



Minneapolis



TWIN CITIES
POSTAL CUSTOMER COUNCIL

Winter 2022 Newsletter



St. Paul



**A MESSAGE FROM
BILL LEVOIR**
Industry Co-Chair

Upcoming Events:

**January webinar with Leo Raymond
Time for a Review
Jan 20, 2022
11 am - 12pm CT**

**February webinar with Chris Lien
CASS Cycle 0
Feb 17, 2022
11 am - 12pm CT**

**March webinar
U.S. Postal Inspection Service
March 24, 2022
11 am - 12pm CT**

**MDP Certification for
USPS Mailpiece Design Professional
April 14th & April 21st, 2022**

**TCPCC 2nd Annual Golf Tournament
June 21, 2022**

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

As I sit and work on this letter, Christmas is rapidly approaching. I love this time of year for the snow, the presents, the food and family. Nothing beats that combination! I realize that this also means the end of the year is approaching and then it's a time to both look back at what was and look forward to the good that hopefully will be. It's obviously hard not to mention COVID as the thing that has controlled our last year (or two, actually). If you're like me, you're wondering when this will be over. When will we be able to travel, without all of the restrictions and rules? When can we freely gather in large groups without thinking about infections, and steering clear of friends? It feels never ending and depressing. I hope, however, that all the great things of this season help us all forget about the tough year behind.

I think we need to concentrate on the good that we've all accomplished. The fact that we've survived labor issues, supply chain shortages, large material price increases should make us smile, even if only a little. We've been more challenged this year than any I can remember in all my years in this business. We've survived 9-11, anthrax and economic downturns. I firmly believe that we'll survive this as well, and somehow, come out stronger (and smarter) on the other end. The ones who keep looking forward and trudging on will be the survivors. I like the Chinese proverb that says: "A journey of a thousand miles begins with a single step". We're on that thousand mile journey and we keep hitting some forks in the road, but we just have to stay strong and committed, and we will survive this.

We finished this year with only 3 in-person events and tried to get a gathering in December but this is obviously too crazy a time to expect people to leave work for an hour or so. We plan to do several events in the coming year. Some are listed in this newsletter, but please keep checking your email and our website for updates. We also hope to see you at the National Postal Forum in Phoenix in May, 2022.

Please stay strong, stay healthy, and stay hopeful that we will continue to overcome and thrive in the coming year.

Save the Date

**2nd Annual TCPCC
Golf Tournament!**

**Please join us on June 21st at
The Links at Northfork, Ramsey MN
Pre-Registration is required**



2022 USPS Postal Promotions

The United States Postal Service is offering six promotion programs for 2022. While the programs are similar to the promotions offered in 2021, it is important to note that some of the postage discounts have increased – some up to 4%.

USPS Promotions encourage marketers, printers, and mailers to try out new technology and print techniques that drive higher customer engagement and response rates, and increase return on investment in the mail

To check out the 2022 Promotions use the following link: <https://postalpro.usps.com/promotions>

2022 USPS PROMOTIONS CALENDAR

USPS Promotions encourage marketers, printers, and mailers to try out new technology and print techniques that drive higher customer engagement and response rates and increase return on investment in mail. By incentivizing the use of these technologies through discounts, the Postal Service is helping to increase the value of direct mail and ensuring its continued place in the modern communications and marketing landscape.

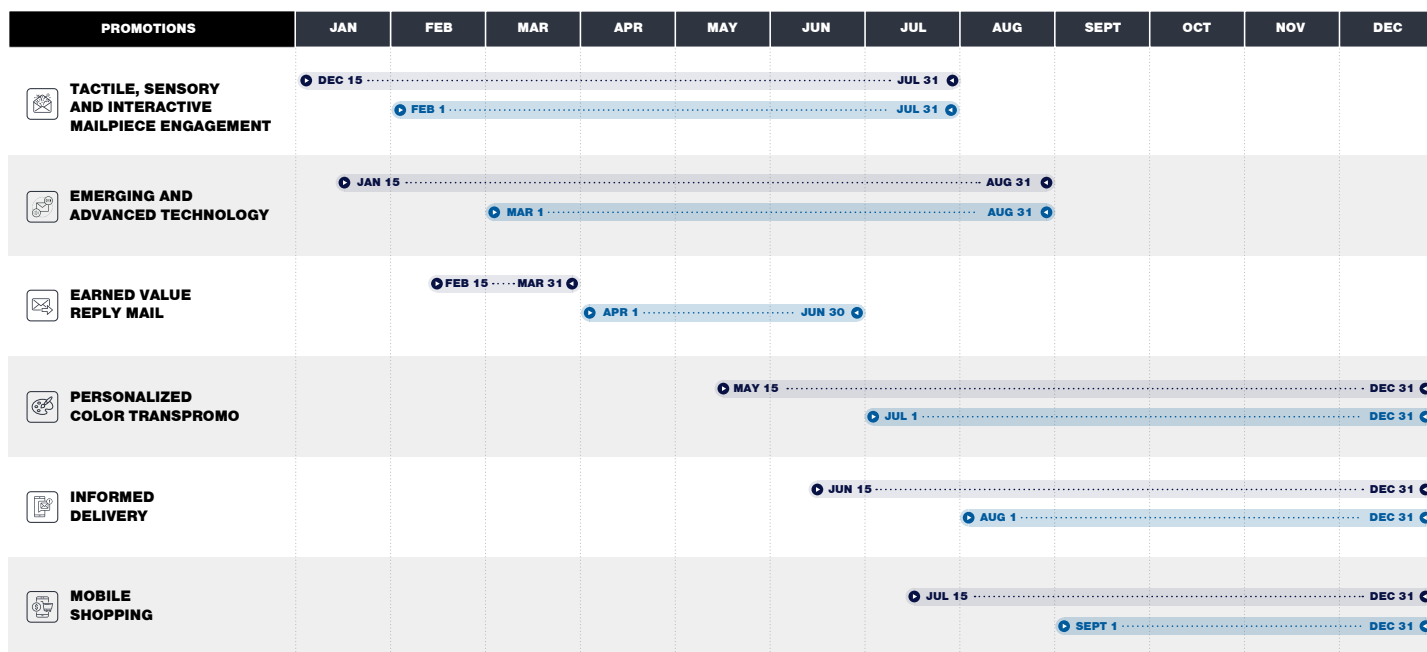
For 2022, USPS is offering the Promotions detailed at right.



 <p>TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT</p> <p>Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.</p> <ul style="list-style-type: none"> ● ELIGIBILITY Marketing Mail letters and flats; First-Class Mail letters, cards, and flats ● DISCOUNT 4% 	 <p>EMERGING AND ADVANCED TECHNOLOGY</p> <p>Encourages mailers to incorporate emerging technologies such as Enhanced AR, VR/MR, NFC, Video in Print, multichannel mail integration with voice assistants.</p> <ul style="list-style-type: none"> ● ELIGIBILITY Marketing Mail letters and flats; First-Class Mail letters, cards, and flats ● DISCOUNT 2%-3% 	 <p>EARNED VALUE REPLY MAIL</p> <p>Encourages mailers to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards by providing a financial benefit when customers put those pieces back into the mailstream.</p> <ul style="list-style-type: none"> ● ELIGIBILITY Credits may be applied to postage for qualifying First-Class and Marketing Mail letters & flats, and must be used by December 31, 2022. ● DISCOUNT \$0.02 credit per counted reply and/or share mail piece
 <p>PERSONALIZED COLOR TRANSPROMO</p> <p>Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging to improve connection to and response from customers.</p> <ul style="list-style-type: none"> ● ELIGIBILITY Qualifying First-Class Mail presort and automation letters (bills and statements) ● DISCOUNT 3% 	 <p>INFORMED DELIVERY</p> <p>Encourages mailers to use USPS' Informed Delivery omni-channel feature. Participants must create Informed Delivery campaigns through the Portal or submit elements through eDoc submission and develop campaigns that meet best-practice requirements.</p> <ul style="list-style-type: none"> ● ELIGIBILITY Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats ● DISCOUNT 4% 	 <p>MOBILE SHOPPING</p> <p>Encourages mailers to integrate mobile technologies that facilitate convenient, seamless online shopping experiences. Many new mobile technologies can be leveraged to qualify for this promotion.</p> <ul style="list-style-type: none"> ● ELIGIBILITY Qualifying Marketing Mail letters and flats ● DISCOUNT 2%

PROMOTION AND REGISTRATION DATES

Registration Period Promotion Period



New USPS® Postage Rates
Effective January 9, 2022

<https://pe.usps.com/resources/PriceChange/January%202022%20-%20Notice123.pdf>



Ways to Stay Connected!



Five ways to stay connected in the Mailing Industry.
Keeping on top of latest news and educational webinars.

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

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

2) PCC Voice on LinkedIn® The PCC Voice serves as a great tool to anyone in the mailing industry, to keep up to date on upcoming educational events. Plus it a great way to connect to 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/>

3) Industry Alerts to sign up, please send an email to: IndustryAlerts@usps.gov.

In the subject line, type Add me to the Industry Alerts and include your first and last name.

4) PCC Alerts please subscribe to the PCC Alert mailing list, by contacting PCC@usps.gov.

5) Postal Pro® - Postal Pro is a great resource for mailing and shipping information, along with educational resources.

Did you know USPS® stores past educational webinars on the site? This is a great learning tool for people new to the mailing industry. <https://postalpro.usps.com/pcc#anchor-9>

Update on Twin Cities PCC Membership

The Twin Cities PCC will be updating our Membership, please keep a lookout for the email. The past two years have brought about many changes in business and led to more job movement than usual. As a result, we've received a higher number of requests to remove members who have retired, changed careers, or moved along for another reason. Given this, we are reaching out to update our member information.

We hope you are interested in staying with us - receiving our newsletters, hearing about industry news and events, attending certification training, and networking with your colleagues. We have some great programs planned for 2022 and look forward to helping you achieve your business goals and career objectives.

Twin Cities PCC membership is a FREE membership.

Giving Back

The Twin Cities PCC rolled up their sleeves and helped pack food at Second Harvest Heartland on December 14th. The Twin Cities PCC also presented Second Harvest Heartland with a check for \$400.00. We plan on doing this event again next year, please consider joining us.



TWIN CITIES
POSTAL CUSTOMER COUNCIL

Upcoming Events

Please include your questions for our speakers when you register for the event!

January Event

Join the Twin Cities PCC as Leo Raymond presents “Time for a Review”, where we will be looking at the Mailing Industry, the 10 Year Plan, and how we are doing.

Zoom Webinar
January 20, 2022
11 am CT

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



Leo Raymond is the Managing Director of Mailers Hub and a five-decade veteran of the postal and mailing community.



TIME FOR
REVIEW

Join the Twin Cities PCC as Chris Lien presents on CASS Cycle 0. We will be diving into the changes with CASS Cycle 0 and what this will mean to the mailing industry.

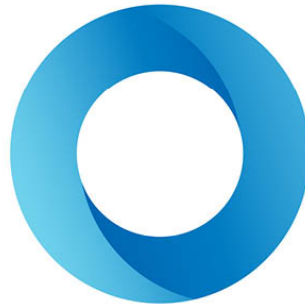
Zoom Webinar
Feb 17, 2022
11 am CT

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



Chris Lien is the Executive Vice President of Industry Affairs with BCC Software, a BlueCrest Company. Chris has been active in the mailing industry for over 25 years.

CASS CYCLE



February Event

Join the Twin Cities PCC for our March Webinar on the U.S. Postal Inspection Service and the connection to the mailing industry.

The U.S. Postal Inspection Service (USPIS) is the oldest federal law enforcement agency and enforces laws and investigates crimes that have a connection to the mail. Inspectors all over the country enforce roughly 200 federal laws related to crimes that negatively affect or cause fraudulent use of the U.S. mail, the postal system, postal employees, and customers.

Zoom Webinar
March 24, 2022
11 am CT

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



March Event

Upcoming Certification

Mailpiece Design Professional Certification Class In-Person Training

April 14 & 21 (both days required)

Hard copy manual will be mailed out to each student



Mailpiece Design Professional Course (MDP) 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

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.

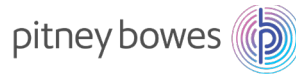
While we live in a high-tech world, mail remains the preeminent “high-touch” means of reaching out to customers, businesses and the world, and no one knows that better than our attendees! The NPF is the ideal way to stay in sync with all the advances and trends that affect the rapidly progressing and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

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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Pete Gjerness	Surveys	Shutterfly	ptgjerness@shutterfly.com
Cathy Hufford	Industry Vice Chair / Education	Hazelden Betty Ford Foundation	chufford@Hazeldenbettyford.org
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