



Minneapolis

TWIN CITIES



Winter 2020 Newsletter



St. Paul

## Ending the Year with PCC Members Volunteering and a Donation to Second Harvest Heartland.



PCC Board Members, Pam Corbeille-Lepel and Mark Janda present Second Harvest Heartland with a check for \$650.00.



### Upcoming Events:

Political WebEx  
Coming in February  
Watch our website for updates

Direct Marketing Event  
with Beau B. Webber, PhD  
February 27, 2020

Folded Self-Mailer Class  
March 11, 2020

National Postal Forum  
Orlando, FL  
April 26-29, 2020

CDMP Class  
May 27 & 28, 2020

1st Annual PCC Golf Event  
(Formerly the MMA Golf Tourney)  
June 2020

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.



## A MESSAGE FROM BILL LEVOIR

Industry Co-Chair

### Another year behind us.

Those of us with a multitude of years behind us (and the gray hairs to prove it!) find that the years seem to go by faster each time we cross that line and change the calendar. I hope it gives everyone pause to look back at all the great things you've done or look ahead to the great things to come. Keep in mind the great people around you that you may not interact with daily, but who contribute to your success and well-being.

We spend a third of our day with our business colleagues. It's important to have a strong support group and people who help make your day enjoyable, even through difficult times. You're certainly going to run into problems, and it's those around you who help to solve them. The New Year is all about resolutions. One easy one is to take the time to greet your colleagues in the morning. A simple smile and hello can make someone's day. It's a way to acknowledge that you know who they are and that they're part of your working day. Try to make it a priority for the next week and you'll find it's going to become a habit. When you bring a smile to someone else's face, you inevitably bring one to your own, and that's a great start to your day.

More than likely we've all made one or two New Year's resolutions through the years. The big ones are to lose weight, work out more, apply for that raise or that new job, take a big vacation, or just spend more time with the kids. The most important thing we all have is time. Time should not be wasted. That doesn't mean that you need to work 20 hours per day, but you should make the most of the time you have. Work hard when you need to but make time for yourself. You'll be happier and healthier if you have balance in your life.

We all know that nothing is more certain than change and our industry seems to go through constant change. The USPS has pricing increases coming, and the Postmaster General is going to retire (although at the time of this writing, she's agreed to stay on a bit longer to help in the search and transition to her replacement.) Mailing rules and standards are changing, and budgets are getting tighter. We need to keep up with the changes in order to grow our businesses. This is where the PCC comes in. We do our best to be on the front lines so we have the earliest and best information for our members. This year will be no different. Keep watching for our seminars, webinars and newsletters for the latest information on changes that impact your business. Happy New Year!

### Pictures from the Mailpiece Design Professional Certification Class.



October 2019 MDP Class



Mark your calendar for 2020 MDP Class October 14th & 21st.

## New USPS Rates

Starting



Postage rate increases take effect January 26th, 2020. Mailing Services product prices increased approximately 1.9 percent overall. Increases vary, by product, for Shipping Services and prices are primarily adjusted according to the market conditions.

The Postal Service has some of the lowest letter mail postage rates in the industrialized world and continues to offer a great value in shipping.

Priority Mail® Retail				
Type	Current Rates	New Rates	Per Piece Change	% Change
Flat Rate Envelope	\$ 7.350	\$ 7.750	\$ 0.40	5.4%
Legal Flat Rate Envelope	\$ 7.650	\$ 8.050	\$ 0.40	5.2%
Padded Flat Rate Envelope	\$ 8.000	\$ 8.400	\$ 0.40	5.0%
Small Flat Rate Box	\$ 7.900	\$ 8.300	\$ 0.40	5.1%
Medium Flat Rate Box	\$ 14.350	\$ 15.050	\$ 0.70	4.9%
Large Flat Rate Box	\$ 19.950	\$ 21.100	\$ 1.15	5.8%
First-Class Mail® Retail				
Type	Current Rates	New Rates	Per Piece Change	% Change
Retail Single Piece	\$ 0.550	\$ 0.550	\$ -	0.0%
Second Ounce	\$ 0.015	\$ 0.015	\$ -	0.0%
Flat One Ounce	\$ 1.000	\$ 1.000	\$ -	0.0%
Postcards	\$ 0.350	\$ 0.350	\$ -	0.0%
First-Class Mail® Commercial				
Type	Current Rates	New Rates	Per Piece Change	% Change
Retail Single Piece	\$ 0.550	\$ 0.550	\$ -	0.0%
Metered Single Piece	\$ 0.500	\$ 0.500	\$ -	0.0%
Mixed AADC LTR	\$ 0.428	\$ 0.439	\$ 0.011	2.6%
AADC LTR	\$ 0.412	\$ 0.419	\$ 0.007	1.7%
5-Digit LTR	\$ 0.383	\$ 0.389	\$ 0.006	1.6%
Mixed AADC Flat	\$ 0.877	\$ 0.916	\$ 0.039	4.4%
3-Digit Flat	\$ 0.755	\$ 0.777	\$ 0.022	2.9%
5-Digit Flat	\$ 0.636	\$ 0.630	\$ (0.006)	-0.9%

Marketing Mail® - Commercial Letter				
Type	Current Rates	New Rates	Per Piece Change	% Change
Mixed AADC Origin	\$ 0.291	\$ 0.299	\$ 0.008	2.7%
5-Digit Origin	\$ 0.256	\$ 0.259	\$ 0.003	1.2%
5-Digit DNDC	\$ 0.234	\$ 0.239	\$ 0.005	2.1%
5-Digit DSCF	\$ 0.228	\$ 0.233	\$ 0.005	2.2%
HD DSCF	\$ 0.184	\$ 0.186	\$ 0.002	1.1%
Saturation Origin	\$ 0.190	\$ 0.191	\$ 0.001	0.5%
Saturation DNDC	\$ 0.170	\$ 0.172	\$ 0.002	1.2%
Saturation DSCF	\$ 0.165	\$ 0.168	\$ 0.003	1.8%
Marketing Mail® - Commercial Flats				
Type	Current Rates	New Rates	Per Piece Change	% Change
3-Digit Origin	\$ 0.523	\$ 0.543	\$ 0.020	3.8%
3-Digit DNDC	\$ 0.480	\$ 0.500	\$ 0.020	4.2%
3-Digit DSCF	\$ 0.470	\$ 0.489	\$ 0.019	4.0%
5-Digit Origin	\$ 0.405	\$ 0.418	\$ 0.013	3.2%
5-Digit DNDC	\$ 0.362	\$ 0.375	\$ 0.013	3.6%
5-Digit DSCF	\$ 0.352	\$ 0.634	\$ 0.012	3.4%



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

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

Watch our website for more information.

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



Do you wonder where your best customers come from and what makes them tick? Wouldn't it be nice to find more like them and know the best way to reach them?

Join us for GIS Marketing expert Beau Webber of LoGistical Marketing as he presents how to use GIS (Geographic Information Systems), Data Mining and Direct Marketing to increase ROI. GIS combines layers of data and computer mapping for high-end targeting. Today's smart marketer knows that the best strategy incorporates data research and mining to profile and target the audience.

LoGistical Marketing processes determine which direct marketing approaches should be incorporated into growing your business, including direct mail, email, telemarketing and texting campaigns. Beau will be presenting case studies that include testing and results across multiple industries.

***A drawing for a free certificate to the National Postal Forum in Orlando! (worth over \$1,000)***

**Date: February 27, 2020**

**Time: 11:00 am -12:30 pm**

**Location: Eagan Postal Facility  
3232 Denmark Ave Eagan, MN 55121**

**Cost: \$15**

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

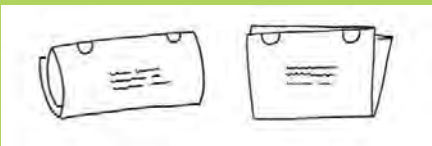


**SCAN ME**



**March Lunch and Learn Event**

**Don't Leave the Self-Mailer Behind  
(Class size is limited to 20 people)**



**Speaker: USPS and Japs-Olson presenters**

**Date: March 11, 2020**

**Time: 11:00 am - 12:30 pm**

**Location: Japs-Olson Company  
7500 Excelsior Blvd Minneapolis, MN 55426**

**Cost: \$15**



**1st Annual PCC Golf Event  
(Formerly the MMA Golf Tourney)**

**Coming in June 2020, watch for more details.**



# Certified Direct Mail Professional (CDMP)

**Don't Miss This Great Opportunity!**

Coming in May, the Twin Cities PCC, in partnership with the Postal Service's National Center for Employee Development (NCED), is offering a two day training class that will provide mailers with the knowledge and confidence needed to tackle daily challenges and responsibilities associated with Direct Mail. The class will be taught by a National Center for Employee Development (NCED) instructor.

Developed by a committee of USPS and mailing industry experts, the course is typically offered at the National Postal Forum. In talking with those who have attended, we learned the curriculum was invaluable so we decided to make the course more accessible to our regional mailing community.

Topics covered include:

- Mailing Lists
- Mailpiece Creation
- Response Rates
- Omni-Channel Marketing
- Technology
- Environment

**\$550**  
per participant

★ Place:  
2 Pine Tree Dr.  
Arden Hills, MN 55112  
Parking Available on-site

2 Day Event (both day are required)

★ Wednesday May 27th 8 am - 4:30 pm  
(lunch provided)

★ Thursday May 28th 8am - Noon (no lunch)

Take advantage  
of this  
great opportunity!

**For more information and to register, please visit [www.twincitiespcc.org](http://www.twincitiespcc.org)**

**Join us for the 2020 National Postal Forum in Orlando Florida.**

**INNOVATING  
THE JOURNEY**  
AT EVERY TOUCHPOINT

Collaboration.  
Education.  
Delivery.



Orlando World Center Marriott  
Florida | April 26-29, 2020

**April 26-29 2020**

**Innovating the Journey**

*Embark upon a journey of innovation, collaboration and delivery with the National Postal Forum. Join like-minded professionals in the mailing and shipping industry as we take you on a trip guaranteed to deliver solutions, strategies and insight that will boost your bottom line!*

The National Postal Forum (NPF) 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.

Join us April 26-29, 2020 at the beautiful Orlando World Center Marriott in Orlando, Florida. Mark your calendar and be part of the mailing and shipping's largest industry event. For more information check out [NPF.org](http://NPF.org).

#### **YOU MAY BE QUALIFIED FOR NPF DISCOUNTS**

- Register prior to 2.7.20 and receive a \$50 Early Bird discount.
- Receive a \$100 discount if you did not attend last year! Discount Code NPF 2020 and Rachel Christensen as the USPS employee.
  - PCC members take \$100 off a Full Registration or \$50 off a Three-Day or Two-Day Registration.
- Take an additional \$100 off your Full or Three-Day Registration when you book your hotel through the NPF!
  - For discounts, register online at [NPF.org](http://NPF.org). Discounts will not be extended on-site.



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

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## 2020 Twin Cities PCC Executive Board

### Industry

Pam Corbeille-Lepel	Membership	Lorton Data Inc.	<a href="mailto:pcorbeille-lepel@lortondata.com">pcorbeille-lepel@lortondata.com</a>
Jackie Daugherty	Treasurer / Facilities	The Arch of St. Paul and Mpls/Comm Office	<a href="mailto:daughertyj@archspm.org">daughertyj@archspm.org</a>
Pete Gjerness	Surveys		<a href="mailto:ptgjerness@icloud.com">ptgjerness@icloud.com</a>
Cathy Hufford	Industry Vice Chair / Education	Hazelden Betty Ford Foundation	<a href="mailto:chufford@Hazeldenbettyford.org">chufford@Hazeldenbettyford.org</a>
Bill LeVoir	Industry Co-Chair	MackayMitchell Envelope	<a href="mailto:blevoir@mackaymitchell.com">blevoir@mackaymitchell.com</a>
Melissa Manning	Secretary / Facilities	Impact	<a href="mailto:mmanning@impactconnects.com">mmanning@impactconnects.com</a>
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Tim Schwarzrock	Membership	OnTrac	<a href="mailto:tschwarzrock@ontrac.com">tschwarzrock@ontrac.com</a>

### Postal

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Mark Janda	Education	US Postal Service	<a href="mailto:mark.a.janda@usps.gov">mark.a.janda@usps.gov</a>
Will Jones	Postal Co-Chair	US Postal Service	<a href="mailto:william.d.jones@usps.gov">william.d.jones@usps.gov</a>
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