



Minneapolis



TWIN CITIES
POSTAL CUSTOMER COUNCIL

Summer 2022 Newsletter



St. Paul



Suzi Oswald
Industry Vice Chair
SeaChange



Bill LeVoi
Industry Chair
Mckay-Mitchell Envelopes

Welcome to our New Members!

- Lu Ann Strombeck - Creation Moments, Inc
- Anthony Young - Enpointe
- Lisa Gutierrez - Fenske Media
- Dan Carlo - Integrated Mail Industries
- Dale Torgerson - Japs Olson
- Hannah Way - Japs Olson
- Kyle Stirling - The John Roberts Company
- Brodie Raymond - Shutterfly
- Keith Paulsen - Anderberg Innovative Print Solutions

Save the Dates:

- Twin Cities BMEU Tour - July 19
- Second Harvest - Aug 18
Food Packing
- PCC Day - Sept 21
- MPD Certification Class
Oct 13 & Oct 20

The Twin Cities PCC will be wishing Bill LeVoi a “Happy Retirement” in October this year from the Twin Cities PCC. In April, Bill officially retired from Mackay-Mitchell Envelope, and he is already enjoying his extra free time. So I asked Bill to recap how he started in the Mailing Industry and started with the Twin Cities PCC.

I began working in sales for Mackay Mitchell Envelope in 1985 (originally Mackay Envelope). I worked in the insurance industry prior to this job, so it was a very different kind of sale. The beauty was that an envelope was used once and then had to be replaced! After a short time to learn the business, I began to look for opportunities to network and gain contacts in the industry. During the first 20 years, there were many industry groups to join and gain knowledge and contacts, so it was easy to start expanding my reach. I really enjoyed meeting new people who could help me learn about other aspects of the industry. I knew early on that envelopes were only one piece of the Direct Mail package, so I worked to learn as much about other printing methods and what companies did to contribute to the final product. I attended as many events as possible and started early going to the National Postal Forum and other trade shows where more opportunities to learn were available.

Fortunately, my company was very supportive of attending these events to help expand my business.

I was an active member of many industry groups throughout the years until they were either absorbed by another or disbanded due to lower interest. This was disturbing due to the loss of important contacts and collaboration. I looked to the Postal Customer Council, which has been a strong survivor through the years. They have benefitted from solid support from USPS headquarters as well as local management. Attending the industry events and the Postal Forum every year gave me excellent access to many industry owners and executives and USPS management. I actually became our company’s “Postal guy” if there was a question on construction or needs for certain types of inserters. If I didn’t have an answer, I could always find someone who did know, which was very valuable to the company and me.

Although I attended many events through the years, I finally joined the Twin Cities Postal Customer Council around 2016. I was “persuaded” to take a more active role in the Board and became industry Co-Chair in 2018 (even though I was getting a bit “long in the tooth”!)

I have found this experience to be very enjoyable and educational through the years. I’ve been so fortunate to work with some very dedicated people who give freely of their time to help their own companies and the local business community. I would highly recommend that anyone, especially those new to the industry, to get involved with the group and take advantage of the many great educational events we offer throughout the year. It will only make them better and more valuable to their company.

I will certainly miss all of the great people I have had the opportunity to work with throughout the years. They have helped keep me educated and up to date and have become friends who I enjoy spending time with. I thought of myself as somewhat defined by my work because I wanted to be involved in any group possible. An envelope is a low-tech product made with high-tech equipment, and other print products are even more technical. It’s very interesting to see the many new ways companies invent to attract attention in the mail and how they can use their equipment to develop something new. I will miss that kind of intelligence and creativity.

I plan to play more golf during retirement as I have developed a great group of people from many walks of life. I also enjoy fishing and spending time outdoors. In addition, I try to exercise on a daily basis, and I’ve been in martial arts for almost 50 years, so I hope to continue that (even though, admittedly, I’m moving a bit slower!).

My wife and I enjoy travel, so we hope to do more, especially to visit our daughter who lives and works in Madrid, Spain.

I’ve been very blessed with the company I worked for during the last 37 years and the many people who have crossed my path and made my life better for it.

Working with Bill on the Twin Cities PCC has been a privilege, and we are happy to have his leadership until October. If you see Bill at Twin Cities PCC events, make sure you wish him “Happy Retirement.”



JOIN US



For the Twin Cities Processing and Distribution Center Tour, at Eagan MN July 19, 2022 11 AM - 1:00 PM CT

Take a tour of the Twin Cities Processing and Distribution Center and get a first-hand look at the workflow for letters, flats, and parcels.

This is an excellent opportunity to meet the Twin Cities PCC Executive Board Members and your local USPS Representatives. They will be available for you to personally ask them questions, and to get your input on suggested topics to cover at future events.

Cost for this event is \$25 includes Lunch. Registration is required and there are limited spots so sign up today! <https://www.twincitiespcc.org/upcoming-events>

Join the Twin Cities PCC for our Second Harvest Heartland food packing event!

August 18, 2022 9 AM - 11 AM CT Registration is required.

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



101 Winnetka Ave, Brooklyn Park MN 55428



POSTAL CUSTOMER COUNCIL Facing the Future Together NATIONAL PCC WEEK September 19 - 23 2022

Save the Date for the Twin Cities PCC Day

September 21, 2022 11 AM - 1 PM

2 Pine Tree Drive Arden Hills, MN 55112

Join the Twin Cities PCC for National PCC Day, with guest speakers Bob Rosser and Tony Williams with an update on the mailing industry. The schedule will include lunch and networking.



Bob Rosser Director, Postal Affairs IWCO Direct MTAC Industry Chair



Tony Williams District Manager MN-ND USPS

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



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, October 13, 9:30 AM - 3:30 PM &
Thursday, October 20th, 9:30 AM - 1:00 PM
(both days required)**

**Twin Cities Processing and Distribution Center
Eagan, MN**



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 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 a great way to connect with PCC members across the country!

If you are not a member yet, here are 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/>

The PCC Advisory Education Programming Sub-Committee will be hosting the popular **Back to Basics Series** weekly sessions starting on Friday, July 1, and ending on Friday, July 29, 2022, all starting at 2 PM ET.



Join us for our Back to the Basic Series
 Weekly sessions starting on
 Friday, July 1, and ending on Friday, July 29, 2022,
 all starting at 2 PM ET

Zoom Event



July 1 - Cass Cycl 0 and Address

July 8 - Mail Piece Design

July 15 - Effective Leadership and Skills Needed to Achieve Project Goals

July 22 - Informed Delivery

July 29 - TED-C, Trailing Edge Die Cut

Join Zoom Meeting

Meeting URL: <https://lnkd.in/gHNFvRWS>

Meeting ID: 160 758 0129

Passcode: 034330

Phone one-tap:

US: +15033361236,,1607580

129#,,,,*034330# or +1952-

2295070,,1607580129#,,,,*034330#

The sun was shining for the Twin Cities PCC 2nd Annual Golf Event. Thank You to everyone that came out to golf, and to our sponsors.



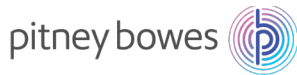
2022 Twin Cities Golf Event



Twin Cities PCC Board Members



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.

2022 Twin Cities PCC Executive Board

Industry

Bill LeVoir	Industry Co-Chair	MackayMitchell Envelope	blevoir@mackaymitchell.com
Suzi Oswald	Industry Vice Chair	SeaChange	suzi.oswald@seachangemn.com
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Postal

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Theresa Rud	Secretary	US Postal Service	theresa.m.rud@usps.gov