



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

OFFICIAL BUSINESS
ADDRESS SERVICE REQUESTED

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



PRIORITY

BENEFACITOR SPOTLIGHT



See your name in PRINT as a Greater Kansas City PCC Benefactor! Benefactors can choose from three levels to receive membership, advertising at PCC events and in the PCC Newsletters!

Join now at www.greaterkansascitypcc.com for immediate impact to the Greater Kansas City Mailing Community.

PRIORITY MEMBERSHIP: The greatest value membership includes 3 memberships, promotion in every Newsletter and at each event and includes a booth at the Mailers Forum / Premier National PCC Day event. (\$500)

FIRST-CLASS CONTRIBUTOR: Available for those with specific meeting support preferences, the First-Class Contributor allows one-time EVENT sponsorship with promotion surrounding that event. (\$250)

E-SERVICES CONTRIBUTOR: Available for those who wish to support an electronic webinar event, the E-Services Contributor allows one-time WEBINAR sponsorship with promotion surrounding that event. (\$100)

SPECIAL THANKS TO OUR 2017 GKCPCC BENEFACITOR PROGRAM PARTICIPANTS



Have you considered supporting the mission of the Greater Kansas City PCC as a Benefactor?

Join online with PayPal at greaterkansascitypcc.com

IS THIS SPOT SAVED FOR YOUR BUSINESS?
2017 BENEFACITOR
WE NEED YOUR SUPPORT!



News for the Greater Kansas City Postal Customer Council

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LETTER FROM

Brian

INDUSTRY CO-CHAIR

Brian Dahl

Kansas City Territory Sales Manager
Western States Envelope & Label

WOULD YOU GIVE US YOUR FEEDBACK?

The Postal Customer Council™ (PCC®) would like your feedback on how we can do a better job communicating topics of your interest to you and people in this industry.

Here are some of the topics that the PCC is looking to discuss in the next 18 months with the goal of keeping the industry and its members informed regarding the USPS:

- Seamless Acceptance
- e-Induction
- Informed Delivery – commercial/retail
- Informed Visibility
- Payment Modernization
- e-POBOL
- Rate Case Review
- Mail Anywhere
- Package Services
- Mailpiece Design Professional
- Move Update Proposed Census Method

Please reach out to the PCC at brian.dahl@wsel.com to keep us informed of any topics you would like to learn more about.

Are you familiar with the USPS mission statement? How does the USPS mission work with your company's agenda and communicating to your customers?

Its mission statement can be found in Section 101(a) of Title 39 of the U.S. Code, also known as the Postal Reorganization Act:

"The Postal Service shall have as its basic function the obligation to provide postal services to bind the Nation together through the personal, educational, literary, and business correspondence of the people. It shall provide prompt, reliable, and efficient services to patrons in all areas

and shall render postal services to all communities." Source: <https://about.usps.com/who-we-are/postal-history/mission-motto.pdf>

The USPS mission stated above is a powerful statement as it pertains to the last 240 years. The USPS mission statement assures your business the opportunity to communicate to your clients personally and efficiently.

Without a doubt, direct mail is one of the best marketing opportunities available today. According to an analysis by Info Trends, consumers prefer direct mail for receiving marketing and promotional information. A USPS Household Diary Study also indicates that direct mail gets customers' attention; 81% of households read or scan some or all of their advertising mail. Furthermore, direct mail and catalogs outperform other media in building traffic to a website, phone number, store or other business, according to DMA Response Rate Trends Report. Not to mention, even the millennial generation prefers mail. This information proves that direct mail has a profound impact on reaching and peaking recipients interests and to keep in mind when creating marketing campaigns. Source: <https://marketing.gonextpage.com/acton/media/7384/extpage-guide-to-direct-mail-success>

RENEW YOUR
MEMBERSHIP FOR 2017
GO TO
GREATERKANSASCITYPCC.COM

UPCOMING EVENTS:

DECEMBER 7TH, 2017
Q&A WITH POSTAL LEADERSHIP

JANUARY 9TH 2018
PCC KICK OFF

When you are looking to brand your company, communicate your companies message or even market to your clients, direct mail is one of the best vehicles to transfer your message. The USPS is your partner to help you in that endeavor. A part of their mission is to "bind the Nation together", so please keep this statement in mind and spread the word about the PCC to your colleagues and let the KC PCC help keep you informed about the USPS.



Another successful National PCC Day! This year's event was hosted at the Main Event, held by the KC PCC.



GKC PCC BENEFACITOR SPOTLIGHT



2017 PRIORITY BENEFACITOR

Since 1998, **Pitney Bowes Presort Services (PBPS) – Kansas City (KC)**, formerly known as PSI Group, Inc. has focused on partnership as the key ingredient to ensure successful relationships in Kansas City. In 2002, Pitney Bowes, Inc. (founded in 1920) purchased PSI Group, Inc., to enhance their product line, which includes mail processing and finishing products and services from the data stream to presentation to the USPS.

We are a part of the largest presort network in the United States, we have the expertise and experience to help our clients reduce costs, increase response rates to grow customer relationships and meet postal compliance. We leverage the national footprint to add value to mail.

Karla Danielson, General Manager, PBPS – KC, stresses that we believe strongly in a high-performing, client-oriented culture of innovation, learning and engagement. Our employees' commitment, passion and energy drive innovation, collaboration and client value. Our focus on quality, innovation, resilience and ability to meet our customer commitments to get the mail out the door is critical to our success. It requires partnership with our customers, our business partners, our employees and the United States Postal Service (USPS) to ensure we can meet our commitments.

In Kansas City, PBPS provides presort services for First-Class and Marketing Mail and so much more. In addition to presort and induction of mail; we have solutions for:

- IntelliVIEW® for tracking and reporting
- Synchronize™ Mail + Mobile
- Return Mail Solution
- Parcel Mailing Solutions
- Business Mail Bundling
- And so much more...

More solutions, equals more value. To learn more about Pitney Bowes and Pitney Bowes Presort Services visit us online at <http://www.pitneybowes.com/us> or call the local site at *16-231-2672 and we'd be happy to answer any questions you may have about the business.

In addition to our values and products we focus on quality, business resilience, security, logistics coordination to support the business and believe in the continued education and development of the folks who support PBPS-KC.

The Greater Kansas City Postal Customer Council (GKC PCC) offers us the opportunity to learn about USPS products, keeps us up to date on rule and regulation changes, promotions and new services and technology and provides opportunity to network locally; to meet and consult with other mailers, vendors and with the postal service in the Kansas City community. We value the organization and the opportunity it provides. To learn more about the GKC PCC and Benefactor program go to: <http://www.greaterkansascitypcc.com/>.



ANNUAL GOLF CLASSIC HIGHLIGHTS

The 20th Annual Golf Classic was a huge success once again this year!

The Greater Kansas City Postal Customer Council would like to thank the United States Postal Service for being the Major Sponsor of this year's 20th Annual Golf Classic on June 15th at Hillcrest Country Golf Club.

Annually, this event raises funds for the GKCPCC to provide education to the mailing industry. The golfing event provides an opportunity for the Mailing industry to network with one another and enjoys a day of golf. Golfers began their day around 10:30 with registration/goodie bags and lunch provided by Planet Sub. Shortly after lunch, golfers headed to their designated location for a shot gun start. Throughout the day, golfers played 3 par poker, marshmallow mash, and putting games. The day closed out an auction and final remarks from the District Manager, Gail Hendrix. The day was a success.

Industry support is paramount to ensure the GKCPCC events and education are beneficial; your participation is greatly appreciated. Thank you to the volunteers, hole and cart sponsors and to USPS who provided water to all golfers throughout the day.

We look forward to seeing you next year. Please watch GKCPCC alerts and flyers for next years event.

