

UNITED STATES POSTAL SERVICE RANKED NO. 1 IN THE WORLD

By Roy Betts, USPS

Feb. 6, 2012

The Best Among Top 20 Largest Global Economies

WASHINGTON — A review of the performance of universal postal service providers by the Oxford Strategic Consulting (OSC) firm ranks the U.S. Postal Service the best postal service within the world's top 20 largest economies for access to services, resource efficiency and public trust.

"We're proud to lead the world in postal services and we will continue to deliver superior performance for future generations," said Postmaster General and CEO Patrick Donahoe. "Our best days are ahead of us. I have no doubt the Postal Service will overcome its current

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NEW U.S. POSTAL SERVICE APP FOR IPHONE SCANS SHIPPING LABELS FOR PACKAGE TRACKING ON THE GO

By Patricia Licata, USPS

Jan. 12, 2012

For broadcast quality video highlighting a user of the new App for iPhone, visit <http://uspsvideo.com/index.php>

The U.S. Postal Service has launched a new mobile application for iPhone users that allows them to use the device's camera to scan barcodes on shipping labels

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2012 National Postal Forum

'TRANSFORMATIVE POWER' PMG TOUTS IMPORTANCE OF INNOVATION AND TECHNOLOGY

By USPS PCC Insider

April 2, 2012

In a keynote address to open the National Postal Forum today, PMG Pat Donahoe discussed the transformative power of technology and innovation in the mailing industry.

Speaking at the nation's largest annual gathering for the mailing industry, Donahoe described a technology and data-centric mailing industry poised to benefit from innovations to increase the value of mail for both senders and receivers.

"As an industry, we have to retain what differentiates mail and physical delivery, and bring it into the future," said the PMG. "It's astonishing how much is changing in the ways people communicate. Mail has to be a part of these changes."

Donahoe described a rapidly evolving technology landscape that is changing the ways businesses and people are communicating. "We have to look at potential changes in technology and think about how to use those technologies to enhance the positive characteristics of mail," he said. "The same goes for the Postal Service. We have to take the best attributes of the Postal Service and bring it into the future."

The PMG also advanced themes relating to the Postal Service as a national delivery



platform, and of using technology and innovation to help extend the platform and provide growth opportunities for the mailing industry and America's businesses.

"Where we start is with the idea of delivery. That's the core function of the Postal Service. We deliver what you create.

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U.S. Postal Service Statement On Election Mail Process

By Susan McGowan, USPS

March 7, 2012

The U.S. Postal Service announced today that its plan to consolidate its mail processing network includes a suspension of the consolidation efforts during the election mailing season in order to avoid any adverse

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GO!-PCC BOARD LISTING

Updated – 04/22/2012

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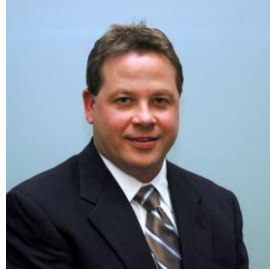
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GO!PCC 11TH ANNUAL GOLF OUTING



By Dan O'Brien, Industry Co-Chair

April 12, 2012

Greater Omaha Mailing Community

Greetings to you all! I have an important announcement. Our Annual Golf Outing is fast approaching on Friday May 18th. I remember well the OPCC board meeting that Greg Kniefel (of the then PSI Group) first proposed the idea of having a golf fundraiser and now it's hard to believe this is our eleventh year. I was able to catch up with Greg at the

National Postal Forum in Orlando earlier this month and he says "hello" to all his old friends in the Omaha area. What a great idea Greg moved forward eleven years ago!

This year's outing will again be at Quarry Oaks. This is our fifth year at this scenic course. Quarry Oaks is one of the top rated courses in America and I like that it is situated between Omaha and Lincoln. The Golf Pro at Quarry Oaks, Joe Sutter will once again treat us well, although he is threatening to move our event to August if it rains too much. I did a little research and May 18th looks to be about 74 degrees and dry enough for a full 18 holes, so we will keep our third Friday in May date at Quarry Oaks for future events.

You don't golf? Neither do I really, it is always on my list of things I want to do. I have the clubs and shoes at the ready but like you I am overrun with other activities. This is why I look forward to this GO!PCC event each year. Rain or shine, it is a great chance to catch up with people, discuss some business and relax in a "First-Class" environment. Therefore, my advice to you is to make room on your calendars and come out to Quarry Oaks on May 18th.

I look forward to seeing you there!

Dan O

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INDUSTRY SPOTLIGHT:

By John Quinn, Industry Vice Chair

DO YOU KNOW ROBERT "BOB" REDMOND?

Bob Redmond is a leader in the direct mail industry having started his career in the mailing business in 1984. Originally from Denver, Colorado Bob moved to Omaha in 1989 and joined General Binding Corporation in their printing and graphics business unit in 1992 before working for GP Business Services (later GP Direct) in 1994. Once at GP Business Services, he moved swiftly through progressively responsible positions in Information Technology, sales, operations, and culminated as Vice President of GP Direct.



In 2009, Bob was appointed Director of Mailing, Information Technology, and Finishing for Omaha Print; a pioneer in direct mail solutions and print marketing. In this role, Redmond oversees the firm's digital and technological initiative, enables client analysis and maximization of sales based on mail arrival dates using advanced technology including Intelligent Mail Barcode (IMB) tracking, and additionally helps customers realize their return on investment for direct mail projects through cost effective planning and execution.

Bob Redmond and Omaha Print pledge to help customers control costs by efficiently producing, distributing, and managing their marketing materials. Bob's future plans for Omaha Print include reviewing and implementing emerging technologies to accurately measure performance and generate better results as well as enhancing delivery times and customer satisfaction.

Bob was welcomed as a Board member of the Greater Omaha Postal Customer Council in the spring of 2012.

UNITED STATES POSTAL SERVICE RANKED NO. 1 IN THE WORLD
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financial challenges and endure as the world's leading postal service."

The review ranked USPS, Japan Post, Australia Post, Korea Post and Deutsche Post in its top five. USPS earned the premier ranking due to its high operating efficiency and public trust in its performance. The ranking considered such factors as the average number of citizens served by the postal system in a country, the number of letters and parcels delivered by each postal employee and data on service reliability and public trust measured over three years.

The report found that USPS delivers nearly double the number of letters per employee as its closest competitor and more than five times more letters per employee than fifth-place Deutsche Post.

Despite increasing competition from digital communications, postal services continue to perform a key role in societies across the globe. The expansion of e-commerce means there's an even greater need for fast, efficient and reliable postal services."

People tend to think the Internet has made the postman redundant," said Professor William Scott-Jackson, director, OSC. "But postal services provide the backbone for e-commerce deliveries."

To receive a copy of the full report, contact Scott Druck at: sd@oxfordstrategicconsulting.com.

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

NEW GO!-PCC BOARD MEMBER

**Jamie Vaughn,
Senior Manager,
TD Ameritrade**

Jamie started with TD Ameritrade in October of 1997. She has managed many teams throughout the company, including processing, systems, and projects.

Ms. Vaughn is currently the Senior Manager of Operations Communication which includes the delivery of statements, confirmations and tax notices, and the management of documentation and storage. Additional responsibilities have recently been added to the team including the management of incoming and outgoing mail, and mail piece design.



Jamie's credentials include FINRA series 63, 7, and 24 licenses, as well as PMP (Project Management Professional) certification, and will soon include a MDP (Mail Design Professional) designation!

2012 NATIONAL POSTAL FORUM continued from page 1

and if we can expand our delivery platform beyond what it is today, we can provide you with even greater opportunities," said Donahoe.

The PMG discussed the four core business strategies of the Postal Service: strengthening the business to consumer channel; improving the customer experience; growing the package business; and continuing to become leaner, faster and smarter as an organization."

We have left nothing off of the table in terms of rethinking

how we perform our core function of delivering," said Donahoe. "The best way forward is to embrace the potential of change. As an industry, and as individual businesses, we need to think about the rewards of a more dynamic future."

POSTNET BARCODE DISCONTINUATION PROPOSED

By Dan Loukota, USPS

On March 2nd, the POSTNET Barcode Discontinuation proposed rule was posted on the Federal Register website as well as posted on the Postal Explorer® website under Federal Register.

The proposed rule includes the basis for discontinuing use of POSTNET barcodes and allowing only Intelligent Mail® barcodes (IMb) for automation price eligibility by January

Continued on page 4

for quick, easy and convenient tracking of their packages and other mail. The application stores the label numbers so customers can easily recheck the status of their shipments. The scanner function is available on iPhone 3GS, iPhone 4 and iPad 2.

"Whenever and wherever they are, customers can check the delivery status of their shipments by simply scanning the barcodes on their shipping label receipts," said Kelly Sigmon, Vice President, Channel Access. "Millions of Americans are making mobile devices a part of their daily lives, and we're providing solutions that meet their needs.

"Users also can use the new app to schedule a free next-day carrier pickup of their packages. "After scheduling a next-day pickup, customers will get an email confirmation when the request is made, when the package is picked up, and when the pickup request is modified or canceled," said Sigmon.

Since launching in Oct. 2009, the Postal Service iPhone application has been repeatedly ranked as a top-10 free business application. The latest version has a new home screen with icons directing customers to available services. In addition to tracking packages and scheduling free package pickups, customers also can order free expedited shipping supplies and view retail and online prices.

**MOBILE COMMERCE AND
PERSONALIZATION PROMOTION
APPROVED BY THE POSTAL
REGULATORY COMMISSION (PRC)**

**By USPS Mobile Commerce &
Personalization
Promotion**

March 28, 2012

On March 26, 2012 the Postal Regulatory Commission (PRC) issued an order approving the Postal Service's Notice of Price

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**COMMENTS FROM THE FRONT – 2012 NATIONAL
POSTAL FORUM**

**By: Barb Thompson, Physicians Mutual
Roger Mancilla, First Data
Jamie Vaughn, TD Ameritrade**

The National Postal Forum (NPF), held in April in Orlando, FL, focused on bringing innovation, technology and industry experts together. The forum included a keynote address from PMG Pat Donahoe, executive briefings, USPS-led sessions, a thriving exhibit hall, peer-to-peer roundtables, workshops and many networking opportunities.

Workshops were designed to appeal to four audiences: mail creators/owners/sellers, mail preparers, mail room managers, and mailing industry professionals. Included in the workshops was the specially-designed track for Mail Design Professionals (MDP), which prepared participants for the certification test.

Participating at the NPF is challenging and exciting. Three attendees at this year's NPF had the following to say about their experiences.

**Barb Thompson, Manager, Mailing Services Support,
Physicians Mutual –**

The NPF is an important conference for anyone who works in the mailing industry. Each time I've attended, it has given me the chance to learn detailed information about new postal programs that may benefit my company. One of the most helpful sessions I attended this year was about paperless induction, which should improve the receipt of mail by the USPS and is one of the key pieces to Seamless Entry.

Pritha Mehra, USPS VP Mail Entry and Payment Technologies, also conducted several valuable sessions related to the transition to Full-Service Intelligent Mail® barcodes (IMb™). In addition to the formal sessions, I also had the chance to network with several vendors in the exhibit hall who may be able to enhance our processes.

After attending 17 workshops I look forward to receiving my Platinum Certification and passing the test for MDP certification. In all, The NPF is a dynamic event with so much to offer. If you have the opportunity to attend, I recommend it.

Roger Mancilla, Director of Postal Relations, First Data –

The National Postal Forum is a great opportunity to partner and learn about both current and future issues affecting the mailing industry.

The postal forum provided me a chance to increase my overall understanding on such important topics with marketing opportunities – QR barcodes, future regulations – Seamless Acceptance and current challenges with being a First Class mailer. The forum afforded me the opportunity to hold face to face meetings with senior level postal employees who can assist in the partnering of the mailing experience.

Additionally, the forum gave me a chance to refine my personal and professional development by offering a series of classes specifically targeted for mailing professionals. The forum gives you the resources and knowledge to develop a business plan and strategy for your organization.

**Jamie Vaughn, Senior
Manager of Operations
Communication –**

Being the new member of the team, this was my first NPF experience, and it was great! Coming from an e-delivery and cost savings background, this forum was able to help me see the true value of mail.

The hands-on personal impact that mail has cannot be replaced by an e-mail. I was able to attend the Mail Design Professional course in addition to multiple sessions. The amount of information and changes within the industry are abundant and the forum did an outstanding job clearly outline the information for ease of consumption.

The most rewarding part of the conference for me was the networking and individual meetings to discuss how the industry changes impact my company. Everyone I met was very welcoming and I'm looking forward to building on these new relationships.

**POSTNET BARCODE
DISCONTINUATION PROPOSED
continued from page 3**

2013. Comments from customers and interested parties were open until April 2nd. The Postal Service understands that many mailers currently use POSTNET barcodes and are committed to providing information to and working with individual mailers and software providers to ensure that the use of an Intelligent Mail barcode is achievable for all mailing customers.

Although no formal proposal has been made, the Postal Service is targeting January 2014 as the required date for all automation mailers to implement Full Service utilizing the only Intelligent Mail® barcodes (IMb™).

Upcoming Events

May 18, 2012

GOPCC Annual Golf Outing
Quarry Oaks Golf Course
Ashland, NE

September 19, 2012

National PCC Day
Postmaster General – Live
Telecast
Scott Conference Center /
UNO

June 21, 2012

Program / Workshops - TBA
The Georgetown Club
2440 S 141 Circle
Omaha, NE

December 6, 2012

Holiday Program / TBA
Tip Top Ballroom
1502 Cuming Street
Omaha, NE

U.S. POSTAL SERVICE STATEMENT ON ELECTION MAIL PROCESS continued from page 1

impact on the November election. The Postal Service will also utilize an Election Mail Task Force to work with all 50 states to develop strategies that address the questions and concerns of state and local election boards. Together, these election boards. Together, these measures will ensure the timely delivery of election-related mail." Mail is an increasingly important part of the U.S. election

process and we are confident in the dependable and timely delivery of election-related mail," stated U.S. Postmaster General and CEO Patrick R. Donahoe.

In December, the U.S. Postal Service formed an agreement with Congress that no consolidation or closing of any postal facility will occur prior to May 15, 2012. Therefore, most closures or consolidations would have to take place starting after May 15, 2012, and be completed by August 31, 2012. Further consolidation of facilities would then continue in early 2013. The pursuit by the Postal Service of the significant consolidation of its national network of mail processing facilities is contingent upon its adoption of a final rule changing its delivery service standards

For primary elections after May 15, the U.S. Postal Service is instituting a state by-state outreach program to address the questions and concerns of election boards, political candidates and mailers.

In addition, for states that are promoting vote by mail, the proposed plan to study 3,600 Post Offices around the U.S. for possible closure will not adversely affect the voting process as customers have many ways in which to deposit mail, including with their carrier, with a retail partner, at a collection box location, or at a neighboring office within reasonable distance to their current location. The Postal Service is exploring options to provide customers with alternate access to postal services and products where they live, work and shop.



11th Annual Golf Classic

Friday May 18, 2012

11:00 a.m. - Registration
11:15 a.m. - Putting Contest
12:00 p.m. - Shotgun Start

4 Person Scramble Divisions:
Men (4 Men)
Mixed (2 Men, 2 Women)

Quarry Oaks Golf Club
16600 Quarry Oaks Drive
Ashland, NE 68003

\$90 per person; \$360 per foursome

Register online today at: www.greateromahapcc.com

or

Contact Roger Humphries at: roger.l.humphries@usps.gov

Don't miss this great networking opportunity!

Payment must be received in full by May 16th to secure your spot, so register now.



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U.S. POSTAL SERVICE PLANS TO ALLOW MAILER LOGOS AND MARKS ON PERMIT INDICIA

By Patricia Licata, USPS
March 30, 2012

New Flexibility and Advertising Opportunity for Commercial Mailers

WASHINGTON — The U.S. Postal Service is planning to revise its mailing standards and has recently filed with the Postal Regulatory Commission to allow commercial mailers to include logos, trademarks, brand images or other kinds of marketing designs in the permit imprint indicia area of their mail. The Picture Permit Imprint Indicia offering will provide participating companies with immediate recognition of their logos, products or promotions while boosting the visual impact of their mail.

“This prime real estate area will allow companies to brand, advertise and market their products and services on the actual mail piece,” said Gary Reblin, vice president, Domestic Products. “Market research shows that customers believe picture permits will enhance the perception of their mail.”

If approved by the Postal Regulatory Commission, the offering will be effective on or about June 24, 2012, for commercial mailers of presorted First-Class Mail letters and cards or Standard Mail letters. The premium for First-Class Mail letters and cards will be 1 cent per piece and for Standard Mail letters 2 cents per piece. “Picture Permit will provide our customers with advertising opportunities without impacting required indicia information on the mail piece,” said Reblin. “Allowing Picture Permits is just one of the many ways the Postal Service is working hard to make mail work better for our customers.”

GO!-PCC 11TH ANNUAL GOLF OUTING HOLE SPONSORSHIP - \$175.00

BENEFITS:

- ✓ Company signage on one of the tee boxes
- ✓ Recognition in the official event program
- ✓ Opportunity to place marketing information in the player “goody” bag

Company Name: _____

Mailing Address: _____

Telephone: _____ Fax: _____

Contact person: _____

Title: _____

Please submit this form & check for \$175.00 (payable to GO!OPCC) to:

Roger Humphries
USPS / GO!OPCC
Box 199532
Omaha NE 68119-9532

MOBILE COMMERCE AND PERSONALIZATION PROMOTION APPROVED BY THE POSTAL REGULATORY COMMISSION (PRC) continued from page 4

Adjustment for a 2012 Mobile Commerce and Personalization Promotion scheduled to run July-August 2012, with registration beginning May 1, 2012.

The 2012 Mobile Commerce and Personalization Promotion will provide business mailers with an upfront 2percent postage discount on Standard Mail® and First-Class Mail® letters, flats, and cards (presort and automation only) that include a two-dimensional (2-D) barcode

or print/mobile technology that can be read or scanned by a mobile device. The barcode or similar technology must lead the recipient to either:(1) a webpage that allows the recipient to purchase a product or service on a mobile device, or (2) a personalized URL, which leads to a web page that is unique to an individual recipient. Best practices such as directional copy and mobile optimization are also required. More information can be found in the program requirements document that can be downloaded from RIBBS at: <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>

