



Minneapolis



TWIN CITIES
POSTAL CUSTOMER COUNCIL

Spring 2021 Newsletter



St. Paul



A MESSAGE FROM BILL LEVOIR Industry Co-Chair

New PCC Members:

David Johnson

Peter Studer - Impact Connects

Michael Glasrud - Mayo Clinic

Breanna Rykhus - County of Stearns

Upcoming Events:

National Postal Forum

May 3-4, 2021

Virtual Event

USPS Grow Your Business Day

Webinar

Wednesday, May 12, 2021

12:00 PM - 1:00 PM

1st Annual

Twin Cities PCC Golf Tournament

Links at Norfolk, Ramsey, MN

Tuesday, June 22, 2021

11:00 AM - 6:00 PM

Mailpiece Design Professional
Certification Class Virtual Training
Summer 2021

Midwest Mailing Forum

September 22, 2021

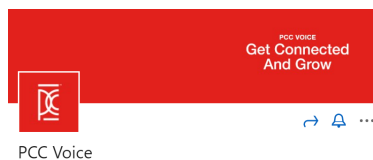
8:00 AM - 4:00 PM

I received my second Pfizer vaccine shot earlier today, and so far, I'm doing well. I'm hoping that continues! I had a headache and some body aches after the first one, but it was mostly uneventful. Do not go by me, however, if you haven't received a vaccine yet. I seem to be the exception rather than the rule. Most people don't have any problems. I'm glad I was able to get one after a long wait. I signed up for every possible opportunity, from pharmacies to state-sponsored websites. I really wanted this so that I could hopefully feel more confident about going out in public or getting back to some sort of normalcy.

I'm looking forward to getting out more often. I would really like to take my wife out for a nice dinner, or to meet up with some friends at a local restaurant or taphouse. My wife and I went to a local mall the other night to just get out and walk. It was cold and rainy, so we decided to go inside. I felt terrible that there were only a handful of people in the entire mall. How can businesses continue to survive if we don't go back out to the brick-and-mortar businesses and support our local economy?

To me, there is nothing quite like the face-to-face meetings we grew accustomed to on a regular basis. And they have been sorely lacking over the past year. I'm someone who prefers in-person events and meetings. I feel they are more productive and valuable. I like to read the room and I'm more engaged. I feel you can make a greater connection with everyone in the room. I know I'm not alone in having Zoom burnout (or any online meeting app)! It's impossible to feel connected when some people never even turn on their camera, or their picture is fuzzy, or the background keeps changing. Then there are the barking dogs or crying babies. I'm fortunate that I do not have young children anymore, because those parents today have an incredibly difficult time handling all these demands. I get at least one solicitation every day for an upcoming meeting, seminar, webinar or other request for my online time. I think everyone feels you should have that time open for them on your calendar, and you "need to join us for this incredible opportunity"!

I already feel more confident that I'll be able to get back to some of my old normal activities. I've always enjoyed golf, and I was fortunate to play relatively often last year as that was a great way to get outside and enjoy some company, and still maintain some "social distance". I'm hopeful more opportunities will open soon after more people are vaccinated, and states and governments roll back the restrictions. Speaking of golf, please keep an eye out for future emails from the Twin Cities PCC about our first annual golf tournament on June 22nd. Check out our website for further details. Then we plan to be in-person for our biannual Midwest Mailing Forum in September. I wish you all good health and I look forward to seeing you at one of our upcoming events.



Have you heard about the PCC Voice on LinkedIn®?

The PCC Voice serves as a great tool to anyone in the mailing industry.

It's a place to keep up to date on upcoming educational events on the mailing industry.

Join Today!

Step 1: Sign up for a LinkedIn account:

https://www.linkedin.com/signup/cold-join?trk=guest_homepage-basic_directory

Step 2: Use this link to join the group:

<https://www.linkedin.com/groups/8303549/>

What a great way to stay connected!



Why Seamless Acceptance is the Right Choice

Bob Rosser, Director, Postal Affairs at IWCO Direct

Once I knew how the USPS® Seamless Acceptance® (SA) program was being designed to work, I couldn't get our company there fast enough, and that was long before there was a financial incentive to do it. With the new Operational Efficiency Incentive for eDoc submitters that took effect in January, there is an even stronger business case for mailers to adopt SA.

With the incentive in place, the USPS is pushing to have more mailers adopt SA. Mailers with Detached Mail Unit® (DMU) verification are expected to be fully enrolled in the Seamless program by May 1, 2021. If you take your mail into the Business Mail Entry Unit® (BMEU), you can expect to see the USPS automating its verification processes on your Full-Service eligible mailings by July 1, 2021.

The USPS is committed to SA for good reason—cost savings. I want to share the business rationale of our company to implement Seamless Acceptance in our four facilities back in May 2014, and provide guidance on best practices that might make your conversion process a lot easier as you consider making the change yourself.

Seamless Acceptance—What is it?

SA is an automated mail verification process that leverages the information supplied with IMb Full-Service automation-compatible letter and flat mailings. SA compares piece, handling unit, and container scan information collected from your mail from manual sampling by clerks and passive mail processing to verify mail preparation quality and accuracy of postage rates claimed. It is a census-based verification process that looks at mail quality across all volume submitted for a complete calendar month. This differs dramatically to the sample-based manual verification process.

All this data enables a more accurate total picture of quality. Electronic documentation (eDoc) provided to the Postal Service through Mail.dat or Mail.xml and the PostalOne! Interface describes the content and makeup of your mail. Processing scans of actual pieces, trays, and pallets are compared to that eDoc, and quality is tracked across a calendar month for various metrics. There are thresholds established for each metric. If you are below threshold, no issue. If you are above threshold, there are postage consequences.

Why Did It Make Sense Even in 2014?

When we think about today's USPS mailing environment, we know that it is all driven by data and automation, requiring accuracy at every touch point. Poor data quality can lead to extra handlings, misdirected mail, or—worst case—non-delivery. With the investments being made in mailed customer communications, SA made perfect sense to us to have all of our mailpieces evaluated for postage accuracy, preparation quality, address quality, etc. by the very equipment that was being used to sort it to its final address destination.

The earlier part of my career was spent selling and installing high-speed barcode mail sorting systems and MLOCR systems for Bell & Howell and ElectroCom Automation (ECA). I've had hands-on experience with all this technology and its capabilities since 1984. When the opportunity presented itself to become a pilot for Seamless, IWCO Direct jumped right in. I knew we could make it work. I was that confident. In fact, I also volunteered to be one of MTAC Workgroup 143 Seamless Acceptance Industry Co-leaders.

Now, you may not have the same kind of experience with this technology that I had, but odds are you are already trained and experienced in the principles needed to lead a successful SA conversion. If you are doing any IMb® mail tracking at all, then you already are aware that you have to do every step of the process correctly if you want accurate results that are reflective of the physical mailing's delivery performance. Building on your IMb mail tracking experience, you can apply those same troubleshooting skills to address the gaps in your scorecard while you are in Seamless Parallel to ensure all your quality metrics are under threshold.

Compared to the subjectivity of mailing verification based on a couple trays worth of mail, I had greater confidence in the whole census nature of SA where the automation read results from our mail would be compared and contrasted to the data provided in our eDoc that was used to determine postage payment. This allowed us to finalize mailings per our schedule and support our clients' mailing requirements in a 24/7 production environment. Leveraging eInduction and our Drop Ship Management System allowed us to reliably meet our clients' in-home delivery needs as well. There is no-one in our company who would go back to the old verification methods.

Some Seamless Acceptance Take-aways from an SA Veteran

- * SA puts the eDoc® submitter in control of what and when you mail.
- * This control means you can mail virtually 24/7, which provides greater flexibility for production scheduling.
- * All-new USPS service agreements will follow the SA protocol for USPS to ensure revenue protection and to encourage industry innovation.
- * As of January 24, 2021, there is a \$0.001 operational incentive payable to the SA eDoc Submitter on each Full-Service eligible piece finalized through SA on PostalOne!® to offset investment and maintenance costs.
- * Use cross-departmental project team to address and remedy systemic scorecard issues.
- * Actively monitoring your scorecard to reduce risk and avoid surprises.
- * Address small, below minimum quantity mailings in eDoc to avoid undocumented pieces on our scorecard.
- * Address systemic process issues with documented SOPs to stay under control and minimize any exceptions.
- * Human errors happen. Learn from them and plug the process gaps.
- * Call penalties on yourself if you discover them to maintain a transparent relationship with the USPS.
- * Use all the tools and resources available to you to help troubleshoot the puzzling questions that are bound to crop up.
- * Dispute any assessment so you can verify its accuracy.
- * Keep the USPS informed on any of your own system downtime for contingency.
- * You need internal systems to manage your own data. The right mix for your environment is driven by the complexity of your mail mix and how much control you have in the end-to-end manufacturing and mailing process.

There are plenty of experienced technical resources in both the USPS and the mailing industry who can assist anyone trying to convert their operations to Seamless Acceptance these days. Need help? Please feel free to drop me an email.

Upcoming Events



The NPF 2021 Spring Virtual Event is on, and registration is open!

The anticipation has reached an intense pitch. Now it's time to hit the virtual stage. On May 3-4, the NPF 2021 will be presenting two full days of exclusive sessions and workshops orchestrated to keep you on track for record success! Join us at what is the only premier Mailing and Shipping event that works directly with USPS leadership, bringing you the most comprehensive educational and networking platform in the industry.

In your office or at home, experience it all from a front-row seat...

- Monday and Tuesday Exclusive USPS Executive Leadership Panel Presentations
- USPS and Top Industry Leaders Host 16+ Sessions and Educational Workshops
- Partner Resource Center providing the solutions you need to succeed
- Special Events to celebrate the industry and more!

All in for \$149 – Registration is open!

<https://npf.org>



USPS Grow Your Business Day

Webinar Dates

Wednesday, May 12 at 1:00 p.m. ET

Tuesday, June 8 at 2:00 p.m. ET

Tuesday, July 13 at 2:00 p.m. ET

Tuesday, August 13 at 2:00 p.m. ET

<https://www.twincitiespcc.org/upcoming-events/2021/5/12/usps-grow-your-business-day-event>

Grow Your Business Day Events:

During the month of May, the US Postal Service wants to recognize and support America's entrepreneurs and small business owners by hosting Grow Your Business Day (GYBD) events across the country. During this month-long celebration, there will be a host of in-person and virtual events providing information on retooling and innovative practices for small business owners as they look to pivot and recover.

GYBD events are the perfect time to see how the USPS is working to grow small businesses, creating 21st-century jobs, and drive innovation.



The Twin Cities PCC is excited to be hosting the

1st Annual TCPCC Golf Tournament!

Please join us on June 22nd at
The Links at Northfork, Ramsey MN
Pre-Registration is required

Check-in begins at 11:00am
12:00 Noon Shotgun Start

<https://www.twincitiespcc.org/upcoming-events>

1st Annual Twin Cities PCC Golf Tournament
Tuesday, June 22, 2021
11:00 AM - 6:00 PM

Registration Options:

Single Golfer - \$80 includes cart/green fees, PLUS Dinner/Social Hour following the tournament

Foursome - \$320 includes cart/green fees, PLUS Dinner/Social Hour following the tournament

Dinner/Social Hour Only - \$35



Reconnect at the Twin Cities PCC Midwest Mailing Forum Sept 22, 2021

Bringing you comprehensive Educational
and Networking sessions



Save the Date for the
Twin Cities PCC

Midwest Mailing Forum

Wednesday, Sept. 22, 2021
8:00 AM - 4:00 PM

Additional Details coming soon! Check our Website <https://www.twincitiespcc.org/upcoming-events>

Corporate Sponsorships



If you are interested in becoming a corporate sponsor, please contact Pam Corbeille Lepel at pcorbeille-lepel@lortondata.com or (651) 203-8205.

Industry

Pam Corbeille-Lepel	Membership	Lorton Data Inc.	pcorbeille-lepel@lortondata.com
Jackie Daugherty	Treasurer / Facilities	The Arch of St. Paul & Mpls/Comm Office	daughertyj@archspm.org
Pete Gjerness	Surveys	Shutterfly	ptgjerness@shutterfly.com
Cathy Hufford	Industry Vice Chair / Education	Hazelden Betty Ford Foundation	chufford@Hazeldenbettyford.org
Bill LeVoir	Industry Co-Chair	MackayMitchell Envelope	blevoir@mackaymitchell.com
Melissa Manning	Secretary / Facilities	Impact Connections	mmanning@impactconnects.com
Kari Miller	Web	Venture Solutions	kari.miller@venturesolutions.com
Suzi Oswald	Communications/Marketing	SeaChange	suzi.oswald@seachangemn.com
Tim Schwarzrock	Membership	OnTrac	tschwarzrock@ontrac.com
Laura Barber	Program Committee	Impact Connections	lbarber@impactconnects.com
Cat Myren	Program Committee	R R Donnelley	cat.myren@rrd.com < cat.myren@rrd.com >

Postal

Rachel Christensen	Education	US Postal Service	rachel.m.christensen@usps.gov
Mark Janda	Education	US Postal Service	mark.a.janda@usps.gov
Will Jones	Postal Co-Chair	US Postal Service	william.d.jones@usps.gov
Tony Williams	Postal Co-Chair	US Postal Service	anthony.c.williams@usps.gov
Christy Meister	Recording Secretary	US Postal Service	christina.m.meister@usps.gov
Lori Nolta	Communications	US Postal Service	lori.s.nolta@usps.gov
Shauna Rettig	Communications	US Postal Service	shauna.rettig@usps.gov
Shawneen Betha	Postal Co-Chair	US Postal Service	shawneen.l.betha@usps.gov