



The Greater New York Postal Customer Council

Newsletter

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NEXT MEETING

Join us for our April PCC meeting on Wednesday, April 19th at 9:00 a.m.

“Periodicals Eligibility”

Presented by:

Ed Mayhew,
President, Eddie Mayhew’s Classification Station

Ed Mayhew will explain the four basic standards of any Periodical. You will learn about the physical characteristics and mailpiece components of a Periodical and the five types of Periodical authorization categories. Ed will review the application process (Periodicals mailing privileges – PS Form 3500). You will also learn about in-county eligibility and a web tool publishers can use to track non-subscriber and non-requester percentages.

Sponsored by:



Breakfast will be served at 9:00 a.m., the meeting is from 9:30 a.m. to 11:00 a.m. and will be held at:

James A. Farley Building
380 West 33rd Street, Room 4500
Between 8th & 9th Avenue
New York, NY 10199

Please RSVP by April 14th if you plan to attend. You may confirm by phone (212) 330-3084 or by email at Sandra.calos@usps.gov. Confirmation is necessary for both security and planning purposes.

Free to members. \$10 per person for non-members.

March Meeting:

Meeting Sponsor:



A big thank you to Neopost Inc. and John Poster, District Sales Manager, for sponsoring the March Greater NY PCC Meeting. John shared key points about the company and meter migration or decertification. Neopost is a worldwide provider of mailing and shipping solutions. The company began in Europe and has a major presence in the 15 largest global markets, with marketing and service in over 90 Countries. Their services encompass consulting, and providing, financing and servicing mailroom solutions. What does that mean? It includes: mailroom equipment,

addressing printers, postal scales, mail and logistics software and more. Recently, Neopost rebranded itself with a new logo and tagline that clearly identifies its field of

business and addresses its customers with a simple claim: **We Value Your Mail.**

John also discussed the USPS's meter migration plan, also known as decertification which is aimed at moving all postal meters to digitally printing machines for better security. For more information on Neopost or decertification, please contact John Poster or Deborah Schecter, Senior Government Account Executive, and/or Rodney Ellias, Senior Account Executive, at 212-971-0011. Visit their website at www.neopost.com.



Tony Racioppo, John Poster and Raschelle Parker

Shipping Made Easy

Ira Roemer, Sales Specialist, USPS presented "Shipping Made Easy" at the Greater New York PCC meeting on March 15, 2006. His "user friendly" talk was centered on the issues of convenience, affordability, reliability, and security. He said that the sanctity of mail was a big concern for USPS.

Mr. Roemer emphasized the topics of online shipping, flat rate packaging, simple pricing and product/service solutions.

One of the better features for customers is that shipping supplies are free. If any supplies are not covered, they are offered at volume discounts.

Another service he discussed was "pick-up on demand," a fee-based service for same-day requests. He outlined the easy pricing of USPS mailing services and the fact that



competitors like UPS, FEDEX, and DHL all have surcharges relating to fuel or delivery area. The USPS does not charge for Saturday delivery while some of their competitors do charge.

First-Class parcels are a great area to save money. First-Class offers faster service over standard parcel rates. Small packages weighing less than 13 ounces follow a per ounce rate. Delivery is two or three days and rates do not vary with distance!

Mr. Roemer's talk could be easily summed up with "use USPS for shipping with added peace of mind."

DMM Advisory

Several new mail preparation changes are on the horizon for July and are summarized below. They will be incorporated into the DMM when they are effective. Questions? Contact your local Business Mail entry Unit for assistance.

Effective Date	Shape of Mail	Class of Mail	Mail Preparation Change
April 30, 2006	Flats Irregular Parcels	First-Class Mail Standard Mail Bound Printed Matter Media Mail Library Mail Periodicals	Mailers must use two bands to secure all bundles of presorted flat-size mail and irregular parcels when those bundles are not shrinkwrapped. See the March 2, 2006, Postal Bulletin for details.
May 11, 2006	Flats Irregular Parcels	Standard Mail Package Services Periodicals	New preparation requirements for bundles of flats and irregular parcels on pallets. See the January 5, 2006, Postal Bulletin for details.
		Periodicals	New preparation requirements for bundles of flats and irregular parcels on pallets. See the January 5, 2006, Postal Bulletin for details.
		Periodicals	Mailers have a new option to reallocate bundles of flats and irregular parcels on pallets to protect an ADC pallet. See the December 22, 2005, Postal Bulletin for details.
July 6, 2006	Parcels	Parcel Select Bound Printed Matter	Mailers have a new option to drop-ship machinable parcels for certain ZIP Codes when entered at designated SCFs. See the March 16, 2006, Postal Bulletin for details and new labeling list L607.
		Bound Printed Matter	Mailers must place a new marking on machinable parcels consisting of multiple pieces secured with transparent shrinkwrap. See the March 30, 2006, Postal Bulletin for details.

Parcel Return Service

Parcel Return Service is now a permanent mail classification, ending the former Parcel Return Services experiment. Parcel Return Service offers a cost-effective way for merchants to receive returns from their customers. The permanent offering includes a new option for consumers to buy a Certificate of Mailing. Bound Printed Matter rates are no longer available. The Postal Service Governors set April 2, 2006, as the effective date of the change. The new standards will be included in a special update to the DMM on April 3, 2006.

WELCOME NEW MEMBERS

Debbie Burton, Loews Corporation
Dan Johnson, Loews Corporation
Kathryn Hammond, McGraw-Hill, Inc.
Helaine Rich, Prestigious Performers International

UPCOMING MEETINGS

May 17: Direct Mail by the Numbers sponsored by Prompt Mailers
 June 21: Simple Formulas - Grow Your Business
 September 20: National PCC Day

ABOUT US

Consisting of Postal Customers in the New York City area, the Greater NY PCC employs its resources to implement and coordinate the activities of the Post Office in its relations with the Business Community and the Public in general.

The primary purpose of the Council is to, in accordance with general Postal Policy:

- Establish a means of regular communication between customers and local postal managers.
- Inform postal customers of the latest changes in postal products, services and rates.
- Assist customers in improving their internal mail operations.
- Create a better understanding of the Postal Service through business meetings, mailer clinics, mailing seminars, tours of Postal facilities and visits to other customers' plants.
- Provide information necessary to make the most effective and efficient use of postal products and services.
- Provide an organized way for Postal speakers to introduce Postal products, services and programs to the public.
- Educate mailers on the proper use and implementation of automation and mailing list hygiene programs.

VISIT US ON THE WEB
AT
<http://www.newyorkpcc.org/>

THE PCC NEWSLETTER

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The Council received two
Best Practice Awards:

Gold Award For Planning

Bronze Award for Financial
Management

“THE MAIL WORKS”

The forecast for the Postal Service and the mailing industry is very good.

That's the message Postmaster General Jack Potter delivered to more than 6,500 mailers and advertisers at the National Postal Forum in Orlando, FL on April 13th. It's a forecast based on a transformed Postal Service that will see a growth in Direct Mail as well as advances in technology that will track Postal Service performance and reduce costs.

“It wasn't long ago that some of the pundits thought that total mail volume would be in steep decline by 2006, as hard-copy mail became obsolete,” said Potter. “They were wrong.”

Mail volume last year reached a record 212 billion pieces. Marketers have found that using the mail, along with the Internet, has resulted in significantly larger orders than if they had relied on Internet advertising alone, added Potter. “The public and the marketplace have spoken loudly,” he said. “The mail works.”

Potter also discussed the Postal Service's high levels of customer satisfaction, elimination of \$11 billion in debt and productivity increases six years in a row.

“Last year, we unveiled our 2006-2010 Strategic Transformation Plan,” he said. “It was the logical next step in advancing change and it builds on the progress we made in the 2002 Transformation Plan. The new Strategic Transformation Plan is full of bold initiatives that will require the industry and the Postal Service to work closer than ever to be successful. It's our roadmap for the future, and when we are successful, we will have driven an additional \$5 billion in costs out of our base.

“I feel confident about the future,” Potter said. “We have enormous challenges. But we have the ideas to grow this business. I know that we can be more successful than ever.”

