



First Class News

A Publication of the Central New York Postal Customer Council

Co-Chair's Corner

Spring 2011

Greetings to all our CNYPCC members and colleagues in the mailing community!

It's that time of year again! Spring is right around the corner and so are postal rate adjustments. The CNYPCC hopes to assist many mailers in these challenging economic times by presenting seminars and information sessions vital to your continued growth and prosperity. Please visit our web site regularly at www.cnyppcc.org to get the latest news and events in your mailing community.

I would like to extend my personal thanks to all of our 2011 paid members. Your support makes it possible for us to continue providing quality programs and information to our mailing community. We will be holding a member appreciation breakfast at Bella Domani in North Syracuse on May 11th and I hope to see you there. Paid members will be receiving a personal invitation with all the details.

I would also like to take this opportunity to acknowledge all the efforts by the United States Postal Service and its employees. Despite these challenging times they continue to deliver the mail timely and work with mailers throughout the country to insure our needs are met! Along with many Postal Customer Councils across the country we look forward to working with our friends at the USPS.

On behalf of the entire CNY PCC Executive Board thank you for your continued support, and I hope to see everyone at our annual golf outing on Friday May 27, 2011 at Foxfire in Baldwinsville.

Joseph J. Carfi
Industry co-chair

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Postal Service Price Adjustments Set for April 17

Stamp Price Remains 44 Cents; Impact to Retail Customers Minimal

WASHINGTON — The Postal Regulatory Commission has notified the U.S. Postal Service that price changes announced Jan. 13 satisfy the requirements of the law and will take effect April 17.

The first U.S. Postal Service mailing services price change in two years will have minimal impact on retail customers who will continue to pay only 44 cents for a stamp.

"Postal Service products and services offer a great value to the American public," said Postmaster General Patrick R. Donahoe. "For a very affordable price, you can send letters, bill payments, packages, and other mail across town or across the nation."

Price changes of note for retail customers include the following:

First-Class Mail letters (1 oz.) remain unchanged at 44 cents

First-Class Mail additional ounces increase to 20 cents

Postcards will cost 29 cents

Letters to Canada or Mexico (1 oz.) increase to 80 cents

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

The 1.7 percent average increase is at or below the rate of inflation as measured by the Consumer Price Index — although actual percentage price increases for various products and services vary.

Prices will also change for other mailing services, including Standard Mail, Periodicals, Package Services and Extra Services. Larger volume business mailers will see price increases in a variety of categories. Detailed pricing information is available online at www.usps.com/prices.

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

UNIFORM PRICING KEEPS IT SIMPLE - PRIORITY MAIL FLAT RATE ENVELOPES SYNC UP FOR SUCCESS

The introduction of flat-rate products Jan. 2 also ushered in uniform pricing for Priority Mail Flat Rate Envelopes — adding convenience and value for customers. For domestic shipping, there now are a variety of Priority Mail Flat Rate Envelopes at the uniform retail rate of \$4.95. The new uniform pricing applies to all Priority Mail envelopes smaller than 12.5 by 9.5 inches, including the standard Priority Mail Flat Rate Envelope, Gift Card Envelope, Small Envelope, and Window Envelope. The \$4.95 rate also applies to the Priority Mail Flat Rate Legal Envelope and Priority Mail Flat Rate Padded Envelope, which are designed primarily for commercial customers and are [available online only](http://www.shop.usps.com) at www.shop.usps.com or by calling 800-610-8734. The retail price to

mail all six is the same flat rate, regardless of whether the phrase "Flat Rate Envelope" is printed on the mailpiece.

"The move to a uniform flat-rate price for these Priority Mail envelopes is consistent with our overall commitment to simplify product offerings and increase convenience for customers," says Gary Reblin, USPS vice president, Domestic Products.

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Domestic Products. "By implementing a consistent pricing approach for all our Priority Mail Flat Rate Envelopes, we now have a more effective way to attract new business. "Simplicity and uniformity in pricing extends to international shipping as well. Priority Mail Flat Rate Envelopes can be used for shipments up to 4 pounds to more than 190 international destinations at a flat rate of \$11.95 to Canada and Mexico, and \$13.95 to other countries.

With their simplified pricing, expedited service, and worldwide reach, Priority Mail Flat Rate Envelopes are priced to move.

Central New York Postal Customer Council Annual Golf Tournament a Success...

We held our annual CNYPCC Golf Tournament on Friday, May 28, 2010 at Foxfire Golf and Country Club in Baldwinsville, NY. It was a beautiful sunny day and 93 golfers participated in the tournament. As always, it was a fun-filled day with plenty of opportunity to socialize with old and new acquaintances.

We would like to extend our heartfelt thanks to our corporate sponsors, which included Express Save Industries, Xerox, Dupli, Pitney Bowes DMT, Immediate Mailing Services, and AXA Equitable. Your generous donations helped to make our tournament a success – thank you.

There was plenty of competition, with the team from Hiscock and Barclay taking first place and \$50 cash for each golfer. One of the USPS teams came in second, and third place went to the

Immediate Mailing Service team. Chad Darling and Maureen Hohl won the “Closest to the Pin” prizes. Awards for longest drive went to Cindy McLaughlin and Chad Darling. We also paid out skins to three teams, each was awarded \$135.00!!

After golf, we had a delicious meal and some time to sit and recap the day’s events. Once the winners were announced, the prize raffles began! John Abdo of Express Save Indus-



tries won the 50-50 raffle and gave half of his winnings back to the club! We also gave away some great door prizes, such as a Flat Screen TV, a GPS

System and a Gas Grill.

The proceeds from this annual event are used to continue our efforts to keep the Central New York mailing community informed and educated on the latest changes and innovations in the mailing industry. We accomplish this by providing seminars, webinars and information on a continuing basis throughout the year.

In closing, many thanks to all of our golfers, the PCC Executive Board members who work hard to make this event happen, and especially our Golf Committee Co-chairs, Rich Hobaica of PJ Green and Eric Bjornland of Ed and Ed Technology, aka Upstate Office Equipment – great job guys!

This year’s tournament is scheduled for Friday, May 27th at Foxfire. See you there!



Golf Sponsors 2010



Engineering the flow of communication™



MAILROOM SAFETY AN ISSUE FOR ALL

Recent events illustrate the need for attentiveness to suspicious or dangerous items in the mailstream, regardless of whether the recipient is a government office or a commercial mailing company. Perpetrators of attacks via mailed devices can have motives and targets not obvious to most citizens, so a company or organization that believes no one would target it might be making a dangerous assumption. The Postal Service reminds its employees about the signs of suspicious packages and how employees should respond if they are found. USPS Poster 84, used in that regard, is shown below

SUSPICIOUS MAIL OR PACKAGES

Protect yourself, your business, and your mailroom.

If you receive a suspicious letter or package:

- Stop. Don't handle.
- Isolate it immediately.
- Don't open, smell, or taste.
- Activate your emergency plan. Notify a supervisor.

Restrictive markings


No return address

Sealed with tape

Misspelled words. Badly typed or written.



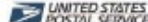


Unknown powder or suspicious substance

Possibly mailed from a foreign country. Excessive postage.



If you suspect the mail or package contains a bomb (explosive), or radiological, or biological, or chemical threat:

- Isolate area immediately
- Call 911
- Wash your hands with soap and water

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There's still time...

National Postal Forum

San Diego CA

May 1—4, 2011

“Where knowledge and innovation connect.”

The National Postal Forum provides a unique opportunity for you to learn more about the U.S. Postal Service and how to use the mail.

Need another reason to attend?

- * Hear the nation's 73rd Postmaster General's passion and vision for a leaner, faster, smarter Postal Service.
- * Find out how you can become a smart mailer.
- * Over 130 workshops ranging from introductory to more advanced levels.
- * Discover new technologies available to streamline operations and reduce costs.
- * Attend the new Executive Briefing to learn about the mailing industry's future and USPS' new initiatives.
- * More opportunities to receive USPS educational certificates with the newly tiered Generalist certificates.
- * Valuable networking opportunities that advance your career—back by popular demand are the roundtable sessions.
- * Leave with new ideas, strategies and best practices to implement immediately in these challenging economic times.
- * Visit mailing industry suppliers to learn about products that can save you time and money.

For more information, call 703-218-5015
or to register for the 2011 NPF, visit
www.npf.org



Business Customer Gateway Seminar, Feb. 2011

If you missed the CNYPCC Business Customer Gateway Seminar last month you missed valuable information for mailers. The Business Customer Gateway creates a single unified landing page for business customers to access all of the Postal Service's online business offerings. A single user name and password gives access to multiple systems such as PostalOne, FAST, Mailer ID and CASS. Mailers who intend to migrate to the Intelligent Mail Barcode

(IMb®) will need to access the Gateway to obtain a unique mailer ID, necessary for the IMb®. The seminar was presented by USPS Mailing Standards Specialist Randy Cushman and USPS Mailpiece Design Analyst Mike Kindlon. If anyone would like more information on using the Business Customer Gateway or the Intelligent Mail Barcode, please contact Randy at 315-452-3418 or Mike at 518-452-2304.



Randy Cushman discussing the Business Customer Gateway

Making Recycling Easy by Mail

The mail is an easy way to recycle items so they don't cause environmental harm. The Postal Service is piloting a mail-it-back program consumers can use to mail used electronics such as PDAs, cell phones and ink cartridges. We're also working to help consumers recycle used compact fluorescent light bulbs.

And Hewlett Packard, Dell, and Sprint are using the mail to help customers return empty ink cartridges, cell phones, other wireless devices, old computers and computer equipment. For more information on all of the USPS green initiatives, visit <http://www.usps.com/communications/newsroom/greennews>

Your Links to Mailing Resources

- U.S. Postal Service: usps.com
- National PCC Network: usps.com/pcc, CNYPCC: cnyppcc.org
- Business Customer Gateway: <https://gateway.usps.com> RIBBS: ribbs.usps.gov
- Sign up for PCC Insider at usps.com/pcc, select "PCC Insider Registration"
- Back issues: PCC Insider online archive
- Back issues: PCC Management Insights articles online archive

The Central New York Postal Customer Council would like to thank our paid members for 2011. Your generosity will allow us to continue offering valuable programs and the latest Postal information to the local mailing community:

Our thanks to:

Upstate Office Equipment	Oswego County Business Magazine
Virgil United Methodist Church	TyPac, Inc.
Gaylord	Cooperative Ext. of Oswego County
Scotsman Press, Inc.	Johnson Newspaper Group
Integrated Marketing Services, Inc	Syracuse New Times
HFW Communications	Lettergraphics
PJ Green, Inc.	OCRRA
Raymour & Flanigan	NYS Teamsters
National Grid	Onondaga Community College
Jacobs Press	Dellas Graphics, Inc.
Northeast Equipment Dealers Assoc.	AXA Equitable Life Insurance Co.
Colgate University	POMCO
Pitney Bowes	Bond Shoeneck and King
Onondaga Hill Fire Department	The Barnes Foundation
Syracuse University	Smiley Town and Country
Syracuse Track Club	VIP Structures, Inc.
Oswego School District Public Library	Kidney Foundation of CNY
Syracuse Habitat for Humanity	Haylor, Freyer and Coon
Onondaga-Cortland-Madison BOCES	

Membership in the CNYPCC is only \$40 a year and gives you free admission to our informational seminars on the latest industry and USPS news. These seminars give you the knowledge you need to make the most of your mail!

Paid members also get free admission to National PCC Day, featuring USPS speakers and a keynote address from the Postmaster General via video conference.

You'll also get an invitation to play in our annual golf tournament, held at beautiful Foxfire Golf Course in Baldwinsville. This event is sold out every year and is a fun day of golf and networking at an affordable price.

We also offer PCC Night at the Syracuse Crunch, scheduled for Friday, April 1st this year

CNYPCC NEEDS YOU!

We are always looking for new faces to help grow our organization and expand our reach. If you are a subject matter expert, have some best practices that work for you, or just like to network with others to find tools you can use to mail more efficiently, join our group. Contact Joe Carfi, CNYPCC Industry Co-Chair at jjcarfi@syr.edu for more information, or visit our website at www.cnyppcc.org



We are also looking for sponsors for our 2011 Golf Tournament, to be held at Foxfire in Baldwinsville on Friday, May 27th, 2011. We offer various sponsorship levels and welcome all who care to help.

Please contact Eric Bjornland, of Ed and Ed Technology for more information on golf sponsorship opportunities. You can reach him by phone at 315 853-4111 or ebjornland@uoel.com

SIMPLIFIED ADDRESSING NOW AVAILABLE TO CITY ROUTES AND PO BOXES

Great news for local businesses and first-time saturation mailers thinking about advertising their products and services through the mail — it's gotten a whole lot simpler to reach potential customers. Beginning Jan. 2, 2011, the Postal Service expanded options for mailers to use simplified addressing for saturation flats and irregular parcels delivered by city letter carriers or to PO boxes in Post Offices with city delivery service. What does this mean to you as a mailer? If you want your mailing to go to all active deliveries, both residential and business, on any designated city route, you now can address your saturation mailing simply to "Postal Customer" along with city, state, and ZIP Code. This enhancement eliminates the need to maintain an updated database of delivery-sequenced specific addresses. This is the same convenience that mailers to rural or highway contract routes have had for years. To assure that mailings are based on accurate delivery statistics, mailers using a simplified address format on mailpieces for delivery to a city route must obtain address information only from the Delivery Statistics File, available in one of the following ways:

- The Simplified Mailing Process website is a new, interactive website developed by the Postal Service to provide information and assistance — especially for small mailers — in making saturation mailings bearing simplified addresses. Go to usps.com/promotions/simplifiedaddressing.htm, click on "Find routes and stats for active households."
- The Delivery Statistics File contains the delivery statistics for all city carrier routes, rural routes, highway contract routes, general delivery units, and Post Office Box sections. This database is available on CD-ROM for the entire nation. For information on prices and an order form, phone the National Customer Support Center at 800-238-3150.
- The Address Information System (AIS) viewer is an interactive CD-ROM that provides delivery statistics retrieval and other AIS products. It can be obtained by contacting the National Customer Support Center at 800-238-3150 or by sending appropriate payment with the completed order form, which is available online at usps.com/ncsc. Payment instructions can be found on the form.

If you've always wanted to reach more local customers without complications and at low cost, simplified addressing for saturation mailings may provide just what you need.

Additional information is available in Postal Bulletin 22300, published Dec. 16, 2010, and available online at: usps.com/cpim/ftp/bulletin/2010/pb22300/html/welcome.htm.

These Simplified Addressing formats may be used for saturation flats and irregular parcels delivered by city letter carriers or to PO Boxes in Post Offices with city delivery service.

*****ECRWSS****
Postal Customer
City, State 5-Digit ZIP Code

*****ECRWSS****
Residential Customer
City, State 5-Digit ZIP Code

*****ECRWSS****
PO Box Holder
City, State 5-Digit ZIP Code

Use the format below for mail drop-shipped to local Post Offices serving your target area.

*****ECRWSS****
Local
Postal Customer

All mailpieces must contain the ECRWSS marking in the address area as displayed above or within the permit indicia.



Central New York
Postal Customer

PO Box 2666
Syracuse, NY 13220-2666

COMING ATTRACTIONS...

Friday, April 1: CNYPCC Night at Syracuse Crunch vs. Binghamton Senators, behind-the-goal tickets just \$9 each. Puck drops at 7 p.m. Contact Natalie Dolan at 315 452-3408 or natalie.c.dolan@usps.gov for tickets.

Tuesday, May 11: Annual Member Appreciation Breakfast, Bella Domani Restaurant, Taft Road, 8:00 a.m. Two people per company admitted free with paid membership. Non-members, \$5 per person, or become a member at the door for just \$40 a year (cash or checks only, please.) Breakfast followed by presentation on “Every Door Direct Mail”, a must see for companies looking to grow their business through saturation mailings.

Friday, May 27: Annual CNYPCC Golf Tournament, Foxfire, Baldwinsville, NY. Watch your mail for more information!

We look forward to seeing you soon!

www.cnypcc.org