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mail smarter.”

P.O. Box 92101
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Winter 2010

The Greater Rochester
Postal Customer Council is
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Canfield and Tack
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Monroe Litho
Rochester Business Journal
Rochester Institute of Technology
Shopping Bag & Advertiser
Sigma Marketing
Tucker Printers
United State Postal Service
University of Rochester
Xerox Corporation

Migrating to the IMB Training

Effective May 2011 the Intelligent Mail® Barcode (IMB) will be required for letter-size and flat-size automation discounts. The Intelligent Mail® Barcodes will also be required on Business Reply Mail, Confirm® Mail and Courtesy Reply Mail postcards, letters and flats.

Don Stuhler, Mailpiece Design Analyst, will conduct five presentations on “Migrating to the IMB.” The sessions will be held at the Rochester Processing & Distribution Center at 1335 Jefferson Rd., Room 105, in Rochester, from 9am-Noon.

Don’t wait until the last minute! Sign up now for one of the following dates:

January 19, 2011
February 9, 2011
March 9, 2011
April 6, 2011
May 4, 2011

Call 585-272-5716 to reserve your seat or email Donald.j.stuhler@usps.com.

Greater Rochester and Buffalo/Niagara PCCs Offer Webinars

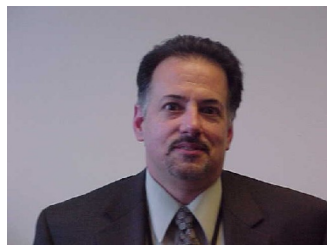
The Greater Rochester PCC has joined with the Buffalo/Niagara PCC to co-sponsor educational webinar training classes for those who may not be able to attend off-site seminars. Webinar classes are free, but preregistration is required. Please send an email to BNPCC@usps.gov no later than 2 business days before the event date; in the subject line, type “webinar” with the scheduled date. Prior to the webinar, you will then receive an email reply with the login information. The webinar schedule is as follows:

Dec. 7, 2010 at 1pm	Intelligent Mail: All About the Barcodes (Intermediate level)
Dec. 16, 2010 at 10am	Town Hall discussion for BMEU customers”: Issues and Q&A
Jan. 5, 2011 at 9am	Move Update Standards (beginner level)
Jan. 20, 2011 at 9am	First Class Mail and Standard Mail Eligibility (targeted for non-profit organizations, beginner level)
Mar. 15, 2011 at 1pm	Intelligent Mail: Bringing It All Together (advanced level)
Apr. 14, 2011 at 1pm	Intelligent Mail: Bringing It All Together (advanced level)

Each webinar lasts approximately one hour. Are there other webinar topics you would like to see? Visit www.grpcc.com and let us know!

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

Looking Back, Looking Forward

The Postal Service closed out fiscal year (FY) 2010 on September 30. As the year comes to an end, we get the opportunity to take account of the previous 12 months while looking ahead to the next 12 months of possibilities.

There is no doubt that 2010 has been a challenging one for both our businesses. I’m sure that we in the Postal Service did many of the things you did in your organization to react to the difficult times. In our Western NY District, we reacted to volume and customer changes by cutting overtime, work hours and ultimately the number of postal employees (through attrition) by about 450. We consolidated delivery routes, mail processing and carrier operations and by year-end, saved about \$9 million in expenses. We are doing things within our control to keep costs down and service up.

Nationally, the USPS continues to pursue a plan to achieve long-term financial viability that encompasses all stakeholders –mailers, elected officials and union and management associations. We are awaiting Congressional action on issues like 5-day delivery and the overpayment of retirement funds. We have appealed to the U.S. Court of Appeals the Postal Regulatory Commission’s (PRC) decision on the exigent rate case and are in labor negotiations on two of our four contracts. We hope to achieve a more flexible workforce. And on Dec. 3 we will have a leadership change as Postmaster General Jack Potter retires and Deputy Postmaster General Patrick Donahoe takes over.

On the horizon, we are pursuing some exciting products and services to grow business. On Nov. 2 we filed a request with the Postal Regulatory Commission for two new incentives: Reply Rides Free encourages the inclusion of marketing messages in bill and statement mailings, and payment of bills using the mail. For qualifying customers, a 1.2-ounce piece is charged the 1-ounce price if a reply envelope or card is included in the mailing.

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**Industry
Co-Chair’s
Comments by
James Ferro**



As 2010 comes to an end, it also brings my term as the Industry Co-Chair for the GRPCC full circle.

As I leave my Co-Chair position on the Executive Board I want to acknowledge the support that I received from all the wonderful folks on the Executive Board and also to the Postmaster and my USPS Co-Chair Iggy Vaccaro along with his steadfast staff of professionals: Jeannine Bianchi, Paula Morgan and of course the mainstay of Mailpiece Design, Don Stuhler.

Our emphasis this past year has been on continuing to foster a spirit of partnership, a partnership not only within the USPS but also with the vast array of individuals and organizations who depend on the US Postal Service for delivering various correspondence and or products to their end users.

Our joint seminar with Rochester Area Marketing Association (RAMA) on “going green” initiatives was a tremendous success and brought out many more individuals that we have seen at our educational events. Our goal is to continue to come up with more relevant and focused sessions for our membership. You can help by telling us what you need to know about in order to have a more rewarding experience when using the US Postal Service.

As we move into 2011, I pass the baton to the new Industry Co-Chair Bob Zurat and his Vice Co-Chair Bob Wilbur. They are certainly no strangers to the GRPCC and I am confident that they will continue to bring our membership the information and tools you will need to know and use when submitting your mailings to the Business Mail Entry Unit (BMEU).

Again thanks to all my colleagues for working with me this year and I look forward to seeing all of you at one of our scheduled seminars in 2011.

Postmaster General John Potter Retires

After nearly 10 years as U.S. Postmaster General and CEO of the U.S. Postal Service, John Potter has announced that he will retire on December 3, 2010, after 32 years of service.

Potter's accomplishments include:

Eliminating more than \$20 billion in costs during the last 10 years, with cumulative savings of more than \$50 billion.

Building a leaner, more flexible workforce and increasing efficiency and productivity through technology and the expansion of automation in mail processing and delivery.

Reducing career employment from 787,000 positions in 2001 to about 584,000 today through attrition, using strong and focused management practices.

Leading the Postal Service and the nation through the anthrax terrorist attack following 9/11.

Creating a 10-year action plan that is a blueprint for necessary operational, legislative and regulatory changes to the current business model to ensure a viable Postal Service for decades to come.

The governors of the Postal Service named *Patrick Donahoe*, currently Deputy Postmaster General and Chief Operating Officer, to succeed Potter.

Donahoe will become the 73rd Postmaster General in December. Potter credits Donahoe and his entire service team with regularly exceeding demanding performance goals and setting new records for on-time delivery and operational efficiency.

Donahoe began his career as a clerk in Pittsburgh in 1975, and in 2001, became responsible for all facets of mail operations, including processing delivery, retail, engineering, transportation and facilities. He served in a variety of senior management positions in operations and human resources before becoming Deputy Postmaster General in 2005.

GRPCC Elects New Industry Co-Chair and Vice Co-Chair

The GRPCC executive board elected **Robert Zurat** (*Pitney Bowes*) as industry co-chair, and **Robert Wilbur** (*Canfield & Tack*) as vice co-chair, at the November meeting. Bob Zurat will serve a one-year term as co-chair in 2011; Bob Wilbur will then take over as co-chair in 2012.

Both "Bob's" are long-term board members and we welcome their new expanded roles.

The GRPCC Board also wishes to express appreciation to outgoing industry co-chair, **James Ferro** (*Layer One Media*). Jim has served in this position twice in recent years, and will continue to be active on the executive board.

Postmaster's comments

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The Saturation Mail/High Density Incentive Program provides rebates for volume growth over 5 percent for frequent mailers of Saturation or High Density Standard Mail letters and flats.

And of course, the Intelligent Mail barcode (IMb) becomes a requirement for automation discounts on letters and flats in May, 2011.

Much accomplished, much to do. Through the PCC partnership we will continue to chart the path ahead with our shared vision of keeping the mailing industry and the mail viable. Thank you for your work and for your membership in our joint ventures.

National Postal Forum Launches Website, Newsletter

A new, interactive National Postal Forum (NPF) website is being built. The site is easy to use and full of information. Be sure to join the NPD community to find the latest information about the Forum, which is being held in **San Diego May 1-4, 2011**. Stay updated with the weekly *Mailing Industry Newsletter* on all the latest changes in your industry. Visit the new website at www.npf.org. Online registration will begin soon.

MDA Tip!

By Donald Stuhler, Mail Piece Design Analyst, WNY District-USPS

What is the difference between a Folded Self-Mailer and a Letter-size Booklet?

A folded self-mailer is defined as a mail piece constructed of a single-sheet or multiple sheets nested together, folded and sealed to be used in place of an envelope.

A folded self-mailer must be at least 3-1/2 inches high and 5 inches long and not exceed 6-1/8 inches high and 11-1/2 inches long to achieve letter rates.

A letter-size booklet is defined as a staple stitched or permanent bound mail piece used in place of an envelope. A letter-size booklet must be at least 3-1/2 inches high and 5 inches long and must not exceed 6 inches high and 10-1/2 inches long.

Both the folded self-mailer and letter-size booklet are required to be sealed. Folded self-mailers and letter-size booklets that are not properly sealed are classified as non-machinable letters and will incur the non-machinable surcharge for First-Class Mail, Standard Mail and Non-Profit postage rates.

For further information regarding folded self-mailer, letter-size booklets and sealing requirements, please contact Don Stuhler, Mailpiece Design Analyst, WNY District at 585-272-5716 or by email at Donald.j.stuhler@usps.com.

Confirmation Services™ Nine-digit Mailer ID (MID):

Effective January 31, 2011, all customers using a nine-digit MID for Confirmation Services (Delivery Confirmation™ or Signature Confirmation™) and Electronic Verification System (eVS®) will be required to use a conforming mailer identification (MID) number that begins with the number 9. Additional information can be found on Postal Explorer at pe.usps.com in Postal Bulletin 22290, July 29, 2010.

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

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

November 25, 2010 – Thanksgiving Day Holiday

December 25, 2010 – Christmas Holiday

January 1, 2011 – New Year's Day Holiday

May 1-4, 2011 – National Postal Forum in San Diego, CA

May 1, 2011 – Only Intelligent Mail Barcodes (IMB) qualify for automation rates.

Do we have your email address?

Visit www.grpcc.com and sign up to receive timely email updates on postal rates and services!