

TWIN CITIES



Minneapolis

Summer 2020 Newsletter

St. Paul



A MESSAGE FROM BILL LEVOIR Industry Co-Chair

As I sit and contemplate this article, I realize how fortunate I am in comparison to many of those around me. I'm healthy, working, haven't contracted COVID-19, nor has any family member or any close friend. I also feel safe, in comparison to many around me and around the country as our society has suffered through so many difficult days. Throughout the last few months, my wife and I have pretty effectively quarantined ourselves while working from home, and occasionally, in the office. We have a daughter who lives in Spain, where she was effectively housebound for over 7 weeks, but we here have been able to drive, and walk around the neighborhoods so we could at least escape the feeling of being locked in.

I realize that it's hard not to feel a bit depressed with all that is happening around us today. But I choose to look at the good points, and see that the economy is still moving, people are working, and there is hope that we will have some sort of vaccine in the coming months. I can also look with some pride at the ways our industry (printing, marketing, data and mail) has responded to the crisis by continuing to work and produce ways to keep our constituents and customers informed and connected. In my several decades in this industry, we have been leveled and rose from the fire through many difficult situations including the rapid technological advances in the 1990's, September 11, anthrax and the financial crisis of 2008. I feel confident that we will weather and respond favorably to the issues affecting us today!

From the beginning of this crisis the USPS has been delivering mail and continues to do so on its normal schedule. That in and of itself is a great accomplishment in these times. I feel fortunate to work with many of these dedicated people who continue to deliver bank statements, advertisements, stimulus checks and many other important messages to the millions of addresses across this country and overseas. I want to say thanks to all the essential workers out there who go in every day to keep their businesses and our economy alive. I believe that we are all essential workers and I pray that we can all get back to business as usual very soon! Thanks to all of you who continue to support the USPS and especially the Twin Cities Postal Customer Council. I work with an incredible, dedicated group of people who continue to get our messages across to all of you in our industry. Please stay safe and healthy!

Upcoming Events:

NPF Summer Series WebEx
Moving Forward : Innovating the
Customer Experience
August 6, 13, 20 and 27
1:00 pm - 2:00 pm

Area's Inspiring Mail (AIM)
Capital Metro - Zoom Meeting
Wednesday, August 19
1:00 pm 3:00 pm (Eastern Time)

PCC Day
September 22

MDP Class
(Mail Design Professional)
Virtual Training
October 20, 21 and 22
8:30 am - 12:30 pm

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.



Update from Tony Williams on the May Protests



Tony Williams
USPS
Northland District Manager

On May 25, 2020, events in our community sparked protests throughout the Twin Cities Metro, as well as many cities throughout the country. Peaceful protests were happening throughout our communities, but chaos ensued as the sun went down. Civil unrest took place in the moonlight across the streets of Minneapolis and St. Paul. Buildings were set on fire, vehicles vandalized, and businesses were looted.

As the civil unrest continued, the Postal Inspection Service assisted the decision to halt mail delivery services to some communities in Minneapolis and St. Paul due to inaccessibility to homes and neighborhoods, unsafe streets and work locations for our employees. Retail lobbies were closed early at locations anticipated to have protests or unrest nearby, impacting nine different postal locations. Behind the scenes, our team members were accounting for our employees and the mail. We were also making plans to reconnect the mail to our customers quickly.

Our local Maintenance Department boarded up windows and doors to many of our locations to promote the security of our facilities. Unfortunately, this wasn't enough.

The Minnehaha Station was damaged by looters. The station was ransacked, visible by live social media feeds of those who forced entry into our facility. The station was set ablaze, destroying the station from the inside out. Vehicles parked in the garage were damaged beyond use.

This prompted us to move quickly in an effort to limit the loss of Lake Street. Members of the Minneapolis team rallied to move mail and packages from the Lake Street Station before nightfall. Our Vehicle Maintenance team removed all of the postal vehicles from the building and relocated them to a secure location. Many postal employees felt helpless as they saw the Lake Street Station with flames pouring out of the building live on the local news.

The following morning, smoke still billowed from the top of the building with small flames showing on the top left side of the building. The local Fire Department was unable to safely gain access to the nearby buildings on fire until later that afternoon. Lake Street customers viewed the wreckage in awe. An essential service in their community now stood only as bricks, ash and rubble.

The Industrial Station had the front doors broken. While there was no evidence that anyone had gone inside, the door had to be repaired prior to accepting customers in the retail lobby. Powderhorn Station sustained smoke damage, broken windows, doors and graffiti. Maintenance went to work to repair the damages to the building, allowing us to welcome back our customers and services.

USPS moved quickly to inform operations of the support we needed to get to work and serve our customers. Temporary carrier sortation cases arrived in trucks from Denver, Colorado. Multiple meetings a day were hosted to report our employees safe from the night's events. Postal Operations worked tirelessly to set up temporary stations. Lake Street Station was moved to the Minneapolis Main Post Office over the weekend and Minnehaha Station delivery and mail was set up within Loring Station.

Sortation machines were updated to include these changes and communication came from the top down to ensure that everyone knew where they were supposed to be. Everybody played a part in keeping each other informed of their roles and responsibilities.

Human Resources and the Minneapolis Postmaster's Office worked together to contact the impacted employees to ensure they were safe and to update them on where to report to work in the following days. Every employee with USPS is also a customer and many live in the communities they serve. This wasn't just their work, but their communities that were impacted. Employees clocked in at their new locations and went out to the street to deliver their customers' mail on Sunday. Carriers and employees from across Minnesota volunteered to come to Minneapolis the following week to deliver packages.

Customers welcomed their carriers back with open arms. "My station burned down, and I still got my mail," said one customer on Twitter. Our employees brought normalcy back to these communities and connected neighborhoods once again with their mail.

The employees of Minneapolis and surrounding areas made all of this possible. They came to work despite the challenges and made it their personal mission to connect their customers to the essential service USPS provides. Our postal family went out of their way to support one another. I am proud to lead this postal team.



Tim Schwarzrock

OnTrac International

Universal Postal Union

UPU Changes Impact Foreign Bulk Mailers/Shippers, not USPS Retail Products.

In September 2019, the Universal Postal Union voted to amend the terminal dues system and allow for a "Self-Declared" rate structure for all UPU member countries. Prior to the vote, the U.S. planned to withdraw from the UPU due to economic imbalances caused by the outdated terminal dues system. The celebrated agreement allowed the U.S. to remain a member of the UPU but left foreign mailers with tremendous uncertainty heading into the July 1st deadline for the Self-Declared rate changes to take effect.

In early June, USPS announced the rate change details to Bulk Mailers/ International Consolidators with National Service Agreements (NSA). The changes went into effect July 1st, 2020 and will only impact international bulk mailers and shippers, there will be no mid-year changes to USPS Retail products.

With each UPU country declaring their own price structure, the price changes are higher than previous years, and vary greatly between countries and price groups. Changes to letters, flats, and packets categories fluctuate greatly as well, with packets receiving a substantial increase overall. Such dramatic mid-year changes seem to indicate similar changes to USPS International retail products in January 2021, so stay tuned!

For more details, please contact Tim Schwarzrock at tschwarzrock@ontrac.com.

NPF Summer Series Webinar Moving Forward : Leadership During Changing Times Aug 6, 13, 20 and 27. 1:00 pm - 2:00 pm



The series began July 23rd but there is still much more to come!

The NPF has a strong tradition of providing the Mailing and Shipping Industry with the latest information to help businesses serve their customers in the most efficient, cutting-edge, cost-effective ways possible.

NPF 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.

This summer, we're taking it online! Presenting a new and very special FREE event: the NPF Virtual Summer Series. Beginning July 23rd and most every Thursday thru August 27, the US Postal Service Executive and Industry experts will be conducting one-hour webinars covering topics ranging from best practices to the unique processes that are being successfully adopted by the industries top mailing and shipping professionals.

Next spring, from May 2-5, we are scheduled to resume hosting what has come to be known as the premier mailing and shipping event in the industry. For the 2021 NPF, we're heading to Music City: Nashville, TN – Gaylord Opryland! This four-day Forum 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. Mark your calendar and stay tuned to NPF.org for more details.

To Register please use this link

https://2020summerseries.npf.org/series/npf-virtual-2020-summer-seri/series_summit



Area's Inspiring Mail (AIM)- Capital Metro - Zoom Meeting

Wednesday, August 19

1:00 pm - 3:00 pm Eastern Time

Please join your fellow PCC members for the next AIM Meeting.

Speakers:

Linda Malone, Area Vice President Capital Metro Area - USPS

Sharon Owens, Vice President, Pricing and Costing - USPS

Guest Speaker:

Rebecca Brewster, President, and COO - American Transportation Research Institute

Please use this link to register and join:

https://usps.zoomgov.com/webinar/register/WN_T-HgcSjLQxO6npWA1NAS1Q

Mailpiece Design Professional Certification Class Virtual Training

October 20, 21 and 22 (all days required)
8:30 am - 12:30 pm



Hard copy manual will be mailed out to each student

Mailpiece Design Professional (MDP) course 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

or scan the QR Code.



SCAN ME





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www.twincitiespcc.org



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

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