



Minneapolis



TWIN CITIES
POSTAL CUSTOMER COUNCIL



St. Paul

Winter 2021 Newsletter



A MESSAGE FROM BILL LEVOIR

Industry Co-Chair

Upcoming Events:

Online Scavenger Hunt
Feburay 1, 2021 - March 3, 2021

News from Mailer's Technical
Advisory Committee (MTAC)
Fri, February 12, 2021

Mailpiece Design Professional
Certification Class Virtual Training
Tue, April 6, 2021 - Thur, April 8, 2021

National Postal Forum
Nashville, TN - Gaylord Opryland
Sun, May 2, 2021 - Wed, May 5, 2021

Twin Cities PCC
1st Annual Golf Tournament
(Formerly the MMA Golf Outing)
Tue, June 22, 2021

I'm sure I am not alone when I say good riddance to 2020! It seemed like the issues and difficulties just kept piling on top of one another and there was no decent news in sight. I hope that all of you are safe and healthy as you read this. Fortunately, for me, I have been healthy this past year, and so has my family and immediate circle of friends. That is saying a lot these days since I'm sure we all know someone who has been impacted by COVID-19.

As I write this letter, we're about a week away from a USPS price increase. Our industry has been hit hard over the last few years, with declining mail volumes and cost increases. These are two more things that we, and our customers, must find a way to absorb. I'm confident we can do that, but at the same time, I hope we will see a resurgence of mail as we continue to come out of the Pandemic. There are still vast numbers of people who are working from home and that will certainly continue to change the way we conduct business in the near future and beyond. Texts, emails, and other impersonal means of communication have become commonplace. Even when we can get back together for in-person events, we may have a tougher time getting people to show up.

I feel it is more important than ever to work on staying connected with customers, suppliers, friends, and family. It's too easy to just send a quick text or email and not connect in person or at least by phone. The Pandemic has taken the personal out of many relationships. Some would argue that there is still some connection via ZOOM or WebEx, but to me, it doesn't feel very sociable. I miss the days of meeting over lunch or coffee and seeing people's faces as they talk about their kids or a trip they just completed. I hope those days come back soon!

Your Twin Cities Postal Customer Council needs you to stay connected. We will continue to do our best to bring you industry updates and learning opportunities, but we will gladly accept any suggestions you may have. Finally, please remember to give back; not only to our PCC, but to local charities, which need help more than ever. I'm proud to say that we support Second Harvest Heartland with donations taken from paid events.

We all need to help each other so that we can quickly find a way back to life as we used to know it! Please stay safe and healthy and I hope to be able to see you in person soon.



TWIN CITIES
POSTAL CUSTOMER COUNCIL



**Celebrating 60 Years of the PCC
1961 - 2021**

Please join us for an Online Scavenger Hunt!



We encourage our members to join in the fun and do something interactive during this challenging time with COVID-19. While we wish we could do an in-person event, it is just not in the cards right now. So, let's have some fun!

Here is how to participate:

Please take pictures of each of the items listed below, label them, and email them to lbarber@impactconnects.com. Between now and 03/08/2021 by 3 PM.

Get as many of the items as you can and submit your email.
Photos can be attachments to your email.

Everyone completing the list is entered into a drawing for a gift card for \$25.00 to Target. We have three \$25.00 gift cards to give away. Each person who participates will get a voucher for \$5.00 off our next fee-based event. (Sorry, vouchers are not valid for the Golf Outing.)

Thank you in advance for entering, and we look forward to seeing your photos! Ready, set, go! Have fun, and we will be watching for your entries!

Start Date 2/1/2021

End Date 3/8/2021 3pm

Winners Announced 3/11/2021

Take pictures of each of the items listed:

1. **Your Own Mail Box**
2. **Your Local Post Office**
3. **Mailing Machine**
4. **Periodical**
5. **Postal Truck**
6. **USPS® Blue Collection Box**
7. **Cancelled Stamp**
8. **Business Reply Mail® Envelope**
9. **Copy of the Twin Cities Postal Customer Council Logo**
10. **Note/Letter You are Mailing to Someone**
11. **Flat Rate Priority® Box**
12. **Post Card**



PCC Advisory Committee Reporting on News You Need To Know From Mailer's Technical Advisory Committee (MTAC)

Please join the PCC Advisory Committee for a recap of the January Mailers Technical Advisory Committee (MTAC) meeting on Friday, February 12, 2021 at 2 pm ET. MTAC is a venue for the Postal Service® to share technical information with mailers, and to receive their advice and recommendations on matters concerning mail-related products and services, in order to enhance customer value and expand the use of these products and services for the mutual benefit of Mailing Industry stakeholders and the Postal Service. Topics covered include:

- MTAC Open Session Briefings
- Membership Assembly
- Highlights from the presentations to the following classes:
 - Packages
 - Letters
 - Flats

Note: you do NOT need a Zoom account to join the meeting.

Phone one-tap: US: +15033361236,,1617739144# or +1952-229-5070,,1617739144#

Meeting URL: <https://usps.zoomgov.com/j/1617739144?pwd=K0taZUdFN1pzNjFsM3dJaGRQSFhuZz09>

Meeting ID: 161 773 9144

Password: 156715

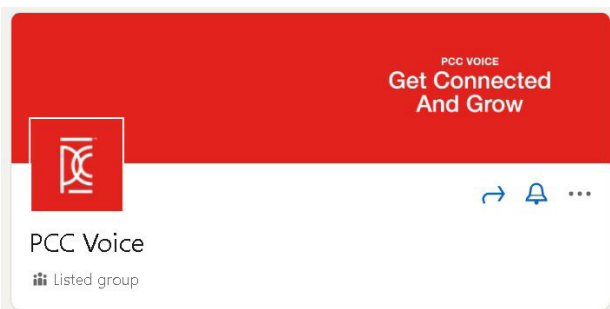
By Phone:

Dial:

US: +1 503 336 1236 or +1 952-229-5070 or +1 650-581-7094 or +1 855-860-4313 or +1 678 317 3330

Meeting ID: 161 773 9144

Password: 156715



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/>

What a great way to stay connected!

Mailpiece Design Professional Certification Class Virtual Training

April 6, 7, and 8 (all 3 days required)
8:30 am - 12:30 pm



Hard copy manual will be mailed out to each student

Mailpiece Design Professional (MDP) course is the only mailpiece design certification program approved by the U.S. Postal Service®. This virtual classroom training course is targeted to anyone in the mailing industry who is involved in designing and preparing mail. It will provide you with training on postal standards related to designing letter and flat-sized mail to facilitate processing on high speed automated equipment while maximizing cost effectiveness and reducing processing delays. This is a two-year certification that covers classes of mail, content updates, processing categories, barcode formats and print specs, automation mail design and machinable/non-machinable criteria. This knowledge will help you to increase market value and deliverability of your mail pieces, driving more successful communications and ultimately, RETURN on INVESTMENT!

Course Covers:

- Classes of Mail
- Basic Mail Design
- Addressing
- Automation Mail
- Automation Letters
- Automation Flats
- Postage Payment Method



Mailpiece Design Professional is tailored for:

- Production employees
- Graphic designers
- Quality control experts
- Postal expert, within your organization
- Sales force
- Managers and supervisors

Register at
www.twincitiespcc.org/upcoming-events
or scan the QR Code.



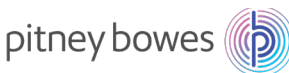
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Corporate Sponsorships



UNITED BUSINESS MAIL



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



Update on the National Postal Forum (NPF) 2021

Keeping you informed regarding NPF 2021 and where we stand to date.

Looking forward to our Nashville May 2-5 event, your health safety is our number one priority.

NPF and the Postal Service are collaborating with state and local officials to ensure strict adherence to CDC guidelines, and are considering both traditional and novel ways of carrying off this event. It may be in person. It also may be online, or a hybrid of the two. Either way, rest assured that the NPF will remain In Tune With The Times, ready to adapt.

And that whatever the times call for, we are working diligently to bring you the kind of rewarding educational, inspirational and networking experiences that have been the hallmarks of the NPF. We look forward to sharing the finer details in the next several week.



National Postal Forum (NPF) 2021
Sun, May 2, 2021 - Wed, May 5, 2021

Save the Date

The National Postal Forum is the premier mailing and shipping conference that works directly with the United States Postal Service® (USPS®) to provide the most comprehensive educational and networking platform available. Offering 100+ educational workshops, USPS Officer-led sessions and the largest industry trade show, the NPF offers the ideal opportunity for industry professionals to learn, collaborate and grow their business.

Nashville, TN – Gaylord Opryland, resuming our hosting of the largest, most anticipated event in the industry! Mark your calendar and stay tuned to NPF.org for more info, soon to come.

For more information please visit their site at www.npf.org



Save the Date - Twin Cities PCC 1st Annual Golf Tournament
(Formerly the MMA Golf Outing)

Tuesday, June 22, 2021
12:00 PM 6:00 PM

We are looking forward to some sunshine and see you all in person again.
Please save the date for our 1st Annual PCC Golf Tournament.
Further event information will be posted soon, hope to see you there!

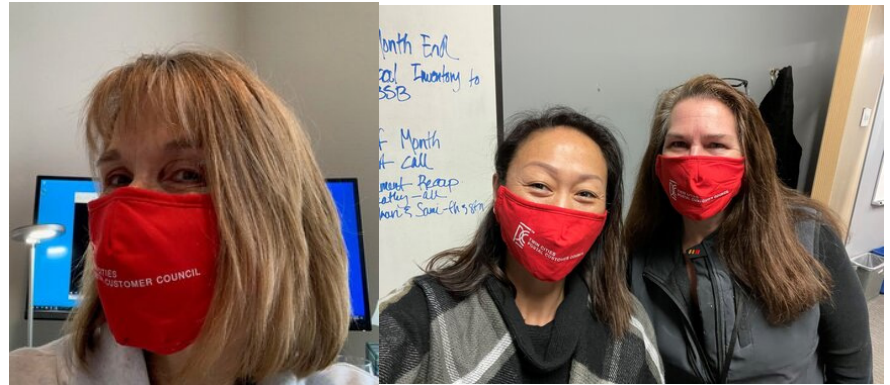


**TWIN CITIES
POSTAL CUSTOMER COUNCIL**

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Board Members Sporting Their Twin Cities PCC Masks!



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