

News for the Greater Kansas City Postal Customer Council

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15TH ANNUAL GREATER KANSAS CITY PCC GOLF CLASSIC: ANOTHER LONG DRIVE

Submitted by: Steve Moritz, Pitney Bowes

Thanks to all who participated in the golf tournament and a special "Thank You" to our many sponsors – including our Title Sponsor, Broadridge. Once again we had a great turn out and everyone had a wonderful time. We have already started planning next year's tourney. Please share feedback and fresh ideas to improve 2013. Again, thanks to all who participated. Hit 'em long and straight!

LETTER FROM

John

POSTAL CO-CHAIR

John S. Morgan, GKCPCC, Postmaster, Kansas City, MO

Group decision making is the goal of a successful meeting. Done well, your company benefits from the exciting process of agreeing upon common ground and committing themselves to action. Done poorly, people may feel disfranchised, angry, and disengaged, and your company loses an opportunity to improve. Several factors play into successful group decision making:

- clear and consistent project goals
- acknowledgment of the value of group process and procedures
- effective meetings with engaged participants
- successful conflict resolution
- good communication networks
- appreciation of different leadership and communication styles
- agreed-upon group norms

One of the most important things to achieve effective group process is to identify a clear and shared set of goals. This involves creating a vision and mission and ultimately an action plan. A group without a shared direction and purpose will be aimless and ineffective in the long run. A group that takes the time at the start to develop its purpose, processes, and procedures to achieve specific outcomes stands the best chance of being productive.

Because group members are individuals with different opinions, levels of experience, and knowledge, decision making can be challenging through all stages. Ideally, group decisions should be based on all members' input.

Facilitation of group communication and conflict management is key to this strategy, so that dominant individuals do not rule and squelch disagreement. Listening and considering all points of view in order to arrive at a "good enough" solution takes time. Full participation increases acceptance, though, and may support a more sustained effort toward achieving goals. In decision-making strategies like consensus, effective communication is paramount and built on respect for diverse opinions. The group facilitator can elicit ideas from the group's members or jumpstart the discussion with some suggestions to consider.

Here are some suggested guidelines:

1. We will listen with respect for and interest in diverse opinions.
2. We will disagree but not disagreeably.
3. We will expect conflict and manage it constructively.
4. We will begin and end meetings on time.
5. We will listen to each other and not interrupt.
6. We will make sure everyone has had a chance to speak.
7. We will support our facilitator's efforts to moderate discussions.
8. We will avoid ethnic, age-based, or gender-based humor.

UPCOMING EVENTS:

USPS SHIPPING SOLUTIONS WEBINAR
 WEDNESDAY, JULY 25

NATIONAL PCC DAY
 WEDNESDAY, SEPTEMBER 19

EXECUTIVE MAIL CENTER MANAGER (EMCM) TRAINING
 OCTOBER 26-28

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MARCH MAIL MADNESS

Submitted by: Pamela R. Sipes, Marketing Services Specialist, USPS NDC, KCKS

March Mail Madness, an educational workshop, was presented by the Greater Kansas City Postal Customer Council (GKCPCC) on March 15, 2012, at the Network Distribution Center (NDC) in Kansas City, Kansas.

This event was attended by more than 40 Mailing Industry and United States Postal Service (USPS) professionals. The two-hour morning session, which began with coffee and doughnuts, afforded attendees the opportunity to “network” with Mailing Industry and USPS counterparts.

Gail Hendrix (Mid-America District Manager), Russell Floyd (Senior Plant Manager, Processing and Distribution Center, Kansas City, Missouri), and Terry Freeman (Plant Manager, NDC, Kansas City, Kansas) were in attendance.

Alison Hall, General Manager, Pitney Bowes Presort Services, presided as the facilitator for our assembled panel of experts who presented current topics of interest which included Chris Breshears, Manager, Business Mail Entry, USPS Mail Piece Design (MDA) Support Center; Angela Dyer, Mailing Standards Specialist, USPS Post Office Boxes; Stephanie Miracle, Product Manager, DST Output, Addressing Essentials; Jeffery Ostendorf, Shipping Solutions Specialist, USPS Shipping Options for the Commercial Mailer.



SALES PERSPECTIVE

Submitted by: Brian Dahl - Western States Envelope & Label

What is going on in the market place? How is your business? Are your other customers busy?” These are questions I typically get almost every day when talking with customers. When your vendor comes in, are you asking the same questions? Are you scratching your head wondering why your business may be slow? Think about yourself and what you do for your company. You can make a difference!

It starts with you! Do you wake up on the right side of the bed? We all know that times were really good before 2008. The reality is that times have changed, the marketplace has changed, and buying trends have changed, meaning a newer generation now has the power to make decisions. Have you changed? Has your company changed? If not, you may want to look yourself in the mirror and make changes in how your company operates. You can be the person in your organization to come up with fresh ideas for your management team.

Take advantage of the mail! We all know First-Class Mail is declining, but the USPS is jumping on the bandwagon with technology and refuses to fail. That is a pretty big statement. How can you incorporate the Mobile Bar Code Promotion into your mail? How about the Picture Permit Imprint Indicia? Have you talked about the 2nd ounce free for First-Class Mail Presort? Those are great ideas and something fresh to bring to the table with your customers. These are things you and your company can be doing to differentiate yourself from other companies. There are many ways you can create uniqueness for customers and help them stand out from the crowd. I am referring to the crowd in the mailbox. Please send me an email if you would like some information on Mobile Bar Code Promotion or Picture Permit Imprint Indicia - brian.dahl@wsel.com.

If you have a vendor you are comfortable with, ask them about what they can do to help increase your mail volume. Your vendors should be a partner in your business operations. Talk to them about what “pains” you are having with production, service, and quality. The relationship with your vendor works both ways. Your business needs vendors as much as vendors need you. You may say to yourself, “Price, price, price,” is what matters. Price is a factor, but at the end of the day you are creating relationships. There is value if your vendor can provide innovative ideas for you and your business. If your vendor helps you solve a problem that saves money in labor costs, do you recognize that value? Equally important, do your customers recognize the value of your expertise? Sales is about providing value to your clients, and communicating that value. If your overall value to the client is more than the price of the product/service you provide, you need to communicate that.

I have been on the receiving end of helping customers/partners improve their work flow. That is what it’s all about: a relationship that moves to improving ideas and concepts both to the customer and the vendor. Please talk with your vendor about what they can do to help improve your work flow. Take advantage of what the USPS has to offer that can benefit the customer. Bring some of these creative ideas to your management team, and you will be recognized for thinking outside the box. Develop a relationship with your vendor, and hopefully generate more volume by using the USPS. When your vendor comes next time, you will not have to ask the question, “Are you busy?” You will be too busy to ask the question.

AUTOMATE MANUAL TASKS!

Submitted by: Tony Kuchta, EVP Lineage

Overview:

- Getting the mail out the door as accurately and economically as possible is much more labor intensive than it used to be. In fact, more and more companies identify the overall process of creating mail and moving it into the Postal system as one of their most time-consuming tasks.
- If your business is like most, there are manual steps in your mail-flow that can compromise productivity, increase errors, and inflate expenses.
- Wherever practical, automating manual mailing processes can take a big bite out of your labor budget. Injecting new efficiencies into your mail-flow can also make a positive impact in other areas, such as expediting receivables and boosting customer satisfaction.
- Advances in modern mail management technology have given any company access to a full range of right-sized solutions that affordably automate the smallest to the largest of jobs. More often than not, there’s a strong return on investment in re-allocating those tedious manual tasks from your valuable staff to a fast, friendly and reliable machine.

Recommendations:

- Folding documents by hand, especially if you’re stuffing the folded paper into envelopes, is consistently cited as the #1 mailing “bottleneck.” A basic paper folder can eliminate one-half of the work. Folders/inserters as small as a laser printer are now available and can collate and fold documents, add inserts like reply envelopes, and stuff all of the material into an envelope over 15 times faster than by hand.
- The time spent manually opening inbound mail is frequently overlooked. Besides their ability to open an entire day’s mail in minutes or less, the latest automatic letter openers are equipped with cutting technology that makes damage to the envelope contents next to impossible.
- Inbound shipments from UPS, FedEx and DHL can now be logged and tracked electronically with the simple combination of a scanner and specialized software, streamlining the entire internal receiving and delivery process.
- Tabbing systems help meet postal regulations by automatically affixing one or multiple tabs, wafer seals, or even stamps to open-ended mail pieces in rapid fashion.
- Automatic mailing systems can boost productivity by feeding, sealing, measuring, weighing, metering and stacking your mail up to 6 times faster than hand-fed models.
- Evaluate your mail center floor plan. The layout and type of furniture in your mail room can have a surprising impact on efficiency and production.

In today’s mailroom where staff has been reduced, you can do more via automation. Multiple vendors have introduced lower volume machines that can automate tasks that in the past would have required a large capital investment. In equipment acquisition, look at a pay as you go plan or lease as a way to avoid a large capital outlay or aged obsolete equipment. Today’s technology has presented some great cost effective solutions!

WELCOME TO HEALTHY CORNER!

Submitted by: Anita Jonas, Communications Buyer, Government Employees Health Association (GEHA)



SALMON & VEGETABLE OVEN KEBABS

The firm, meaty quality of salmon is perfect for a delectable shish kebab, and its beneficial omega-3 fatty acids make it a healthy choice, too. Add tomatoes, mushrooms, bell peppers and squash to the meal and you’ll create a powerhouse of taste and nutrition.

In this recipe, the marinade infuses the salmon with a decidedly Mediterranean flavor. While the kebabs marinate, prepare a tabouli salad from whole-grain bulgur wheat or serve hummus with whole-wheat pita to round out the meal. You can further enhance the kebabs with a side dipping sauce featuring yogurt and dill. This easy to prepare dish is ideal for a summer backyard picnic.

Marinade:
 Juice of 4 lemons
 2 tablespoons extra virgin olive oil
 4 garlic cloves, minced
 1 tablespoon dried Italian seasoning
 Sea salt and freshly ground pepper to taste

Kebabs:
 1 pound wild salmon, cut into 2-inch cubes
 4 small plum tomatoes, cut into quarters or 8 cherry tomatoes
 4 large whole mushrooms, stems removed, halved
 1 medium green bell pepper, deseeded, cut into 12 pieces
 1 medium yellow squash, cut into 8 pieces
 Canola oil cooking spray
 4 skewers

- If using wooden skewers (in lieu of metal ones), soak them in water for about 30 minutes.
- In large mixing bowl combine juice, oil, garlic, seasoning, salt and pepper. Mix well and divide in half.
- Add salmon and vegetables to half of marinade and gently toss to coat pieces. Cover and marinate for about 30 minutes, occasionally rearranging pieces to ensure even coating.
- Preheat oven broiler.
- Spray large shallow baking dish. Remove skewers from water. Divide fish and vegetable pieces into 4 even portions. Arrange and distribute them evenly on skewers, being careful not to break the pieces.
- Place on baking dish. Brush with remaining marinade not used for marinating raw fish. Broil for about 5 to 8 minutes, brushing frequently with marinade. Carefully turn over kebabs and continue cooking for an additional 4 minutes, basting frequently until fish is done. Serve.

Nutritional Values Per serving:

Serving Size: 1-1/4 cups

Calories:	259
Total fat:	13g
Saturated fat:	2g
Carbohydrates:	9g
Protein:	26g
Dietary fiber:	2g
Sodium:	60mg

Courtesy of the American Institute for Cancer Research. For more information, please visit www.aicr.org.