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G-10

News for the Greater Kansas City Postal Customer Council

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This year is the 50th Anniversary of the PCC Network: 1961 – 2011! This unique partnership between our customers and the U. S. Postal Service (USPS) provides a great service to the mailing community in more than 200 locations nationwide. In the Kansas City metropolitan area, the PCC started in the 1960s as the Mail User's Council. The old Post Office Department organized the Councils to improve communications between Postal Service customers and local Postal Service managers. The Councils first came into prominence supporting the "mail early" campaign in the mid-1960s. In 1971, the name was changed to Postal Customer Councils.

The dad of former PCC Industry Co-Chair Buz Prosser (Consolidated Mailing Services) helped found the Postal Customer Council. Buz remembers in those days, the PCC did much to help both the USPS and the local mailers. He relates that they had the opportunity to meet with the Postal managers, tell them the problems they had, and see results.

Today I am proud to be the new Postal Co-Chair for the Greater Kansas City PCC. Our PCC has established outstanding educational programs like the Executive Mail Center Manager and High School Outreach. Our mailer forums and seminars are extremely successful, and we were one of the first PCCs to host the live satellite broadcast of National PCC Day when Marvin Runyon was Postmaster General. Since then, our PCC has continually achieved Bronze, then Gold, status which would not have been realized without the efforts of our Executive Board, Members and Sponsors. Achieving the Gold level means our PCC met national standards of addressing core growth strategy and implemented network best practices to create business growth opportunities for PCC members and the USPS.

Through regular meetings, vendor events, educational sessions, and networking opportunities, PCC members keep abreast of the latest USPS developments and work closely with local Post Offices to make mail service more efficient, timely, relevant, and profitable.

As it has since 1961, the Postal Service supports the PCC Network with management and resources, and it views the PCC Network as an important partnership for improving customer service, customer satisfaction, and sustaining a viable Postal Service well into the future.

NEW POSTAGE STATEMENTS AVAILABLE ONLINE

New postage statements associated with the April 17, 2011, price change are available on [usps.com/prices](http://usps.com/prices). The 'Postage Statements' link can be found under the 'Related Links' section at the bottom of the page.

As of April 17, all postage statement facsimiles dated prior to January 2011 are obsolete.



TOP-RATED EBAY SELLER GOES POSTAL

Submitted by: Esquivel, Albert H - Lees Summit, MO

The US Postal Service has announced a price change on several different classes of mail. The new prices took effect on April 17, 2011.

It's important to note that the April change for Mailing Services prices is the first since May 2009 ... nearly a two-year period.

The big news for First-Class Mail, especially for households, is that the one-ounce stamp price remains at 44 cents.

Let's take a closer look at single-piece First-Class Mail. The additional ounce price increased by three cents to 20 cents.

The domestic postcard price increased by a penny to 29 cents.

For single-piece parcels, the new pricing categories are retail and commercial based. Commercial based prices, which are lower than retail prices, are available for mailers who pay postage by permit imprint, IBI postage meters or PC Postage. Single-piece parcels that are the residual of a presorted parcel mailing also qualify for commercial base prices.

For First-Class Mail presort, most increases fall within the half-cent to eight-tenths of a cent range. There is a two and one-half cent difference between the 5-digit and the 3-digit automation letter piece, and no change for the additional ounce price.

Mail is an effective tool for targeting customers, and we have designed our Standard Mail prices to foster growth in the advertising segment. We have worked with many catalogers and Saturation Mail customers to encourage growth.

Finally, these are resources with the most up-to-date information about prices and mailing standards, including information related to the April 17, 2011 Mailing Services price change.

Current prices - [usps.com/prices](http://usps.com/prices)  
Postal Explorer - [pe.usps.com](http://pe.usps.com)  
Subscribe to the DDM Advisory at [dmmadvisory@usps.com](mailto:dmmadvisory@usps.com)  
Subscribe to P&C Weekly at [pandcweekly@usps.com](mailto:pandcweekly@usps.com)

Once the date has been determined to make the use of April 2011 postage statements mandatory for all mailings, the mailing community will be advised.

We will use the P&C Weekly to keep you informed.

Postage statement facsimiles dated January 2011 and April 2011 may be used to pay the postage prices effective on April 17, 2011. If the January 2011 statement is used, it must reflect the April 17 prices.

For new products implemented April 17 — or products subject to any new postage statement fields effective April 17 — only the April 2011 postage statement can be used.



### MAIL MADNESS FORUM AND TRADE SHOW

was an exciting event, March 9th with over one hundred attendees and nine classes ranging from *Time Management* to *Full Service Intelligent Mail Barcode*. Keynote Speaker, Sharon Daniel Owens, USPS Acting Manager, Customer & Industry Marketing shared information about the value of mail. Morning guest speaker Joe Runyon, President, Hangers Cleaners explained the perils and advantages of opening your own business including competing with a major company. The day ended with Kansas City award-winning T-Bones Scott Steckly, VP of Corporate Sales and team mascot Sizzle making an appearance.



**GRAND PRIZE WINNER:**

Rachel Oitker, Strahm Automation & Mailing

Rachel won an early bird full registration for the 2012 National Postal Forum, held April 1-4, 2012 in Orlando, FL. Valued at \$900.00!!!



### Simplify Your Mail

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

Simplified addressing (typically "Current Resident," "Postal Customer," or "PO Boxholder") 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, but effective January 2, 2011, simplified addressing was expanded for use on saturation flat-size mailpieces and irregular parcels delivered **on city routes**.

In response to inquiries from the mailing community, the option **has now been expanded** to include Periodicals flats and irregular parcels and to Bound Printed Matter flats meeting saturation carrier route standards. This change will be added to the Domestic Mail Manual (DMM) effective June 6, 2011, but mailers may use this option immediately.

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. Mailers are reminded that pieces bearing a simplified address for distribution to city delivery routes, or to Post Office Box holders at Post Office locations with city delivery service must meet the physical standards for flat-size pieces or irregular parcels in addition to all other eligibility criteria.

The expansion of simplified addressing does not change existing prices or classification standards, but it can lower costs by reducing mail preparation time and eliminating the need to purchase address lists and

on-press printing.

The simplified addressing option enables business mailers to conveniently address mailpieces to "Postal Customer" when complete coverage on any designated delivery route is intended. Delivery must be made to each active residential delivery (household residence) or active delivery (residential and business) in a carrier route area. This information may be obtained from the Delivery Statistics File or the Address Information System (AIS), which are both available from the USPS National Customer Support Center (NCSC), **1-800-238-3150**.

The USPS also offers a new service through a website called Simplified Mailing Process at [www.smp.usps.gov](http://www.smp.usps.gov) through which mailers can obtain the delivery statistics information for up to 5 ZIP Codes at one time. Regardless of the source of the delivery data, this delivery information must be obtained no more than 90 days prior to the mailing date to ensure full coverage requirements are met.

The USPS anticipates that this simplified addressing and preparation option will reduce costs for businesses wanting to use the mail while keeping acceptance, transportation, and processing costs down for the USPS.

Simplify your mailings today!



### WELCOME TO HEALTHY CORNER!

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

### SPINACH FETTUCCINE WITH SALMON AND GREEN BEANS

This easy-to-prepare dish pairs classic Italian cuisine with a popular fish for a healthy, colorful meal. You can even customize it with some red pepper flakes to add zest to suit your taste. If you are looking for a quick, elegant dish to power your busy lifestyle, you'll want to make this recipe an integral part of your home menu.

- 3-4 quarts water  
8 oz. fresh green beans, trimmed and cut into 1-inch pieces (frozen may be substituted)  
1/2 pound spinach fettuccine, cooked per package directions, drained  
1 tablespoon olive oil, divided  
12 oz. fillet fresh salmon (preferably wild), cut into strips  
Salt and freshly ground pepper, to taste

1 teaspoon paprika  
2 cloves fresh garlic, finely chopped  
1/8 teaspoon red pepper flakes (optional)  
2 tablespoon chopped fresh chives  
2 tablespoon chopped fresh parsley  
1/2 tablespoon fresh lemon juice

Boil water in large saucepan. Add beans, if using fresh. Cook about 4 minutes or until tender crisp. Remove with slotted spoon. Set aside. Cook pasta in boiling water per package directions and drain.

While pasta cooks, heat 1/2 tablespoon oil in large skillet over medium heat. Remove skin from salmon if desired. Season salmon with salt, pepper and paprika. Sear salmon strips for about 3 to 5 minutes. Carefully turn over and cook for an additional 1 minute. Remove salmon from pan and set aside.

Heat remaining oil in large skillet over medium heat. Add garlic and red pepper flakes, if using. Sauté 1 to 2 minutes not letting garlic brown. Add green beans and sauté an additional 2 minutes.

Add cooked pasta, salmon, chives, parsley and lemon juice to skillet. Toss thoroughly, but gently, to combine. Serve hot.

Makes 4 servings.

*Courtesy of the American Institute for Cancer Research. For more information, please visit [www.aicr.org](http://www.aicr.org).*

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

Calories: 390  
Total fat: 12 g  
Saturated fat: 2 g  
Carbohydrate: 44 g  
Protein: 27 g  
Dietary fiber: 4 g  
Sodium: 65 mg