



First Class News

A Publication of the Central New York Postal Customer Council

Winter 2012

Co-Chair's Corner

As this years Co-Chair of the CNYPCC on the industry side, along with Co-Chair Syracuse Postmaster Cameron Whitmore on the Postal side, I would like to wish everyone a happy and prosperous New Year.

It is the intention of the PCC to help all postal customers, both large and small to successfully use the mail to increase their business as economically as possible, taking advantage of all the discounts and ideas available to them.

With this thought in mind, we will be sending out quarterly newsletters and developing seminars to inform you of the ongoing changes this year in the Postal Service. These seminars will be presented by Postal personnel who are very knowledgeable about these programs. The seminars will be held at the Taft Rd Post Office unless there is notification otherwise. We try to keep our seminars to about two hours to minimize impact on your workday, and we usually hold them in the morning. We are currently planning a "March Madness" seminar, watch your mail for more information.

At these seminars you will meet the executive board members, along with Postal personnel that can assist you with your projects. You can also check out our website, www.cnyppcc.org for advance information on seminars and events and soon you will be able to sign-up for them on the web. I look forward to meeting you and hearing your input at the seminars.

Jerry Fitzgerald
Industry Co-Chair

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Price Chopper, Dole Salad Club's Mobile Effort Tests QR Codes

By Richard H. Levey

Thanks to a joint effort from the Price Chopper supermarket chain and Dole Food Co., mobile devices are spurring consumers to eat more salad.

The effort marks the union of two independent marketing pushes at Price Chopper. Dole was planning a mail campaign aimed at active and lapsed members of the chain's loyalty program. The effort was geared toward boosting enrollment in the Dole Salad Mobile Club. At the same time, direct marketing firm PJ Green had approached Price Chopper with the idea of testing QR codes within its marketing. When scanned by a mobile phone, QR codes serve online content to the phone's screen.

Supermarket chain Price Chopper and the Dole Salad Mobile Club tested QR codes in a recent postcard effort.

It was a match made, if not in heaven, then in the produce section. When Price Chopper sent out more than 40,000 postcards on Dole's behalf, the messages included both a QR code and a short code for texting.

"The QR code is the hero, but for the mobile experience to be accessible by everyone, we had to incorporate a short code," says CarrieAnn Arias, senior manager of shopper marketing at Dole Fresh Vegetables. "Most phones are Web-enabled, but not everyone has a smartphone. [To use a QR code] a consumer has to be able to download an app and have a reader."



The postcards went to individuals within Price Chopper's database who had demonstrated affinity for pre-made salads. Respondents who enrolled in the Dole Salad Mobile Club received a discount coupon and holiday recipes, and were entered to win a \$500 Price Chopper gift card. Separate QR codes were used in online banner ads and on a Facebook page. Active members in the Price Chopper loyalty program (who constituted a large portion of the test) received slightly different messages and images than lapsed members. The overall theme was similar—during a time of holiday stress, a well-presented pre-made salad took some of the workload off a host. But current participants were required to purchase two packages to activate the coupon, while lapsed members needed to buy only one. The quick turnaround for the campaign—from concept to launch in roughly two months—was aided in part by new technology from Hewlett Packard. An Indigo 5500 digital press housed at PJ Green offered one-pass printing capabilities, in which variable images and offers, as well as recipient personalization, were inked onto stock in a single shot.

"We have no make-ready or drying time," says Stephanie B. Hill, business development manager for the northeast at Hewlett-Packard. "In a campaign like this, which is time-sensitive, digital printing is very efficient." The entire run of 40,000+ postcards was printed and ready to mail within five or six hours.

"The variable information gets printed while it's on press," says Shawn Sorce, director of client services at PJ Green. "With a conventional press with plates, you can't put on variable data like names and addresses."

While Arias declined to give specific numbers, she did say that lapsed loyalty program members redeemed their coupons at higher rates than current ones. Dole is also evaluating which channel—QR code or SMS—consumers used to enroll, and how they behaved on the site once they logged on.

Arias is a strong believer in the power of direct mail. "Price Chopper does an amazing job of slicing its shopping data to make sure you are talking to the right people with the right message," she says, regarding other joint activities between Dole and Price Chopper. Previous cooperative efforts have yielded double-digit redemption rates, compared with one percent redemption to promotions in free-standing inserts. The next step for Dole is testing QR codes within a national campaign. The company will disseminate them through both Valassis and News America mail programs.

CNYPCC Annual Golf Tournament another Success!!

The course was a little wetter than usual this year after a rainy start to the season, but it didn't dampen anyone's spirits. We had 60 golfers gather for a fun day of golf and networking followed by a delicious barbeque dinner that received rave reviews.

The USPS teams really stepped up this year taking first and second place. First place team members were: Emillio Chirico, Frank Carello, Vinnie Briguglla and John Scerino. Second place team members included: Peter Egitton, Gino Brockway, Brian Shepardson and Mike Tennyson. Third place was taken by a Lab Alliance team that included: Mark Adkins, Jeff Peterson, Bob Gardner and Gary Amato.

Longest drive went to Brian Shepardson and Aimee Herr. Closest to the pin at 16'4" was won by Mike Pegree. Skins were divided among three teams: USPS (\$150), Buffalo Envelope (\$75) and Minute Man Printing (\$75).

This years raffles included four lottery boards filled with lottery tickets, a Kindle Reader and an MP3 player for the lucky winners.

Mark your calendar for next year's tournament: Friday May 25th, 2012.



First Place Team: Emilio Chirico, Frank Carella, Vinnie Briguglia, and John Scerino



Second Place Team: Pete Egitton, Brian Shepardson, Gino Brockway and Mike Tennyson

2012 National Postal Forum is April 1st—4th

The 2012 National Postal Forum is April 1st through 4th at the Gaylord Palms Resort in sunny Orlando Florida. The mailing industry's leading experts are coming together to offer you extraordinary days of networking, learning and partnering. Among the special events, workshops and exhibitors you'll discover the latest innovations and technologies the business of mail has to offer. So clear your calendar and get ready as we launch:

Communicating and Connecting at NPF in 2012!

To register or find more information, browse to www.NPF.org

Transforming the Domestic Mail Manual

The Postal Service has transformed the Domestic Mail Manual (DMM) into a series of documents that are easier for customers and employees to use.

Publications in the DMM Series

A CUSTOMER'S GUIDE TO MAILING

DMM 100

A Customer's Guide to Mailing answers the most common questions of household mailers. It includes tips for addressing, preparing packages, choosing a class of mailing, and adding extra services. It is available at www.usps.com/customersguide and most post offices in English, Spanish, and Chinese.

MAILING STANDARDS OF THE UNITED STATES POSTAL SERVICE

DMM 300

Mailing Standards of the United States Postal Service contains all official rates and standards governing domestic mailing services and is mostly used by commercial mailers and Postal Service employees. This document is available at pe.usps.com.

Mailing Standards of the United States Postal Service

makes it easy to access information about postal services and standards.



BENEFITS OF THE DMM

The DMM provides the following benefits and features:

- ✦ **Easy-to-find information.**
- ✦ **Clear mailing standards.**
- ✦ **Extensive index.**
- ✦ **Clear graphics and rate charts.**
- ✦ **Information grouped by mailing method, shape, class of mail, and topic.**
- ✦ **Efficient cross-referencing.**

The Postal Service worked closely with customers and employees to organize the DMM. The DMM can help customers make informed decisions about postal products and services to get the most value from the mail. Postal employees can use it to help customers.

Organization

Mailing Standards of the United States Postal Service is organized into color-coded modules that make it easy to locate information quickly.

RETAIL MAILING SERVICES

The **RETAIL** section explains the services and standards for letters, flats, and parcels mailed at single-piece rates. The information in this section is intended for both household consumers and businesses.

COMMERCIAL MAILING SERVICES

The **COMMERCIAL** sections explain the services and standards for "bulk," presorted, and automation rate mail. The information in this section is intended for business mailers who are willing to do some extra work preparing their mail in exchange for discounted postage prices. Standards in the retail section are organized into units represented by the available mailing services. Within each mailing service, the information is organized into chapters that follow the sequence of mailing tasks.

GENERAL INFORMATION

The **GENERAL INFORMATION** sections contain standards for all the additional services available to mailers, including extra services, mailer services, and recipient services. The general information sections also include standards that apply to all mailers, such as general mailability and addressing, and special standards, such as technical specifications and advanced preparation standards.

In response to the **USPS** announcement to adjust our mailing standards, in November 2011 Vice President Consumer and Industry Affairs, Susan LaChance, reached out to customers to explain the proposed changes.

SUSAN M. LACHANCE
VICE PRESIDENT
CONSUMER & INDUSTRY AFFAIRS



November 29, 2011

RE: In-Home Delivery Dates

Dear Valued Customer:

As the Postal Service strives to become a leaner and more efficient organization, we are looking at every detail of our business and its impact on the level of customer service we provide. Some of our processes are contrary to the guiding principles the Postal Service must follow to be in compliance with our legal mandates.

One area of conflict has become processing mail based on in-home dates instead of our established Service Standards. This conflict has become more prominent as we have worked to establish our Performance Measurement reporting mechanism in accordance with the Postal Accountability Enhancement Act of 2006. This mandate also requires that we self report our performance against these Service Standards to the Postal Regulatory Commission.

To that end, a decision has been reached to process mail based on the following criteria: mail entry location; critical entry time (CET); mail type; and applicable Service Standard. We will no longer be able to stage and deliver mail using In-Home-Date windows. Accordingly, delivery performance will be driven by the appropriate Service Standard for the specific class of mail being entered and the location it is entered.

By following this policy, we are able to better align work methods and processes to ensure mail is processed and delivered in accordance with our published standards. We will continue to work with all customers to achieve delivery to meet their needs as allowed by the service standard being applied.

Mail Alerts will still be accepted by the Business Service Network or through the ADVANCE Notification and Tracking System to be published in the Postal Bulletin. We encourage you to continue to use these communication methods as it notifies our internal operations allowing them to allocate the proper resources for processing and delivery.

We are confident that all efforts will be made to achieve published service standards, as well as provide you with the service you desire and expect. If you have any additional questions, please feel free to reach out to your Business Service Network or postal contact.

Sincerely,



Susan M. LaChance

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Postal Service Delivers a Greener America - Social Awareness Stamps Encourage Conservation

WASHINGTON — A recognized sustainability leader and innovator, the U.S. Postal Service continued a 50-year tradition with the issuance of its latest social awareness stamp: *Go Green*. The sheet of Forever stamps features 16 actions anyone can take to make a positive impact on the environment. The stamps and philatelic products can be ordered online at usps.com/green.

“We’re creating a culture of conservation at the Postal Service that will have a lasting impact in our workplace and our communities,” said Ronald A. Stroman, Deputy Postmaster General. “The *Go Green* stamps carry 16 simple, green messages that have the power to help make the world a better place for us and future generations.” USPS is the only mailing and shipping company in the world whose stamp products and shipping supplies have earned Cradle to Cradle Certification, meaning they meet established standards for human and environmental health and recyclability.



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First-Class Mail
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COMING ATTRACTIONS...

We're planning an exciting year with seminars designed to help you mail smarter, grow your business, and stay on top of the newest products and services USPS has to offer.

On March, 16th we are presenting a "March Madness" roundtable seminar with various topics, such as: Every Door Direct Mail; Non-profit and Standard Mail; Meet the Postmasters; Shipping Strategies; Direct Mail Trends and Tips; Mailpiece Optimization for Cost Savings; Postal Trivia and more! This event may be held offsite, so watch your mail for more information. And remember, if your company pays the annual membership contribution of \$40.00, you can attend all of our seminars throughout the year for FREE! We will be sending out membership information soon, please help us continue to provide the Central New York Mailing Community with the latest information from the industry by sending in your contribution.

In May, we will host the annual CNY PCC Golf Tournament at Foxfire in Baldwinsville. This year's event is scheduled for Friday, May 25th. Don't miss the premier golf tournament of 2012! Watch your mail for information on these and other programs.