

Postal Points

ISSUE 2, SUMMER 2009

Greater Pittsburgh Postal Customer Council

**Rocco D'Angelo, Postal Co-chair
&**

Pam Kriley, Industry Co-chair

Challenge you to Boost our Membership



It's "Nice" to belong to a PCC!

Networking - Hear how to put others' best practices to use for you.

Information - Help your business be more productive

Communications - Interact with mailers, vendors, and Postal Service personnel.

Education - Learn how the Postal Service can help your business become more profitable.

All businesses that use the mail as communication and fulfillment media with their customers will benefit in the PCC's regular networking forums to maintain a close working relationship with their postmasters and other postal managers. These events provide opportunities to meet other mailers, mailing experts, vendors from the mailing and fulfillment industry, and managers from the Postal Service to discuss issues that impact a single business or the whole mailing industry.

PCC members communicate information, ideas, and best practice suggestions on new Postal Service products and services and their own internal operations. This interaction provides productive money-saving and revenue-generating ideas to enhance their use of Postal Service products and services to meet their business needs.

Save the Date-Join us for National PCC Day, September 16, 2009.

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In Loving Memory of Richard “Rick” Sekinger



It is with great sadness and heavy hearts that we share with you the tragic passing of Richard L. Sekinger, Erie’s District Manager. Rick passed away suddenly Friday evening November 14, 2008.

“Rick was a dedicated manager whose talents were reflected in the success of the Erie district,” says Megan Brennan. “He was a leader who was well respected by his colleagues and employees. We will all miss Rick and remember his legacy of professionalism and kindness.”

Prior to his appointment to Erie district manager, Rick’s most recent position was Postmaster, Pittsburgh, PA. He began his career in 1971 as a distribution clerk in Pittsburgh and had held numerous positions in management throughout his decorated career.

While serving as the Postmaster of Pittsburgh, Rick was an integral part of the Greater Pittsburgh PCC, attending all of the meetings and sharing his down-to-earth personality and humor with everyone he met. Many of us attended Rick’s Installation Ceremony where we saw first-hand how happy Rick was to become the Postmaster of Pittsburgh.

A life-long Pittsburgh native, Rick was a University of Pittsburgh Graduate and held a Masters degree from Duquesne University in Pittsburgh. He served his country in the United States Navy prior to joining the United States Postal Service.

Rick’s many pursuits included his love for his family, the people he worked with, baseball and University of Pittsburgh sports. He is survived by his wife Denise and their four children.

Spread the news this blog’s for you.

www.2blogpcc.com

Stay in touch with one another, share information and ideas, ask questions and make suggestions by accessing the postal blog at www.2blogpcc.com. PCC members can discuss important topics facing the mailing industry, access the latest information, get ideas for meetings and education events, and provide feedback. A few of the current posts awaiting your comments include Intelligent Mail, PCC Events, Workshops, Membership, Communication Tools, Best Practices, Recognition Programs, and Payment Options. Have a suggestions for the new thread? Simply send us and email for consideration. Your comments might just spark an idea!

One-Stop Shopping

Postal Sales Team is Ready to Meet Your Business Needs

As the Postal Service moves forward with its new integrated Sales and Service team, an important focus is working with Postal Customer Councils to bring new programs, ideas and solutions to customers.

“Customers told us they wanted ‘one-stop shopping’ with the Postal Service,” says Susan Plonkey, vice president, Sales. “By including sales, business development teams and the Business Service Network (BSN), we created that one central point of contact our customers asked for.”

There are more sales people on the street and an increased emphasis on the value the Postal Service can bring to small and medium-sized customers. Sales and postal districts have been aligned so customers have an entire postal team ready to help them with their mailing and shipping needs.

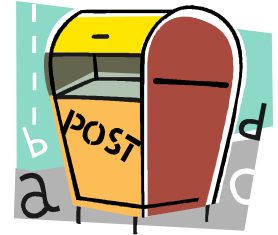
The primary contact at the district level will be the BSN, which serves as a critical link between customers and postal operations. The BSN gives customers access to an entire network of knowledgeable professionals who collaborate with experts in each of the various functional departments of the Postal Service. A cohesive network of experts ensures that no question, comment or concern is overlooked, and the response is timely.

“We’re committed to helping our customers find the right postal products and services to help their business grow,” says Plonkey. “Sales, districts, BSN — we’re all working together for you.”

Ways to Reduce Direct Mail Costs

Looking for ways to save money on your next direct mail project, consider the following:

- 1) **Data Hygiene:** Move Update is required on mail files every 95 days. This reduces the amount of undeliverable mail and gets mail to the intended recipient. Analyze the reports generated from this process, use the information to update all lists, create separate suppression files, or follow-up communications to ensure accurate information.
- 2) **USPS Workshare Discounts:** Work with lettershops to establish cost effective ways to reduce postage. Does your mailing qualify for drop ship discounts? Does it make sense to send your mail to a commingler? What level of sortation is cost justified?
- 3) **Package Format:** With some copy changes, you might be able to switch from First to Standard Class Mail. Postcards and self-mailers are typically less expensive than letter packages. Define your goal for the mailpiece and see if it can be achieved using a lower cost package.
- 4) **Targeted Personalized Pieces:** Use all the demographic information available in the market today to create targeted offers with personalized messages to your prospects and customers. Stand out in the mailbox. The results are higher ROI by mailing fewer pieces.
- 5) **Time of Mailing:** In-home target is critical when planning an expiration offer. Don't forget to plan for USPS delivery days; First-Class mail averages 2-3 days and Standard Class 9-12 days (National Mailings).



Above are just a few things to consider to reduce costs and improve efficiencies when planning your next direct marketing campaign.

Mail Service Provider Program

The Mail Service Provider Program is designed to help any business interested in finding a local or national provider with the understanding of prepping and sending mail. If you are a Mail Service Provider, you can join by contacting your local PCC.

For more information please visit the website:

www.usps.com/nationalpcc/maiserviceprogram.htm

PCC Member Spotlight — Ted Swoger



It is my pleasure to introduce Ted Swoger, President of MarketPlace Direct (MPD) and a GPPCC Member since 1979. MarketPlace Direct is a fully integrated direct marketing service firm located in McKees Rocks, PA. MPD provides design, print (digital and offset), database management, mailing, promotional products and web-based fulfillment.

Ted started his career in 1975 in a small direct marketing agency working as the General Manager overseeing a team of 23 professionals producing Seasonal Sale Catalogs and POP materials. From there he moved to Sales with Direct Mail Service of Pittsburgh and soon was attending GPPCC meetings and National Postal Forums.

Ted's customer base grew, along with his position in the company, and soon he was Vice President and General Manager. Seventeen years later Ted started MarketPlace Direct which is now in its 15th year of business. Ted is proud to say that he has retained some of his customers throughout his entire career! His philosophy of taking care of the customer has made his customers loyal and trusting.

Ted expresses that the seminars and workshops with the GPPCC have been instrumental in streamlining postal procedures for his company. He has been an active member of GPPCC Executive Board for over 20 years. During this time Ted has been the chairperson of several committees as well as serving as our award winning treasurer for many years.

Along with being the President of MarketPlace Direct, Ted also volunteers as the President of the National Pike Steam, Gas and Horse Association. He has been a member of the association for 8 years and enjoys working with the other volunteers.

Ted and his wife, Andrea, have two sons, Glenn and Leland. They are involved in raising their 3 year old grandson, Dale (pictured above). Ted is definitely the dotting Grandfather and brings his grandson to work frequently for all of his employees to fuss over. He also enjoys collecting tractors, boating, camping and singing in the church choir.



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Upcoming GPPCC Events

National PCC Day

Date: Wednesday, September 16, 2009

Location: Power Center at Duquesne University

The days activities will provide those in attendance with a venue to communicate the power of mail through educational programs and to celebrate the contributions and successes of PCC's across the nation. In addition, customers have the opportunity to learn about current and future postal initiatives directly from the Postmaster General and to network with local Postal Service executives and industry leaders. So mark you calendar and plan on attending this worthwhile event!

GPPCC Holiday Event — Save the Date

Date: Tuesday, December 1, 2009

Location: Sheraton, Station Square