



# HOTLINE

June 2013

VOLUME 20, ISSUE 2

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

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 meeting!**

Further details below:

**Every Door Direct Mail** is a new 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 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:** River City Brewery, 150 N. Mosley, Wichita, KS

**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.

Or reserve online at [www.pccwichita.com](http://www.pccwichita.com) and pay with PayPal!

**\*\*\*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)

**Second quarter \$1.9 billion loss highlights continued urgent need for comprehensive legislation**

The U.S. Postal Service ended the second quarter of its 2013 fiscal year (Jan. 1 – March 31) with a net loss of \$1.9 billion. The Postal Service continues to grow revenue and reduce expenses by using the tools available to it under existing law. However, without passage of comprehensive legislation to provide the Postal Service with a workable business model for today's marketplace, large quarterly financial losses will continue.

“To return the Postal Service to solvency requires a comprehensive approach, which is reflected in our updated Five-Year Business Plan,” said Postmaster General and CEO Patrick Donahoe. “The plan provides an achievable roadmap to restore financial stability and preserve affordable mail service for the American public. The major elements of the plan must be pursued and executed within a short window of opportunity to avoid unsustainable losses and potentially becoming a long-term burden to the American taxpayer.”

**2<sup>nd</sup> Qtr Results Compared to Same Period Last Year**

Total mail volume of 38.8 billion pieces compared to 39.4 billion pieces. First-Class Mail revenue declined 2.7 percent on a volume decline of 4.1 percent. Standard Mail revenue increased 2.4 percent on a volume increase of 1.0 percent. Shipping and Package revenue increased 9.3 percent on a volume increase of 6.2 percent.

Operating revenue of \$16.3 billion, an increase of \$121 million or 0.7 percent. The slight increase is attributable to the strong growth in Postal Service Shipping and Packages business supplemented by a modest increase in Standard Mail revenue, offset by the decline in First-Class Mail. Operating expenses of \$18.2 billion compared to \$19.4 billion, a decrease of 6.2 percent. The large decrease reflects last year's accrual for the additional retiree health benefit prefunding payment and reduced 2013 work hours.

First-Class Mail revenue, the Postal Service's most profitable service category, decreased \$198 million, or 2.7 percent, in the second quarter compared to the same period last year, with a volume decrease of 713 million pieces, or 4.1 percent. The most significant factor contributing to the ongoing decline continues to be the migration toward electronic communication and transactional alternatives.

The Postal Service has already reached its debt limit of \$15 billion. It also has defaulted on \$11.1 billion due for retiree health benefits in 2012 and also expects to default on an additional \$5.6 billion on September 30, 2013. In addition, the Postal Service owes an estimated \$17 billion on future workers' compensation claims. “These obligations of nearly \$50 billion and continuing losses highlight the need for immediate legislative reform to give us the latitude to execute on our Five-Year Plan and improve our ability to repay these obligations and return to profitability,” said Chief Financial Officer Joe Corbett.

\*\*\*

## U.S. Postal Service Incentives Consumer Packaged Goods Industry

If they try it, they'll buy it. That's the message the U.S. Postal Service is sending to consumer packaged goods companies and other marketers with its Product Samples mail promotion.

Designed to re-invigorate product sampling through the mail, the Product Samples promotion — running Aug. 1 – Sept. 30, 2013 — gives marketers a 5-percent upfront postage discount on qualified mailings of product samples. Qualified samples must be trial-sized. Registration for the Product Samples mail promotion is now open.

Product sampling is ideal for marketers of consumable goods such as snack foods, toiletries, laundry products — anything that is consumed and needs regular replacement. The Product Samples promotion also is designed to raise awareness of the Postal Service's new Simple Samples pricing in Standard Mail. Simple Samples offers flat-rate pricing, volume discounts, less stringent mail-preparation requirements and eliminates the need for outer packaging. Customers can use a mailing list or send samples to every house on a route.

For more information about the Product Samples promotion and other current mail promotions, visit <https://www.usps.com/business/promotions-and-incentives.htm>.

\*\*\*

## Postal Service Releases Top Dog Attack City Rankings – Wichita in Top 15

In May, the Postal Service released its dog attack city rankings today and urged pet owners to help reduce the incidence of dog bites to letter carriers. Dog attacks are a nationwide issue and not just a postal problem. Nearly 5,900 letter carriers were attacked last year, but that pales in comparison to the 4.7 million Americans annually bitten by dogs — more than half of whom are children — according to the [Centers for Disease Control and Prevention \(CDC\)](#).

Fiscal Year 2012 U.S. Postal Service Dog Attack City Ranking

Ranking	City, State	Attacks
1	Los Angeles, CA	69
2	San Antonio, TX and Seattle, WA	42
3	Chicago, IL	41
4	San Francisco, CA	38
5	Philadelphia, PA	34
6	Detroit, MI	33
7	St. Louis, MO	32
8	Baltimore, MD and Sacramento, CA	29
9	Houston, TX and Minneapolis, MN	27
10	Cleveland and Dayton, OH	26
11	Buffalo and Brooklyn, NY	24
12	Denver, CO	23
13	Dallas, TX and Tacoma, WA	21
14	Wichita, KS	20



FIRST-CLASS MAIL  
POSTAGE & FEES  
PAID  
USPS  
PERMIT NO. G-10

PO Box 9111

Wichita KS 67277-0111

### National Postal Forum

Did you miss the 2013 National Postal Forum in Orlando last April? Well don't worry, the next one is right around the corner. The 2014 National Postal Forum will be held in Washington, DC from March 16-19. 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 online at [www.pccwichita.com](http://www.pccwichita.com) with PayPal  
or send to:

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

**PCC General Meeting on July 18<sup>th</sup>, 2013**  
At River City Brewery, 150 N. Mosley, Wichita, KS

Names \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone #: \_\_\_\_\_

Number Attending: \_\_\_\_\_ @ \$20.00 = \$ \_\_\_\_\_