



The Postal Customer Council Santa Ana Breeze

Upcoming Events

May 1 - May 4, 2011

National Postal Forum
San Diego, CA.

See page 2 for details

Upcoming Events

June 9, 2011

Luncheon and Seminar

Grow your Business with the USPS

Phoenix Club - Anaheim, CA

USPS Postal Co-Chair

Ken Snavely
Postmaster
Kenneth.a.snavely@usps.gov
(562) 983-3083

Industry Co-Chair

Vincent Torrenueva
Automobile Club of So. Calif
Torrenueva.vincent@aaa.calif.com
(714) 885-2401

Postal Liason

Penny Woodworth,
USPS Customer Relations Coordinator
Penny.a.woodworth@usps.gov
(562) 983-3071

Newsletter Staff:

Klm Baker, Advantage

kbaker@advantageinc.com
(714) 538-3881

Michele Marasca, U-PIC Insurance Services

mmarasca@u-pic.com
(800) 955-4623

Scott McGuire, Priority Mailing Systems

smcguire@pm-hn.com
(310) 533-9933

Ted Snyder, USPS

Ted.w.snyder@usps.gov
(626) 855-6601

New Postmaster Takes Office:

On January 14, Pat Donahoe officially became the 73rd Postmaster General of the United States and CEO of the Postal Service. Donahoe — who took the oath of office during a ceremony attended by employees, members of his family and friends — was appointed PMG by the board of governors last October and took office in December. Board Chairman Louis Giuliano administered the oath.

“Pat has demonstrated the ability to drive large-scale changes of the type that are necessary to ensure the long-term strength and viability of the Postal Service far into the future,” said Giuliano. “The board of governors could not be more pleased that Pat has accepted this appointment.”

Donahoe said his belief in the future of the Postal Service remains strong. “We’re the indispensable means of delivery today, and our challenge is to make sure we remain the indispensable means of delivery far into the future,” said Donahoe.

To ensure that future, Donahoe earlier announced the core business

strategies that will drive the Postal Service under his leadership and named the top executives who will work directly with him in creating a more profitable, nimble Postal Service. “The challenges we face as an organization require that we do many things differently in the coming years and that we drive change at a faster pace than we ever have,” Donahoe said.

The four core business strategies identified by Donahoe were:

Strengthening the business to consumer channel: “We will need to build our business around this concept and continue investments in tracking technologies and create compelling offerings for small businesses.”



Pat Donahoe is sworn in as 73rd Postmaster General by Board of Governors chairman Louis Giuliano.

Our Next Event - April 14, 2011 Meeting and Luncheon

Our next luncheon and postal seminar will feature two topics presented “back to back” so all attendees will be able to get information on both.

“Details on the April Postal Rate Increase” will be our first topic and in this session you will be provided with all of the information pertaining to this increase and some insight on what future increases we may be looking at in the near future.

“Intelligent Mail Barcode Requirements” will be our second topic and while you may not think this topic pertains to you, you might be surprised to see how far

reaching this new postal program goes and who ultimately is affected.

We look forward to seeing you in April and you may register on-line at the below link.

Phoenix Club
1340 S. Sanderson Ave.
Anaheim, CA 92806

April 14, 2011
11:00am to 1:30pm

RSVP on-line at
www.socalpcc.org/santaana.htm

Look for the return of “Postal Bucks” at the April meeting !

USPS TO ADJUST PRICES:

The Postal Service recently filed new mailing services prices with the Postal Regulatory Commission (PRC). Price increases are limited to the Consumer Price Index cap of 1.7 percent, consistent with the Postal Law of 2006. Mailing services include First-Class Mail, Standard Mail, Periodicals, Package Services and Special Services.

The changes will be effective April 17, giving the mailing industry more than 90 days to make the necessary technology and systems changes to accurately reflect the new prices. This is the first pricing increase in mailing services in 2 years.

Highlights of the new pricing include:

- ✦ First-Class letters (1 ounce) remain unchanged at 44 cents;
- ✦ First-Class letters additional ounces increase to 20 cents;
- ✦ Postcards will cost 29 cents;
- ✦ Letters to Canada or Mexico (1 ounce) increase to 80 cents; and,

Letters to other international destinations will remain unchanged at 98 cents.

“While changing prices is always a difficult decision, we have made every effort to keep the impact minimal for consumers and customers

“ While changing prices is always a difficult decision, we have made every effort to keep the impact minimal for consumers and customers doing business with us at retail lobbies. ”

doing business with us at retail lobbies,” said PMG Pat Donahoe. “We will continue to balance our business needs against the needs of our customers.”

The price changes are expected to generate \$340 million for the balance of the fiscal year and \$720 million if implemented for a 12-month period.

Detailed information about the pricing is available online at www.usps.com/prices. Yesterday’s filing will not affect Express Mail or Priority Mail pricing.

In July 2010, the Postal Service filed an exigent price proposal that was rejected in September by the PRC. The Postal Service filed an appeal of that decision with the United States Court of Appeals for the District of Columbia Circuit in November and awaits a decision.

Postal Forum - San Diego, CA: Seamlessly Aligning With Your Business:

This May, the National Postal Forum, the mailing industry’s premier trade show and event — and the only one to feature the latest USPS technologies — will present four days of powerful business and career opportunities for every area of the industry, ranging from strategy to operations, and marketing to technology.

Since 1968, the National Postal Forum has provided business mailers with ongoing training and education and helped them keep pace with the industry’s rapid progress. This year’s conference will give managers and heads of production information critical to their operation’s success.



May 1 - May 4, 2011

Congratulations to:

Tina Schaefer, Jim Hernandez and Doretta Lightner who each completed the word scramble in our last newsletter. They have each won a 20.00 Starbucks gift card donated by the Santa Ana PCC. Well done !

Santa Ana PCC Calendar of Events:

- April 14, 2011: Seminar and Luncheon Postal Rates and IMB Phoenix Club, Anaheim
- June 9, 2011: Seminar and Luncheon Grow your Business Phoenix Club, Anaheim

- July 14, 2011: USPS Tour and BBQ Anaheim USPS
- September 21, 2011: National PCC Day Luncheon - Vendor Show
- November 10, 2011: Seminar and Luncheon Topic to be announced Phoenix Club, Anaheim

New Postmaster: *Continued from page 1*

Improving the customer experience: “Every interaction with us — with a carrier, a clerk, at a kiosk, at a contracted desk or online — must be a great one. Our ability to win customers and grow revenue depends on making significant progress in creating better customer experiences.”

Growing the package business: “Packages represent a major growth area which nicely complements the rise in e-commerce.” In a first step, Donahoe announced in January a new 5 year contract with eBay that “builds on the trust the eBay community has invested in us as their leading shipper of choice.” Donahoe also promised to expand the successful Flat-Rate shipping campaign.

Becoming a leaner, faster, smarter organization: “We need to continue to optimize our network, realign our workforce, reduce energy use and our physical footprint, and drive costs out of every aspect of the Postal Service.” Toward this goal, in one of his first moves as Postmaster General, Donahoe announced a 16 percent reduction to officer ranks, a realignment of revenue-generating business units and the closure of one Area office. The restructuring flattens the organization, enabling flexibility to more quickly adapt to changing market forces.

Helping the PMG implement these strategies will be the Deputy Postmaster General and the new Executive Leadership Team, composed of six senior executives with broad authority and responsibility for achieving organizational goals. The team includes President and Chief Marketing/

Sales Officer Paul Vogel; Chief Operating Officer Megan Brennan; Chief Financial Officer Joe Corbett; Chief Human Resources Officer Tony Vegliante, Chief Information Officer Ellis Burgoyne and General Counsel Mary Anne Gibbons.

“By design, it is a small, tight group who will work together closely and energetically,” said Donahoe. “The team will take a blank-slate approach to achieving a more competitive posture for USPS in the marketplace.”

“My personal vision,” emphasized Donahoe, “is of a profitable, nimble Postal Service that competes for customers and has a well-defined and valued role in an increasingly digital world. Part of that vision is to ensure the Postal Service will always be a resource to every American business, and be valued and trusted at every American residence.”

Featured Member:

Our featured member this issue is Dora Therien from the USPS. Dora is currently the Business Service Network Manager for the USPS and has been a loyal employee for 26 years. We would like to extend a special thank you to Dora for her dedication, hard work and commitment to the USPS.

She started her postal career in 1985 as a letter carrier in the city of Orange and after only 9 months was awarded the Account Representative position. She then moved to marketing in 1986 and has excelled in sales and service. "The mail industry is fascinating to me and I have had the opportunity to work with many business organizations and mailing service providers and have built strong

business relationships with many customers." Dora also states that she enjoys providing the business organizations with support and resources needed to achieve mailing and shipping expectations.

Dora grew up in Orange County and has a daughter, Amanda Therien, who brings her true joy and fulfillment in her life. She loves spending time with her as well as cooking, outdoor activities, and hanging with friends and family.



Dora Therien

Dora attends the PCC events as it provides an opportunity for her to stay in touch with the business community and demonstrate the USPS's commitment as a partner and supporter in the mailing industry.

Dora recommends attending the PCC events as it is an avenue that businesses can obtain valuable information, resources and industry support. Attending the PCC events is also beneficial in building working relationship networks with industry leaders and postal managers.

**IMPROVING VOLUME
TWO INCENTIVE PROGRAMS DEBUT JAN. 2**

Two new programs have recently been introduced to encourage for more mail volume — the "Saturation and High Density Incentive" and "Reply Rides Free" — are designed to help mailers make more economical use of the products and services USPS provides. The Postal Service plans to offer both incentives for a full calendar year — Jan. 2 – Dec. 31, 2011 — to increase participation.

The Saturation and High Density Incentive offers extra resources for customers with geographically targeted mail. The program also provides rebates of more than 5 percent for volume growth of mailers who regularly use Standard Mail and Nonprofit Mail letters and flats.

Mailers who decide to participate in the incentive cannot participate in any other sale or incentive. Mailers also can participate in

one of two different market models — Total Market (or National) mail volume or Specific Geographic Markets or (SCFs) — to show increased volume over their predetermined baseline.

Customers can select up to 20 separate SCF areas or up to five target markets (consisting of multiple and contiguous SCFs). USPS must approve all geographic areas during the application process. Also, customers must have conducted at least six Saturation or High Density mailings in a previous fiscal year.

Reply Rides Free is a new, weight-based pricing initiative for mailers who include a reply card or envelope — either a business reply or courtesy reply piece — in their First-Class Mail pieces using Full-Service Intelligent Mail barcode (IMb). This incentive lets mailers add two-tenths of an ounce to each mailpiece without paying additional postage.

The reply piece may be a reusable enve-

lope. Mailers pay for the first ounce and the Postal Service does not charge for processing and delivering the reply — as long as mailers meet a volume threshold. Also, mailers must agree to random verifications to ensure compliance with enclosure requirements.

With Reply Rides Free, mailers can use the additional weight to announce new products, provide additional information to customers or to cross-sell. And there's an additional profit incentive for mailers — with additional room for the option to insert promotional materials at little or no extra cost or advertising messages, they can turn a business expense into revenue by selling inserts to other advertisers.

Reply Rides Free motivates senders with free marketing mail and also receivers with reply envelopes or cards. "We think mailers will embrace this new service — one that adds value to their products," said Kearney. "The program is a good example of innovation delivered and accepted."

**CRITICAL MAIL:
WHEN CONTENTS ARE EXCEPTIONAL**

With the Postal Service's new Critical Mail service, recipients can indeed judge the contents by the packaging.

A new Shipping Services offering for commercial customers, Critical Mail is designed for time-sensitive documents and items such as event tickets, identification cards and high-value direct mail.

An expedited product with a 1- to 3-day delivery target, Critical Mail provides customers with tracking and free Delivery Confirmation. Additional services such as insurance and Signature Confirmation

also are available.

Customers must be Priority Mail Commercial Plus mailers and also must commit to a minimum volume to qualify for Critical Mail. USPS is charging one price — \$3.50 for automated letters and \$4.25 for automated flat-sized envelopes — for delivery to all destination zones regardless of weight.

Critical Mail must be processed with automated First-Class Mail, and the pieces must be scanned — the same as all Delivery Confirmation mailpieces. Also, customers must use USPS-supplied envelopes for Critical Mail, which are available free of charge.

Pieces with postage applied may be placed in a collection box, picked up by a carrier or entered through a bulk mail entry unit.



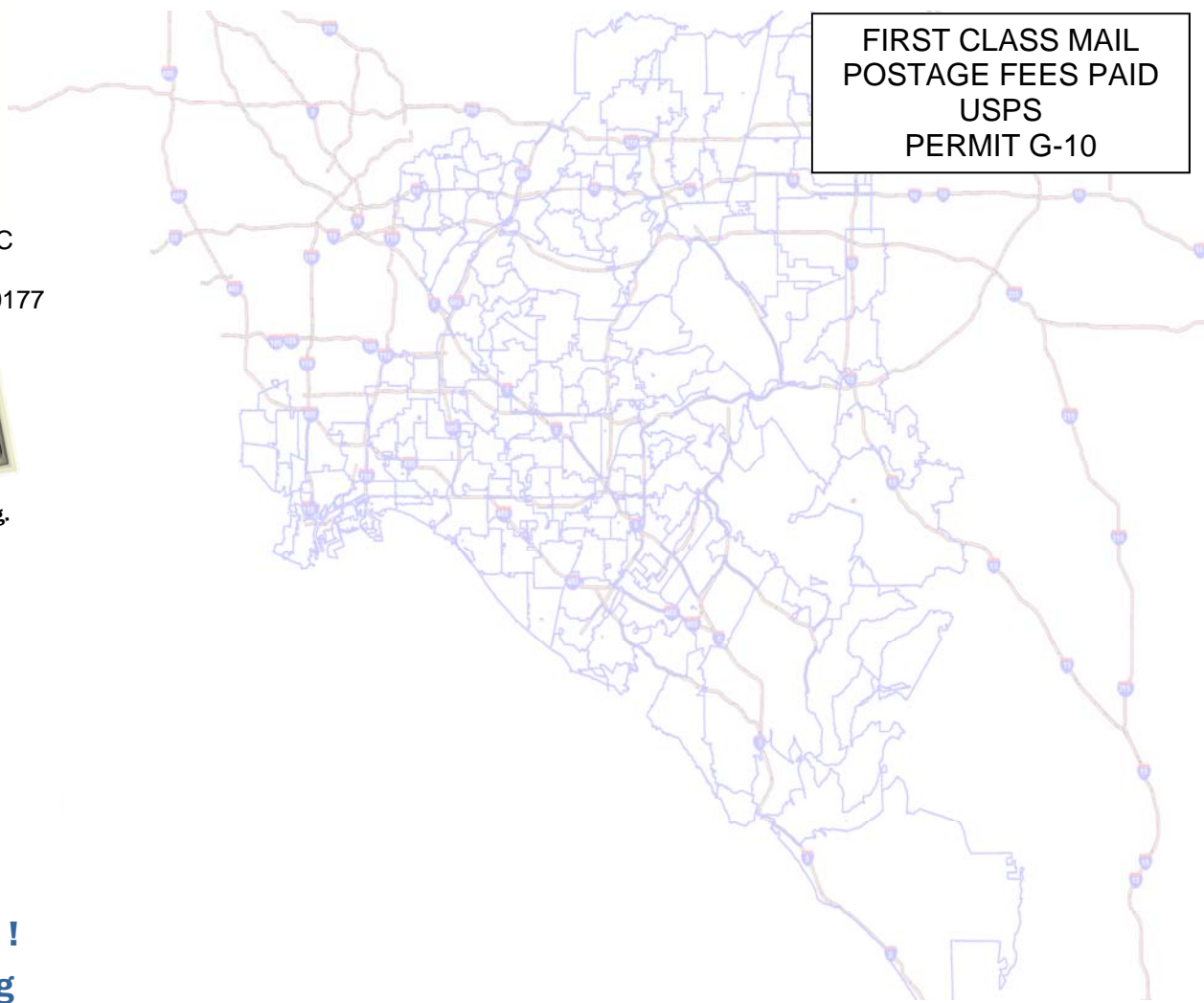


SANTA ANA DISTRICT PCC
PO BOX 177
LONG BEACH CA 90801--0177



Postal Bucks have returned!
Get yours at our April meeting.

FIRST CLASS MAIL
POSTAGE FEES PAID
USPS
PERMIT G-10



We're on the web!
www.socalpcc.org

Ask the Eagle

Dear Eagle: Last issue you had a contest with scrambled postal words which was fun but since I did not win I would like to ask that you never do that again...could I please just have some fun postal facts and figures that I can amaze my friends with at parties and get togethers? *Holly from San Dimas.*

Dear Holly: I'm sorry you were not a winner in our contest from the last newsletter word scramble. Since your letter was so compelling and you seem to have so little going for you I will reward you with some postal facts and figures.



On a daily basis the USPS...

- Delivers 584 million pieces of mail**
- Collects 224.4 million in revenue**
- Pays 150 million in wages and benefits**
- Drives 4.1 million miles to deliver and transport mail**
- Uses 402,640 gallons of gasoline**

Design and layout donated by
Priority Mailing Systems

On a daily basis the USPS...

- Has 10,000 mail carriers delivering only by foot**
- Processes 155,116 address changes**
- Adds 3,048 new addresses to their delivery routes**
- Serves 7 million customers at retail windows**
- Collects 0 dollars in taxes for operating expenses**

Mail preparation donated by
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