



Minneapolis

TWIN CITIES



St. Paul



# Spring is in the air!

Spring is in the air! Finally! Can you smell it? When you walk outside at this time of year and take a deep breath, you can smell the earthy, wet-grass kind of sensation. It's a sure sign that spring is finally here! The grass is starting to grow and the trees are coming to life. With the fresh air comes the excitement of getting outside more often to enjoy our spring and summer activities. The smell of print is also something unique.

As I was talking with some industry veterans the other day, it was mentioned that it's almost comforting to walk into a print shop and recognize that certain "smell". Those of us who've been around a while know what that's all about. We like it, it's familiar, and it signifies that business is going strong. That's what we all hope for: that our business continues to build momentum going into the summer months. There are many people and organizations behind the scenes that impact what goes on press. As Jean Paul Sartre said: Commitment is an act, not a word! We need to commit our resources to gathering more business and keeping up with the times. We try to get out and see more customers, conduct more and better networking to help build strong relationships. The grass and leaves are growing and hopefully, so is our workload.

There are many things available to our industry to keep up with these changing times. The Twin Cities Postal Customer Council will do our best to keep you informed with well-timed seminars and networking events to try to help you grow your business. Every year holds different challenges, but also new ways to deal with them. Let us know what we can do to help you in your business. Offer suggestions and show up at some of our events. We all grow by listening to others and every idea is a good idea.

We hope to see some of you at the upcoming National Postal Forum. Keep checking your emails, these newsletters and our website for some of the latest happenings in our industry. We hope to see you soon!

## 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. Paper supplied by Veritiv.



## A MESSAGE FROM BILL LEVOIR

Industry Co-Chair

### Spring 2019 Newsletter

### New Members

- Sharon Barger | USPS
- Tom Brabant | Archway
- Mike Charboneau | Archway
- Colleen Darby | Target
- Angelique Magee | Ecolab Inc.
- Thomas Yarbrough | Xerox

### Upcoming Events:

National Postal Forum  
Indiana Convention Center  
May 5-8

PCC Kick Off Event  
King Solutions  
June 5

Midwest Mailing Forum  
Earle Brown Heritage Center  
September 25

### MDP Certification

Mailpiece Design Professional  
Eagan St Paul P&DC  
October 23 & October 30



**Mark M. Fallon**

President & CEO  
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# Ignore the Experts and Pay the Price

Recently, I was in New York City, having coffee with my good friends, Ray and Marv. After getting caught up on personal matters, we started to talk about what we've been seeing lately in the industry. We shared stories about unfortunate mailings that seemed to become more commonplace. Departments with address lists so bad, they needed manual coding. Improperly formatted letters that were returned to sender, because the bottom lines of the address didn't show in the window. A marketing mailing that included a Business Reply Mail envelope, with the Courtesy Reply Mail post office box.

Ray observed, "Everyone is so focused on digital, it seems that no one can do physical mail correctly anymore."

Interestingly, we shared almost 100 years of industry experience between the three of us. Ray and Marv have run successful projects for physical billing and e-billing for their company. Some of the other companies in the stories had certified mail center managers. However, in each case, the professionals weren't consulted. The experts were ignored. And the results included thousands of dollars in misspent print and postage.

In the world of digital natives and Customer Communications Management ("CCM"), physical mail doesn't get the respect it deserves. However, most customers still prefer to receive their bills in their mailbox. Marketing campaigns are more successful when they include a postcard or a letter. Many industries are required to use mail to prove compliance with government regulations.

So, why the disconnect? Probably because people are more attracted to what is new. The latest software or mobile device. Hosted solutions that bring together multiple platforms. The buzz words and acronyms used by consultants and pundits (anyone else remember when "CRM" was the mantra of the day?).

Besides, physical mail is "just mail". There isn't anything magical or exciting about printing a piece of paper, inserting it into an envelope and putting a stamp on it. Anyone can do that. The mailroom is down in the basement. Surely, no one important works down there.

The preceding paragraph may slightly exaggerate how the rest of the business world views print and mail operations. But it's closer to the truth than many of us care to admit. We must work to be recognized as experts in order to prevent bad decisions before they're made.

Steps to take to create the change in perception include:

- Keep in regular contact with your customers. For in-plant shops, this means the departments that create the documents you produce. Set up monthly meetings with marketing, membership, claims, finance – whoever sends or receives mail. Provide updates on postal regulatory changes, equipment upgrades or vendor relationships. Just 30 minutes every 30 days.
- Promote every success. Will Rogers said, "If you done it, it ain't bragging." If you don't let your management and your customers know how you improved a mailing, or led a project or reduced postage costs, they won't know that you did it. Consider a one-page newsletter that highlights the accomplishments of your department. Brief, interesting and informative.
- Participate in professional associations. Just belonging to your local Postal Customer Council isn't enough. You should be attending classes, webinars and conferences. Bring back ideas from other mailers that can be implemented at your company (great content for customer meetings and newsletter). Offer to be a presenter or board member. Education is a never-ending, active endeavor.

Physical mail is an essential element of the digital marketplace. The innovative technologies for creating and delivering mail on time in the right format at the right cost requires the expertise print and mail professionals have developed over their careers. Internal and external customers need to be aware of that expertise and know how to take advantage of their knowledge before their next campaign. Or pay the price.

# The New Mailing & Shipping Solutions Helpdesk



## Coming To A Phone Near You

The U.S. Postal Service® has established a centralized Mailing & Shipping Solutions Center (MSSC) helpdesk line to provide commercial customers with a first contact for all of their mailing and shipping needs. The Postal Service, with feedback from mailers around the country, has initiated this change to provide consistent responses to an ever changing mailing environment. The MSSC is staffed by the Mailing Requirements Team consisting of Mailing Requirements Clerks located nationwide. This helpdesk will enhance Commercial Mailer's customer service experience by providing first contact solutions through one centralized number to call for all of their mailing and shipping needs and inquiries.

The MSSC is going live at the end of April 2019.

**MSSC Helpdesk 1-877-MRC-0007 (1-877-672-0007)**  
Hours of Operation Mon-Fri 7AM-7PM CST  
Closed on Postal Holidays

## Midwest Mailing Forum

Earle Brown Heritage Center, September 25th

Midwest Mailing Forum, will be a one day event and will coincide with National PCC Week. The day will consist of speakers, educational sessions, a special visit from local Postal Executives and a closing networking reception. In addition, vendors will be showcasing their products and services in our vendor hall, conveniently located in the center of the conference activities.

For more information on being a vendor or attending, please check out our website <https://www.twincitiespcc.org/upcoming-events/> or email [info@twincitiespcc.com](mailto:info@twincitiespcc.com)



Postal Customer Council Board Members pack potatoes!

In January the Board volunteered their time to help pack potatoes and we plan to do it again so watch for an announcement with a date and time. We hope you can join us!





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## Save the Date



## 2019 Twin Cities PCC Executive Board

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