

## TWIN CITIES



Minneapolis

Spring 2020 Newsletter

St. Paul



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

As I'm writing this article, the television is on in the background with more sights and sounds from the Coronavirus outbreak. It's hard to concentrate on anything else these days. It seems we're all inundated with bad news, so we need to sort through that to find the uplifting stories to help us get through the day. With so many people now "sheltered at home" I'm amazed every day at the amount of work that still gets done. We all know how hard the doctors and nurses and all medical personnel are working to try to curb the spread, but there are so many other businesses in the background that are continuing operations to aid them and all people to survive this pandemic. Think of the grocery stores, big box retailers, garbage haulers, farmers, banks, police, firefighters and so many others going about their daily routines to try to keep life as normal as possible. And through all this, our industry, the print, marketing and mail companies are also continuing to produce communications to help keep information at our fingertips.

We are "essential services" and we are helping to keep the economy moving so we can have some momentum when this pandemic is over. I personally want to say thank you to all those who show up everyday in the wake of this crisis. They show the strength and resiliency of our people and communities. It's what will bring us through this crisis and make us stronger and smarter on the other end. I'm looking forward to the day when we can all go out on the streets again and walk around the lakes or the shopping malls together, perhaps holding hands, and greeting each other with a smile and a handshake. That's what community is all about: greeting and acknowledging each other. But in the meantime, I'll follow the guidelines and suggestions and do my work with a solo mentality, until the all clear is given. Then I'll look for those smiles on every corner and meet them with my own. Stay safe and healthy. I hope the thought of those smiles and hugs will bring some warmth to your day!

### Upcoming Events:

COVID-19 Industry Update WebEx  
April 15, 2020 1:30 pm - 2:30 pm

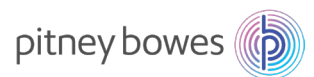
Political WebEx  
May 13, 2020 10 am - 11:00 am

CDMP Class  
May 27 & 28, 2020  
Cancelled

1st Annual PCC Golf Event  
(Formerly the MMA Golf Tourney)  
June 10, 2020 10:30 am - 8:00 pm

MDP Class  
(Mail Design Professional)  
October 14 & 21, 2020

## 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.

Special thanks to Suzi Oswald and Smartpress for being the official printer for the Twin Cities PCC.



**Mark M. Fallon**

President & CEO  
The Berkshire Company

<http://www.berkshire-company.com>  
[www.markfallon.com](http://www.markfallon.com)

## What To Do Now

"No matter how bad a situation, you have to ask yourself, 'What do I do now?'" – Bob Howard, Medal of Honor Recipient

As we enter a new phase of the current crisis, our concerns continue to grow. While we adapt to new routines, the future remains uncertain. There's no part of our lives that aren't impacted by the virus.

The internet has become a source of both connectivity and divisiveness. We've watched videos of generations using webcams and software to close the "social distancing" gap. People offering suggestions and humor to cope with the boredom and exasperation. Others expressing their concerns and frustration, which have unintended consequences of provoking backlash and arguments.

We find new heroes – not just the doctors and nurses saving lives, but the cleaning staff disinfecting rooms and equipment, grocery store clerks trying to keep shelves stocked, and delivery drivers bringing orders to our front doors. Teachers finding new ways to educate children using technology and imagination to share lessons. Front line responders of all types continuing their day-to-day jobs of keeping us safe.

But most of us aren't on the front lines. We may still be reporting to work – just in our homes instead of the office. Or we may be in "economic limbo" – our company is shut down during the quarantine, and we don't know what the future holds. In both cases, we're unsure about our role during the pandemic.

With so much information to digest, so many other people making sacrifices, and so much makes us feel helpless, we're faced with the question, "What do I do now?"

The first part of the answer lies in the question – we need to do something. Action, any action, brings with it a sense of purpose, a feeling of control. As an added benefit, we're not refreshing our screens to read the latest opinions or join the most recent online arguments.

Here are just a few ideas:

If you are working – whether from home or at your office – take pride in what you're doing, because you are a vital piece of the solution. The claim you process helps the medical professionals get paid and the patient know they can continue to get care. The signs you print and the mail you create helps keeps businesses going through the economic downturn. The corporate emails and online posts provide valuable information in a time of uncertainty.

If you're able, volunteer in your local community. Food pantries, senior centers, meals on wheels, and other services are inundated with requests. Many of their regular volunteers are elderly and must remain home. Just a few hours of your time will have a powerful impact.

Be kind to your neighbors. That means people who may need you to get them groceries because they're more vulnerable to the virus. The other people in the grocery store who can't reach items at the back of the top shelf. The elderly person who starts a conversation – from a safe distance – because they need to talk to someone. The world is smaller than ever before – everyone is your neighbor.

Check in on your friends. There are a lot of people who are afraid right now. They need to know that someone cares about them. You don't need to have answers, just listen. Find a way to close the physical gap with a call or a text. Now, more than ever, it's impossible to overuse the phrase, "I love you."

We don't know when this will end. We don't know how it will end. We don't know what the post-pandemic future will look like.

By doing something, especially by doing something for someone else, we become part of the answer.





### COVID-19 Industry Update WebEx April 15, 2020 1:30 pm - 2:30 pm

As we all know, these are uncertain times. This is as true for the mailing industry as it is in our everyday lives.

Please join Mark Janda, Manager of Marketing, and Rachel Christensen, Manager of Consumer and Industry Contact, as they recap how the Postal Service has adjusted delivery and acceptance processes to stay within the guidelines of the Centers for Disease Control.



Due to the ever-changing environment, we invite Industry members to submit their questions prior to the webinar. This will give us the opportunity to make sure we have the most up-to-date information. Submissions will be addressed in the webinar and will also receive a written reply to their questions

Register at the PCC website.

[www.twincitiespcc.org](http://www.twincitiespcc.org)



### Political Mail - What you need to Know....

May 13, 2020 10 am - 11:00 am  
Political WebEx

Direct Mail for political campaigns is an effective way to reach the voters! Join other PCC members for a WebEx on Political Mailing and the requirements with the USPS.

Register at the PCC website.

[www.twincitiespcc.org/upcoming-events](http://www.twincitiespcc.org/upcoming-events)

Register at  
[www.twincitiespcc.org/upcoming-events](http://www.twincitiespcc.org/upcoming-events)  
or scan the QR Code.



SCAN ME





## 1st Annual PCC Golf Event

(Formerly the MMA Golf Tourney)

Wednesday, June 10, 2020

10:00 AM 8:00 PM

Columbia Golf Course

The Twin Cities PCC is excited to be hosting the 1st Annual TCPCG Golf Event!

Please join us on June 10th at Columbia Gold Club, Registration begins at 10:30. Shot Gun Start at 11 AM!



## Mailpiece Design Professional Certification Class

Wednesday, October 14 & Wednesday, October 21 (both days required)

9:00 AM - 3:00 PM

3232 Denmark Ave, Eagan, MN 55121

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](http://www.twincitiespcc.org/upcoming-events)  
or scan the QR Code.



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# EVENT CANCELLED



## NPF CANCELLED

NPF refunds are being issued and should be completed within two weeks. In all their years of existence, NPF has never had to issue such a large number of refunds and does not have an automated system in place. As you can well imagine, manually issuing that many refunds can be a daunting task. With that said, we are also waiting to hear from NPF if the winners of the full complimentary registration(s) to the Orlando NPF will rollover to next year's Nashville NPF.



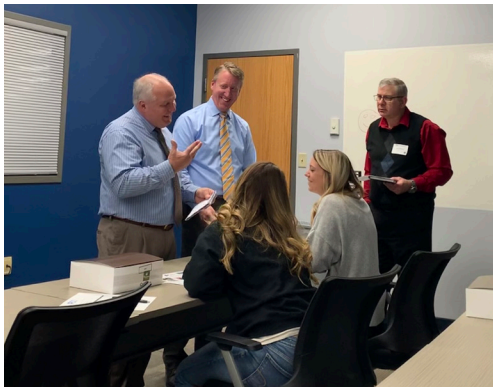
## Certified Direct Mail Professional (CDMP) Cancelled

CDMP has been cancelled due to the COVID-19. We are working on the refunds and will be contacting anyone who signed up.

### *Pictures from the Data Mining and Direct Marketing Event*



### *Pictures from the Self Mailer Sizzle Event*





TWIN CITIES  
 POSTAL CUSTOMER COUNCIL  
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## USPS® Coronavirus Updates for Business Customers

FAQs specific to the Coronavirus situation and Postal Service™ continuity can be found here.

<https://faq.usps.com/s/article/USPS-Coronavirus-Updates-for-Business-Customers>

The Postal Service is closely monitoring the COVID-19 situation and continues to follow strategies and measures recommended by the Centers for Disease Control and Prevention (CDC) and public health departments.

## 2020 Twin Cities PCC Executive Board

### Industry

Pam Corbeille-Lepel	Membership	Lorton Data Inc.	pcorbeille-lepel@lortondata.com
Jackie Daugherty	Treasurer / Facilities	The Arch of St. Paul and Mpls/Comm Office	daughertyj@archspm.org
Pete Gjerness	Surveys		ptgjerness@icloud.com
Cathy Hufford	Industry Vice Chair / Education	Hazelden Betty Ford Foundation	chufford@Hazeldenbettyford.org
Bill LeVoir	Industry Co-Chair	MackayMitchell Envelope	blevoir@mackaymitchell.com
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Kari Miller	Web	Taylor Communications	kmiller1@scs.taylorcommunications.com
Suzi Oswald	Communications	Smartpress	suzi.oswald@thebernardgroup.com
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