

Postal Partners TWIN CITIES

Twin Cities Postal Customer Council

www.TwinCitiesPCC.org

Date/Year

Learn to better 'Partner with the Postal Service' at March 8 breakfast event

Have you ever wondered if you're getting all the benefits you can out of your business relationships with postal representatives?

Learn to maximize the value of those contacts at a Thursday, March 8 breakfast event sponsored by the Twin Cities Postal Customer Council.

The definition of "partnership" is a cooperative relationship between people or groups, who enter a mutually



Dawn Peterson

beneficial relationship to accomplish agreed upon objectives or goals.

Is that how you would describe your relationship with the Postal

Service? If not, you'll want to learn how to partner for success. If you're happy with your personal postal partnership, pick up tips and tricks that will help you take that relationship to an even higher level.

"Partner with the Postal Service" is set for the Sheraton Four Points at I-35W and Industrial Blvd. in northeast Minneapolis.

Registration and continental breakfast begin at 8:00 a.m. The general session begins at 8:30, with breakouts tailored to fit your needs to follow. The entire event wraps up by 10:00 a.m.

Dawn Peterson leads the Northland District's new Business Development Team (BDT), formed to help business owners thrive by utilizing the tools and products that the Postal Service has to offer. The BDT also
(PARTNER continued on p. 3)

Cynthia M. Larson named Minneapolis Postmaster

Cynthia M. (Cindy) Larson was named the 33rd postmaster of Minneapolis effective Nov. 11, 2006.

Larson, formerly St. Paul Postmaster, is responsible for customer service operations, which includes delivery and retail services at 33 facilities. She directs a workforce of more than 2,000 letter carriers, sales associates and support personnel.

Larson returns to Minneapolis, where she began her postal career as a part-time clerk in 1980. She has worked in management positions in several Minneapolis offices and has served the Northland District as Manager, Address Management Systems; Manager, Post Office Operations and



Cynthia M. Larson

Senior Manager, Post Office Operations. She became the postmaster in St. Paul in January of 2005.

"There truly is no place like home," Larson said, "and Minneapolis has always been home to me. It's a great honor and a great privilege to lead this exceptional team. The Minneapolis Post Office has a history of providing great customer service and we will continue to do that."

Twin Cities PCC welcomes new leadership on board

The Twin Cities Postal Customer Council rang in the new year with new leadership at a business/social event held Jan. 17 at Earle Brown Center in Brooklyn Center.

Kari Miller, Postal Affairs Coordinator for North American Membership Group, Inc., takes over the reins as Industry Co-Chair. She succeeds Hazelden's John Joachim, who had served two terms.

On the postal side, former Minneapolis Postmaster Tony Williams will leave as co-chair following his recent promotion to Northland District Manager. As District manager, Williams will now oversee delivery and processing operations of more than 900 facilities in most of Minnesota and the western third of Wisconsin.

He is replaced in Minneapolis by Cindy Larson, previously postmaster in St. Paul (see related story on this page). She remains as postal co-chair and is joined by Mike Larson, the acting postmaster in St. Paul.

Those attending the event also got a recap of PCC activity from 2006 and a sneak preview of the educational offerings for the coming year. Highlighting 2007 are a rates roundtable in May; a tour of the Bulk Mail Center in July and the return of the popular Midwest Mailing Forum Sept. 26-27.



New Twin Cities Postal Customer Council Industry co-Chair Kari Miller and outgoing co-Chair John Joachim.

Intelligent Mail services a go for 2009

The U.S. Postal Service presented its vision to revolutionize business mail by using standardized intelligent barcodes, continuous mail tracking, and real-time feedback to business customers. These services, referred to as *Intelligent Mail*®, will be fully operational for all commercial mailers by 2009.

"*Intelligent Mail* is like having a GPS system for mail," said Postmaster General John E. Potter.

Intelligent Mail

The centerpiece of the technology is one standardized intelligent barcode used on each piece of mail as well as each mail container. The technology enables business customers to "see" their mail at every step — from arrival at the postal facility to processing to transportation to delivery.

This system enables real-time data to be captured and communicated — identifying problems such as bad addresses and improper pre-sort.

"Constant feedback is what really differentiates *Intelligent Mail* from our current process," said Potter. "This increases the overall value of mail as a business communications medium."

The new system also provides real-time data to improve service measurement, enabling the Postal Service to pinpoint problems immediately.

Customer Benefits

Intelligent Mail enables business customers to better plan promotions and payments.

- Increases ability to track mail.
- Saves time through automated acceptance and verification.
- Enables electronic postage payment and around-the-clock access to account.
- Allows businesses to compare printer services.
- Adds more envelope space for valuable marketing messages.
- Provides real-time feedback on mail quality.

Intelligent Mail is currently being

pilot tested by three large businesses and results are promising. One large mailer improved its scan rate to 99 percent, ensuring 140,000 pieces a day were processed by postal equipment instead of manually.

Everybody Wins

"*Intelligent Mail* is the smart way for customers to do business," said Potter. "Our vision is becoming a reality and we're looking forward to having everyone on board by 2009."

Calendar of Events

Minnesota Mailing Community Events for 2007

February 14	MMA General Meeting
February 22	MSMA Round Tables (ROI, How to Run Effective Meetings, Ops. Measures)
March 8	PCC -- 'Partner with the Postal Service' (see article p. 1)
March 15	EMCM Certification -- Session 1 (also April 19, May 17, June 7)
April 11	MMA General Meeting
May 2	PCC Rates & Regulations Round Table
May 8-11	MailCom: Atlantic City
May 25	MSMA Tour -- North American Inbound Imaging
June	MMA Annual Golf Outing (Date TBD)
July 19	MSMA Lake Minnetonka Boat Cruise
July 25	PCC Tour -- Bulk Mail Center
August 8	MMA General Meeting
September 19	National PCC Day
September 26-27	Midwest Mailing Forum
October 10	MMA General Meeting
November 8	MSMA Annual Meeting -- Edina CC
December 12	MMA Holiday Party

POSTAL PARTNERS

IS THE OFFICIAL NEWSLETTER OF THE
TWIN CITIES POSTAL CUSTOMER COUNCIL
AND IS PUBLISHED QUARTERLY IN PARTNERSHIP
WITH THE UNITED STATES POSTAL SERVICE
IN ST. PAUL AND MINNEAPOLIS.

SEND ADDRESS CHANGES TO:

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PO BOX 65610
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(651) 293-3100

www.twincitiespcc.org

PARTNER: (continued from p. 1)

works to educate the public and employees about postal products and services.

Dawn has assembled a team of experts from a variety of postal backgrounds who stand ready to share their expertise. You will get an overview of BDT goals, and tips on how to better use USPS shipping, USPS.com, NetPost Services and direct mail.

Cleo Swenson is a Sales Manager for the Postal Service, based in St. Paul. She'll offer the opportunity to explore "The Unexpected Benefits of a Postal Partnership."



Cleo Swenson

She'll teach you to use the "Mail Moment" to connect with current and potential customers in a way that no other media can. You will learn how to

leverage the access to every global address and delivery of more than 670 million communications every day that USPS can provide.

For only \$10, you'll gain maximum benefit from your postal relationships. Send in the registration form on the back page, or visit the Twin Cities PCC website at www.twincitiespcc.org.

In Washington, D.C.



Mark Your Calendar Midwest Mailing Forum

The Twin Cities Postal Customer Council will sponsor the 2007 Midwest Mailing Forum: "Homerun Strategies for Mailing Success"

When: Sept. 26-27, 2007.
Where: Earle Brown Heritage Center, Brooklyn Center.
Who: The Upper Midwest Mailing Community, including YOU!

More details coming soon!

Still time to register

EMCM classes to start March 15

Whether you're looking to take the next step in your career, or just looking for ways to make your mailing operation more productive, there's still time to sign up for the Executive Mail Center Manager (EMCM) program.

The four eight-hour sessions begin March 15 at the Twin Cities Metro Hub in Minneapolis. Other class dates are April 19, May 17 and June 7.

The comprehensive training will help you manage more effectively, improve your safety and security, boost productivity and cut costs.

The cost of the program is \$960 and includes lunch each session. To register, or for more information, contact Diane Dotzler at: dcdotzler@cqintl.com

National Postal Forum set for March 25-28

There's no business like the mailing business. And once a year, the place to be if you're in the mailing business is the National Postal Forum (NPF), the industry's premier educational event and trade show. This year's NPF will be held March 25-28 in Washington, DC. The four-day educational event and trade show is designed to present the mailing industry's most profitable ideas.

The NPF offers business- and career-building opportunities for every part of the mailing industry, from strategy and operations to marketing and technology. Get first-hand information, knowledge and strategies that can

help your business grow. The lineup of activities includes more than 150 workshops, 13 business tracks, 13 certificate programs and three symposiums on marketing, addressing and packaging.

The Forum features a strategic briefing from Postal Service officers. Highlights include a keynote address by Postmaster General John E. Potter and general sessions led by top USPS management. Mail center managers and heads of production can attend symposiums and workshops on address quality, package shipping, mail security and other topics. Earn USPS certificates, see the newest and most

innovative products and services, network with suppliers and explore state-of-the-art technology on exhibit.

After the NPF delivers on the business of mail, a reception will be held at the Smithsonian's National Air and Space Museum, which will be closed to the public for the event and allow exclusive access to the exhibits. Get more information about the 2007 National Postal Forum and register to attend at the NPF website at www.npf.org or call 703-218-5015.

And here's a deal you can't pass up. PCC members get a 10 percent discount on the registration fee.



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Clip and Mail This Registration Form Today!



MAILERS ROUND TABLES

I want to learn more about Partnering with the Postal Service. Sign me up.

Name: _____ Title: _____

Company: _____

Address: _____ E-Mail: _____
(For PCC use only)

City: _____ State: _____ ZIP+ 4: _____

Please mail this completed form and a \$10 check payable to:
Twin Cities PCC, PO Box 65610, St. Paul MN 55165-0610
Or register on-line at www.twincitiespcc.org
EIN# 41-1702023

When: March 8, 2007

Where: Four Points by Sheraton
1330 Industrial Blvd.,
Minneapolis

Registration/Continental
Breakfast: 8:00 a.m.

General Session: 8:30-9:00

Breakouts: 9:00-10:00

Cost: \$10