



The Greater New York Postal Customer Council

Newsletter

Volume 3 Issue 8

Summer 07

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June Meeting

Undeliverable-as-Addressed Mail & Address Programs



*Charles B. Hunt
Marketing
Specialist-
Addressing /
Product
Management*

On June 20, 2007, significant impact on the effectiveness of Charles B. Hunt, Marketing Specialist - Addressing/Product Management addressed a full room of Greater New York PCC members. His topic was Address Quality Tools & New Requirements to Improve Mail Delivery.

Mr. Hunt demonstrated how proper address quality has a

- *What Are You Doing Now?*
- *What Should You Be Doing?*
- *Why Does It Matter?*
- *How Can You Succeed?*

With the amount of Americans that move each year, and the cost of UAA mail, the answers to these questions are paramount. Currently, many mailers

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National PCC Day

September 19, 2007

America's Partnership

The Greater New York Postal Customer Council is proud to present the biggest event of the year for anyone involved in the mailing industry. This year's National PCC Day Event will be held at:



Roosevelt Hotel
45th St. and Madison Ave.
New York, NY 10017



See inside for the event schedule, vendor booth floor plan and sponsorship opportunities. For additional information or to register online, please visit our website at www.gnypcc.org or email us at info@gnypcc.org.

From the Desk of the Postmaster:



*Robert A. Daruk Sr.
District Manager/
Postmaster NY District*

This month my message is to personally invite you to our National PCC Day expo. The Award Winning Greater New York PCC will be hosting this exciting event at the Roosevelt Hotel in New York City on September 19, 2007.

Postmaster General, John E. Potter, will be speaking to all the PCC's via satellite. The Agenda is packed with educational seminars by leading postal and industry experts as well as unlimited networking opportunities.

the mission of the Greater New York PCC. Our mission is to provide you with information and resources that allow you to "partner" with the Postal Service and other industry members to grow your business.

There are sponsorship opportunities ranging from \$250 to \$10,000. Vender booths are also available to promote your business and grow your customer base. You can obtain additional information regarding this event on our website www.gnypcc.org and can register on line! There is limited space so register early!

I look forward to meeting with you personally on September 19th as we celebrate the successes of The Greater New York PCC along with all the Postal Customer Councils around the nation.

This year's theme, "*America's Partnership*" embodies

Robert A. Daruk Sr.

June Meeting (Cont'd)

(Continued from page 1)

are purchasing lists with nominal verification of address quality, accepting current response rates and worrying about increasing postal costs. Instead, you SHOULD be insisting on the highest standards from your address providers, use the USPS provided tools such as CASS™:ZIP+4®, LACSLink™, DPV™, AEC I & II, NCOALink™ and ACS™/OneCodeACS™.

By so doing, mailers will significantly impact their bottom lines by controlling costs, postage and response rates, resulting in a significant increase in ROI. The way to accomplish this is by implementing a comprehensive address quality strategy, utilizing available addressing products and services and keeping track of your own ROI.

Mr. Hunt then went on to discuss new addressing requirements being instituted by the USPS. He shared that the Postmaster

General has called for a 50% reduction in UAA mail by 2010. One significant update instituted to move toward accomplishing this took place on August 1, 2007. As of that date, all CASS/MASS certified ZIP+4 software will incorporate DPV Primary Number Confirmation as a standard process. In other words instead of only verifying that the primary number falls within an acceptable range it now will validate that that the primary number is in fact a valid address in order to apply a zip+4 and get the discount. Automation Rate Qualification now also requires the use of CASS-certified ZIP+4 software.

On March 21, 2007, the Postmaster General announced that the USPS is extending the Move Update Requirement to Standard Mail at a frequency of 95 days prior to Mailing; and that for First-Class Mail, there is an increasing frequency of processing from 185 days to 95 days.

A good Best Practice is now to ensure that an address ZIP+4 matches or DPV confirms, send bad addresses to AEC, suppress bad addresses from mailing lists, and then update that list with new ACS information.

For more information on USPS Addressing products, please visit the following websites:

RIBBS - NCSC Products, Services & Publications:
<http://ribs.usps.gov>

usps.com - Address Quality Page
<http://www.usps.com/ncsc>

Address Quality Methodologies - Best Practices
<http://ribs.usps.gov/files/mtac/annual>

Or contact the USPS National Customer Support Center at 1.800.238.3150.

by Matthew Kirschner

June Meeting Sponsor:



The Award Winning Greater New York Postal Customer Council would like to thank Automatic for sponsoring our June meeting.

Paula Crane Waskover spoke on behalf of Michael Waskover, President. She described the services that Automatic, a Long Island City based, 3rd generation, family-owned business provides as a Full Service Printer and Mail House. These services include laser printing,



Robert A. Daruk, Catherine Cassidy and Tony Racioppo present a plaque of appreciation to Paula Crane Waskover

personalization, high end letters, mass production, periodicals, newsletters, electronic mail & marketing, and designing & hosting websites & shopping carts.

Ms. Waskover stressed the importance of using the mail to drive users to your web site, acknowledging that there really is no substitution for a physical mail piece in the hands of a consumer.

by Matthew Kirschner

National PCC Day - Event Schedule

7:00am - 8:30am	Registration/Continental Breakfast/Networking Sponsored by: Quebecor World Logistics	
8:30am - 8:55am	Opening Comments: Tony Racioppo - Industry Co-Chair Robert Daruk – District Manager/Postmaster, Postal Co-Chair Lily Jung Burton – District Manager, Triboro District	
8:55am - 9:00am	Raffle Drawing – Gift Basket & Commemorative Stamp Frame	
9:00am - 9:30am	Guest Speaker: Ted Fattoross “How to Thrive, Not Survive – Life is Not a Dress Rehearsal” Sponsored by : FORBES	
9:45am - 10:15am	Session 1 - Workshops	Speaker
<i>Promenade Suite</i>	FSS (Flat Sequencing System)	Mike Feldman - USPS, System / Process Engineer
<i>Plaza Suite</i>	International Mail	Sheila Donovan - Global DM Solutions, Inc.
<i>State Suite</i>	Identity Theft and Consumer Fraud Awareness	Allan Weissman - USPS, Inspection Service
10:30am - 11:00am	Session 2 - Workshops	Speaker
<i>Promenade Suite</i>	" Every Day Above Ground is a Great One"	Ted Fattoross - TedSpeak.com
<i>Plaza Suite</i>	Postage Rates From an Industry Perspective	Ed Mayhew - Eddie Mayhew's Classification Station
<i>State Suite</i>	Powering Up Your Business with "Intelligent Mail®"	Tom Amonette, USPS, Program Manager Business Mailer Support
11:00am - 11:55am	Networking – Ballroom Foyer	
11:55am - 12:00pm	Raffle Drawing (Sports Tickets)	
12:00pm - 1:00pm	Keynote Speaker (via satellite) John (Jack) E. Potter Postmaster General and Chief Executive Officer	
1:00pm - 1:30pm	LUNCH	
1:30pm - 2:15pm	William P. Galligan Senior Vice President, Operations	
2:15pm - 3:15pm	Networking – Ballroom Foyer	
3:00pm	GRAND PRIZE Raffle Drawing (AIRLINE TICKETS) No black out dates – WINNER must be present. Sponsored by: Guaranteed Air Freight (GAF)	

The Greater New York PCC Would Like to Thank Our Sponsors

Meeting Sponsors

Holiday Reception Sponsors

 September	 February
 October	 March
 November	 April
 December (Government Seminar)	 May
	
 January	 June








National PCC Day Sponsors

	Flag Stamp Breakfast Sponsor
	Program Printing Sponsor
	Express Mail Sponsor
	Speaker Sponsor
	Priority Mail Sponsors

	Gift Bag Sponsors
	First Class Mail Sponsor
	
	Session Sponsors Session Sponsors
	
	Gifts Sponsor

National PCC Day Sponsorship Opportunities

Primary Sponsorship Opportunities

Global Express Guaranteed (GXG) - \$10,000

Includes: 2 attendees, Full page program ad, Tent Cards on each plate, 3 minute company introduction and Special Recognition, company logo on website, banner & signage*

Flag Stamp Breakfast Sponsor - \$5,000

Includes: 2 attendees, Full page program ad, your Company Name displayed in the breakfast area, table acknowledgement, company logo on website, banner & signage*

Express Mail - \$2,500

Includes: 2 attendees, 1/2 page program ad, table acknowledgement, company logo on website, banner & signage*

Priority Mail - \$1,500

Includes: 1 attendee, 1/4 page program ad, company logo on website, banner & signage*

First Class Mail - \$500

Includes: Business card size program ad, company logo on website, banner & signage*

Additional Sponsorship Opportunities

Program Printing - \$3,000

Includes: Full Back Cover ad and website recognition*

Speaker - \$1,700

Includes: Your Company logo on banner and website recognition*

Gift Bag - \$1,500

Includes: Your Company logo on Gift Bag and website recognition*

Session Sponsor - \$250

Includes: Your Company logo on signage and website recognition*

Gifts for Presenters- \$200

Includes: Gifts for Presenters and website recognition*

**Logo size will be proportionate to level of sponsorship*

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 OUR NEW SITE AT
www.gnypcc.org

THE PCC NEWSLETTER

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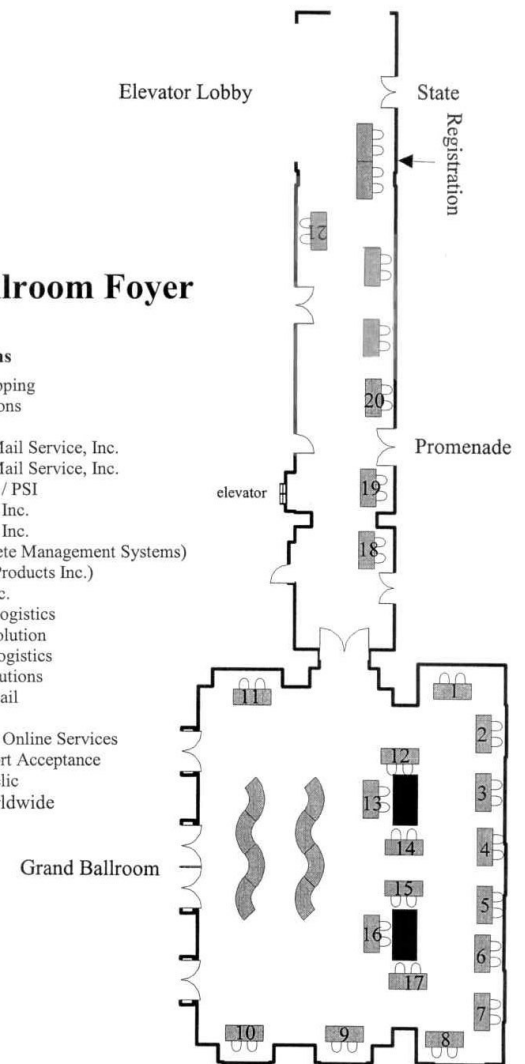
Sandra Pianin, State of NY Banking Dept.

National PCC Day Vendor Floor Plan

Grand Ballroom Foyer

Exhibitor Booths

1. Worldnet Shipping
2. Forrest Solutions
3. Neopost Inc.
4. RELIABLE Mail Service, Inc.
5. RELIABLE Mail Service, Inc.
6. Pitney Bowes / PSI
7. Pitney Bowes Inc.
8. Pitney Bowes Inc.
9. CMS (Complete Management Systems)
10. DPI (Digital Products Inc.)
11. Paper Mart Inc.
12. SDS Global Logistics
13. Global DM Solution
14. APC Postal Logistics
15. Mailroom Solutions
16. Wall Street Mail
17. Citipost
18. USPS, Retail, Online Services
19. USPS, Passport Acceptance
20. USPS, Philatelic
21. Brokers Worldwide



The Council received:

- Gold Level Certificate Award
- Silver - Grow Your Business Excellence Award
- Silver - Education Program Award
- Postal Service Member of the Year - Sandy Calos



The Greater New York PCC

Annual Membership Application

October 1, 2007 - September 30, 2008

Annual membership - \$100 (Includes up to two members per company)

New Membership Application Renewal Membership

(Payment by website at www.gnypcc.org or hardcopy)

COMPANY INFORMATION (Please Print Clearly or Type):

Company: _____

Address: _____

City: _____ ST: _____ ZIP+4: _____

Website Address: _____

Industry: _____

PRIMARY MEMBER:

Name: _____

Title: _____

Telephone: _____ Ext: _____ FAX: _____

E-Mail: _____

ADDITIONAL MEMBER (If applicable):

Name: _____

Title: _____

Telephone: _____ Ext: _____ FAX: _____

E-Mail: _____

Check enclosed payable to: **The Greater NY PCC**

Check # _____ Check Amt. _____

MasterCard Visa AMEX

Card Number: _____

Expiration date: _____

Signature: _____

Please email or fax completed application to:

The Greater New York PCC

421 8th Avenue – Rm 4202H

New York, NY 10199-9619

Phone: 212-330-3809

Fax: 212-330-3234

Email: gnypcc@usps.gov

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