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### PCC NEWSLETTER

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## GROW YOUR BUSINESS NATIONAL POSTAL FORUM DEBUTS SPECIAL SESSION – AND DISCOUNT – FOR SMALL BUSINESSES

Businesses large and small will find tools for success by attending the National Postal Forum, May 17-20, in Washington, DC. For the first time, the Forum is offering a stand-alone seminar dedicated to the needs of small business owners looking to grow their business globally using the mail.

Small business owners can attend a special session on Sunday, May 17, specially priced at \$89. "Grow Your Business — A Small Business Perspective on How to Compete in the Emerging Marketplace" provides the opportunity to network with other entrepreneurs at the Forum's opening reception and tour the National Postal Forum Exhibit Hall — without having to miss a day of work.

*"This seminar equips small and mid-size businesses with the tools they need to weather the current economy and achieve long-term business growth."*

"The Postal Service understands these are challenging times for all businesses, particularly small business owners," said Steve Kearney, senior vice president, Customer Relations. "This seminar equips small and mid-size businesses with the tools they need to weather the current economy and achieve long-term business growth."

Whether customers are within the United States or around the world, the Forum offers tools and strategies to reach new customers and help grow business for the long term. Learn critical tips for efficiently delivering products into customers' hands, managing mailing lists and using online tools to design advertising mailpieces with a few clicks of the mouse.

"We are pleased to be able to provide this special offer to small businesses," Kearney said. "The seminar combines education, networking and exclusive access to the mailing industry's premier tradeshow and event. It's a real value for your money when small business owners, especially, are keeping a close eye on the bottom line."

More than 6,000 industry professionals are expected to attend this year's Forum and discover how new technologies are leading the way into the future and delivering better ways to serve customers. Veteran business journalist Stuart Varney from Fox News Channel will deliver a luncheon keynote on May 20 and a closing gala reception will be held at the newly reopened Smithsonian National Museum of American History.

Looking forward to seeing you in Washington D.C.

*Lisa Giannetta*

**Lisa Giannetta, Manager  
Customer Relations (A) Sacramento District**





## Industry Co-Chair Notes

Dorothy Cottrill

National Postal Forum is this month – so no regular PCC meeting in May. However, my attention is focused even more on our PCC and the improvements we can make. In attending the NPF representing the Sacramento PCC, I take my obligation to our organization very seriously. I will be attending all six of the PCC sessions, and will earn an Official USPS Certificate for this track. I will also be attending the Focus Group session and the Peer-to Peer Roundtables. If you have any questions of the national group you want me to ask while I am in Washington DC, please be sure to email me those questions, or give me a call. My contact information is on the front of every newsletter.

Our June meeting will feature a speaker from outside the mail-specific subject area, but will cover a general topic important to anyone who is in a business environment. Thanks to one of our long-standing PCC members, Michael McDonald of McDonald Advertising & Marketing, we will have as our guest speaker Paul Starkey, of Star\*Key Learning. Paul will be speaking on the concept of the “positive no”—recently introduced in William Ury’s popular book, *The Power of the Positive No*. In this presentation, Paul discusses how delivering a positive “NO” can lead to improved communication and better outcomes, especially in the context of conflict in the workplace. Paul has said that the session is interactive, and we will be encouraged to share their own skills, knowledge, and experience with others to uncover the possibilities of creative dispute resolution.

I hope you can join us for this unique presentation.

## Business Mail Entry Potpourri



### April 2009 Domestic Mail Manual Updates

Effective April 6, 2009, the Postal Service™ is revising *Mailing Standards of the United States Postal Service*, Domestic Mail Manual (DMM®) 705.16 by introducing new Open and Distribute tray boxes. Open and Distribute service is a premium offering designed for mailers who want to expedite the transportation of shipments of other classes of mail to destination processing facilities using Express Mail® or Priority Mail® service. Customers who use Open and Distribute service place mailpieces into an approved USPS® container, affix an address label with a service barcode onto the appropriate tag or label, and present it to the business mail entry unit (BMEU) or authorized acceptance location. The mail container is transported through the Express Mail or Priority Mail network to the destination facility selected by the customer where it is scanned and opened, and the mailpieces are distributed based on the enclosed mail class.

Currently, for customers using USPS-provided letter trays for Priority Mail Open and Distribute, the Postal Service supplies Label 23, *Priority Mail Open and Distribute*, an adhesive label that must be affixed to the letter tray. Open and Distribute customers have expressed concern regarding the ability of a USPS-provided letter tray sleeve to secure all the mail inside the letter trays during processing. To improve the security of the mail and control costs, the Postal Service introduces Open and Distribute tray boxes. These boxes are less expensive to produce and the enclosed mailpieces are more secure because customers will place letter trays into the tray boxes instead of using a sleeve for transportation to the destination facility.

The Open and Distribute tray boxes are provided at no additional charge by the Postal Service to all Open and Distribute customers and are available in both half-size and full-size. The half-size tray box accommodates the 1-foot letter tray; the full-size tray box accommodates the 2-foot letter tray. The Open and Distribute tray boxes are available as Express Mail Open and Distribute tray boxes and Priority Mail Open and Distribute tray boxes.

We will incorporate this revision into the next printed version of the DMM and into the April update of the online DMM, which is available via Postal Explorer® at [pe.usps.com](http://pe.usps.com).

Contact the Expedited Package Supply Center at **1-800-610-8734** to order the New Open and Distribute Tray Boxes.

## PERFECTING THE SCAN

### ENDICIA OFFERS FORM FOR DELIVERY ACCEPTANCE

Endicia, a leading online postage provider, now is including a Shipment Confirmation Acceptance Notice (SCAN) feature for Express Mail as part of its "Endicia Professional" service plan. This allows customers to print SCAN forms for any domestic mail class that contains a Delivery Confirmation barcode.

The new feature consolidates an entire day's shipments into a single form with a barcode that's scanned when the packages are picked up. When customers check the status of their packages using the automatic e-mail notification sent to them, they will see the exact time and date packages were accepted.

"The Endicia technology allows the Postal Service to improve its scanning capabilities," said Gary Reblin, vice president, Expedited Shipping. "And it also offers a streamlined solution for multiple package shipments."

### SMART-N-SHIP

Click-N-Ship from USPS brings the Post Office to homes and offices around the nation. Not only is it convenient — it's also cost-efficient. Customers get a 5 percent price savings on Express Mail and up to 11 percent in savings for Priority Mail. Customers who use Click-N-Ship for Global Express Guaranteed get a 10 percent savings, while Express Mail International customers save 8 percent and Priority Mail International users save 5 percent.

### DIRECT MAIL DELIVERS RESULTS

The Postal Service has teamed with several direct mail online service providers to offer webinars that highlight the benefits of direct mail, one of the most cost-effective ways to reach customers.

They're designed to provide businesses with smart and imaginative solutions for planning a direct mail advertising campaign. Sign up at [usps.com/directmailonline](http://usps.com/directmailonline). Here are the topics:

- **Mail Piece Design. Wednesday, April 29, 1 p.m. to 2 p.m. EST.** Learn how to create effective headlines, write effective copy and select graphics that get you the best response possible.
- **Mail Piece Design. Wednesday, May 13, 1 p.m. to 2 p.m. EST.** This webinar will cover the basics of choosing, using and managing mailing lists for direct mail campaigns.

From your home office or laptop, you can design an entire direct mail campaign from start to finish and conveniently mail your packages online with cost-efficient Postage Providers.

*For more information on Direct Mail and Online Postage Provider discounts and service contact the Sacramento Business Development Team at (916) 373-8438.*

## BUSINESS FOCUS: USPS Offers Discounts for Saturation Mail Campaigns

The U.S. Postal Service has officially rolled out a "Saturation Mail Incentive Program".

Under the terms of the program, marketers who increase their saturation volume can earn per-piece credits. The discounts would be in effect for campaigns dropped between May 11, 2009 and May 10, 2010.

The Postal Service is offering two incentive categories: Total Market, in which mailers increase the volume of saturation letters and flat sent out over a base year's volume, and Market Specific, in which mailers increase the volume, over the base year, of Saturation Enhanced Carrier Route mail.

The per-piece credit for Standard Mail saturation campaigns is 3.7 cents for regular letters (2.2 cents for nonprofit mailers) and 4 cents for flats (2.4 cents for nonprofit mailers).

The program is open to marketers currently considered saturation mailers. Marketers must have at least a two-year history as Standard Mail saturation mailers. The marketers must have undertaken at least one mailing during 2007, and six mailings during 2008, within their markets.

Mailers must apply for participation at [ribbs.usps.gov/index.cfm?page=saturationmail](http://ribbs.usps.gov/index.cfm?page=saturationmail). The deadline for applying is June 11.

*For additional information please contact the following USPS representatives:*

*Megan Ryder (916) 373-8445*

*Terry Randall (916) 373-8746*

*Rich Stewart (916) 373-8381*

# 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 May

National Postal Forum, Washington DC, May 17 to 20

### June 11

Educational Meeting—"The Power of Positive No"

Presented by Paul Starkey, this one hour session explores the concept of the "positive no"—recently introduced in William Ury's popular book, The Power of the Positive No. In this presentation, Paul discusses how delivering a positive "NO" can lead to improved communication and better outcomes, especially in the context of conflict in the workplace. The session is interactive, and attendees will be encouraged to share their own skills, knowledge, and experience with other participants to uncover the possibilities of creative dispute resolution.

### No Meeting in July

Summer Vacation

### August 13

Educational Meeting

### National PCC Day, September 16

Educational Meeting—(Location to be Announced)

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).

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