



Person Requesting Membership: _____

Company Name: _____

Address: _____

City: _____ State: _____ ZIP+4: _____

Office Phone: (_____) _____ FAX: (_____) _____ Cell Phone: (_____) _____

E-mail Address: _____

TOTAL COST: \$



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



OFFICIAL BUSINESS
ADDRESS SERVICE REQUESTED

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

PRIORITY

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LETTER
FROM
Rebecca,
INDUSTRY CO-CHAIR

Rebecca Stigler, Industry Co-Chair, GKCPCC, and Maintenance Operations Supervisor, Government Employees Health Association (GEHA), Independence, MO

We look forward to serving you and seeing you soon!

Perhaps there was a time when the U. S. Post Office deserved the bad rap it's received from the general public, but this is a new era. If you're selling products on eBay, or anywhere else online, you need to visit usps.com and check out their bulk rate shipping program. Neither rain, nor sleet or snow will prevent you from saving money when you go postal.

**SPONSOR SPOTLIGHT
DELUXE CORPORATION**

*Submitted by: Jack Knaus, Administrative Support Specialist/Mail Processing Analyst,
Deluxe Corporation, Lenexa, KS*

Step inside the Deluxe Lenexa plant, and you'll find one of the most organized and innovative facilities in the area. Its clean and orderly work floor is often used as a showcase for new accounts, and its production numbers are impressive; thousands of orders are processed each day more quickly than ever before.

The plant, located at 16505 West 113th Street in Lenexa, Kansas, includes a 171,500-square-foot manufacturing facility, 146,100-square-foot distribution center, and a customer care center that teams to deliver check products and other printed materials to financial institutions and small business customers. In total, nearly 500 employees work in the Lenexa location.

Deluxe has built a reputation as an innovative company with a down-to-earth mindset brought to life daily by its employees. This is a family atmosphere. We go above and beyond to ensure timely and accurate delivery.

Founded in 1915, the St. Paul, Minnesota-based Deluxe was built on hard work, honesty, and integrity. The company now has locations in 29 communities across the United States and Canada. Deluxe and its industry-leading brands are organized into three business segments:

- Deluxe Small Business Services - Serving Small Businesses
- Deluxe Financial Services - Serving Banks and Credit Unions
- Direct Checks - Producing and Delivering Checks Directly to Consumers

Looking to the future, Deluxe is focused on providing growth solutions to small businesses and financial institutions that enable them to acquire and retain customers, particularly in the online space. Deluxe now offers web design and hosting, business networking, logo development, and email marketing services.

As a proud community leader, the Deluxe Corporation Foundation has contributed more than \$90 million to education, arts and human services programs, and non-profit organizations since 1952. More than \$16 million in scholarship funding has been awarded to children of Deluxe employees through the Hotchkiss Foundation, a non-profit organization funded by Deluxe retirees. Deluxe has received several prestigious awards for its responsible corporate citizenship and governance.

In partnership with the USPS, Deluxe introduced a packaging innovation: a more streamlined, flat check-mailing package. Deluxe was the first check provider to align its manufacturing process to meet new USPS requirements. We recognize the complexity of the Postal Service, and we continually gather information to improve our relationship.

A Fortune 1000 company, Deluxe prides itself on listening to and understanding our customers' needs and creating and delivering innovative solutions to meet them. Led by Chief Executive Officer Lee Schram, Deluxe's 2009 annual revenues were \$1.34 billion.

**U. S. POSTAL SERVICE TO EXPAND
SIMPLIFIED ADDRESSING FOR
BUSINESSES HELPING SMALL
BUSINESSES GROW, MILLIONS IN
POSTAL REVENUE EXPECTED**

Submitted by: Patrick M. Clark, Postmaster, Independence, MO

In a move that is expected to help businesses grow -- especially small businesses who currently don't use the mail because they can't afford it -- and garner millions of dollars in new revenue for the U. S. Postal Service, the agency announced that it is easing the rules on simplified addressing to allow businesses to begin using the format on city delivery routes.

Simplified addressing enables business mailers to use mail delivery route information, instead of names and exact addresses, to reach target customer groups in specific areas. It has long been an accepted addressing option on rural routes and for government mailings.

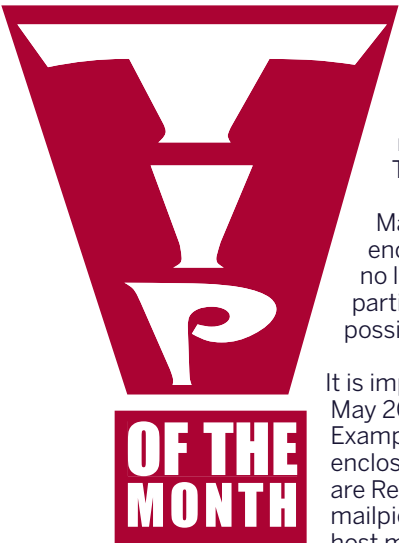
Effective January 2, 2011, simplified addressing was expanded for use on saturation flat-size mailpieces and irregular parcels delivered on city routes. (Saturation mail is mail that is delivered to every address within a geographic area, and flat-size mail includes large envelopes and fliers often used for advertising. Irregular parcels, such as rolls and tubes, are parcels that cannot be processed on automated equipment because of their unique shape.)

While the expansion of simplified addressing does not change existing prices or classification standards for Standard Mail flats, it can lower costs by reducing mail preparation time and eliminating the need to purchase address lists and on-press printing. (Standard Mail offers a lower price on postage in return for the commercial mailer doing extra preparation work, such as presorting the mailing.)

"Simplified addressing will help local small and mid-size businesses as well as large businesses drive more traffic and attract new customers," said Paul Vogel, President and Chief Marketing/Sales Officer. "This can help strengthen the U. S. economy as well as our organization, the U. S. Postal Service, which is doing everything it can to drive revenue growth."

The simplified addressing option enables business mailers, in most instances, to conveniently address mailpieces to "Postal Customer" when complete coverage on any designated delivery route is intended.

"Simplified addressing will serve as the on-ramp for many small businesses trying to reach their audiences within a specific geographic range," said Vogel. "It will allow them for the first time to take advantage of the most effective marketing channel there is -- direct mail."



Migrating to Intelligent Mail® Barcodes

*Submitted by:
Benigna C. (Chris) Breshears, Manager, Business Mail Entry, USPS*

Effective May 2011, flat-size and letter-size mailings with POSTNET™ barcodes will no longer be eligible for automation discounts. As of that date, mailers wishing to obtain automation discounts must print the Intelligent Mail barcode (IMb) on their mailpieces rather than the POSTNET barcode. This applies to letter- and flat-size mail only, not to any parcel mailings.

Mailers who continue to print POSTNET barcodes on their mailpieces after May 2011 will not encounter any problems with the USPS accepting and processing their mail; however, these pieces will no longer be eligible for automation discounts. Since many mailpieces are printed in advance of mailing, particularly Business Reply and Courtesy Reply mailpieces, mailers should convert to the IMb as soon as possible.

It is important to note that any Reply Mail pieces that are included with automation mailpieces after May 2011 must be printed with the IMb. This includes both Business Reply and Courtesy Reply pieces. Examples of this might be reply cards that are bound into or enclosed loose with magazines or catalogs, enclosed in letter-size First-Class or direct mail pieces, or are part of a folded letter-size mailpiece. If there are Reply Mail pieces containing POSTNET barcodes included with automation letter-size or flat-size mailpieces after May 2011, the automation rates will be disallowed on the host mailpieces, even if those host mailpieces themselves are printed with the IMb. **Mailers should be working with the suppliers of these Reply Mail pieces NOW to make sure they are aware of this change and that all remaining stock of Reply Mail pieces containing POSTNET barcodes are used up or destroyed prior to May 2011.**

The IMb contains more data than the POSTNET barcode but does not require more space than the POSTNET. Most printing equipment is capable of printing both types of barcode with a few software modifications. Mailers should check with their printers or their printing equipment suppliers to ensure that there are no issues with printing the IMb's. Specifications and more detailed information and instructions for the IMB may be found on our USPS RIBBS (Rapid Information Bulletin Board System) website at www.ribbs.usps.gov.

WELCOME TO HEALTHY CORNER!

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



CHICKEN AND DUMPLINGS

This recipe is a great way to bring the scent of the corner bakery home. Pair it with a fresh tossed garden salad and enjoy something a little different.

INGREDIENTS

- 2-1/4 cups canned low-sodium chicken broth
- 1/4 cup water
- 1 medium onion, peeled and chopped
- 4-1/2 cups frozen mixed vegetables (corn, peas, carrots and green beans)
- 2 cups cooked and chopped chicken
- 1 teaspoon dried thyme
- 1-1/4 cups reduced-fat prepared baking mix
- 1/3 cup low-fat milk
- 1 egg

1. In a large pot, combine chicken broth, water, onion, vegetables, chicken and thyme.
 2. Cover and bring to a boil over medium-high heat. Reduce heat and simmer for 15 minutes.
 3. Place baking mix in a small bowl. Remove 2 tablespoons and stir into pot to thicken stew.
 4. Add milk and egg to remaining baking mix and stir with a fork to blend. Drop rounded tablespoons onto hot chicken mixture. Cook over low heat, uncovered, for 5 minutes.
 5. Cover and cook for 5 minutes more.
- Serve while hot. Makes 6 servings.

*Nutritional Values Per serving:
Serving Size: 1-1/4 cups*

Calories:	226
Total carbohydrates:	24 g
Dietary fiber:	3 g
Protein:	21 g
Total fat:	5 g
Saturated fat:	1 g
Trans fat:	0 g
Cholesterol:	74 mg
Sodium:	362 mg

Reprinted courtesy of the American Institute for Cancer Research.