



### EXECUTIVE BOARD

**Postal Co-Chair:** Al Santos  
Postmaster, Sacramento  
916-263-7156

**Industry Co-Chair:** Dorothy Cottrill  
California State Controller's Office  
916-445-2568

**Vice Co-Chair:** John Millet  
Mailing Systems, Inc. 916-631-7400

**Secretary:** Kathie Cimini  
California State Controller's Office  
916-323-5166

**Treasurer:** Kathy Pescetti  
Admail West. 916-442-3613

### ADVISORY COUNCIL

**Administrative Chair:** Darlene Boriack  
Legislative Data Center. 916-341-8553

**Communications Chair:** Cara Beyenka  
Admail West. 916-442-3613 x1261

**Education Chair:** Matt Stambaugh  
Mailrite Print & Mail, Inc. 916.927.6245

**Membership Chair:** Steve Carson  
Onsite Management Group. 916-515-4302

**Postal Liaison:** Ralph Petty  
USPS. 916-263-7161

### USPS

**Manager, Customer Relations**  
Lisa Giannetta. 916-373-8703

**Customer Relations Coordinator**  
Ralph Petty. 916-263-7161

**Manager, Business Mail Entry**  
Randy Holt. 916-373-8723

**Manager, BSN**  
Dan Black. 916-373-8439

**Manager, Business Development Team**  
Cathy Arterberry. 916-373-8435

**Mailpiece Design Analyst**  
Dan Knox. 916-373-8188

**Manager, USPS Sales**  
Sherri Moberg-Plasch. 916-373-8383

**Address Change**  
Angelina Gutierrez  
916-373-8700 | fax 916-373-8068

### PCC NEWSLETTER

**Publishing:** Communications Chair  
Cara Beyenka. Admail West  
916-442-3613 x1261

**Printing and Mailing Donated By:**  
Admail West. 916-442-3613

## POSTAL CUSTOMER SATISFACTION SCORE REACHES FOUR-YEAR HIGH NEW CUSTOMER EXPERIENCE MEASUREMENT SYSTEM DEBUTS FOR 2010

Despite continuing economic challenges, the Postal Service (USPS) continues to deliver high levels of service, with 94 percent of customers surveyed rating USPS as "excellent, very good or good" in the period July 1 to Sept. 30, 2009.

Customer service and satisfaction are always the Postal Services priorities. The Postal Service remains focused on its mission to provide universal, affordable service to all Americans. We are pleased with the 94 percent rating—the highest in four years—and USPS will build on the achievement to reach even higher levels. Prior to the 94 percent rating, USPS received a 93 percent rating of "excellent, very good or good" for five consecutive quarters.

To help us continue to improve service, the Postal Service has implemented an even more demanding service measurement system that will allow us to see more easily where we need to focus improvement efforts.

USPS is implementing the new Customer Experience Measurement (CEM) program, effective with the start of fiscal year 2010, replacing the Customer Satisfaction Measurement program that has been in place since 1991.

CEM is designed to evaluate the total customer experience, from the buying process through service quality. Insights and information from the new measurement system will allow the Postal Service to pinpoint areas of improvement as well as better adjust to changing customer needs. The new system will allow USPS to collect and analyze data from customer surveys and other sources for a more detailed view of customer feedback.

CEM will help the Postal Service better understand our customers' perspective. By measuring customers' experiences across all contact points, the Postal Service will build stronger customer relationships and become a more customer-focused organization.

In addition to the 94 percent customer satisfaction rating, other highlights of on-time mail delivery scores are:

- **96% for Single-Piece First-Class Mail Overnight Delivery** for the fourth consecutive quarter
- **95% for Two-Day Delivery**, up 1 percentage point over last quarter
- **94% for Three-to-Five-Day Delivery**, up 1 percentage point over last quarter.

*Al Santos*

**Al Santos. Postmaster, Sacramento**





## Industry Co-Chair Notes

**Dorothy Cottrill**

Our November plant tour was a very successful meeting! I want to thank

Rosemarie Fernandez, Sacramento District Manager for the generous invitation to tour the facility. Bill Hodson, Plant Manager was a gracious host and provided the tour guides and our PCC Postal Co-Chair Al Santos, Postmaster Sacramento was our on-site host for the event. Our guest speaker was James Gillery, Manager of the San Francisco Network Distribution Center. We had more than 70 PCC members join us for the tour, 25 were new PCC members!

It's the holiday season again! Our Dear Santa program is an important part of the spirit of the Sacramento PCC. Check out the enclosed flyer for more information. I want to highlight the important dates for that program:

**December 1.** Letters are selected.

**December 10.** PCC Regular meeting—letters are read, wish lists distributed.

**December 14 – 18.** Gift donations dropped off at Royal Oaks Post Office.

**December 17 – 4:00pm.** Gift shopping for items not donated – several teams of shoppers are needed. Meet at Royal Oaks; please call me (916) 445-2568 if you can help with shopping!

**December 18 – 4:00pm.** Wrapping and food shopping. We need all hands for this.

**December 20 – 9:00am.** Meet at Royal Oaks to pack up the trucks. Santa and his “elves” caravan to the homes to deliver the gifts at 10am.

We need donations of gifts, money and your time for a successful program. No PCC funds are used for this program – 100% of your donations go directly to the families. We provide warm clothing, food and a few toys to families that otherwise would have nothing for the holiday. You can donate on-line via Paypal check out the link on our website, [www.sacpcc.com](http://www.sacpcc.com).

I'm pleased to announce, that due to our financial status, the executive board of the Sacramento PCC voted to reduce the Express Member dues from \$300 to \$150 for the 2009/10 year. We appreciate, very much, our Express members for their support PCC activities. We depend on the assistance of these companies to maintain our organization. This monetary foundation allows us to concentrate on providing educational opportunities that are free or very low cost to our members. Please remember to thank these organizations—they are listed in every newsletter and on our website.

Our January 10 meeting will feature a presentation by the USPS Postal Inspection Service on mail room safety and security. And Tuesday February 9 will be our annual networking breakfast. This is a date change for our popular February breakfast networking meeting. Mark your calendars now.

I hope everyone found many things to be thankful for this Thanksgiving and this holiday season brings you peace! I look forward to seeing you at our Dear Santa events, as we give to those who are truly in need!

## Business Mail Entry Potpourri

### REVISED BARCODE READABILITY THRESHOLD FOR INTELLIGENT MAIL BARCODE LETTERS AND FLATS: EFFECTIVE NOV. 30, 2009

Working through the Mailer's Technical Advisory Committee (MTAC), the Postal Service and the mailing industry have agreed to set an 80% threshold for barcode readability verifications for letter and flat mailings using the Intelligent Mail barcodes. This change is effective on November 30, 2009. The threshold since July 2009 was 70%. Mailings that are verified and that have a barcode readability score of below 80% will not be eligible for automation prices, including full service discounts. Further agreement was reached to revise the barcode readability verification threshold to 90% effective March 15 2010.

Similar to the POSTNET barcode mailers are achieving very good readability scores on MERLIN for Intelligent Mail barcodes. MERLIN scores for the period October 3, 2009 to November 2, 2009 are reflected below and will be posted on [ribbs.usps.gov](http://ribbs.usps.gov). Monthly updates on MERLIN readability scores will be posted on [ribbs.usps.gov](http://ribbs.usps.gov).

Barcode Type	Percentage of Mailings Achieving 90% and Over
POSTNET Letters	95%
Intelligent Mail Barcode Letters	96%
POSTNET Flats	94%
Intelligent Mail Barcode Flats	93%

Barcode readability verifications are routinely performed on automation price mailings using the Mail Evaluation Readability and Lookup Instrument (MERLIN). Samples from the mailing are processed on MERLIN and evaluated for mail preparation including presort and barcode readability quality. Based on verification results additional postage may be calculated. Mailers may elect to pay additional postage or withdraw a mailing that fails verification standards.

## U.S. Postal Service Announces 2010 Shipping Prices: Price of First-Class Postage Will Not Change

Prices for Priority Mail will change on Jan. 4, 2010. Customers also can look forward to several Priority Mail innovations.

In a first for the shipping industry, the Postal Service is introducing cubic volume-based pricing for large volume commercial Priority Mail shippers. Customers who ship small dense, space-efficient packages will receive a financial incentive through a new, tiered pricing option. This encourages greener, more efficient shipping and is one more way the Postal Service is eco friendly.

Other benefits for Priority Mail customers effective in January include a decrease in the domestic Priority Mail Flat Rate Envelope retail price from \$4.95 to \$4.90. The popular Priority Mail Small Flat Rate Box will continue to be one of the best consumer values in the domestic shipping market at under \$5. Its 2010 price will remain at \$4.95.

Cubic volume-based pricing will not be the only first in January for customers who qualify to ship at Commercial Plus prices. A Priority Mail half-pound price, based on distance, will be added only in the Commercial Plus pricing category. And, a new Priority Mail Flat Rate padded envelope measuring 9.5 x 12.5 inches will be available exclusively for Commercial Plus shippers. This envelope is specially designed for jewelry, electronics and other delicate goods.

In addition to an overall price increase of 3.3 percent, on average, for Priority Mail, there will be new prices for Express Mail, Global Express Guaranteed, Express Mail International, Priority Mail International, Parcel Select and Parcel Return Service, also effective Jan. 4.

Prices for First-Class Mail, Standard Mail, Parcel Post and other mailing services products will not change in 2010, with the cost of a First-Class Mail stamp remaining at 44 cents.

Customers who pay for their shipping services online will continue to save compared to retail prices. Online costs will be, on average, 5 percent less than retail for Express Mail and 5.7 percent less for Priority Mail. Online savings for international shipping will be 10 percent less than retail for Global Express Guaranteed, 8 percent less for Express Mail International and 5 percent less for Priority Mail International.

A complete listing of 2010 prices is available at <http://pe.usps.com> under the "Jan. 4, 2004 Price Change" button. The new prices and product innovations are pending Postal Regulatory Commission review.

## 'Flavor of Home' Promotion

The Postal Service is encouraging communities nationwide to send "Flavor of Home" packages to friends and families around the globe. U.S. citizens serving and working in overseas locations look forward to receiving care packages from friends and loved ones back home, and nothing compares to a familiar holiday meal.

The beauty of Priority Mail Flat Rate Boxes is that if it fits, it ships, for one low price. Priority Mail Flat Rate Boxes are the best value in the market. We've prepared a suggested menu and a printed ingredient list for the canned and dried food items, along with preparation instructions, and all the items are meant to fit in a Priority Mail Large Flat Rate Box.

The Postal Service supports the troops, and customers save \$2 on Priority Mail Large Flat Rate Boxes addressed to U.S. military APO/FPO/DPO addresses.

The Postal Service also offers free Military Care Kits, specially designed for military families sending packages overseas. The mailing kits can be ordered by phone by calling 800-610-8734 and asking for the Military Care Kit. Each kit includes two "America Supports You" Priority Mail Large Flat Rate Boxes, four Priority Mail Large Flat Rate Boxes, six Priority Mail labels, one roll of Priority Mail tape, and six customs forms with envelopes.

Families can log on to [www.usps.com/supportingourtroops](http://www.usps.com/supportingourtroops) for tips on packing, mailing restrictions to APO/FPO/DPO addresses, information on proper addressing to military installations, and support services for military families.

# 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.

### 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

### Tuesday, February 9

8:00am (Note Date Change)  
Networking Breakfast at HomeTown Buffet, County Club Plaza

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](mailto: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  
Onsite Management Group, LLC  
Pitney Bowes  
PG&E  
Quicksort Sacramento, Inc.

Sponsor: Onsite Management Group

### AUGUST

Sponsor: Mailing Systems, Inc.

### JUNE

Sponsor: Mailrite Print & Mail

### MAY

Sponsor: Quicksort

### MARCH

Sponsor: Admail West

### JANUARY

Sponsor: Hasler Postage Meters  
Della Gilleran, Marketing by Design  
Carino's Italian Restaurant Gift Card

### NOVEMBER

Sponsor: Pitney Bowes Presort Services, Inc.

### OCTOBER

business card drawing  
SPONSORS & WINNERS!

RETURN SERVICE REQUESTED

West Sacramento, CA 95798-0093  
P.O. Box 980093

Sacramento Postal Customer Council



First-Class Mail  
Postage & Fees PAID  
USPS  
Permit No. G-10