

**Greater Rochester  
Postal Customer  
Council**



“Helping your organization  
mail smarter.”

**P.O. Box 92101  
Rochester, NY 14692-0101**

**Spring 2011**

The Greater Rochester  
Postal Customer Council is  
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**Mailing Services Price Change**

The first Mailing Services price change in almost 2 years will take effect on April 17, 2011, but the rate for a First-Class Mail stamp will remain unchanged.

On January 13, 2011, the Postal Service announced new prices and product features for the following domestic and international Mailing Services:

- First-Class Mail
  - First-Class Mail International
  - Periodicals
  - Standard Mail
  - Package Services
- Extra Services and Fees

Mailing Services prices will increase by an average of 1.741 percent across each class of mail, with some products increasing by more or less than that amount.

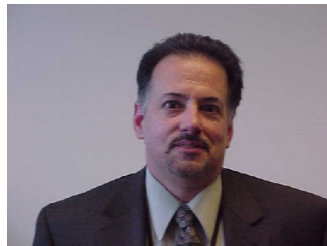
Single-piece, 1-ounce First-Class Mail letters will remain 44 cents, with additional ounces increased to 20 cents. First-Class Mail postcards will increase one cent to \$0.29. Letters to Canada or Mexico will increase to 80 cents, while letters to other international destinations will remain unchanged at 98 cents.

New price categories will also be added for First-Class Mail commercial parcels. Qualifying customers can receive commercial base and commercial plus pricing for First-Class Mail parcels. More detailed pricing information is available online at Postal Explorer: [pe.usps.com](http://pe.usps.com).

Recognizing ongoing industry concerns with challenges associated with implementing the Intelligent Mail barcode (IMb), Postmaster General Pat Donahoe announced that mailers can continue to use POSTNET barcodes to quality for automation discounts beyond May 2011.

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**Postal Co-Chair's  
Comments by  
Postmaster,  
Ignatius Vaccaro**

The Postal Service continues to make headlines with the installation of our new Postmaster General Patrick Donahoe, talks of reducing our retail footprint, introduction of new shipping products and our efforts with elected officials in correcting the overpayments and current payment schedule of retiree benefits. We are working diligently to keep America's mail system viable and costs reasonable. As stakeholders, you understand, better than most, that a healthy Postal Service equals a healthy mailing industry.

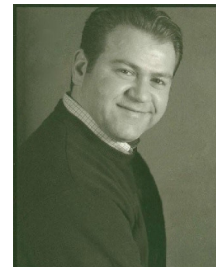
PMG Donahoe has put forth business strategies and initiatives that will drive some significant changes through the organization. They are:

- Strengthening the business to customer channel
- Improving the customer experience – at every interface
- Competing for package business
- Becoming a leaner, faster and smarter organization

We have already seen success in new Priority Mail Flat Rate products and commercial discounts for Express and Priority Mail, introduced in January. Furthermore, Reply Rides Free and other Saturation Mail/High Density options will promote growth of mail volumes with savings to business mailers. On April 17, First-Class Mail, Standard Mail, Periodicals, Package Services and Special Services will face a modest adjustment, within the CPI Index of 1.7 percent overall.

And locally, we are continuing our efforts to streamline operations through initiatives such as back room consolidations of Post Offices (leaving the retail part intact) and delivery route consolidations with the start of flat mail sequencing at the end of May. In addition, we expect the restructuring of some administrative functions in March; we don't have specific information yet. We will do our best to make any personnel transitions as seamless as possible to you.

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**Industry  
Co-Chair's  
Comments by  
Robert Zurat**

GRPCC Members and Associates...I am very excited to be chairing the GRPCC in 2011. As we view the past, present and future of the USPS Operations and Mailing Industry, we can be sure of one thing...change is and will be constant. With that change, we at the GRPCC Executive Board are excited to be able to provide the Greater Rochester Area Mailers with the information on a regular basis through our newsletters and GRPCC Website. In addition, we will be offering various seminars throughout the year covering such topics as the IMB Requirements, Discount Mailing Services and other Postal Topics of interest to mailers of all sizes.

Feeling the effects of the economy in the past, we are all too aware of the constant focus business mailers have on holding to the bottom line of costs while growing the business. The purpose of the GRPCC is to keep mailers informed of the best practices and services to help you maximize USPS Services and Support Tools. Through the continued Partnership of the USPS and GRPCC we look forward to seeing all of you at one of the many Seminars being provided throughout the year.

Our goal is to provide all of our Mutual Mailers with the information and services necessary to help you drive efficiency, effectiveness and profitability of mailing and shipping services through the USPS. I look forward to a very exciting year and most of all I look forward to working with our Postmaster and the GRPCC Team to deliver value to our GRPCC Members at large. A special thanks to our past CO-Chairman Jim Ferro for his dedication to the GRPCC and his services last year leading the Executive Board.

## New PMG Sworn In, Sets New Business Priorities

(Reprinted in part from MailPro, January/February 2011)

Soon after becoming the nation's 73<sup>rd</sup> Postmaster General, Pat Donahoe announces his four core business strategies, which are the foundation of his vision for the Postal Service:

- Strengthen the business-to-consumer channel
- Improve the customer experience
- Compete for package business
- Become a leaner, faster and smarter organization

To implement these core strategies, Donahoe says everyone in the Postal Service will play a role, and he pledges to work closely with all levels of the organization. Donahoe says all employees will be working to make the Postal Service stronger, by "keeping the customer satisfied, keeping service high and not letting anything distract from either of those goal."

A 16 percent reduction to the officer ranks, realigning revenue-generating business units, and closing one Area office (in Memphis) are among steps taken already this year to create a leaner, faster, smarter Postal Service.

While cost savings will be realized, the main objective of the organizational redesign is to enhance and strengthen customer service and relationships. The realignment flattens the organization, enabling the flexibility to more quickly adapt to changing market forces and continuing mail volume decline.

Donahoe announced a new partnership with eBay and the expansion of the Forever Stamp program for customer convenience. The Postal Service has signed a new, five-year contract with eBay to provide online tools and marketing programs to help millions of small businesses grow through the use of direct mail, while providing some of the best shipping prices to fulfill new customer orders.

The Postmaster General reiterated his commitment to work with Congress and the Administration to recover \$6.9 billion the Postal Service has overpaid the Federal Employee Retirement System.

## Simplified Addressing to City Routes and PO Boxes

In January, the Postal Service expanded options for mailers to use simplified addressing for saturation flats and irregular parcels delivered by city letter carriers or to PO boxes in Post Offices with city delivery service.

If you want your mailing to go to all active deliveries, both residential and business, on any designated city route, you can now address your saturation mailing simply to "Postal Customer" along with city, state and ZIP Code. This enhancement eliminates the need to maintain an updated database of delivery-sequenced specific addresses. This is the same convenience that mailers to rural or highway contract routes have had for years.

To assure that mailings are based on accurate delivery statistics, mailers using a simplified address format on mail pieces for delivery to a city route must obtain address information only from the Delivery Statistics File, available in one of the following ways:

The Every Door Direct Mail (EDDM) website is a new, interactive website developed by the Postal Service to provide information and assistance – especially for small mailers – in making saturation mailings bearing simplified addresses. Go to [usps.com/promotions/simplifiedaddressing.htm](http://usps.com/promotions/simplifiedaddressing.htm), click on "Find routes and stats for active household."

The Delivery Statistics File contains the delivery statistics for all city carrier routes, rural routes, highway contract routes, general delivery units, and Post Office Box sections. This database is available on CD-ROM for the entire nation. For information on prices and an order form, phone the National Customer Support Center at 800-238-3150.

The Address Information System (AIS) viewer is an interactive CD-ROM that provides delivery statistics retrieval and other AIS products. It can be obtained by contacting the National Customer Support Center at 800-238-3150 or by sending appropriate payment with the completed order form, which is available online at [usps.com/ncsc](http://usps.com/ncsc).

If you've always wanted to reach more local customers without complications and at low cost, simplified addressing for saturation mailings may provide just what you need.

Additional information, including Simplified Addressing formats, is available in *Postal Bulletin 22300*, published Dec. 16, 2010 and available online at: [usps.com/cpim/ftp/bulletin/2010/pb22300/html/welcome.htm](http://usps.com/cpim/ftp/bulletin/2010/pb22300/html/welcome.htm).

## MDA Tip!

As Mailpiece Design Analyst for the Western New York District, Don Stuhler splits his week between Rochester and Buffalo, and receives many requests from mailers in both cities and beyond. To best serve your mailing needs, Don has made the following request:

Due to an increase in design review and barcode positive requests, please allow for 3 to 7 business days turnaround. Please plan accordingly!

Don Stuhler, Mailpiece Design Analyst, WNY District at 585-272-5716 or by email at [Donald.j.stuhler@usps.com](mailto:Donald.j.stuhler@usps.com).

## 2011 National Postal Forum

Mailers who attend this year's National Postal Forum (NPF) May 1-4 in San Diego, CA, will hear firsthand about the U.S. Postal Service's direction for the future. Postmaster General and CEO Patrick Donahoe will be the keynote speaker at Monday morning's opening session. On Tuesday, there will be two executive briefings – one by Donahoe and one by President and Chief Marketing/Sales Officer Paul Vogel. Other Postal Service officers and executives will host various special sessions over the four days, providing an in-depth look at key topics, including five-day delivery, security, network and facility optimization, shipping products, global markets, and Intelligent Mail services.

Peer-to-peer roundtables are back this year, by popular demand. NPF is the most extensive trade show in the industry – and the only one to feature the latest USPS technologies. For the first time ever, the NPF is offering a USPS plant tour, on May 4, of the 625,000 square foot Margaret L. Sellers Processing and Distribution Center in San Diego. For more information about the 2011 National Postal Forum and how to register, visit [www.npf.org](http://www.npf.org), or call 703-218-5015.

## Postmaster's comments (CONT. FROM PAGE 4)

Changes in the economy, customer habits and technology dictate that we must also change to stay relevant. But one thing remains constant – our goal of providing you excellent service for your business and your customers. Our collaborative efforts through the Postal Customer Council are a keystone to our mutual success.

## RESOURCES

### Business Customer Gateway

<https://gateway.usps.com/bcq/login.htm>

### Direct Mail Website

<http://www.usps.com/ncsc/ziplookup/lookupmenu.htm>

### MailPro

[www.usps.com/mailpro](http://www.usps.com/mailpro)

### Postal Explorer

<http://pe.usps.com/>

### International Postal Codes

<http://www.upu.int/members/en/members/html>

### Quick Service Guide

<http://pe.usps.gov/text/qsg300/q000.htm>

### RIBBS

<http://ribbs.usps.gov>

## IMPORTANT DATES

May 1-4, 2011	– National Postal Forum in San Diego, CA
May 18, 2011	– GRPCC Breakfast Seminar - Mail Piece Design / IMB, USPS, Jefferson Rd.
Sept. 21, 2011	– National PCC Day

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