



Minneapolis



TWIN CITIES
POSTAL CUSTOMER COUNCIL

Summer 2021 Newsletter



St. Paul



A MESSAGE FROM
BILL LEVOIR
Industry Co-Chair

It seems summer is back with a vengeance. Buildings are collapsing, there is massive flooding, incredible heat waves, Atlantic storms and tornadoes. All of these things are bad and tell us to be on our toes. On top of what we've been through over the last year and a half, it seems too much to take. But there are so many people responding to the call to help and doing what is needed. Someone once said, if you want a rainbow, you need to put up with the rain.

We've seen so much good in people come out in the last 15 months or so that we sometimes forget, these are the people who are always here, and always doing good, but perhaps now, they are getting recognized for it. Neighbors, friends and family will respond when needed, but remember to get out and acknowledge them now, just for being in your life. And it seems our lives are just now opening up. Bars and restaurants are getting busy again. Friends and family are out for a night to share a drink and a story (or two). We can finally meet in public...and actually see each others' faces! The mask mandate is over, but some businesses and venues are bringing it back. It feels liberating not to have to wear one, so we hope we can get COVID under control. I'm not sure if all of the disasters feel as bad as ever, or worse because we are all just hoping for good news after all of our struggles.

I think you have to find your hope and good news wherever you can and no matter how small. Find a way to concentrate on those good points and work on just getting through one day at a time. Rely on those friends and family to share a laugh and a story. Use whatever available time you have to just connect. Make it a point to smile and ask someone about their day. I guarantee that there is someone you will come in contact with during the day who will need it more than you can imagine.

On the point about connecting, and on a more local note, your Twin Cities Postal Customer Council just completed our first annual golf tournament. You can see more about it in this newsletter, but it was a rousing success! We had 66 golfers, beautiful weather, and the Links at Northfork did an incredible job of hosting the event for us. Everything ran like clockwork, and I have to thank the many members of our Executive Board for working so hard to bring this event to fruition. As some of you are aware, we took this over from the Minnesota Mailers Association, which unfortunately disbanded. But a few of their members came to our Board and helped get it off the ground. We'll be looking for more of you to join us at next year's event!

We also have some tough news in that we were forced to cancel our bi-annual Midwest Mailing Forum, scheduled for September 22nd due to competition with the fall National Postal Forum and other factors. We are looking for other events to offer, so please keep checking our website and watch for emails detailing upcoming events.

I hope everyone has enjoyed a wonderful summer and is able to enjoy the weather, the outdoors and great friends during the fall months. We hope to see you at some of our future events as well, where we will look for all of your smiling faces!

Have you heard about the PCC Voice on LinkedIn®?

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

New PCC Members:

Sam Wambold - Impact Connects

Leah Bromenschenkel - County of Stearns

Upcoming Events:

August Webinar

Aug. 26, 2021 at 11 AM CT -

"Address Quality, Best Practices and Intelligence is a Business Game Changer"

National Postal Forum

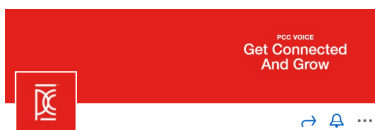
Sept. 20-22, 2021

Virtual Event

Twin Cities PCC Day

Wednesday, Sept. 22, 2021

11:00 AM - 3:00 PM



PCC Voice

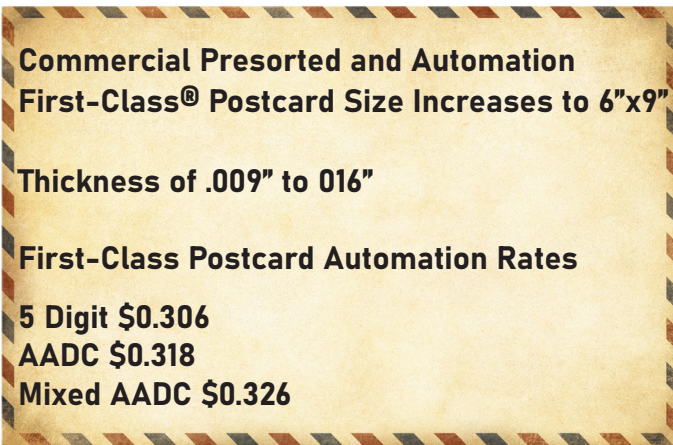
What a great way to stay connected!



Have you heard? About the New Postcard Size and New Postage Rates

The maximum size for First-Class® Postcards is now 9 inches long by 6 inches high. The increased size is a great win. If you are mailing a 6"x9" or 5"x7" postcard with First-Class rates, it will now cost less for postage. If you send 6"x9" or smaller postcards at Standard Mail/USPS Marketing Mail rates, make sure you compare against First-Class Postcard rates. There might be just a small difference in postage cost or even savings, plus you have 1st-Class delivery times, and service.

Postcard Size Change Effective August 29th, 2021



The Postal Regulatory Commission (PRC) approved the new rates, effective August 29, 2021. First-Class Forever stamps are increasing from 55 cents to 58 cents for mail weighing under 1 ounce. 1st-Class Flats will increase from \$1.00 to \$1.16, which is 2 Forever stamps. The additional ounce rate for letters is staying at 20 cents per ounce.

The Nonmachinable Letters charge will be at 30 cents with the new rates, which is a 10 cent increase.

New USPS® Postage Rates Effective August 29th, 2021

First-Class Mail (Commercial Rates)

Type	Current	New Rate	Change
Postcard-5 digit	\$0.269	\$0.306	\$0.037
Postcard-AADC	\$0.279	\$0.318	\$0.039
Postcard-Mixed AADC	\$0.285	\$0.326	\$0.041

Letter5 digit	\$0.398	\$0.426	\$0.028
LetterAADC	\$0.428	\$0.461	\$0.033
LetterMixed AADC	\$0.450	\$0.485	\$0.035

Standard Mail/USPS Marketing Mail Rates (Commercial Rates)

Type	Current	New Rate	Change
Letter5 digit	\$0.259	\$0.277	\$0.018
LetterAADC	\$0.285	\$0.309	\$0.024
Letter-Mixed AADC	\$0.304	\$0.330	\$0.026

A couple of tips to help with the rate increase:

Make sure your mailing list is up to date. Having your list up to date is crucial and will save you money. Mail your projects with the best design for postal automation and the best savings for postage.

Take advantage of the 2021 USPS Promotions. Here's a couple of the options:

Informed Delivery® Promotion gives you a 2% discount on business mailers from your postage when you use an informed delivery interactive campaign. Promotion runs from September 1st – November 30th, 2021.

The Mobile Shopping Promotion will also give a 2% discount on Postage, running from August 1st – December 31st, 2021.

To check out the 2021 Promotions and also the 2022 Promotions use the following link:

<https://postalpro.usps.com/promotions>

New USPS® Postage Rates Effective August 29th, 2021

Check the Twin Cities PCC Website
for Additional Information



Upcoming Events

Join the Twin Cities PCC on Aug. 26, 2021 at 11 AM CT
for our August webinar-

“Address Quality, Best Practices and Intelligence is a Business Game Changer”

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



Our guest speaker is Adam Collinson, Director of Address Intelligence with GrayHair Software, Inc.

We will discuss ever changing best practices and address intelligence that can be used to improve delivery, mitigate rate increases, reduce risks / fraud, and, overall, have positive impacts on your Business (beyond just the mail).



Celebrating PCC Day & 60 Years of the PCC! Sept. 22, 2021

Join the Twin Cities PCC for National PCC Day, and help us celebrate 60 years of the PCC! The schedule will include Lunch, Networking, Great Speakers, and National PCC Day updates from Washington DC

Speakers: Mark Fallon, The Berkshire Company
“What’s Going On? USPS and Industry Trends”



Mark Fallon
President
Berkshire Group

Bob Rosser, IWCO Direct & Eric Ziegler, USPS
Seamless Acceptance and Scorecard Challenges



Bob Rosser
Director, Postal Affairs
IWCO Direct



Eric Ziegler
Business Mail Entry Manager
Northland District, USPS



Celebrating PCC Day & 60 Years of the PCC!
Sept. 22, 2021

Where:
Nicollet Island
95 Merriam St, Minneapolis, MN 55401

Date:
Sept 22, 2021

Time:
11 AM - 3 PM

Please Register at
<https://www.twincitiespcc.org/upcoming-events>
Registration limited to the first 50 people



Success and Fun are just some of the words to describe our 1st Annual TCPCC Golf Tournament!

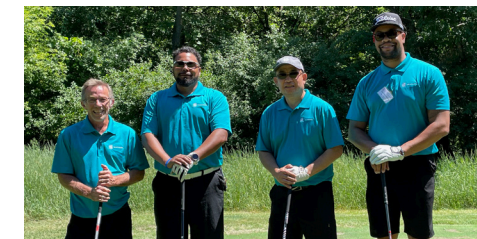
It was great to see everyone, and all the smiling face at our 1st Annual TCPCC Golf Tournament.

Thanks to our great sponsors, and everyone that came out to play golf! The mailing industry has the best people! Check out the all the smiles!

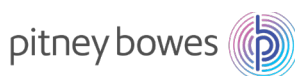
We are already planning for our 2nd Annual TCPCC Golf Tournament in 2022!

1st Place: Point B Solutions
Efrain Tapia, Brian Baker, Joel Thomson, Jeff Baker

2nd Place: Impact
Aaron Hager, Bart Duffy, Sam Wambold, Casey McComb



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	Mackay Mitchell Envelope	blevoir@mackaymitchell.com
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