



GKCPCC  
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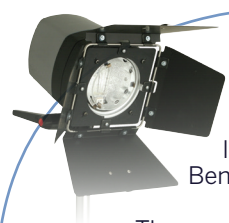
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FIRST-CLASS MAIL  
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G-10



### BENEFACTOR SPOTLIGHT

See your name in PRINT as a Greater Kansas City PCC Benefactor! There are 3 levels of Benefactor to show their support for the Kansas City mailers community. Benefactors receive membership, advertising at events and in the newsletters.

The greatest value is a Priority Membership which includes 3 memberships, promotion in each newsletter and at each event, and a booth at the Premier National PCC Day event. (\$500)

For those with specific meeting support preferences, the First-Class Contributor allows one-time event sponsorship with promotion surrounding that event. (\$250)

Finally, the E-services contributor supports the electronic webinar events with one-time event sponsorship with promotion surrounding that event. (\$100)

Join now for immediate impact to the Greater Kansas City Mailing Community.

### SPECIAL THANKS TO OUR 2015 BENEFACTORS PITNEY BOWES AND TENSION ENVELOPES



Presort Services



Vol 8, Edition 2 - APRIL, 2015

### News for the Greater Kansas City Postal Customer Council

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#### LETTER FROM

*Robert*

#### INDUSTRY CO-CHAIR

Robert Burdiss, GKCPCC Industry Co-Chair  
Owner BLS (formerly known as Burdiss Lettershop Services)

As Industry Co-Chair I am closely involved with ongoing Educational opportunities provided through the Greater Kansas City Postal Customer Council. BLS is a leader in the direct mail, printing and data management industries.

Today's mail is changing. Although contrary to everyone's belief the mail stream is growing. First Class mail may be going down but standard mail is still going up. Continued growth has recently allowed the acquisition of Consolidated Mailing, Computer Mailing and CBF Mailing, bringing BLS one step closer to achieving our corporate and industry goals.

Electronic billing (paperless billing), internet mail may be having an adverse effect on mail, but internet tools and sales are increasing mail as well by way of personal URL's and QR codes being put on mail pieces. Augmented Reality Mail pieces are also another way the internet is helping mail.

Direct mail is still the best return for the marketing dollar. This is partially because of the tools and efficiencies the USPS have built into standard mail.

It used to be that the average mail was just an advertisement. Now there are action items on mail pieces, and now pieces can be tracked throughout the mail stream. This allows marketers to quantify their mailings and come up with direct ROI numbers for their mailings.

The largest growing group of the direct mail market is the 18-24 year old segment. Believe it or not even in a digital age the younger age group are reading their mail.

Dollars generated from mailings due to creativity and efficiencies in print, and the cost per piece to mail holding steady are still driving growth in the direct mail marketing segment.

It is important to keep up to date and I am happy to be involved closely with the PCC whose goal is to educate and provide a means for Industry to work closely with the Postal Service while we continue to navigate through change.

### KCMO PROCESSING AND DISTRIBUTION CENTER TOUR A SUCCESS!

Submitted by Chris Breshears, USPS Customer Relations Coordinator; Kansas City MO

On March 5, 2015, the Greater Kansas City Postal Customer Council (GKCPCC) sponsored a Luncheon and Tour of the US Postal Service Kansas City Processing and Distribution Center (P&DC) located at 1700 Cleveland in Kansas City MO. Attendees took advantage of networking opportunities over lunch while waiting or after returning from their Group tours.

The tour was attended by over sixty members of the GKCPCC and was enjoyed by all. Sofia Jones, Senior Customer Service Manager, Pitney Bowes Presort Services said, "The tour was fabulous. It is amazing to see so much mail at one time and wonder, how does it get to the destination mail box without getting lost and so quickly. I also heard baby chicks chirping away getting ready to be shipped." Others talked about the technology as they returned from their tour with a new understanding of mail processing.

The GKCPCC strives to create a better understanding of the Postal Service through business meetings, mailer clinics, mailing seminars, tours of Postal facilities, and visits to customers' plants. As processing of the mail becomes increasingly streamlined, tours provide an even more valuable resource than ever before.

The Kansas City P&DC is a three story plant that has gone through many changes as the USPS continues to consolidate facilities for efficiency.

Our tour guides included In-plant Support personnel, responsible for planning and development of systems, and even the Plant Manager, Mr. Russell Floyd. Mr. Floyd is always glad to meet and speak with postal customers and members of the GKCPCC and his participation was much appreciated by tour attendees. Business Mail Acceptance personnel joined the tours as well to assist with answering questions and enjoyed spending time with their customers outside of the normal mail acceptance office.

GKCPCC Executive Board members will continue to plan and offer additional tour opportunities in future. If you were not able to join us this time, watch your mail for future plans!

#### Watch your Mailbox and your Inbox... Registration available soon!

Did you know GKCPCC's most popular event has sponsorship opportunities as well?

Send your questions to pcckgolf@yahoo.com for more information.

18<sup>th</sup> ANNUAL PCC GOLF CLASSIC  
Thursday, June 18th, 2015  
HILLCREST COUNTRY GOLF CLUB  
8200 Hillcrest Rd. KC MO 64138

RENEW YOUR  
MEMBERSHIP FOR 2015  
GO TO  
GREATERKANSASCITYPCC.COM

UPCOMING EVENTS:

WHAT YOU MISSED AT THE POSTAL FORUM  
JUNE 5, 2015

18TH ANNUAL GOLF CLASSIC  
JUNE 18, 2015

**PITNEY BOWES  
(GKCPCC 2015 BENEFACTOR)  
HOSTS FEBRUARY WEBINAR**

*Submitted by Keri Williams, Major Account Manager, Pitney Bowes*

On February 26, 2015, Pitney Bowes, Inc. had the privilege of hosting the webinar session for the Greater Kansas City PCC. The title of the presentation was, "Understanding the 2015 IMpb Postal Rate Changes". The presenter for the session was Dr. Janet Lockhart-Jones, Curriculum Manager and Postal Education for Pitney Bowes, Inc.

The main topics for the presentation were the review of the January 25, 2015 rate case for the Intelligent Mail Package Barcode (IMpb) as well as explain the proposed April Rate Case.

Dr. Jones reviewed the changes to Dimensional Rating that FedEx and UPS implemented in December 2014 and January 2015. She also reviewed the Intelligent Mail Package Barcode requirements for the USPS. With all of the changes that the carriers are announcing, this provides a prime time for clients to evaluate their mailing and shipping budgets to determine if there are ways to reduce their spend. It was recommended to reach out to your preferred vendor for a free postal and shipping spend analysis. Your preferred vendor will be able to educate you on the best practices for your organization in order to streamline your processes or reduce your overall spend.

Dr. Jones also reviewed the proposed April 2015 Rate Case and the two proposals that were being evaluated. There was a proposal for Mailing Services and a second proposal for Shipping Services.

The Market Dominant highlights included the First Class Stamp would remain at \$0.49 while the new meter rate would increase from \$0.48 to \$0.485 per one ounce letter. Commercial Mailers would see an overall average increase of 2.417% to their mailing budget for First Class Letters and 2.438% overall increase to their First Class Flats.

The Shipping Services proposal would move First Class Parcels from the Market Dominant/Mailing Services to the Competitive classification. This would mean that the First Class Parcel could have a greater price increase under this reclassification.

The recorded session is posted on the Greater Kansas City PCC website as a reference to all of the proposed rate changes that are being evaluated by the USPS for later this year.

\*Since February's webinar presentation, we have learned that the USPS has postponed the April Rate Change. However, is still under review for later this year, possibly as early as May.

## USPS SHIPPING PRODUCTS AND SERVICES WEBINAR SERIES

In an ongoing effort to meet the needs of our customers, the Postal Service has been hosting a series of informational webinars on a variety of products and services. The webinars focus on service enhancements, features, benefits, how to get started, and onboarding information to acquire the knowledge and skills to effectively use these products and services.

The webinars will be held every other Tuesday starting March 31, 2015 from 10am to 11am (EDT).

Please visit us on the Industry Outreach website on RIBBS at [www.ribbs.usps.gov](http://www.ribbs.usps.gov) to view the upcoming webinar schedule. Prior to each webinar, you will receive an Industry Alert outlining the webinar topic, description, and attendee information. And..., if you miss a webinar, you can still access it through the Webinar Archives link.

## USPS Webinars & Workshops

- [USPS Webinar Schedule](#)
- [Webinar Archives](#)
- [National Postal Forum \(NPF\)](#)
- [PCC Workshops](#)
- [Government Mail Education Day \(January 28, 2015\)](#)

Mark these dates on your calendar now!

Date	Topic
April 14, 2015	USPS Package Intercept
April 28, 2015	Collect on Delivery Electronic Funds Transfer (COD EFT)
May 12, 2015	Print and Deliver Return Labels Service (formerly Return Call Tag)
May 26, 2015	Delivery Instructions
June 9, 2015	Returns
June 23, 2015	Extra Services
July 7, 2015	Click-N-Ship Business Pro
July 21, 2015	Hold For Pickup
August 4, 2015	Pickup Services (Package Pickup and Pickup on Demand)
August 18, 2015	My USPS.com



## BUSINESS MAIL ENTRY TIP OF THE MONTH - STAYING UPDATED

*Submitted by Jeff Ostendorf; USPS Mailing Standards Specialist*

In the USPS Business Mail Entry world, we often hear the same complaint that everything is changing...nothing stays the same.

You are sure to experience change in the workplace, regardless of your occupation. Modifications to management, technology, procedures, expectations, policies, and even company culture take place all the time. However, humans have a common, natural instinct to resist change.

When asked to provide a tip, I thought of the Rapid Information Bulletin Board or RIBBS website maintained by US Postal Service Headquarters and covering all aspects of mailing services.

There is a link at the bottom of the left-hand menu on the homepage of the Rapid Information Bulletin Board System (RIBBS, <https://ribbs.usps.gov/index.cfm>) aptly named “updates”. If you are in the mailing business or use commercial mail in your

business, this is a link you need to check frequently and refer to when you have questions about the mail or a mailing program.

When you click on the link, a page opens with three sortable columns; Date, Topics and Documents. The page opens with the most recent updates listed at the top page, but if you are interested in a specific topic, for example PAVE, click on the column header and all the topics will be sorted in alphabetical and chronological order. Simply scroll down until you see PAVE listed as a topic and you will be able to review all the recent updates to the PAVE program by clicking on the link in the third column titled "Documents".

Take the time to check it out today and don't be surprised if this becomes part of your daily routine!

## YOUR MISSION, SHOULD YOU CHOOSE TO ACCEPT IT...

Submitted by John Newsom VP New Business Development, BLS

I've never been one to shy away from new opportunities. As the Industry Co-Chair for the Topeka Postal Customer Council and an Executive Board member for the KCMSMA, I have seen and heard many affirmations this year about the need for continual change. Ours in an industry surrounded by questions. While we may not have the answer to every question being asked, it is obvious that they must all continue to evolve.

Late last year, I was approached by one of our Data Processing experts with information about “**Augmented Reality**”. Frankly, I wasn’t sure what it was, but was intrigued by the “techy” nature of the idea. After a brief demonstration, I was hooked on the idea and proclaimed to everyone in earshot the news of our bold idea. “I will mail this technology!” was my exact words. I set off to educate myself, called my design guy, and cast my eyes across our customer base for the first volunteer. A few months have passed since that day. Some doubted my sincerity and others asked about the relevancy. Change requires a persistent spirit. The shot of necessary momentum actually came during the GKCPCC Kick-Off Breakfast held this past January 2015. We saw live mail containing AR that had been sent by the USPS! I stoked the creative fires, called a good

friend I knew would be looking for new ideas for promoting summer camp, and the game was afoot... again. I am proud to say that after wrestling a stack of questions I never knew existed, we are preparing to mail our first AR post card. When "activated", a promo video plays, encouraging the recipient to sign up for summer camp. Mission accomplished!

The real benefits I see in this new exciting product are twofold. First, by blending technology with physical mail, we have exponentially expanded our audience. Technology's age demographic is different than that of physical mail. Now we can tap both markets with the same mail piece. Our "test piece" reminds you about camp even if you never fire the video. Some recipients won't download the app and complete the mission. That's ok because some will fire the video and get excited. Second, this project drives mail into a potential promotion of the USPS. I don't know about you, but I love ideas that save my customers money. Finally, this message will not self-destruct after reading. It is gaining momentum and relevancy more and more every day! What are you waiting for?