



PCC Direct Connection

Dedicated to Building Postal-Customer Relations

Summer 2010

NATIONAL POSTAL FORUM 2010

NH PCC'S OWN CHRIS THOMPSON WINS NATIONAL AWARD!

On Sunday, April 11, more than 4,000 attendees gathered in Nashville TN for the National Postal Forum (NPF), the mailing industry's premier event and tradeshow. Chris Thompson, Industry Vice-Chair for the NH PCC, won a well-deserved award "In Appreciation of Your Partnership and Support With the New Hampshire Postal Customer Council" (see below). Congratulations!

During one of the most turbulent years in Postal Service™ history, Postmaster General (PMG) John Potter, in his keynote address, discussed the challenges and opportunities facing the mailing industry. In addition to the PMG, key Postal Service executives talked about Intelligent Mail®, the five-day delivery proposal and other steps to address changing customer needs in today's marketplace.

This year, more than 130 workshops and sessions explored key topics such as global opportunities, direct mail, shipping services and Intelligent Mail. NPF also offered attendees the chance to network with business and thought leaders across the mailing industry, including Postal Service executives. *The next forum is May 1-4, 2011, San Diego, CA.*



NHPCC Industry Vice-Chair, Chris Thompson, receives a PCC award at the National Postal Forum in April. From left: Northeast Area VP Tim Haney, NNED District Manager Debbie Essler, Chris Thompson of PEP-Direct, and Randy Miskanic, Acting NNED District Manager.

NATIONAL PCC DAY

SEPTEMBER 15, 2010



Start planning now for National PCC Day, **Wednesday, September 15, 2010**. Postal Customer Councils work to improve service and communications, and National PCC Day showcases the work of PCCs everywhere. It includes a series of awards recognizing outstanding service and individual achievement.

As a result of your suggestions, there are some changes in this year's event. The live broadcast will begin at noon ET, with registration earlier that morning. This year's workshops are "Business Customer Gateway" and "Best Kept Secrets of the National Customer Support Center". In addition, this year we will provide a *Quality Addressing and Mailing Insight Professional Certificate*.

National PCC Day is always worth attending. There will be lunch, educational sessions, opportunities for networking, and a plant tour. Watch your mailbox and the NH PCC website for more information. We hope to see you there!

DID YOU KNOW?
In 2009, USPS added 923,595 new delivery points to its network.

BECOME A MAIL SERVICE PROVIDER

Businesses check the USPS website for help when they need mailing services. The U.S. Postal Service® and your local Postal Customer Council are pleased to offer you a unique opportunity to promote your business as a Mail Service Provider (MSP) on the USPS/PCC website. The new PCC MSP program offers access to members of a PCC network of over 200 PCCs nationwide. The MSP program offers six categories of service providers: **mail preparation, mailing lists, mail printing, mailing support, mailing supplies, and mailing equipment.** PCC members can enroll in the program as either local or national providers. Contact the NH PCC for an application and more information at NHPCC@usps.gov.

Save These Dates!

July 1-Sept 30, 2010
Standard Mail® Incentive Program

September 15, 2010
National PCC Day
Location TBD

Important changes to note

- ◆ June 7 commercial flats “droop test” change, October 3 price consequence



May 13 “Business Shipping Made Easy” seminar in Manchester NH

HALLMARK AND THE IM™BC



Hallmark is testing a product that allows customers to **buy greetings with postage included** for one price. “Postage Paid Greetings”, also known as “Alternative Postage Payment”, uses a unique Intelligent Mail barcode on each card included in a package of eight cards. Hallmark pays the postage expense when the cards are mailed.

This application of the Intelligent Mail barcode allows the Postal Service to count the mailpiece as it enters the mailstream, rather than at destination, said Robert Bernstock, president, Mailing and Shipping Services.

“This is a complete solution using Intelligent Mail. Customers are happy because their frustration with buying separate postage is resolved and businesses like Hallmark are happy because postage payments are linked only to those greetings that become mail,” Bernstock said.

“Postage Paid Greetings brings customer convenience to a new level, something all businesses can appreciate,” said Cindy Mahoney, vice president of Product Development for Hallmark. “We are truly excited to be partnering with the Postal Service to test a new product.”

NH PCC Executive Board

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Would you like to be on our confidential e-mail list to receive postal updates and participate in our webinars? Simply e-mail NHPCC@usps.gov with the subject “PCC E-mail”. Easy!