

Sacramento PCC Meeting Schedule 2008/09

General Membership Meetings

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

No Meeting in July

Summer Vacation

August 13

Educational Meeting —(Location to be Announced)

National PCC Day, September 16

Educational Meeting—September 16, 7:30am to 3:30pm
at the Courtyard by Marriott in Fairfield

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
Mailing Systems, Inc.
Mailrite Print & Mail, Inc
Onsite Management Group, LLC
Pitney Bowes
PG&E
Quicksort Sacramento, Inc.

JUNE
Gilda Franklin
Pitney Bowes
Sponsor: Onsite Management Group, LLC
Gift Bag & \$20 Starbucks Gift Card

APRIL
Sponsor: Admail West

MARCH
Sponsor: Mailing Systems, Inc.

FEBRUARY
Sponsor: USPS and Sacramento PCC

JANUARY
Sponsor: Tension Envelope

DECEMBER
Sponsor: DST Output

NOVEMBER
Sponsor: Quicksort

OCTOBER
Sponsor: Bowe, Bell & Howell

**business card drawing
SPONSORS & WINNERS!**



sacramento



JULY, 2009

I'd like to share an important message
from PMG Mr. Potter...

Lisa Giannetta

**Lisa Giannetta, Manager
Customer Relations, Sacramento District**



JOHN E. POTTER

POSTMASTER GENERAL AND CEO, U.S. POSTAL SERVICE

The National Postal Forum
Washington Convention Center
Washington, DC

It's been a tough year for everybody and we understand that everybody's hurting. This is not a time for us to panic. As an industry we cannot panic. We have to stay true to those things that are our foundation. The first and most important thing that we are all about is service. We're not going to abandon service. We have to take care of our costs to make mail affordable. We have to focus on today, but we equally have to be looking ahead to the future.

So it's a matter of taking care of business, keeping service high, keeping costs low, and looking ahead to see how we can build a future for the mail to insure that mail is here for decades and years to come, modernizing as we go.

Let me assure you that we will do everything that we can to increase the value of mail for you. We have to change, but we're not changing those things that are important. It all starts with service.

There's always a debate. Throughout my career there's been this debate: Do you focus on service or do you go after cost? I think you have to do both. In these tough times it's no different. You have to do both.

We have a tough budget and we are going to lose some money this year, but we're not going to step back from service. You have my word on that. (Deputy Postmaster General) Pat Donahoe and his team have put together a record that's unparalleled in the Postal Service. Each and every year they've gotten better.

Customer satisfaction is important and the only way to satisfy a customer is to deliver when you say you will. You can trust that service will continue to get better and better because it's the heart of our brand and we won't change that.

Now as I just said, we have to keep rates affordable. Service is great, but I have to tell you, if you can't afford to buy it, you won't. We must, in this tough economy, match our use of resources. About 80 percent of our cost is labor-related. We must match our use of resources to the work load that's in front of us. Volume is down by about 30 billion pieces. By the end of this year, we'll be down somewhere in the neighborhood of 180 billion pieces of mail.

We started with a high several years ago of 213 billion pieces of mail. That's a loss of over \$12 billion in revenue. It's created a significant gap. You've probably heard that we're going to lose in the neighborhood of \$6.5 billion this year. We are nervous about it and we're working very hard. We are working very hard to build our efficiency. Last year,

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'Read, Respond, Recycle' Mail

(continued from p.1)

operations took out 50 million work hours. This year, that will increase to more than 100 million work hours. Divide by 2,000 (the number of work hours in a year) and you see the numbers: 25,000 jobs last year and this year the equivalent of more than 50,000 jobs. That's a heavy lift. It's remarkable that the operations team is making those adjustments and maintaining a high level of service. Kudos to them. But, to be quite frank with you, it's simply not enough.

We have to pick up the pace. If things are changing fast around us, we have to change just as quickly. We cannot cost cut our way to success today. But I'm an optimist. I think volume will grow. Don't assume that the volume declines that we're seeing are a judgment on our industry today. It's more a reflection on the state of the economy.

The mail is challenged with competition from the Internet. We have competitors when it comes to package services, but we're making headway. In terms of the total share of advertising, mail is growing, and it's going to continue to grow, despite the economy.

And our package business also is growing, especially in terms of market share. Our overall volume decline is a reflection of the economy and we have to make sure that we maintain our competitive edge. We do that by keeping service up, by keeping our rates affordable. Focusing on these two key factors will help volume grow.

Let's talk for a few minutes about pricing initiatives. We continue to work with the Postal Regulatory Commission to try to determine the best way to leverage the Postal Law of 2006 to take pricing to a new level. We're talking with mailers about the Saturation Mail Incentive Program and the Summer Sale. And we're working with companies and shippers on creating Priority Mail contracts and opportunities that work best for them.

Just think about it. In our 234 year history this is the first time we're ever going to use the word "sale" when it comes to prices. I think we've learned to move from "rates" to "prices." Now we're going to move into a sale on mail. Equally important, we're going to build upon what we learn from the Summer Sale this year and take those lessons forward.

We as a group, the entire mailing industry, have to evolve. We have to change. One of the big things that we have going on right now that you're all very well aware of is the Intelligent Mail bar code. IMb is going to take us to the next level of service and efficiency. It's going to give us a platform on which to innovate.

We have an expanding base coupled with declining revenue. That is creating a gap. We have to make changes. Some of the changes we're talking about are political: Let us change our networks. Legally we can do it, but we have restraints. Some are regulatory. The regulatory issues we'll have to work on together to determine how to take full advantage of the Postal Law.

The responsible thing is to step up to the concerns about closing this gap and, if it requires making structural change, we're all just going to have to do that.

We can't abandon the future. We need to make changes today that will make us even stronger five years from now, 10 years from now.

I think that raising rates to cover our gap would only drive customers away. If we drive customers away, if we lose customers, we'll start a downward spiral from which we'll never recover. We simply cannot have a situation like that.

We want to stay strong. We want you to continue to have confidence in the mail. We've worked and will continue to work to give you the best levels of service possible and to keep our industry vibrant in the years to come. Let's have a great year.

Join us for Golf!



Details on Page 4!

Join us for the Second Annual Bay-Valley Postal Customer Council Golf Tournament

**Corporate
Sponsored
Holes**



**Business
Card Prize
Drawing**

Thursday July 30, 2009 • 8:00 am - 5:00 pm - Tee Time 9:04 am

At the Oakland Metropolitan Golf Links

**4.5 Star Rating 2008-2009 Golf Digest Best Places to Play Guide &
Best Driving Range in the East Bay 2008-2009 by the NCGA.**

10051 Doolittle Drive, Oakland, CA 94603

\$99 per person

**Mulligans
for sale
\$5 each**

This will include Green Fees, Cart, Lunch and 18 hole game. RSVP by July 17

Tournament Format: Scramble

Please make checks payable to Bay-Valley PCC and mail to: P.O. Box 1194 Oakland, CA 94604-1194

- Enclosed is my check for \$_____ for _____ players @ \$99.00 each and _____ hole sponsorship at \$50 per hole
- I will not be able to play; attached is my donation of \$_____
- I would like to donate a prize (please describe) _____

... we encourage you to make up your own foursome or we will pair you with someone ...

1 Name _____
Address _____
City _____ Zip _____
Phone _____ Email _____

2 Name _____
Address _____
City _____ Zip _____
Phone _____ Email _____

3 Name _____
Address _____
City _____ Zip _____
Phone _____ Email _____

4 Name _____
Address _____
City _____ Zip _____
Phone _____ Email _____



Register On-Line at: www.bayvalleypcc.com or
Contact: PCC Coordinator Linda Garcia
Ph 510-622-7464 Fax 510-622-7414
or email: linda.b.garcia@usps.gov





Industry Co-Chair Notes

Dorothy Cottrill

National Postal Forum in Washington DC, as expected, had fewer attendees than the Forum in Anaheim in 2008 and the Forum in Washington in 2007. I am honored to represent our PCC at these events. Our PCC is active, viable and on-par with any in the nation. Although the attendance was down, the PCC leadership track was content-rich. I picked up a few hints about writing award-winning nominations for national awards. Hopefully, we can use those hints and get the national recognition that we deserve! We'll have a video of PMG Potter's keynote speech at a future PCC meeting, so I will spare you my paraphrase of that speech. It's much better to hear it for yourself.

Our June meeting was very interesting; Paul Starkey gave a great seminar on communication. Again, thanks to Michael McDonald, of McDonald Marketing and Advertising for arranging for this speaker. July is a no-meeting month; we take it off for vacation. The details of our August meeting are being finalized. We are scheduled for a tour of the State Capitol, but it is unclear whether we can make this work, so watch for more information.

The plans for National PCC Day, September 16, are forming up nicely. Please mark your calendars now for this event. Our theme this year is "PCC's—Passport to Success". You will be able to apply for your passport on-site—so now is the time to locate that birth certificate. We are again partnering with Bay Valley PCC and will hold the event at the Marriott Courtyard in Fairfield. In acknowledgment of the tough economic times, we are committed to keeping the costs down for both participants and vendors. Participant's price for PCC Members will be \$45, before September 8. Vendors can reserve table space for \$300 for premium tables and \$150 for a standard table. These rates are quite a bargain for breakfast, lunch and an all day seminar. There will be three concurrent seminars, including "Results Driven Marketing in a Down Economy" and "Package Services" and a locally sponsored seminar to be announced later. National PCC is offering a Professional Certificate for attendance at the National PCC Day. The Jelly Belly Factory has agreed to stay open for an after-seminar tour for those wanting to stay in Fairfield and avoid the rush-hour traffic. Watch for more information in the next couple of months.

In support of our mentoring commitment to Bay Valley PCC, enclosed is a flyer announcing the Bay Valley PCC annual golf tournament.

Our board has two vacancies, Membership and Education, if you or someone you know is interested; we estimate the time commitment at 5 to 8 hours per month. Please contact me or any board member regarding these positions.

Business Mail Entry Potpourri

POSTAGE STATEMENT COMPLETION

As a result of the Postal Law, the Postal Service must comply with certain provisions contained within the Sarbanes-Oxley (SOX) Act. Compliance with these provisions demonstrates that the Postal Service is reliable, accurate, and visible in its' financial transactions. Under SOX, postal leaders are responsible for establishing, evaluating, and monitoring the effectiveness of internal controls over financial reporting.

One of the most visible processes in which SOX compliance is demonstrated is proper completion of postage statements when submitting mailings. By ensuring that postage statements are filled out completely, not only by the mailer but also by postal employees finalizing the statements, the Postal Service demonstrates that financial controls are in place.

So how do postal acceptance employees demonstrate compliance? They do so by employing a variety of controls. These controls include:

- Verification that the Mailer's Sections of the postage statements are completed;
- Proper completion of the USPS Sections of postage statements;
- Posting data to appropriate accounting systems prior to releasing mailings to operations;
- Ensuring appropriate clearance documents are completed as evidence of postage payment.

The simplest and most effective method of ensuring all sections are completed fully and correctly is by submitting postage statements electronically. Today, most mailers can participate in electronic submission by signing up for Postal Wizard through the Business Customer Gateway portal at www.usps.com. By ensuring accuracy, revenue assurances are provided to business mailing customers as well.

Please contact your local business mail acceptance unit for more information.

BUSINESS FOCUS: Sacramento BMEU Reminder

The Sacramento Business Mail Entry Unit (BMEU) will be open by "APPOINTMENT ONLY" on July 3, 2009 from 12:00 PM to 6:00 PM and they will be CLOSED on July 4, 2009 in honor of Independence Day. If you need to schedule an appointment or if you have questions, please call (916) 373-8763.

For your convenience here is the BMEU calendar for the remainder of 2009:

July 3, 2009	Friday		12:00 PM – 6:00 PM, <i>Appointments Only</i>
July 4, 2009	Saturday	Independence Day	<i>Closed</i>
Sept. 7, 2009	Monday	Labor Day	<i>Closed</i>
Oct. 12, 2009	Monday	Columbus Day	12:00 PM – 6:00 PM, <i>Appointments Only</i>
Nov. 11, 2009	Wednesday	Veterans Day	12:00 PM – 6:00 PM, <i>Appointments Only</i>
Nov. 26, 2009	Thursday	Thanksgiving	<i>Closed</i>
Nov. 27, 2009	Friday	Day After Thanksgiving	12:00 PM – 6:00 PM, <i>Appointments Only</i>
Dec. 24, 2009	Thursday	Christmas Eve	10:00 AM – 6:00 PM
Dec. 25, 2009	Friday	Christmas Day	<i>Closed</i>
Dec. 31, 2009	Thursday	New Year's Eve	10:00 AM – 6:00 PM
Jan. 1, 2010	Friday	New Year's Day.	<i>Closed</i>

The hours for BME are also changing on July 13th.

Monday-Friday 10am – 7pm
Saturday 10am – 6pm First Class by appointment only

Flat-Rate Boxes = Simple Shipping

A GREAT PRODUCT IS GETTING SOME GREAT BUZZ.

A nationwide advertising campaign now under way highlights the benefits of Priority Mail Flat Rate Boxes for business customers. Flat-rate boxes are an easy way to ship to any state for a low flat rate—if it fits, it ships—for mailable items up to 70 pounds. The whole country is one zone with flat-rate boxes.

And to more easily identify the flat-rate boxes by their respective sizes, the Postal Service has changed the name of regular flat rate boxes to Priority Mail Medium Flat Rate Boxes. The product line is now small, medium and large boxes—a great fit for your shipping needs.

A new website—prioritymail.com—can help you learn more about flat-rate shipping, including a free shipping kit with boxes and shipping guide. Check it out for a simpler way to ship.

FLAT RATE BOXES OFFER THE BEST VALUE IN THE SHIPPING INDUSTRY

