



Minneapolis



TWIN CITIES
POSTAL CUSTOMER COUNCIL

Spring 2022 Newsletter



St. Paul



Suzi Oswald
Industry Vice Chair
SeaChange



Pam Corbeille-Lepel
Membership
Lorton Data Inc.

I recently sat down with Pam Corbeille-Lepel, who heads up the membership committee for the Twin Cities PCC, and asked her how she started in the Mailing Industry and with the Twin Cities PCC. I found her answers enlightening and beneficial, as her journey can encourage others to get involved in the Twin Cities PCC.

How did you become a member of the PCC?

I became a member of the PCC back in the early 90s when I first started working with mailers. Someone told me to check out the local PCC, so I did, and it took off from there. At the time, I was selling mailing equipment and then moved into selling address standardization, NCOA and presort services to help mailers clean their mailing lists and prepare them for postal discounts. I quickly connected with Mpls & St Paul postal staff in the Business Center, who attended many of the PCC events. I gave them presentations about our services. They would, in turn, let the business mailers know there was a resource to help them clean their mailing lists for better delivery and sort the mail for postage discounts. It was fun, and we formed a great relationship through the PCC events. It was good for everyone -

- Mailers got more of their mail delivered and saved on postage
- The post office had seen less UAA mail and moved the mail through their system more efficiently
- And I was part of a profitable business.

I actually sold the Mpls Post Office their first Postnet barcode printer!

What keeps you coming back?

Most simply put: People and Programs. Throughout the years, I have stayed involved because I believe in the power of networking with people who are working together to achieve the same thing. The PCC brings us together. As a PCC board member, it is very gratifying to be part of the planning of programs and events we provide. We are fortunate here in Mpls-St Paul because the printing and mailing community has always been very strong, so we have a large number of people to draw in. Other mailing organizations have come and gone; the PCC has continued, and I believe it's stronger than ever. The camaraderie among us is amazing - even though many of us are vendors and competing for the same work, we all respect and help one another. A business cannot be everything to everyone, so we refer business back and forth and help out when someone is short on staff or has too much work; we share the workload. The PCC is like a family - a work family.

Why does your company allow you to attend PCC events and take time away from your job?

Lorton Data encourages continuous education and connecting with other businesses to better understand our customers and the industry. Lorton Data has been part of the mailing community since 1989, and we have always been very involved with industry organizations and events. We understand the importance of networking - if you only focus on what is happening within your four walls, you are at such a disadvantage. Getting out there and talking with others connects you and gives you the opportunity to understand:

- Who can help when you have questions or problems
- What is happening in the industry, and what others are doing
- Where to go for information
- When important changes are coming
- How people are running their operations and resolving challenges

In the Twin Cities, our PCC members frequently reach out to each other for so many different reasons - everything from "Have you ever had to..." to "I am looking to hire ..." to "Do you know of anyone who does "...?" etc

Your company supports the Twin Cities PCC with corporate sponsorship; why and what are the benefits?

We want to contribute to the PCC's success, which requires engaged people and money.

We want to make sure people in the mailing industry have a place to learn and connect with others so they can grow personally and grow their business.

We support the PCC because it is such a strong mailing organization - it delivers quality programs and provides direct support from Post Office staff.

A HUGE benefit of the PCC is the involvement of the Postal Service. By having Postal employees on the board and at industry events, it gives people the opportunity to talk directly with the postal staff, who can answer questions or put people in touch with those who do have the answers. I believe what the Twin Cities PCC brings to mailers and industry vendors throughout the MN-WI-ND-IA District is priceless. I will also acknowledge that the recognition we get as a Corporate Sponsor is always nice.

Upcoming Events:

MDP Certification for
USPS Mailpiece Design Professional
April 14th & April 20th, 2022

National Postal Forum
May 15-18, 2022
Phoenix, AZ

TCPCC 2nd Annual Golf Tournament
June 21, 2022
The Links at Northfork, Ramsey, MN

Mailpiece Design Professional Certification Class

If you have been meaning to take the Mailpiece Design Professional (MDP) course, there is no better time than NOW. If you took the course before, it may be time to recertify. MDP is a two-year certification.

In-Person Training

Thursday, April 14th, 9:30 AM - 3:30 PM &
Wednesday, April 20th, 9:30 AM - 1:00 PM
(both days required)

Lorton Data - 2 Pine Tree Dr, Arden Hills, MN 55112

PROFESSIONAL CERTIFICATIONS FOR THE
MAILING INDUSTRY



Mailpiece Design Professional Course (MDP) is the only mailpiece design certification program approved by the U.S. Postal Service. This 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



TWIN CITIES
POSTAL CUSTOMER COUNCIL

PCC Advisory Committee Reporting on News You Need to Know from MTAC April 28th, 2022 at 1 PM CT

MTAC is a venue for the Postal Service to share technical information with business mailers and receive their advice and recommendations on matters concerning package and mail-related products and services. The purpose is to enhance customer value and expand the use of these products and services for the mutual benefit of Mailing and Shipping Industry stakeholders and the Postal Service. The PCCAC Committee takes the information from two days of meetings, and reports back to the Industry with one hour update.



Topics covered include:

MTAC Open Session Briefings
Membership Assembly
Highlights from the following class presentations:
Packages
Letters
Flats

To join us, please use the call-in information below:

Phone one-tap: US: +15033361236,,1611100480# or +1952-229-5070,,1611100480#

Meeting URL: <https://usps.zoomgov.com/j/1611100480?pwd=UGlXRnFJNHJKMUZmbjVqK2t5QTNEdz09>

Meeting ID: 161 110 0480 Password: 500782



Join the NPF in Phoenix, AZ - May 15 - 18, 2022

The NPF has partnered with the USPS to present the mailing and shipping industry's premier educational venue, trade show and networking event. Held every spring, the four-day NPF is the only event that works directly with USPS managers to provide the most comprehensive educational and networking platform possible for meeting the needs of the industry and postal customers.

OUR MISSION — To assist the United States Postal Service in building relationships with mailers and educating them in the most effective and efficient use of the products and services offered by the United States Postal Service.

Why Attend NPF?

- Top-notch industry education.
- Professional networking opportunities.
- Meet with USPS leadership.

While we live in a high-tech world, mail remains the preeminent "high-touch" means of reaching out to customers, businesses and the world, and no one knows that better than our attendees! The NPF is the ideal way to stay in sync with all the advances and trends that affect the rapidly progressing and changing mailing and shipping industry.

This is the only event that brings together all senior level USPS executives, leaders of the mailing and shipping industry as well as the industry's major suppliers and partners. You can't afford to miss this opportunity to listen and learn from these champions of mail and shipping!



For additional information and registration:
<https://npf.org/>



Spend the 1st day of Summer golfing with the Twin Cities PCC!

2nd Annual TCPCC Golf Tournament!

June 21, 2022

11 am - 6 pm

Please join us at

The Links at Northfork, Ramsey MN

Pre-Registration is required

www.twincitiespcc.org/upcoming-events

Single Golfer \$95 includes cart/green fees, plus dinner/social hour following the tournament

Foursome \$380 includes cart/green fees, plus dinner/social hour following the tournament

Dinner/Social Hour Only \$40



Twin Cities PCC Website <https://www.twincitiespcc.org/>

Make sure you bookmark our site for upcoming Twin Cities PCC events and information.

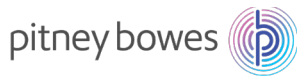
PCC Voice on LinkedIn® The PCC Voice serves as a great tool for anyone in the mailing industry, to keep informed about upcoming educational events. Plus it's a great way to connect with PCC members across the country!

If you are not a member yet, here's the steps for signing up:

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/>

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

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