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



ADDRESS SERVICE REQUESTED **OFFICIAL BUSINESS**

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GREATER KANSAS CITY®



News for the Greater Kansas City Postal Customer Council

TOP-RATED EBAY **SELLER GOES POSTAL**

Submitted by: Kelly J. Baker, Officer-In-Charge, U. S. Post Office, Olathe, KS

The following article by eBay seller David Livingston first appeared in a publication on October 27, 2010, and is a testament to the U.S. Postal Service.

We've all heard the complaints and the jokes about the U.S. Postal Service and their employees. Word on the street is that your packages have a better chance of being lost or damaged than they do of actually arriving at their intended destination in a timely fashion fully intact. Then there is all the talk about the employees working in the Post Office. They're made out to be loose cannons just waiting to go on a shooting spree. In fact, the term "going postal" comes from many well-documented incidents of them doing just that in the past decade. And finally, I give to you the Seinfeld TV character, Newman, an overweight, disgruntled mailman who calls in sick every time it rains. The U.S. Post Office has more than just a black eye. It's been beat to a pulp.

Well, it's time to put an end to all this nonsense. Frankly, as an online seller, I don't know where I'd be without the U. S. Postal Service. Their bulk rate shipping program allows me to purchase and ship my old license plates at an unthinkably low price, and I get Priority Service, which provides delivery within two to three business days.

For example, a box of 50 license plates weighing 13 to 15 pounds can be shipped anywhere in the United States for as little as \$10.20. In one of their standard flat rate envelopes, I can fit up to six license plates and ship them anywhere in the United States for only \$4.75. This is crazy, especially when you consider that it costs \$2.25 to \$3.00 to mail a single license plate to the same locations using MAILERS FORUM AND their First Class Mailing Rate.

As an added bonus, the flat rate packaging materials are free and the Post Office will come to my house to pick up all my packages. See www.greaterkcpcc.com for more This is so important I'm going to repeat the first part of the last sentence: The flat rate packaging materials are free. No more begging the grocery store for their old boxes. And sorry, OfficeMax, I don't need to spend 50 cents a piece on your stupid large envelopes anymore. I get mine for free from the U.S. Post

> And you want to talk reliability. In the past three years, I've not had a single package lost by the Post Office. Between my website and eBay store, that's thousands of successful deliveries over a three year period, and I can count on my hand the few times my packages arrived damaged. Of course, I take extra care to make sure my products are securely packaged, but even so, I feel very comfortable with the Post Office's handling of my packages.

Now, with eBay's new online shipping program, anyone selling on eBay would be a fool, in my opinion, not to use the U. S. Postal Service. Every package is tracked for you, so in the rare cases when an item is lost, it usually can be found. Plus, we all know there are bad guys lurking on the internet, who will purchase an item and then claim it wasn't delivered. I've experienced this firsthand, and thanks to the tracking service, I was able to show proof of delivery. Good-bye, bad guy. Nice try.

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.

Simplified Addressina.... Tip of the Month.....pg. 3 Healthy Corner.....pg. 3 ...pg. 4

INDUSTRY CO-CHAÏR

MARCH 9, 2011

- MAIL MADNESS

TRADE SHOW

Office.

information.

Happy New Year!

Inside this issue:

Gold Sponsor...

Letter from Rebecca Stigler..

We are off to a great new year. We just kicked off our first educational seminar--titled "What's Next? What to Look for from the USPS in 2011"--where valuable information was shared affecting many businesses in 2011. The GKCPCC has missions to accomplish and some great ideas for 2011.

As Postmaster General (PMG) Patrick R. Donahoe mentioned in his statement to the U. S. Senate Subcommittee, one of his highest priorities will be to improve the customer experience, making the Postal Service "leaner, faster, and smarter" in the years ahead. As the GKCPCC follows in the shadow of PMG **UPCOMING** Donahoe, one of the missions of the GKCPCC is to give you more out of what you invest as members **EVENTS:** of the GKCPCC. I look forward to fostering my knowledge and the GKCPCC's strong resources into having a stronger relationship with you.

We would also like to improve customer service with the GKCPCC by seeking more and better ways to keep with PMG Donahoe's motto of running our organization in "leaner, faster, and smarter" ways. How will the GKCPCC make it

•Leaner ... by streamlining our processes to find what best fits your needs and organization.

Faster ... by helping you with your processes of making your business/organization run smoother and more streamlined to, in turn, help the USPS expedite the delivery of your mail.

•Smarter ... by keeping you up to date with the latest information and technology that will help your business save money and avoid USPS penalties.

If you aren't already a member of the GKCPCC, join today and learn more about the many services and programs that impact your business. The following are just a few examples:

- Death of the PostNet Barcode
- •CASS Cycle N
- •www.ribbs.usps.gov, a great resource for USPS changes and
- •www.pccinsider.com, a free electronic gateway into the latest information about the USPS, PCC, and issues affecting the mailing
- Mailers Technical Advisory Committee (MTAC)

So come join us as we open the Golden Gates of the PCC in 2011! Yes, it's the 50-year celebration of the PCC.

We look forward to serving you and seeing you soon!

01-D U.S.P.S. **GIA9 JOSTAGE** FIRST-CLASS MAIL

PRIORITY

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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 midsize 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.