



The Santa Ana Breeze

- Breaking News -

January 2011 Scheduled Postal Rate Change for First Class Mail Postponed !

Details on page 3

Upcoming Events

January 13, 2011

Luncheon and your choice of Seminar

"Nonprofit Standard Mail" or
"Package Services: The USPS Advantage"

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:

Kim Baker, Advantage

kbaker@advantageinc.com
(714) 538-3881

Jim Helm, 1:2:1 Communication

jhelm@nclainc.com
(562) 926-6252

Scott McGuire, Priority Mailing Systems

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

Barbara Rimmer, XPO

brimmer@xpomail.com
(714) 654-8586

Ted Snyder, USPS

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

Santa Ana PCC Strikes Gold

Culminating a concerted two-year effort to raise its status and effectiveness, the Santa Ana District Postal Customer Council (PCC) recently celebrated a major achievement. During the local council's National PCC Day luncheon at the Phoenix Club in Anaheim, USPS Vice President, Corporate Communications, Mitzi Betman presented co-chairs Ken Snavely and Vince Torrenueva with the Gold Level Certificate Award in the Premier PCC Recognition Program.

"Getting the Gold validates our efforts as a team to improve communication and to provide even better educational and networking opportunities to our members," said Industry Co-chair Torrenueva. "Being recognized

on a national level improves our ability to reach out to prospective new members and inspire current members to higher levels of participation."

USPS Co-chair Snavely agreed. "This award recognizes our commitment to add value to membership, especially in these tough economic times," said Snavely. "We are investing in making our organization more comprehensive and topical, providing more vendor shows and one-on-one mentoring, doing whatever it takes to foster relationships that will promote the success of our members and, at the same time, sustain and build our PCC. Our ultimate goal," Snavely added, "is to be named PCC of the Year."

In addition to Gold Level honors, the Santa Ana PCC was recognized with a

Pacific Area PCC Leadership Award for its innovative collaboration with the Van Nuys and Los Angeles PCCs in sponsoring the joint "Gold Rush" event, held in May of this year. The event contributed to all three PCCs achieving Gold Level status, and was highlighted in a special segment during the national PCC Day broadcast from Portland, OR.



USPS Vice President for Corporate Communications Mitzi Betman, joins Santa Ana PCC Board Officers. (starting from left) Jill Cycon, Michelle Palomino, David Rich, Vince Torrenueva, Ken Snavely, Mitzi Betman, Penny Woodworth and Danny Miranda, to celebrate the SADPCC's national recognition as a Premier Gold Level PCC.

Our Next Event

November 10, 2010

Mail Fraud and Mail Center Security

Our next luncheon and postal seminar will feature the topic of mail center security and mail fraud.

Guest speakers from the USPS Postal Inspectors division, Debra Rikli & Roberta Harris, will explain how you can protect your employees and secure your Mail Center.

We will also be sponsoring a holiday

food drive and all attendees who bring in either canned or boxed food items will be entered into a special raffle.

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

November 10, 2010
11:30am to 1:30pm

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

Challenges Outlined by Postmaster

The national telecast featured a frank and powerful presentation by Postmaster General Jack Potter to the approximately 10,000 members gathered at local PCC events around the country. Describing the challenges facing the mailing industry, Potter stressed that long-term sustainability for the Postal Service can only be achieved through fundamental change.

“The Postal Service must have the ability to manage its business and to adapt quickly to the needs of its customers and the marketplace,” said Potter. “And our business model must change to reflect the reality of a volatile economy and a communications marketplace that has been undergoing a transformation as profound as anything that has ever come before.”

Despite cutting spending by \$3 billion in 2010, the Postal Service continues to seek meaningful changes for greater control over business decisions, including delivery frequency, pricing and products, public policy, and workforce flexibility.

In the midst of financial and regulatory challenges, Potter noted the Postal Ser-

vice achieved major milestones during fiscal year 2010, including:

- A 17 percent reduction in workhours.
- A 20 percent increase in Total Factor



Postmaster General Jack Potter speaks at PCC Day festivities in Portland, OR.

Productivity.

The smallest career complement in 10 years — a reduction of 200,000 positions through attrition or retirement, 100,000 over the last 3 years.

The PMG also looked forward, telling PCC members that new flat-rate products and a Priority Mail “Regional Rate Box” are being developed and will be available by next January. Other successful innovations in mail will return, including the Summer Sale, an expansion of the Saturation Mail Sale and “Reply Rides Free,” a new incentive program included in the exigent price filing that would allow mailers to use bill and statement mailings for advertising messages.

To illustrate the magnitude of change in customer access to postal services, Potter pointed out that there is one Automated Postal Center kiosk that generates more revenue than 19,000 Post Offices in America. Potter challenged PCCs and the mailing industry to embrace such change, asking for their ideas on new products and services the Postal Service could pursue. Specifically, he challenged PCC members to submit three innovative ideas at <http://www.usps.com/nationalpcc/>.

Mail Services Provider Program

The Mail Service Provider Program is designed to help any business interested in finding a local or national provider to prepare and send their mail. If you are a mail service provider you can join this great program by contacting your

local PCC. All it takes to be listed on the USPS.com MSP site is:

- PCC Membership
- Be a mail service provider
- Pay the PCC an annual fee of \$100.00
- Provide a company profile

Each MSP listing includes your company name and address, phone and fax and a custom message. Take advantage of this great program to advertise your business today! To join just go to www.socalpcc.org and click the Santa Ana tab, scroll down and click on the “Mail Services Provider Program link. It’s that easy.

The IMb is Right Around the Corner

The Intelligent Mail barcode (IMb) first became available for both letters and flats in May 2007. Since then, customers have mailed nearly 40 billion IMb mailpieces. Beginning May 2011, to be eligible for automation discounts on letter-size and flat-size mailpieces, mailers will need to use the IMb instead of the PostNet barcode using the Full Service or Basic options.

USPS also will retire next May the PLANET Code barcode, used with Confirm Service for mail tracking. To receive Confirm service after May 2011, mailers will have to use the IMb.

“The PLANET Code and PostNet barcodes have served us well for decades,” said Tom Day, senior vice president, Intelligent Mail and Address Quality. “But now it’s time to encourage customers still sitting on the fence to begin the transition to the Intelligent Mail barcode. This will assure better service

and increase the value of the mail to their businesses.”

Day says that customers can meet the new requirement by signing up for Intelligent Mail Basic. With Basic, customers only need to use the IMb on their mailpieces. An Intelligent Mail barcode is not required to be placed on trays and pallets like it is for Intelligent Mail Full Service.

Day recommends Full Service for a more sophisticated level of service, including electronic postage statements and start-the-clock — which lets customers know when their mail enters the postal network. “Basic is a good start for customers considering Full Service down the road,” added Day.

Like the PostNet barcode, the IMb contains all routing and sorting information but also offers customers the opportunity to select additional tools — like address change service and mail tracking — all in one barcode. With Intelligent Mail Basic, customers can receive OneCode Address Change Service

(ACS) information for a lower price than traditional ACS. With Full Service, ACS is free.

Customers interested in mail tracking can select OneCode Confirm (Confirm Service with the IMb).

“The IMb’s huge data capacity allows individual mailpieces to be uniquely identified, which is necessary for tracking,” says Day. “And because the IMb can hold three times the data as the PostNet barcode, only one barcode on the envelope is needed, leaving plenty of room for marketing messages.”

**BEGINNING
MAY 2011**

Intelligent Mail® barcode
will be required for
**Automation Discounts
and Confirm® Service**

Featured Member

Most of us know Penny Woodworth as that smiling face who checks us in when we attend a Santa Ana District PCC general meeting/luncheon, but there is so much more that Penny does for our PCC. Her contributions are endless from making the arrangements for locations and speakers, contacting local and national USPS personnel for PCC related issues, and she is the right hand person for both of our SADPCC Co-Chairs.

Penny has been a USPS employee for 37 years and has held a variety of positions which include an Account Manager in Sales, Mailpiece Design Analyst and her

current position of 14 years as Customer Relations Coordinator for the Postmaster of Long Beach.

She and her husband enjoy spending time with their daughter, two sons and their five grandchildren and also belong to a 4X4 club where they like to get together with their 4 wheeling friends. They enjoy taking their RV out and hitting the road wherever it leads them to. Penny relaxes at home by working on mosaic or working in her flower garden.

"One of the things I enjoy the most about my job is working with the Santa Ana District Postal Customer Council" says Penny. "I am fortunate that my position allows me to work with such a great group of people.

The Santa Ana District Postal Customer Council is not a Premier PCC Gold Award winner by accident. It is because we have a group of dedicated individuals who share the same goal and that is to offer our customers the most current information regarding the USPS products and services!"

We feel very lucky to have Penny on our team!



January 2011 Postal Rate Change

July 2010 - Facing a projected deficit of nearly \$7 billion next fiscal year, the Postal Service continues to aggressively pursue its action plan — outlined by PMG Jack Potter in an announcement March 2 — to help USPS close a financial gap resulting from the economic recession, unprecedented declines in mail volume, increased use of electronic communications and USPS obligations to prepay retiree health benefits. Acting on that plan, the Postal Service filed a proposal with the Postal Regulatory Commission (PRC) to change the prices of mailing services on Jan. 2, 2011. The filing seeks an average 5.6 percent price increase for its market dominant products, including First-Class Mail, Standard Mail, Periodicals, Package Services and Special Services. If approved by the PRC, the proposed price changes will raise about \$3 billion in FY 2012.

This is the first time the Postal Service is requesting prices above the rate of inflation, an action that is allowed under the Postal Accountability and Enhancement Act of 2006. Under the 2006 postal law, USPS is entitled to receive annual price increases based on the rate of inflation. But the law also entitles USPS to file exigent rate cases under exceptional or extraordinary circumstances. Among the extraordinary circumstances noted by USPS in its filing with the PRC are the facts that:

- Mail volume has plummeted by more than 25.6 billion pieces, or 12.7 percent, in one fiscal year, with total mail volume standing at 177 billion pieces.
- First-Class Mail, the highest revenue contributor to the USPS bottom line, has the fastest rate of volume decline.
- Overall mail volume has declined at a

“ This proposal is moderate and reasonable and carefully evaluated for its effect on our customers. ”

higher rate than it did immediately following the terrorist attacks of 9/11. More Americans are switching to electronic alternatives, further eroding a dwindling customer base.

September 30, 2010 - The Postal Rate Commission has rejected the submission from the United States Postal Service for a January 2, 2011 rate increase stating that the postal service has failed both to quantify the impact of the recession on its finances and to show how its rate request relates to the resulting loss of mail volume.

2009/2010 PCC Eagle Awards

With proof of the organization's success in hand, the PCC day luncheon turned to honoring some of the individuals who contributed substantially to that success over the past year. Norco Delivery Service's David Rich was named Industry Member of the Year. USPS Member of the Year was Business Mail Entry Supervisor (and magician) Gary Dominguez. Jim Dooley-Green, from The Auto Club, earned Mentor of the Year honors. It was Dooley-Green's second crystal eagle, having been named Member of the Year in 2008/2009.

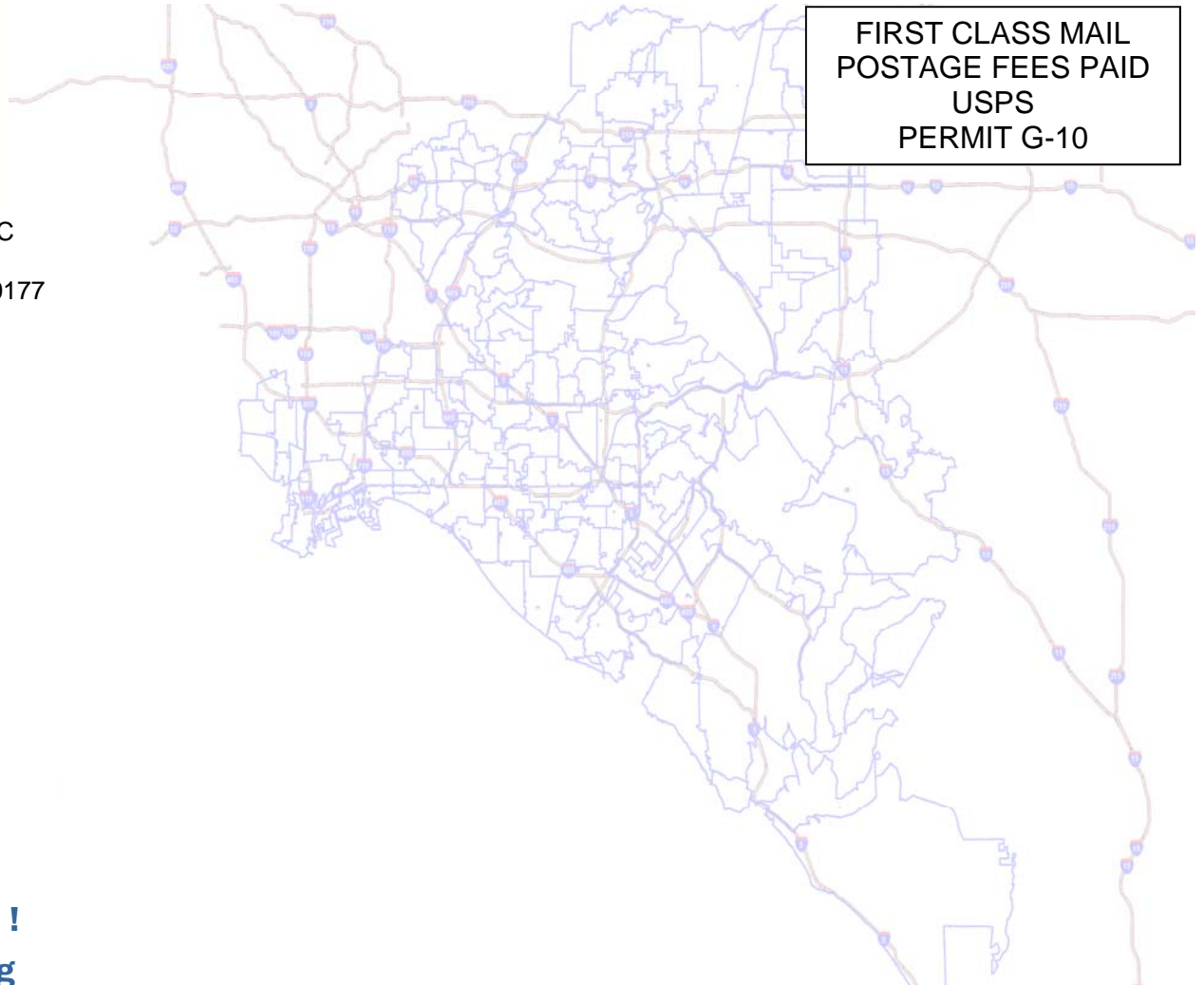


VP, Corporate Communications, Mitzi Betman celebrates with the SADPCC 2009/2010 Eagle Award recipients. (starting from the left) Vice President Mitzi Betman, Mentor of the Year Jim Dooley-Green, Industry Member of the Year David Rich, USPS Member of the Year Gary Dominguez, USPS Co-chair Ken Snavely and Industry Co-chair Vince Torrenueva.



SANTA ANA DISTRICT PCC
PO BOX 177
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FIRST CLASS MAIL
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USPS
PERMIT G-10



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

Ask the Eagle

Dear Mr. Eagle:

Do you have any fun or interesting USPS facts that you can share with me ? Bored in Brea.

Dear Bored:

Below are a few fun facts about the USPS,

The United States Postal Service is the United State's second largest employer, with 656,000 employees, second only to Walmart.

The J. W. Westcott II is a 45-foot contract mail boat operating in Detroit, Michigan, and delivers mail to passing ships on the Detroit river. It even has its own ZIP code, 48222.

Anaktuvuk Pass Post Office in northern Alaska is the most remote post office, since everything has to be flown in.

ZIP codes (which stands for Zoning Improvement Plan and was put in place for the first time in 1963) increase from east to west: the lowest is at Holtsville, New York (00501) and goes up to 99950 (Ketchikan, Alaska)

Mail is delivered on Sunday in the city of Loma Linda, CA, where there is a large population of Seventh-day Adventists, whose Sabbath is Saturday, not Sunday. However, mail isn't delivered there on Saturday.



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