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CELEBRATING FRESH THINKING

From PCC Insider
 May 2012



From left, USPS President and Chief Marketing/Sales Officer Paul Vogel, Avanzado President Craig Frye and Postmaster General Patrick Donahoe. Avanzado was one of two customers who won two awards. The other double-winner was Stamps.com.

At the recent National Postal Forum, USPS recognized more than 20 customers for their creative and continued use of the mail.

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United States Postal Service
INDUSTRYALERT

THE 2013 NATIONAL POSTAL FORUM (NPF) WILL BE HELD IN SAN FRANCISCO, CA MARCH 17-20, 2013

Keeping with San Francisco's reputation as a vibrant and ground-breaking city, this year's theme is "Delivering Solutions." Our goal is to develop an NPF program that showcases innovative uses of postal services and inspires participants to explore new opportunities for growing their business.

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NATIONAL PCC
PCC WEEK 2012
 POSTAL CUSTOMER COUNCIL
 SEPTEMBER 17 - 21



John Edgar, VP, Information Technology, United States Postal Service to provide keynote address at GO!-PCC's 3rd Quarterly Program celebrating National PCC week September 19, 2012 at the Georgetown Club

John T. Edgar was named vice president of Information Technology in January 2011. He is responsible for directing the design, development and delivery of IT systems and services to the U.S. Postal Service's lines of business.

This includes leading eight customer-facing IT portfolios in determining customer requirements and ensuring IT provides technology leadership and support to the organization. In addition, Edgar leads the IT Business Solutions Services organization for national systems development and support.

Working with other elements of the IT organization, Edgar ensures the development of policies, procedures, programs and standards to support these functions. He reports to the chief information officer and executive vice president.

Prior to this appointment, Edgar was vice president of Information Technology Solutions from September 2009 until January 2011. He was also the manager, Corporate IT Portfolios,

Continued on page 3

The Postal Inspection Service and the Greater Omaha Postal Customer Council

Forging relationships for a safe and productive mailing future

By Inspector Tom Harding, USPS
 Aug. 2, 2012

The US Postal Inspection Service has long been known as the "silent service" within the Postal Service. As the federal law enforcement and security arm of the Postal Service, the Inspection Service has a wide scoping and multi-faceted mission. Enforcing over 200 federal laws, Postal Inspectors are assigned to investigate a myriad of criminal violations ranging from violent crimes, theft, mailing of illegal or dangerous item, to safety and security of Postal facilities, employees and products.



The mission of the U.S. Postal Inspection Service is to support and protect the U.S. Postal Service and its employees, infrastructure, and customers; enforce the laws that defend

the nation's mail system from illegal or dangerous use; and ensure public trust in the mail. One key aspect to this statement is protection of our customers and security of the mail our customers entrust to us. As a means to further this mission, the Postal Inspection Service has embarked upon an effort to build a

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GO!-PCC BOARD LISTING

Updated – 04/22/2012

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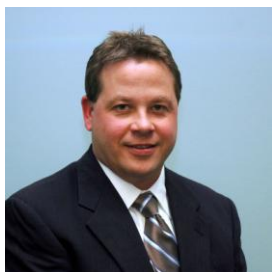
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GO!PCC 11TH ANNUAL GOLF OUTING



By Dan O'Brien, Industry Co-Chair
Aug. 3, 2012

Our Golf Outing this past May was a fantastic success. We had over 80 golfers attend our fund raising event at Quarry Oaks Golf Club in Ashland, NE. The weather even cooperated and the course was beautiful as always. Quarry Oaks Golf Pro Joe Sutter has already locked us in for next year; mark your calendars, Friday May 17th 2013 is our next Greater Omaha Postal Customer Council (GO!-PCC) golf outing.

And the winners are... We had a tie for First Place between team **CSG International** comprised of Greg Becker, Chris Watson, Dave Janecek, and Aric Zimmer and the **World Marketing** team of Joe Evans, Brian Kehrl, Jay Sudbeck, and Joe Hower both shot a 61 in the men's division. **TD Ameritrade** represented by Joe Stockton, Lori Kilstrom, Joe Kliver and Gus Cross won the mix division with a score of 69. Nice job winners!

As you know, the (GO!-PCC) is a non-profit organization. Aside from offering a great networking opportunity, the core purpose of the golf outing is to fund our trade show conferences that are held every other year. Again I want to thank all of the companies that sponsored our event:

- **Premium Sponsor:** Broadridge Financial Services.
- **Major Sponsors:** First Data, Pitney Bowes, National Presort, and TD Ameritrade.
- **Putting Sponsor:** Claritus
- **Hole Sponsors:** First National Bank, IRON Mountain, RetrieveX, USPS Council Bluffs, Ricoh, Bell & Howell, Claritus, and GO!-PCC.

The commitment from these companies keeps the GO!-PCC on solid ground financially. Lastly, a special shot out to National Presort whose team travels in from Texas each year.

Again, mark your calendars and I look forward to seeing you next year at Quarry Oaks.

Dan

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*(Continued from page 1)***INDUSTRY SPOTLIGHT:****By John Quinn, Industry Vice Chair****DO YOU KNOW DAN BURKE?**

Dan Burke is an Omaha native and Vice President of Operations at DBS Burke, a locally owned and operated marketing services company headquartered on H Street in Omaha, Nebraska. Originally founded as a home-based business in 1990 by Dan's parents Dave and Karen, DBS Burke is now a leading Midwestern firm providing digital printing, data processing, mail and lettershop services as well as product fulfillment to companies nationwide. With humble beginnings in the basement of CopyCat Printing & Copying on 15th Street where all their equipment was brokered, Dave Burke acquired sufficient capital to settle the company on Abbott Drive which would become their home for the next 14 years. In 2011 Dan negotiated the merger of Dedicated Business Solutions, Inc. and Burke's Direct Mail and Fulfillment with Nick Radloff creating DBS Burke as a stronger firm with three times the number of customers.



After honing his leadership skills with a 4 year stint in the military, Dan began in the mailing business in 1990 with Burke's List Management and Mail Services. He then moved to FDR as an operator in the early 1990's. After a series of promotions, including team leader and supervisor, he was ready for a bigger challenge and was subsequently named President of Burke in 2000. Dan and his brother Jeff, Vice President of Information Services along with current company President Nick Radloff, are the driving forces facilitating company expansion into the world of Quick Response (QR) Codes while continuing to provide exceptional customer service and quality to clients in addition to reducing operating costs and delivery times.

Currently DBS Burke runs four digital printers and their primary focus is on-demand variable data print and mail services in a business to business (B2B) environment with an ability to provide same day service. The company partners with other local businesses establishing reciprocal relationships to manage overflow work. After 30 successful years of operations complemented by cutting edge direct marketing services that improve client profitability, they continue the tradition of personalized service helping businesses of all sizes to grow and prosper.

Dan Burke became a Board member of the Greater Omaha Postal Customer Council in the spring of 2012.

JOHN EDGAR – PCC WEEK 2012*(Continued from page 1)*

responsible for the development and implementation of information technology solutions for all lines of business in the Postal Service. He led the IT organization's efforts to enable the implementation of Full Service, an integrated series of systems that gives major mailers the ability to take advantage of Intelligent Mail Barcode technology and provides end-to-end visibility of their mail pieces. Currently, he is leading the efforts to fully modernize USPS.com and its suite of supporting application and services for consumers and small businesses.

Edgar joined the Postal Service in 2001 and has held several other key management positions in the IT organization, including serving as the enterprise architect for USPS where he led the definition and implementation of standardized IT support services and the initial implementation of the USPS Enterprise Data Warehouse (EDW). Prior to working for the

Postal Service, he had 15 years of consulting experience with various government and commercial clients.

Edgar received a Postmaster General Award for key contributions to the organization and was a Government Computer News Technology Leadership Award winner in 2008.

He earned a Bachelor of Science degree from Lehigh University and is a licensed professional engineer in Virginia.

NEW POSTAL CUSTOMER COUNCIL (PCC) EDUCATIONAL MATERIAL**By Sharon D. Owens and Theresa Peterlein**

National PCC Postal Co-Chairs

PCC Workshops-in-a-Box give an in-depth look at new mailing initiatives. Go to: <https://ribbs.usps.gov/index.cfm?page=pccworkshopbox> for more information.

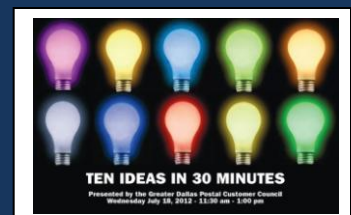
The USPS Mail Innovation award acknowledged customers who discovered innovative ways to drive significant business results and strengthen our industry using the mail. Creative use of the mail helped this group achieve overall business objectives with successful, quantifiable results. The 11 recipients are: Advance Direct, Atlanta Coast Media Group, Avanzado, Beall's Department Store, BOGO Magazine, Campus Book Rentals, Guitar Center, The UPS Store, Menus For Less, Segerdahl Group and SendOutCards.

The USPS Mail Technology award was presented to customers who implemented new technologies and best practices to maximize efficiencies and productivity in the mail value chain. This year's eight recipients are: American Bank Note Company, Glidewell Laboratories, Home Shopping Network, Integrated Printing Solutions, Kewill, Medco Health Solutions, Stamps.com and Wolverine Solutions Group.

The Postal Service also presented two new awards. The Chief Marketing Officer's Mail Innovations Award was awarded to Avanzado and the Chief Information Officer's Mail Technology Award went to Stamps.com.

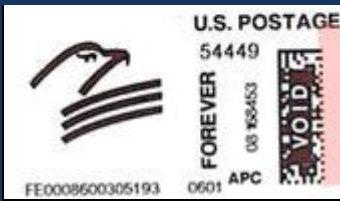
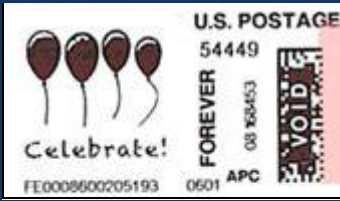
Go to:

http://about.usps.com/pcc-insier/2012/NPF_program_2012.pdf to read about the creative ideas and innovative methods of these award-winning customers.



**SELF-SERVE KIOSKS OFFER
NEW POSTAGE CHOICE**

From PCC Insider
May 2012



Two examples of the Print On Demand First-Class Mail Forever postage.

A new option for postage purchases has been rolled out to USPS self-service kiosks — also called Automated Postal Centers — in 10 test markets. The roll-out will continue through Sept. 30, when all self-service kiosks will be equipped to sell Print On Demand First-Class Mail Forever postage.

Postal customers can buy the new postage option in quantities as few as one, or as many as 100 and choose from six different designs. A minimum purchase of \$1 is required. The postage won't be denominated and will be sold at the current First-Class 1-ounce rate.

The new postage initially is being tested at one self-service kiosk each in Charlotte and Raleigh, NC; Glen Allen, VA; Newark, DE; Webster, NY; Birmingham, AL; Plano and Dallas, TX; Boystown, NE; and Olathe, KS.

The Print On Demand First-Class Mail Forever postage eventually will replace the First-Class stamp sheetlets now sold at USPS self-service kiosks.

**THE POSTAL INSPECTION SERVICE AND THE GREATER
OMAHA POSTAL CUSTOMER COUNCIL**

(Continued from page 1)

greater partnership with our business customers, major mailers and members of the Postal Customer Council.

In May, the Postal Inspection Service hosted an event in Des Moines, IA called the Major Mailer Summit; the first of its kind nationwide for the Inspection Service. During this two-day event Postal Inspectors from throughout the Inspection Service's Denver Division, ranging from Denver to the Quad Cities and Kansas City to the Twin Cities, met with major mailers from throughout the area, including representatives from small businesses to large corporations and Government mailers. Topics presented during this informative event included comments Deputy Chief Postal Inspectors Randy Miskanic and Greg Campbell and an interactive Q & A session with Denver Division Postal Inspector in Charge Adam P. Behnen.

Local Postal Inspectors provided training sessions on topics including mailroom security, product tracking security through the Inspection Service's Financial Crimes Database, and breakout sessions with local Inspection Service managers. Two of the summit's highlight presentations were from representatives of two major mailers: Netflix and the VA Mail Order Pharmacy Service. Both presenters offered an insightful view of issues they had faced with the preparation and security of their mailed products, and solutions developed through working with the Postal Inspection Service.

A final session was hosted by the US Postal Service Hawkeye District, where business services network specialists and sales and marketing representatives provided information on the latest Postal products, system enhancements, and mail piece design. Much discussion was generated from this forum which proved very informative as the Postal Service strives to improve service and make the preparation and presentation of mail products more efficient and cost effective for business mailers.

The Postal Inspection Service hopes to build on this successful summit by hosting additional Major Mailer Summits throughout the country. We will keep the Greater Omaha PCC advised as to when and where these opportunities may arise.

As we evolve from our image as the "silent service," the Postal Inspection Service strives to be more interactive with our mailing community and more accessible to our local mailing customers. The Postal Inspectors in Omaha embrace the opportunity to build on the existing relationships we have with so many of our local mailers, and we look forward to forging new relationships to build trust in the mail and insure the safety and security of your mail products.

memory jolts; channels the influential; clear and timely feedback; recognition and awards; making it fun.³

Craig Moody is the principal with Verdis Group, a sustainability consulting company based in Omaha. "Let's keep this simple; we help organizations make true green decisions. Sustainability is one of the greatest opportunities of our time, and those organizations that take advantage will flourish economically, environmentally and socially." If you would like to learn how Verdis Group can help your business integrate sustainable practices, contact Craig at 402-681-9458, or visit their website at: verdisgroup.com.

**DOES GOING GREEN
SAVE GREEN?**

**By Barbara Thompson,
GO!-PCC Secretary**

July 30, 2012

At the June 2012 GO!PCC meeting, Craig Moody, principal with Verdis Group, shared reasons why businesses should embrace sustainability. From



2009 to 2010, businesses that increased their investment in sustainable practices outperformed their competitors and believed their actions increased profits¹. Craig said sustainability leaders: strengthen their competitive advantage; capture value from sustainability opportunities; achieve higher prices or market share because of sustainable products; and improve employee retention and/or motivation related to sustainability activities.²

Craig emphasized the need to introduce key strategies for the successful integration of sustainability practices. They include: leadership commitment; benchmark; set goals; mission alignment; measurement and feedback; engage employees; get a quick win and pilot an effort; understand energy is the "big dog"; and recognize and celebrate successes. It is important to foster a culture of sustainability that includes: social norms; taking a pledge; using vivid imagery;

¹ MIT Sloan Management Review; ² McKinsey & Company; ³ Verdis Group

Thank you to all of our sponsors and supporters.



Upcoming Events

September 19, 2012

National PCC Day
John Edgar – Keynote
Georgetowne Club
2440 S 141 Cir
Omaha, NE

September 20, 2012

Lincoln Postal Customer Council
2012 Workshop & Trade Show
Held from 7:30am to 3:30pm
Center for People in Need
3901 N 27th St.
Lincoln, NE

December 6, 2012

GO!-PCC
Holiday Program
Tip Top Ballroom
1502 Cuming Street
Omaha, NE

THE 2013 NATIONAL POSTAL FORUM (NPF)

(Continued from page 1)

The line up will include exciting new training sessions along with stimulating networking opportunities for mailing industry professionals. To this end, we are looking for exceptional speakers and workshop topics in the following categories:

- Innovative ways to use mail to grow your business, retain customers, or acquire new ones
- Creative / effective mail piece designs to get high responses
- Shipping solutions for ecommerce
- Using intelligent mail technology to meet business objectives
- How to improve addressing to meet business objectives
- Mailroom manager's best practices and essential tools
- Professional development/career advancement

If you have a workshop idea you would like us to consider, please go to www.npf.org and fill out the Workshop Presentation Form. The deadline to send in your Workshop Presentation Form online is Tuesday, September 18. NPF and USPS personnel will evaluate all submissions and let you know by mid-October if you have been selected to present.

If you have other suggestions to make this the best NPF ever, please let us know by sending an email to uspspostalforums@usps.gov. All suggestions will be reviewed and considered for this year's offering at the National Postal Forum.

For any questions or comments regarding the 2013 NPF call for papers, please contact Lori Miller at lmiller@npf.org or call 703-293-2318.

HOLIDAY PLANS

From PCC Insider

July / August 2012

USPS is planning a 2012 Holiday Mobile Shopping Promotion for the busiest shopping time of the year. Running for two weeks in November, the promotion will be similar to the current Mobile Commerce and Personalization Promotion which continues through August.

The November promotion is designed to put mobile-optimized promotional offers, coupons and catalogs into customers' hands in time for Black Friday to Cyber Monday mobile shopping sprees. Last year, there were three record online spending days in the week following Thanksgiving, reaching a total of \$7 billion, according to leading e-commerce analysts. Mobile purchasing made up about 10-15 percent of the total, up from approximately 4 percent a year earlier.

In addition to offering mailers an upfront 2-percent discount as a way of encouraging mail-to-mobile technologies like barcodes, participants would be entitled to an additional 1-percent postage rebate if a portion of orders are fulfilled using Priority Mail. For more information and program requirements, see the Promotions and Incentives page on <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>.



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Serving the postal communities of Bellevue, Blair, Council Bluffs, Fremont and Metro Omaha

NATIONAL POSTAL CUSTOMER COUNCIL DAY



GO-PCC 2012 Third Quarterly Program

SEPTEMBER 19, 2012

Georgetowne Club
2440 S 141 CIR

*** BREAKFAST MEETING ***

PCCs across the nation will be celebrating National PCC Week during the week of September 17 – 21, 2012. The GO-PCC will celebrate National PCC Day on **September 19, 2012**. National PCC Day is one of the biggest mailing industry events of the year. Promoting the role of PCCs in networking, education and communication. The event will feature a **video message from Postmaster General Patrick Donahoe**. The GO-PCC is also pleased to present keynote speaker **John Edgar, Vice President Information Technology from Postal Headquarters**. A **National PCC Professional Certificate** will be awarded to all PCC attendees that attend both the workshop and the PMG presentation.

8:00 am Video presentation from Postmaster General Patrick Donahoe. He will speak about the current state of the Postal Service and the changes that postal customers can expect to see in the future.

9:30 am Workshop – “Have you tried the ABRM Tool for your CRM or BRM?” Presented by Regina McNear, Mailpiece Design Analyst. The ABRM, Automated Business Reply Mail, was developed to assist customers in requisitioning camera-ready positives. You have the ability to update the camera ready positives 24/7. We will discuss the ability of this tool and challenges that you may incur. Come and share your experience.

This event will be held at the Georgetowne Club located at 2440 S 141 Cir just north of Center Street. Free parking is available. Your hosts will be GO-PCC Postal Co-chair, Keith Reid, Omaha Postmaster and Industry Co-Chair, Dan O'Brien from TD Ameritrade.

7:00 am - 7:30 am
7:30 am - 8:00 am
8:00 am - 8:45 am
8:45 am - 9:15 am
9:30 am - 10:15 am

Registration/Networking
Breakfast
PMG Patrick Donahoe / Video Presentation
Speaker - John Edgar, Vice President Information Technology
Workshop – “Have you tried the ABRM Tool for your CRM or BRM?”

*** Advanced Registration is Required ***



GO-PCC Mission

The Omaha Postal Customer Council is a non-profit organization formed for the express purpose of providing an effective link between the personnel of the United States Postal Service and the Greater Omaha business community. To assist with the educational training and understanding of the latest technology as it relates to the industry. To inform and assist with new programs, rates and regulations. To provide an atmosphere of cooperation and sharing for the increased profitability for both the individual business and the Postal Service.

