is attributable to continued cost management actions and the Postal Service accruing of only one legally required payment this year to prefund retiree health benefits.

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## **EVERY DOOR DIRECT MAIL**

### **Retail for Small Businesses Now Even Easier to Use**

An online mapping tool and credit card payment are two new enhancements to Every Door Direct Mail – Retail that are making it easier for small businesses to reach the customers who matter most — those in their own neighborhoods.

The new online mapping tool facilitates selection of the neighborhoods, cities or ZIP Codes to which the user wishes to market. For added convenience, credit cards are now accepted for both online and Post Office postage payment.

Every Door Direct Mail – Retail also now includes improved search functionality and the ability to create mailings up to 30 days in advance of the mailing date. “We learned a lot in the last year and a half about how to make the product better, but most of all, we learned just how much the small-business community would use a product that is affordable and easy to use,” said Gary Reblin, vice president, New Products and Innovation. “Local businesses have seen as much as 10, 20 and in some cases, more than 30 percent response rates on their Every Door Direct Mail – Retail campaigns,” said Reblin.

Every Door Direct Mail – Retail can be used with a wide range of formats, from oversized postcards to fliers. It’s ideal for promoting sales and special events or for announcing new businesses to a community. Mailing permits are not required, and at a postage cost of 16 cents per piece, Every Door Direct Mail – Retail is a cost-effective way to place coupons, menus and promotional calendars into the hands of customers and prospective customers.

Every Door Direct Mail – Retail customers can drop off their mailings at their local Post Offices. U.S. Postal Service letter carriers will deliver the mailings to every address along chosen routes.

For more information about Every Door Direct Mail – Retail, visit [usps.com/everydoordirectmail](http://usps.com/everydoordirectmail).

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### **Consumers Trust the Mail**

The Postal Service ranks as the fourth most trusted company — a two-point increase from 2011 and its highest company ranking since the survey’s inception by the premier privacy trust study in America. The same survey also named The Postal Service the ‘Most Trusted Government Agency for the 7th year in a row’

The Ponemon Institute in its *Most Trusted Companies for Privacy Study* ranked the Postal Service as the fourth most trusted company of 704 entries from 25 industry sectors. The results show that customers regard the Postal Service as one of the best in keeping their information safe and secure.

Copies of the *2012 Privacy Trust Study of the United States Government* are available by contacting the Ponemon Institute at [www.ponemon.org](http://www.ponemon.org).



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### National Postal Forum

Did you miss the 2012 National Postal Forum in Orlando last April? Well don't worry, the next one is right around the corner. The 2013 National Postal Forum will be held in San Francisco, CA from March 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](http://www.npf.org).

Please make your reservations for the April 18<sup>th</sup> meeting with Tim or Kelli (see page 1)  
or send to:

*WPCC, PO Box 9111, Wichita KS 67277-0111*

<b>PCC General Meeting on April 18<sup>th</sup>, 2013</b>	
<u>At Corporate Caterers, Comotara Banquet Hall, 2949 N Rock Rd, Suite 100</u>	
Names	_____
	_____
	_____
Company:	_____
Email address:	_____
Phone #:	_____
Number Attending:	_____ @ \$20.00 = \$ _____