



sacramento

NOVEMBER. 2009

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PCC NEWSLETTER

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POSTMASTER GENERAL BEGINS NATIONAL DIALOGUE

FUTURE OF THE POSTAL SERVICE TO REFLECT A CHANGING AMERICA

The U.S. Postal Service of the future will remain relevant, meet the changing needs of the people it serves and reflect the demands of the marketplace, Postmaster General John Potter said in a speech at The National Press Club on Thursday October 8, 2009.

Mr. Potter wants to establish a public dialogue about the future of the Postal Service, not as it existed yesterday, nor as it exists today, but as it evolves and changes for tomorrow. The Postmaster General said he is looking at the long-term future, years from now.

He underscored that the public policy dialogue he is proposing is not about the needs or preferences of postal management.

It is about determining the role for the Postal Service so that it has a relevant and viable place in the fabric of our nation, decades into the future.

Acknowledging that the Postal Service has seen steep mail volume declines in the past two years because of the recession, electronic diversion by the internet, and changing customer needs, he asked the multi-billion dollar mailing industry to join him and come to the table without preconceptions, except one—"the Postal Service has to offer affordable, universal service for the nation."

He noted, "If we don't take advantage of the opportunity in front of us today, we will do America a disservice. The status quo simply won't do."

During his remarks, he stressed that delivery performance on First-Class letter mail remains at near record levels. He also noted that operations management "reacted aggressively and intelligently" to 2009's mail volume decline. All management actions in the fiscal year that ended September 30 reduced expenses by \$6 billion.

Career employees were reduced by 40,000 positions in 2009. Since 2001, the number of career employees has declined by 20 per cent.

The Postal Service has faced challenges throughout its history and has adapted and evolved to meet customer and marketplace needs.

The Post Office has been reinventing itself for nearly its entire existence. The challenges have been many. In each case a public policy dialogue led to progressive changes that carried this organization forward.

Although postal finances for 2009 are still being audited, recent legislation passed and signed by the President provides USPS with much needed 2009 financial assistance and is much appreciated. While Congressional action will be needed again in 2010, ultimately, a long-term solution is needed.

The partnership with the legislative branch and all stakeholders needs to continue, as delivery frequency, the types of products available in retail lobbies, and other changes to the Postal Service's infrastructure are considered.

Al Santos

Al Santos. Postmaster, Sacramento





Industry Co-Chair Notes

Dorothy Cottrill

In case you haven't heard, the Sacramento PCC is a Gold Level Premier PCC for 2009—third year in a row. For the second year Sacramento PCC won the Pacific Area's PCC of the Year! We add to our awards this year with Pacific Area Education Excellence and Pacific Area PCC Mentor of the Year awards. We mentored the Bay-Valley PCC, and they won a Silver Level Premier PCC.

Our membership approved the proposed budget and meeting schedule, both of which can be found on our website. At our meeting, we received many good suggestions for tours and educational meetings. We start off with a tour of the West Sacramento Processing Plant. This event is Thursday November 12, 3:00 p.m. to 5:00 p.m. We will have snacks, desserts and will provide educational breakout sessions before or after your tour. The event is FREE! However, you must pre-register with **Ralph Petty** at **(916) 263-7153** or **ralph.i.petty@usps.com**. This is an excellent opportunity to tour of postal processing facility. These tours are not offered to the public, you must be a member of the Sacramento PCC and pre-register to attend.

We received Pacific Area approval for our "Dear Santa" program. Given the economic climate – there will be a great need in our community this holiday season. The website has been updated with an opportunity for you to donate to "Dear Santa" using a credit card. Remember 100% of your donations go to needy families in our community this year. We do not hold over funds and we do not use any PCC funds for this project. It really helps our planning to know how much money we have to work with, so we can choose the appropriate number of families. Please help us with a commitment of cash or gifts as early as you can.

If you have suggestions or requests for the PCC, please take a moment to call me or send me an email at **webmaster@sacpcc.com**. We want to hear your comments and suggestions so we can provide the educational content and tours that will help you grow your business or be more efficient in these hard economic times.

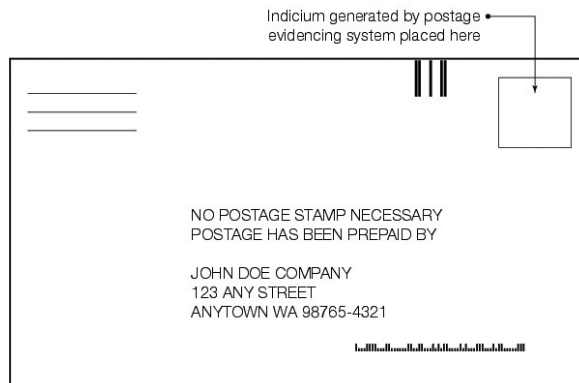
Business Mail Entry Potpourri

METER REPLY MAIL

What is METER REPLY MAIL? Meter Reply Mail is a way for postage meter users to provide their correspondents with a postage paid envelope to be used to return correspondence, documents, etc. to the meter holder. DMM 604.4.4.2 and QSG 507c: 4.4.2 Reply Postage: Mailers may use indicia generated by any postage evidencing system to prepay reply postage on Express Mail, on Priority Mail when the price is the same for all zones, on First-Class Mail, and on single-piece price Media Mail and Library Mail under the following conditions.

- a. The postage amount must be sufficient to prepay the full postage due.
- b. Print indicia directly on the mailpiece or on a label and place indicia under 4.3.3.
- c. Indicia used to prepay reply postage must not show the date.
- d. Pre-address the mailpiece for return to the authorized user only.
- e. Print the words "NO POSTAGE STAMP NECESSARY POSTAGE HAS BEEN PREPAID BY" directly above the address.
- f. Mailers may use FIM A on barcoded letter-size First-Class Mail reply mail except when using PC Postage.
- g. When using PC Postage, mailers must use FIM D for prepaid reply mail when the indicium is printed directly on the mailpiece.
- h. The address side must appear as described in this section and shown in the illustration below. Nothing may be added except a return address, FIM, or barcode.

Meter holders must ensure that sufficient postage is provided on the Meter Reply Mail (MRM) mailpieces. If there is not sufficient postage to prepay the full postage due, the meter holder will be notified (the company indicated in the delivery address) and advised of this USPS requirement and their compliance requested. NOTE: MRM mailpieces are NOT eligible for Postage Due Weight Averaging.



To Postal Service Customers:

Many of you have expressed concerns regarding mailing costs for 2010. The tough economic climate has presented significant challenges to all of us and pessimistic speculation has suggested that postal prices could increase by as much as 10 percent.

As we begin a new fiscal year and as many of you, our business clients, are preparing your 2010 operating budgets, we want to end all speculation.

The Postal Service will not increase prices for market dominant products in calendar year 2010.

Simply stated, there will not be a price increase for market dominant products including First-Class Mail, Standard Mail, periodicals, and single-piece Parcel Post. There will be no exigent price increase for these products.

This is the right decision at the right time for the right reason. Promoting the value of mail and encouraging its continued use is essential for jobs, the economy, and the future of both the Postal Service and the mailing industry.

While increasing prices might have generated revenue for the Postal Service in the short term, the long term effect could drive additional mail out of the system. We want mailers to continue to invest in mail to grow their business, communicate with valued customers, and maintain a strong presence in the marketplace. Changes in pricing for our competitive products—Priority Mail, Express Mail, Parcel Select, and most international products—are under consideration. We expect to announce a decision in November.

We are committed to working with customers to find ways to grow the mail through innovative incentives like the Summer Sale and contract pricing. Mail is the most effective means of communication and advertising and we will continue to work together to increase the value of the mail. Mail is a smart investment for the future.

- **John E. Potter, Postmaster General**

From the October Meeting

Suggested Educational Meeting Topics

- NCOA / UAA (undeliverable mail)
- Mail center safety & security
- Data security
- MQC professional certificate program
- Mail automation (shaped based pricing)
- Move update
- NDC postal reorganization
- Mail.dat
- IMB
- Bi-lingual mailing
- Variable data technology
- Direct marketing

Suggested Tours

- Sacramento Bee
- State Capitol
- Employment Development Department
- Department of Motor Vehicles
- DST Mail Facility
- Arco Arena
- Raley Field Rivercats

Do you have a suggestion for a meeting topic, a tour or a good speaker for a meeting? If so, please share your suggestion with any board member, or email webmaster@sacpcc.com.



INSTANTLY COMPARE USPS® AND UPS® SHIPPING RATES

Stamps.com Eagle Eye™ is a free companion software that works with UPS/WorldShip™. Eagle Eye allows you to easily compare shipping rates between UPS™ and the US Postal Service so you always choose the shipping carrier with the lowest rate! Eagle Eye also allows you to print USPS shipping labels with no service charges.

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Sacramento PCC Meeting Schedule 2009/10

General Membership Meetings

All meetings 8:30 am at Royal Oaks Post Office unless noted.
2000 Royal Oaks Drive, Room 117.

November 12

3:00pm to 5:00pm

Tour of the Processing Plant in West Sacramento
Event is free, but you must register to attend

December 10

8:30am Dear Santa Planning & Move Update Overview

December 17

4:30pm Dear Santa Shopping
Meet at Royal Oaks Post Office

December 18

4:30pm Dear Santa Wrapping
Royal Oaks Post Office

December 19

9:30am Dear Santa Delivery
Meet at Royal Oaks Post Office

January 14

8:30am Educational Meeting
Mail Room Safety and Security

Do you have a suggestion for a meeting topic, a tour or a good speaker for a meeting? If so, please share your suggestion with any board member, or email webmaster@sacpcc.com.

Sacramento PCC 2008/09 Express Level Members

ABS Presort, Inc.

Admail West, Inc.

Bowe Bell & Howell

CA State Legislative Data Center

Dome Printing

DST Output and Mail Services

Metro Print & Mail Solutions

Metroform

Mailing Systems, Inc.

Mailrite Print & Mail, Inc

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Sponsor: Onsite Management Group

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Sponsor: Mailing Systems, Inc.

JUNE

Sponsor: Mailrite Print & Mail

MAY

Sponsor: Quicksort

MARCH

Sponsor: Admail West

JANUARY

Sponsor: Hasler Postage Meters

NOVEMBER

Sponsor: Pitney Bowes Presort Services, Inc.

Starbucks Gift Card

Jacqui Whitten, Quicksort, Sacramento

OCTOBER

**business card drawing
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