

Join the Greater Kansas City Postal Customer Council today!

Person Requesting Membership: _____
Company Name: _____
Address: _____
City: _____ State: _____ ZIP+4: _____
Office Phone: (_____) _____ FAX: (_____) _____ Cell Phone: (_____) _____
E-mail Address: _____

COST: \$35 per individual or \$125 per corporate membership (up to 5 people and \$15 for each additional person over 5)

If an individual, complete the following:

_____ individual(s) @ \$35 each = \$ _____

If a company, complete the following:

_____ person(s) (\$125 for up to 5 persons) = \$ _____

_____ person(s) (\$15 for each person over 5) = \$ _____

TOTAL COST: \$ _____

If requesting membership for more than one person, please include a list of all member names with e-mail addresses.



OFFICIAL BUSINESS
ADDRESS SERVICE REQUESTED

GKCPCC
P.O. BOX 415006
KANSAS CITY, MO 64141-5006



FIRST-CLASS MAIL
US POSTAGE
PAID
U.S.P.S.
G-10

Vol. 3, Edition 4 - July 2010

News for the Greater Kansas City Postal Customer Council

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**LETTER
FROM**

Alison

INDUSTRY CO-CHAIR

*Alison Hall, Industry Co-Chairperson, GKCPCC
Pitney Bowes Presort Services, Kansas City, MO*

PCC membership has continued to offer local education and networking opportunities to help our members to be aware of continued changes in the postal community. New in 2010, the USPS sponsored a free webinar on June 23 for the Greater Kansas City PCC to tackle some of the hard questions related to the viability of the USPS and the changes they are proposing to cut costs in the future. "Ensuring a Viable USPS" covered items such as five-day delivery and Sarbanes Oxley compliance.

National PCC Day is our next event that offers education and networking. This all-day annual event will be at the Jack Reardon Convention Center on Wednesday, September 15. From a personal update on the state of the USPS from Postmaster General Jack Potter to educational classes which offer a Professional Certificate for your team to focused networking time with mailing industry peers, there is something available for everyone on this day. Mark your calendar now for this highly popular annual event.

We look forward to seeing you on September 15!

LUNCH AND LEARN

*Submitted by: Clarence White, EMCM
Mailroom Coordinator
Applied Measurement Professionals, Inc.
Olathe, Ks. 66061*

A locally based company, Applied Measurement Professionals (AMP), teamed up with USPS Business Mail Entry for a Lunch and Learn in Olathe. It was held at the home offices of AMP and the participants were eager for postal information. OT Newman, a Mailpiece Design Analyst and Postal employee of 25 years, came loaded with the most recent changes and postal updates. OT Newman works in the Business Mail Entry Unit. Customers, like AMP, request them to come out to their office for lunch and to share valuable information. AMP employees walked away armed with more postal facts ready to tackle their clients' needs. AMP was interested in technical assistance on Mailpiece Design and guidance regarding acceptability for discounted automated postage pricing. Ms. Newman was more than happy to design her classes to address the customers' needs and review mailpieces to confirm adherence to Postal Service standards and requirements. Ms. Newman and AMP's Clarence White, a certified Executive Mail Center Manager (EMCM) through the Postal Service, worked as a team for this Lunch and Learn event. Great food was had and plenty of great information was shared by all. For more information on classes like these, call Chris Breshears, Manager, Business Mail Entry, at 816-374-9280 or visit www.usps.com.

**GOLF
TOURNAMENT
HIGHLIGHTS**

*Submitted by: Christine Shores
Business Analyst, Missouri Gas Energy, KCMO
& GKCPCC Treasurer &
Industry Co-Chair of the Golf Committee*

*Alison Hall
General Manager, Pitney Bowes
Presort Services, Kansas City, MO &
GKCPCC Industry Co-Chair*

The GKCPCC's 13th Annual Golf Tournament was held at Falcon Ridge Golf Course in Lenexa, Kansas, on Monday, June 14, 2010. Although the day started out threatening rain, 63 players enjoyed a cool breeze and favorable weather. There were some great prizes and excellent camaraderie for our teams. Congratulations to our winners!



First Flight

1st Place – Action Mailing Team
(Dick Waggenger, Dave Gover, Carolyn Hudson and Steve McAfee) - \$75 each



First Flight

2nd Place – USPS Team (Jerry Fennesy, Jerry Poole, Brad Dobson and Taren Reynolds) - \$50 each



Second Flight

1st Place – Broadridge Team #2 (Sean Stiles, Terry Zamoski, Kristy Sadore and Brian Imhoff) - \$75 each



Second Flight

2nd Place – Multiple Services Team (Byron Fischer, Steve Moritz, Charlie, Kilgore and Mike Cindrich) - \$50 each



Dead Doggone Last Team

International Delivery Solutions – Joe Rallo's team (Dean Mills, Joe Rallo, Frank George and Jon Jackson) - \$25 each

Mark your calendars now for **June 13, 2011**, when we will be back to enjoy the beautiful Falcon Ridge Golf Course in Lenexa, Kansas. See you next year!

PRIORITY MAIL OPEN AND DISTRIBUTE

*Submitted by: Theresa Krahenbuhl
Shipping Solutions Specialist
Mid-America District
United States Postal Service
300 W Pershing Rd. Ste 265
Kansas City MO 64108-9331*

Many mailers assume that Priority Mail® is used only for shipping small packages, but there is a service in Priority Mail that can be used by mailers of letters and flats. It is called **Priority Mail Open and Distribute (PMOD)**, and this service is used to drop ship mail of various classes and processing categories. Even if you don't currently drop ship your mail, perhaps due to small volumes, PMOD may be a cost-effective option. If you do currently drop ship mail, you may want to take advantage of PMOD for small volume entries.

Improve Delivery Service

If you have problem delivery areas, or remote destinations, such as Alaska, Hawaii, or Guam, you may want to consider using PMOD to drop ship your Standard Mail® or Periodicals mail to entry points in those locations. You can also use PMOD to speed up normal delivery times for Standard Mail. Using PMOD to drop ship Standard Mail can provide close to First-Class™ delivery standards without paying First-Class postage on each individual piece of mail.

Drop Ship Small Volume Entry Points

If you currently drop ship your Periodicals or Standard Mail to numerous entry points, you may find some entry points simply do not have enough volume to drop ship by traditional means, such as truckload, less-than-truckload (LTL) or airfreight. In these cases, this mail is often entered at the origin point. Using PMOD for these small volume points, such as Butte MT or Fargo ND, allows you to achieve similar delivery times and drop-ship discounts as your other drop ship mail without breaking your transportation piggy bank.

Getting PMOD into Production

PMOD used to be a cumbersome process, because the special tags required, along with the postal documentation was previously all manually generated. Now, there are several software options to automatically generate these documents, so integrating PMOD into your mailing operation is very simple. For additional information, contact your USPS Sales Representative.

THE VALUE OF MEMBERSHIP

*Submitted by: Kelly A. McCartney
Postmaster
1000 Progress Dr.
Liberty, MO 64068*

I cannot overstate the value of membership in the Greater Kansas City Postal Customer Council (GKCPCC). I think it is an unparalleled value in the business community. Scan the list below and then evaluate the value of membership to you in your business. If you are not a member, try to figure out what you are possibly thinking and join immediately!!

- Networking opportunities throughout the year at GKCPCC-sponsored events
- Reduced fee for GKCPCC-sponsored events
- Credited classes for certifications
- Exposure to vendors in the mailing industry
- Training on saving \$\$\$ when mailing
- Insight regarding future postal requirements and costs
- Meeting postal headquarters speakers
- On-site touring of postal facilities and observation of the latest in postal technology
- Learn from colleagues and postal experts
- Did I mention networking??

The GKCPCC is the touchstone in the mailing industry in the greater Kansas City area. Be a part of our award-winning organization and join or renew your membership now.



SPONSOR SPOTLIGHT – CONSOLIDATED MAILING

Consolidated Mailing is a leader in the direct mailing industry. The company, owned by Buz Prosser, has provided mailing solutions to customers for over 60 years – since 1948.

Buz has seen many changes evolve since he took the helm of his parents' company. Mail was delivered twice a day, despite the fact that there were no ZIP Codes and mail was sorted manually. There was no mail processing equipment and no postal discounts for sorted mail. Resident lists were compiled by evening drives around the city.

Consolidated established a reputable name in the 1950s and 60s and since then has only improved their commitment to customers to offer the best mailing solutions. Buz strives for continuous learning and growth with his employees. His staff holds memberships in many trade organizations including the Postal Customer Council (PCC), the Kansas City Direct Marketing Association (KCDMA), and the Mailing and Fulfillment Service Association (MFSA).

With all of those years in mailing solutions, Buz is an expert in the industry. He has won many awards over the years including: "Dedicated Service Award" presented by the Postal Customer Council, Kansas City, MO; "Best in Class for Efficiency" presented by the United States Postal Service at the National Postal Forum; and the "Ed Helsey Memorial Award" presented by the Southwest Mail Producers Guild, to name a few.

For many years, Buz was the Industry Co-Chairperson for the GKCPCC and a great contributor and USPS advocate. He sees all sides of the picture and is therefore a great opponent for the sake of improving the Postal Service. He is so knowledgeable about the USPS

*Submitted by:
Terry Penland
USPS Customer Relations Coordinator
Kansas City, MO 64127-9998*

that he is often asked to participate and contribute in Headquarters Advisory Boards. He knows how to save the USPS money and how to improve efficiencies between customers and the USPS.

According to Buz, the economic downturn of the past few years has had a disastrous effect on the mailing industry. "I know people all over the U.S. and Canada," said Buz. "I have many friends in the business." Buz maintains that news reports of a slow but steady economic recovery don't reflect reality. "Four of my personal friends have gone out of business."

Leaning back in his office chair, surrounded by blue and white pinstriped wall, a chiming brass Chelsea clock, and maritime paintings, Buz reminisces about the Postal Service under the 1980s leadership of District Manager Gene Hoge. "Gene was logical, and I loved him because he managed the whole thing, not an individual piece. He looked at the overall good of the Postal Service."

Intelligent Mail Barcode (IMb) is scheduled to be in place by May 2011. Postnet is to be gone by then, but IMb has the capability of Confirm, Tracking, and ACS. Seamless acceptance is where the Postal Service is going, and, as usual, Buz sees both sides. "The good news is the Postal Service is trying to streamline, eradicate paperwork, the verification process, and MERLIN." He continues, "If the BMEU calls us with an error, we can go right down there and fix it. With seamless, nobody would know anything was wrong until it reached its destination. So if there is an error on one or a few pieces, we will be penalized for the whole mailing. That could cost thousands of dollars." He adds, "That's what I don't like about seamless, but that's where we're going."

Buz is proud of his operation, where his employees carry eye loupes in their pockets to inspect the barcodes. The mail is "as close to perfect as it can get." If the IMb becomes mandatory next year in 2011, as in 1948, Consolidated is ready.

WATERMELON LEMONADE

WELCOME TO HEALTHY CORNER!

*Submitted By: Anita Jonas, Communications Buyer, Government
Employees Health Association (GEHA), Independence, MO*

Be sure to taste the watermelon first. If it's very sweet, reduce the sugar.

6 cups 1-inch cubes seedless watermelon (from about a 5-pound melon)
1 bottle (10-ounce) lemon juice
6 cups water

3/4 cup cane sugar
Crushed ice
Mint sprigs, for garnish

Working in batches as necessary, purée watermelon and lemon juice in blender until smooth; transfer to a large container. Add water and sugar; stir until dissolved. Pour over ice in tall glasses, garnish with mint and thin slices of watermelon, if desired, and serve.

Makes 16 servings (about 6 ounces).

Nutritional values per serving:

Calories: 60
Carbohydrate: 15 g
Sugar: 13 g

Reprinted courtesy of Whole Foods Market. For more information, please visit www.wholefoodsmarket.com.



NEW CUSTOMER TRAINING AVAILABLE

Did you know that your local Business Mail Entry Unit (BMEU) can provide customized training for new customers?

The BMEU, 6029 Broadmoor Street, Shawnee Mission, Kansas 66202, offers new customer training on the first Thursday of every month at 1:00 p.m. To sign your group up for training, call (913) 831-5348 and request to be added to the list of participants.

Kansas City, Missouri, BMEU new customers may also receive training by contacting our Mailing Requirements office at (816) 374-9280. Training will be scheduled at a time convenient to you and your business.

What if you are not a new customer and just need assistance? Our Mailing Requirements offices at both Shawnee Mission, Kansas (913-831-5325), and Kansas City, Missouri (816-374-9280), can provide additional information and answers to your mailing questions.

For questions related to mailpiece design, OT Newman, Mailpiece Design Analyst, can assist at our 300 West Pershing Road office, Room 100. She may also be reached at (816) 374-9643. Business Mail Acceptance can be complicated, but our USPS employees are here to help.

Contact your Business Mail Acceptance Office for more information. Thank you!