

100 VILLAGE POST OFFICES NOW OPEN FOR BUSINESS

Postal Service Celebrates Milestone in Rural Indiana

By Sue Brennan, USPS

Dec. 19, 2012

WASHINGTON — In the rural community of Linden, IN, 50 miles outside of Indianapolis, the U.S. Postal Service celebrated the milestone grand opening today of the country's 100th Village Post Office (VPO). This ribbon-cutting event at the Linden Food Plaza marks the 21st VPO in Indiana.

"The Village Post Office is a terrific way for businesses in rural America to provide their customers with convenient access to postal products and services — becoming the ultimate convenience store,"

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ADVERTISING FROM A TO Z DEVELOPING MARKETING STRATEGY FOR SMALL BUSINESS

Thursday, March 7, 2013

Keynote Speaker:
Kim Mickelsen, Owner
Bozell-Integrated Marketing Services

Learn from our Breakfast Keynote speaker and one of Omaha's small business owners on how her company can help you understand the different fields of Advertising and how an integrated

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OMAHA ADVERTISING X!

Omaha Advertising X brought to you by the Greater Omaha Postal Customer Council in association with SCORE, the American Advertising Federation of Omaha, the U.S. Small Business Administration, and the Greater Omaha Chamber of Commerce is Omaha's premier marketing and advertising event taking place September 19th, 2013 at the CenturyLink Center Omaha.

Offering 24 educational sessions led by experts in the field, it will provide a unique opportunity to learn marketing techniques and strategies, affordable products and services, and connect with subject matter experts. It is sure to be the largest gathering of Omaha's small businesses, advertising professionals, and industry leaders brought together to discuss best practices and fresh and innovative ideas!

Find out more about Omaha Advertising X online at: www.OmahaAdvertisingX.com.

U.S. POSTAL SERVICE ANNOUNCES NEW PRICES AND SERVICES FOR 2013

First-Ever Global Forever Stamp Debuts When Prices Change January 27

By Katina Fields, USPS

Oct. 11, 2012

WASHINGTON — Beginning early next year, the Postal Service will introduce a First-Class Mail Global Forever Stamp. The new stamp will allow customers to mail letters anywhere in the world for one set price of \$1.10, and is among new mailing and shipping services filed with the Postal

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PMG Pat Donahoe at the Atlanta, GA, PCC POSTMASTER GENERAL STRESSES COMPREHENSIVE LEGISLATION IS KEY TO MAILING INDUSTRY'S FUTURE

Postal Service focuses on innovation to create growth opportunities

By Susan McGowan, USPS

Sep. 19, 2012

ATLANTA, GA — In his annual state of the business address to the mailing industry, Postmaster General Patrick R. Donahoe today emphasized that the Postal Service has a solid business plan to return to longterm financial stability and that nothing will have a bigger impact on the health and future of the mailing industry than resolving legislative issues.

"The Postal Service is moving forward with the parts of our business plan that we can control, and securing comprehensive legislation will allow us to implement the rest of the

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GO!-PCC BOARD LISTING

Updated – 04/22/2012

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LOOKING FORWARD

By Keith Reid, Omaha Postmaster and Postal Co-Chair

Jan. 3, 2012

Although we had a great 2012, I am more excited than ever about 2013.

We have shifted focus from sun-setting Postnet and moving towards full service intelligent mail, to helping small businesses maximize their growth potential and marketing budget by effectively using the mail to advertise. In other words, not only does direct mail drive results but our quarterly Postal Customer Council workshops will culminate in a new bi-annual expo: Advertising X, Omaha's only advertising conference in September 2013.

Our goal is to accomplish two basic objectives through the Advertising X initiative. First, to assist our local small businesses in understanding and utilizing all aspects of marketing. This objective encompasses the introduction of different forms of advertising and focuses on the benefits that can be derived by combining these disparate strategies in addition to maximize marketing spend.

The second objective is to facilitate a supportive environment where diverse media experts can congregate, discuss, and brainstorm both revolutionary and evolutionary offerings and programs to serve the Metro's small and growing businesses.

Keith Reid



2012 – THE YEAR IN REVIEW

By Dan O'Brien, Industry Co-Chair

Jan. 3, 2012

Your Postal Customer Council has ambitious and exciting plans for 2013. Postmaster Reid offers some insight into the future of the GO!-PCC in this issue of The Post, I on the other hand will take this opportunity to review the busy year that was 2012.

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BOARD MEMBERS:

Andrew Adcock
Mail Sort Professionals

Wayne Huddleston
Union Pacific Railroad

Jeanette Nielsen
Omaha Steaks

Debi Andahl
Mutual Of Omaha

Roger Humphries
Program Chair
USPS Customer Relations

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In-kind Vendors:

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Cenveo
Physicians Mutual
Woodman of the World

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said Postmaster General Patrick Donahoe. "We're pleased that VPOs have become a way to extend postal access while supporting local businesses."

Located within communities in a variety of locations — convenience stores, gas stations, local businesses, libraries, or other government agencies — VPOs are operated by the management of those locations. The Postal Service announced the concept of the VPO in July 2011 as a way to increase access to postal products and services in the more rural communities across the nation.

VPOs offer a range of popular products and services — the ones most used by customers — including PO Boxes, Forever stamps, Pre-paid Priority Mail Flat Rate envelopes and a mail collection box.

Located inside established businesses and other places consumers already frequent, VPOs offer Postal Service customers time-saving convenience, and in most cases, longer hours than regular Post Offices.

The first VPO opened in Malone, WA, in August 2011. Additional information about Village Post Offices, including the list of 100 VPOs, can be found at www.usps.com/villagepostoffice.

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



INDUSTRY SPOTLIGHT:

By John Quinn, Industry Vice Chair

DO YOU KNOW SHERRY MONICO?



Sherry Monico, Assistant Vice President at Physicians Mutual's Mail Processing Center will be celebrating her 25th year anniversary with the company in March 2013. Sherry began her career at Physicians Mutual as a graphic artist and later held supervisory positions in the Information Technology department managing programmers and print analysts. Sherry spent several years in project management and print production until her promotion to Plant Manager followed by a Corporate Officer level appointment to Assistant Vice President of the print and mail facility.

Physicians Mutual's Mail Processing Center (PMMPC) offers highly competitive rates on print and mail services, business recovery, managing overflow work, and partnering with local businesses to meet their print and mail outsourcing needs. "No Job is Too Small" describes the approach to the custom work, which serves the needs of its internal and external customers well.

The Mail Processing Center boasts a 92,000 square foot building, employing up to 45 full-time employees, and producing approximately 30 million mail pieces per year. The print area features monochrome, MICR, highlight and full-color digital printers; booklet making capability; continuous duplex printing; and inkjet. To meet a variety of customer requests, the Mail Processing Center has grown its finishing area to include cutting, perforating, scoring, folding, tabbing, card attaching and kit assembly. For both letter and flats mailings, the insert area includes high-speed and intelligent inserters, as well as manual inserting. List services include NCOA, duplicate elimination, and presort through CASS certified software, allowing for quick induction into the US Postal Service. As a result of Physicians Mutual's attention to detail and extensive customer care, their client base primarily consists of repeat business and client referred opportunities.

Moving forward, Sherry believes that Physicians Mutual's Mail Processing Center will continue to grow and expand service offerings in response to customer needs, demonstrating its value to the community and gaining recognition as a leader in the industry.

IN FOND MEMORY OF KATHLEEN "KATHI" GOODKIND



The postal community lost a good friend on New Year's Day with the passing of Kathi Goodkind.

Kathi Goodkind began her career in the print and mail industry in 1974 and held progressively responsible positions with A-1 Direct Mail Service, Inc. In 1986, she and her husband Dan co-founded Goodkind & Goodkind Direct, Inc. and as Vice President and Chief Operating Officer, Kathi propelled Goodkind & Goodkind into a nationally

respected position as one of the highest quality and most efficient operations in the industry.

Kathi served as a subject matter expert and was a frequent industry speaker on operations and customer service. In 1995, the U.S. Postal Service asked her to be one of eight industry executives to help rewrite the Domestic Mail Manual in Washington D.C. The U.S. Air Force Recruiting Service also recognized Kathi as a valuable member of their mail recruitment efforts.

Kathi Goodkind was a major contributor and past board member of the Greater Omaha Postal Customer Council and wife of current board member, Dan Goodkind. She will be greatly missed by family, friends, and colleagues.

PMG NAMES ED PHELAN NEW DELIVERY AND POST OFFICE OPERATIONS VP

USPS News

Jan. 4, 2013

PMG Pat Donahoe has selected Albany District Manager Ed Phelan to be the new vice president, Delivery and Post Office Operations.

In his new position, Phelan assumes responsibility for all aspects of delivery within the USPS network of more than 150 million households and businesses, as well as operations at approximately 32,000 Post Offices, stations and branches.

Phelan — who assumes his new duties Jan. 12 - will draw on experience he has

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**PMG Names Ed Phelan
New Delivery and Post Office Operations VP**

(Continued from page 3)

during a 33-year career with the Postal Service. In addition to his current duties as Albany District manager, Phelan's past assignments include manager, Connecticut Valley District, manager of Delivery Program Support for Northeast Area and Syracuse, NY, Postmaster. He began his career in 1979 as a distribution clerk.

The new vice president earned a Bachelor of Arts degree in business administration from Columbia College in New York. He also is a graduate of the Advanced Leadership Program.



**NEW FASTFORWARD®
RETIREMENT DATE**

Primary Audience: *FASTforward* Licensees and Manufacturers

Aug. 30, 2012

What: The USPS® has extended the official *FASTforward* retirement date from October 1, 2012 to **January 27, 2013**. This means the USPS will continue to provide support for *FASTforward*/LPE systems during this period. The current *FASTforward* license will expire January 27, 2013. Current licensees will not be invoiced or charged any additional licensing fees for the extended period. However, all recertification fees will apply.

FASTforward/LPE licensees should continue to transition to another method to meet the Move Update requirement. Any mailings processed by a *FASTforward* or LPE system after January 27 will not meet the USPS Move

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2012 – THE YEAR IN REVIEW

(Continued from page 2)

We opened the year with our March Program at the Tip Top Ballroom. This event featured an update on "Service Standards and Plant Consolidations" from Rick Pivolvar, Central Plains District Manager. We also offered two workshops, a "Mail Technical Advisory (MTAC) Review" presented by Dan Goodkind and myself and an educational workshop on pending changes to "Self-Mailers" presented by Regina McNear, MDA – Western Area.

In May, we held our annual golf fundraiser at Quarry Oaks. This was our 11th such event and another success story. Thanks again to all our sponsors who help make this outing possible.

At our summer program in June, we experimented with an early start time of 7:30AM. This approach was so well received that we will continue to get you in early and back to work well before lunch. Our featured speaker was Craig Moody, Managing Principal and co-owner of Verdis Group. Craig educated us on Sustainability Practices. Bob Redmond of Omaha Print presented a workshop entitled "2012 QR Barcode Promotion". You may have noticed in 2012 that local Industry Experts have directed more of our workshops; this was by design and will continue in 2013.

National PCC Week was highlighted in Omaha on September 19th. In addition to the annual message from Postmaster General Patrick Donahoe, our PCC was excited to have retained John Edgar, Vice President of Information & Technology at U.S. Postal Headquarters in Washington, DC as our keynote speaker.

The Holiday Program in December was a lot of fun. We had a very engaging keynote speaker, John Pawlowski, Associate Brand Manager at ConAgra Foods who lead us through "Everything You Need to Know about Marketing". Moreover, two workshops were offered, "Every Door Direct Mail" (EDDM) and "Intelligent Mail Barcode" (IMb). Both of these workshops included Industry and U.S. Postal Service Panels. In addition, we were once again pleased to have Omaha Prime, barbershop quartet who have become an annual favorite entertain us throughout the morning.

Yes a very busy and productive year! I am looking forward to seeing you all in 2013. If you have any ideas or suggestions for the GO!-PCC please feel free to contact me or any other board member.

Lastly I would like to thank all the businesses that provided in-kind Services to the GO!-PCC in 2012.

Dan O'Brien

Advertising from A to Z Developing Marketing Strategy for Small Business

(Continued from page 1)

marketing campaign can help your business grow. In addition to Kim we will provide a workshop that runs the gamut of advertising solutions for any business. We will have experts in social media, radio, direct mail marketing, Outdoor advertising, Television and newspaper advertising. If you own a business or are thinking about starting a business you can't miss this opportunity to explore the world of marketing in this 3 hour breakfast event.

7:00AM – 8:00AM: Registration: Note: First workshop will begin at 7:15 am. Breakfast will be available during this time.

7:15AM – 8:00AM: Workshop: MTAC presented by Dan O'Brien - TD Ameritrade, GOPCC Co-Chair, Dan Goodkind - Goodkind Consulting and Roger Mancilla - First Data Resources The second workshop in a series highlighting the Mailer's Technical Advisory Committee (MTAC). This session will focus on specific issues relevant to today's mailers as well as those that can impact mailers in the future.

8:00AM – 8:55AM: Keynote Speaker: Kim Mickelsen, [Bozell - Integrated Marketing Services](#)

9:00AM – 9:55AM: Workshop: ADVERTISING AND MARKETING PANEL – Moderated by Renee Turner, USPS Mailing Solutions Specialist. Hear from local advertising, marketing and professionals whom will form a panel discussing marketing for small businesses. Each panelist will introduce themselves and speak for five minutes before questions from the audience.

Panelists:

Bill Barstow	Main Street Theatres, Inc.	Charlie Stone	Salem Broadcasting
Dan Burke	DBS Burke	Dan Lombardo	Lamar Outdoor Advertising
Ros Mercio	Journal Broadcast Group	TBD	Omaha World Herald

To register online, go to www.greateromahapcc.com, or call (402) 930-4395

***** Advanced Registration is Required *****

**Tip Top Downtown
Ballroom
1502 Cumings Street
Omaha, NE**

POSTMASTER GENERAL STRESSES COMPREHENSIVE LEGISLATION IS KEY TO MAILING INDUSTRY'S FUTURE

(Continued from page 1)

plan," said Donahoe. "Our industry is fundamentally strong and has a bright future. Mail remains an incredibly effective and important part of marketing America's products and services."

Donahoe spoke during the National Postal Customer Council (PCC) Day, an annual event that brings together thousands of mailers, industry partners and customers nationwide to recognize their contributions to the Postal Service and outline future plans and goals. PCCs are a network of community based business mailers and representatives of the Postal Service, who meet regularly to share ideas and resources to create a closer working relationship.

Despite concerns about obtaining legislation, Donahoe said the Postal Service is focused on innovating to create new opportunities for growth in the mailing industry. "That means that in an increasingly digital world, we need to continue to find ways of increasing the value of mail for both senders and receivers," he said.

Donahoe underscored one of the most important aspects of innovation at the Postal Service: the way technology is used through Intelligent Mail™ barcodes to harness data in the Postal Service network. He urged mailers to adopt the new barcode technology as it will provide them with greater visibility into the effectiveness of mail. Donahoe also pointed out that tracking data is only going to become a more powerful marketing tool for mailers in the future.

The Postmaster General also reminded PCC members to speak with one voice to and stop the misconceptions that many in the business community have about the mailing industry. "One of the biggest misperceptions is the idea that mail is somehow losing its value," he said. "According to our research, two-thirds of consumers polled said they value what they receive in the mail." Another misconception is that the Postal Service is going out of business. Donahoe assured the audience that the Postal Service is not going out of business and remains a strong vital engine of the nearly \$800 billion dollar mailing industry.

Even as the Postal Service focuses on finding new ways to add value to the mail, it continues to forge ahead with plans to realign its network of mail processing facilities to become a leaner, more efficient logistical model. These streamlining efforts will keep mail affordable and support the needs of the mailing industry in American commerce for decades to come.

National PCC Day also showcases the work of PCCs across the country and includes a series of awards recognizing outstanding service and individual achievement. The following award winners were announced:

- PCC of the Year Award (Large Market) - Twin Cities PCC
- PCC of the Year Award (Small Market) - Central Missouri PCC
- PCC Industry Member of the Year Award - Tracey Dunlap, Greater Portland PCC
- PCC Postal Member of the Year Award - Raschelle Parker, Greater New York PCC
- Business Partner of the Year Award - The Oklahoman Direct, Greater Oklahoma PCC
- District Manager of the Year Award - Lorraine Castellano, Long Island District, Long Island PCC
- PCC Innovation of the Year Award (New) - Greater Oklahoma PCC
- Communication Excellence Award - Tampa Bay PCC (Gold), Greater New York PCC (Silver), Greater Portland PCC (Bronze)
- Education Excellence Award - Central Ohio PCC (Gold), Tampa Bay (Silver), San Diego and Fort Worth (tied for Bronze)

More information on Postal Customer Councils and National PCC Day can be found at www.usps.com/pcc. To view the Postmaster General's PCC Day video, or read a transcript, go to <http://about.usps.com/news/facility-studies/welcome.htm>

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 FASTFORWARD® RETIREMENT DATE

(Continued from page 4)

Update requirement. This Move Update option will be removed from the USPS Postage Statement effective January 28, 2013.

The USPS® will not consider or grant Move Update waivers for mailings processed via *FASTforward* after January 27, 2013.

Current *FASTforward* licensees can opt to become NCOA^{Link} Mail Processing Equipment (MPE) Data User licensees. There are two pricing options available for licensees and a third option where no license is required.

- NCOA^{Link} MPE Data User License (no electronic COA information returned to customers) – \$7,950.00 (each site)
- NCOA^{Link} MPE Data User License (electronic COA information returned to customers) – \$15,750.00 (initial site); \$7,950.00 (each additional site)
- NCOA^{Link} MPE Wide Area Network (WAN) – No USPS license or fee required; contact OCR vendor for more information about this option

When: Effective January 27, the USPS *FASTforward* service will be officially retired and will no longer be an approved Move Update method.

Impact: After January 27, current *FASTforward* licensees will have to choose another method to meet the Move Update requirement. No Move Update waivers will be considered or granted by the USPS after January 27.

If *FASTforward* licensees decide not to transition to an MPE solution, they may use

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MAILCOM THE BIG SHOW
OF MAIL COMMUNICATIONS
The 33rd Annual Conference & Exhibition
April 28 - May 1, 2013
Grand Exhibition Center
Tropicana Atlantic City
Register Today!

NEW FASTFORWARD[®] RETIREMENT DATE

(Continued from page 5)

If FASTforward licensees decide not to transition to an MPE solution, they may use one of the other existing methods below to satisfy the Move Update requirement.

- NCOA^{Link} service (list processing)
- ACS™ service
- Ancillary Service Endorsements
- Alternative Methods (First-Class Mail[®] only and requires prior authorization)

What you need to do: Please share this information with all pertinent contacts at your company.

If you have questions regarding this notice, please contact the Licensing Department at 1-800-589-5766

APWU: GUFFEY SAYS GET READY – THE FIGHT GOES ON

APWU Web News

Jan. 6, 2013

Congress' failure to enact postal reform in 2012 means the legislative fight to Save America's Postal Service goes on, APWU President Cliff Guffey is telling union members.

Postal reform legislation that was introduced in the 112th Congress — but not signed into law — died on Jan. 3, when the members of the 113th Congress were sworn in.

"New legislation must be introduced this year to reform USPS finances and undo the mess Congress made when it passed the Postal Accountability and Enhancement Act (PAEA) in 2006," Guffey said. The PAEA requires the USPS to pre-fund healthcare benefits

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U.S. POSTAL SERVICE ANNOUNCES NEW PRICES AND SERVICES FOR 2013

(Continued from page 1)

Regulatory Commission today

The price for First-Class Mail single-piece letters will increase by just a penny when prices change in Jan. The new 46 cent Forever stamps will allow customers to mail letters to any location in the United States. Forever stamps are always good for mailing a one-ounce letter anytime in the future regardless of price changes.

Highlights of the new single-piece First-Class Mail pricing, effective Jan. 27, 2013 include:

- Letters (1oz.) – 1-cent increase to 46 cents
- Letters additional ounces – unchanged at 20 cents
- Letters to all international destinations (1oz.) - \$1.10
- Postcards – 1-cent increase to 33 cents

Prices for all products (Mailing and Shipping services) will increase by 4-percent, but prices for Mailing Services, such as regular letters and advertising matter, will increase only 2.6-percent.

The Postal Regulatory Commission (PRC) will review the prices before they become effective Jan. 27, 2013. Today's Shipping and Mailing price filings will be available on the PRC website at www.prc.gov and the new Mailing Service prices are also available at <http://pe.usps.com>.

Shipping Services

Several new Shipping Services products will be available in January. Free tracking will be offered to all competitive packages, including retail Priority Mail and Parcel Post (recently renamed Standard Post).

Also new, customers shipping Critical Mail letters and flats will now have the option of receiving a signature upon delivery as part of the service offering.

A large variety of flat-rate boxes and envelopes for Express Mail and Priority Mail, including the padded and legal-sized flat rate envelopes will continue to be offered by the Postal Service.

New domestic retail pricing for Priority Mail Flat Rate products include:

- Small box – \$5.80
- Medium box – \$12.35
- Large box – \$16.85
- Large APO/FPO box – \$14.85
- Regular envelope – \$5.60
- Legal and Padded envelope – \$5.95

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

OMAHA PRINT NEW PRODUCT OFFERINGS



Led by Chuck Kinzer under the guidance of CEO Steve Hayes, Omaha Print is one of Omaha's greatest success stories. Chuck explains that print and mail represents the majority of the company's business-to-business (B2B) market. However, over the next five years, Mr. Kinzer sees a significant increase in business-to-consumer (B2C) offerings.

The company's recent acquisition of Stonehouse Publishing positions it squarely in the B2C environment. Stonehouse is known for its production of top quality golf course prints taken by famed photographer and gold enthusiast Patrick Drickey.



Omaha Print offers another new product targeting college sports fans, Husker fans to be exact, called JerseyBurglar.com. JerseyBurglar is an internet-based initiative allowing Nebraska Husker's fans to personalize and buy both posters and magnets with their own name emblazoned on the team's jersey.

Not to leave out small business customers, Chuck and his team have developed a cost effective local marketing program based on the U.S. Postal Service's Every Door Direct Mail[®] (EDDM) service. Businesses can gain local exposure by participating in a multi-panel oversized postcard mailed monthly for three consecutive months for a mere \$375.00 investment.

Visit Omaha Print online at omahaprint.com, stonehousegolf.com, and jerseyburglar.com, or call them at (800) 369-0033 to discuss how they can help you grow your business.

DIRECT MAIL SUCCESS TIPS FROM THE U.S. POSTAL SERVICE

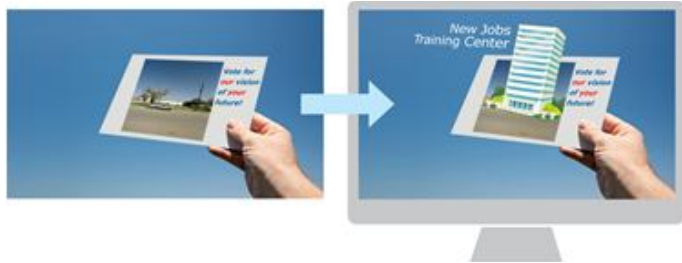
Generate Leads, Guarantee Results

Augmented reality is the next big thing for direct mail.

By Patricia Licata

Aug. 20, 2012

WASHINGTON — Direct mail spending rose to \$21 billion in 2011. Up 2.9 percent from 2010, according to the Magna Advertising Group, direct mail is one of the largest advertising channels for U.S. businesses.



"Direct mail creates a one-on-one connection that's hard for other media channels to match," says Tom Foti, manager, Direct Mail and Periodicals. "The average household receives only two pieces of direct mail a day compared with 157 emails. It lets you incorporate coupons, reply cards, mobile barcodes — such as QR codes — URLs and other response mechanisms. Direct mail is a workhorse for generating leads, traffic and sales."

Direct mail is a powerful part of an integrated marketing campaign. By using it, businesses can target advertising dollars on those most likely to respond. By choosing what to measure — from offers to creative elements — businesses can reach almost anyone and then use the data to improve effectiveness. "Tell customers the complete story; mail is not limited to a 30-second sound bite," added Foti.

Virtually everyone has a mailing address, and direct mail allows businesses to tailor each mail piece with highly personalized messaging, offers and graphics — enabled by today's technologies. Tap into countless creative formats, touching every sense through product samples or QR codes. Begin to learn more about your customers with surveys or reply cards. And as a highly trackable medium, mail lets you monitor impact and return on investment.

Foti shares simple tips for guaranteed direct mail success:

1. Feature an offer prominently on the front of your mail piece to boost readership and response. Choose the format, list and offer for highest ROI, rather than the lowest cost. And then track responses to measure the effectiveness of the mail piece.

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APWU: GUFFEY SAYS GET READY – THE FIGHT GOES ON

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for future retirees 75 years into the future and has driven the Postal Service to the edge of insolvency.

"I will be calling on APWU members to join with their co-workers, neighbors, friends, and family members to demand that Congress preserve and protect the USPS and our nation's commitment to universal service for the American people," he said.

Bills that are similar to those that were submitted in the last session of Congress may be introduced this year, but there are likely to be some changes, said Legislative and Political Director Myke Reid. "We will continue to meet with members of Congress and their staffs and fight for the interests of postal employees as new bills are being drafted," he said.

Through much of December there was talk of attaching postal legislation to bills to avoid the "fiscal cliff," but hope for an agreement on postal issues evaporated in the acrimony over nation's tax policy and the deficit. House Speaker John Boehner (R-OH) never even brought a postal bill to the House floor for a vote, Guffey noted.

"Many politicians were willing to allow taxes to go up for 98 percent of America's citizens, in order to protect tax breaks for millionaires and billionaires, Guffey said. "I hope union members will take note of who they were and punish them in 2014," he added.

MICKEY BARNETT ELECTED CHAIRMAN OF BOARD OF GOVERNORS

James Bilbray Will Serve as Vice Chairman

By David Partenheimer

Nov. 15, 2012

WASHINGTON — During today's meeting of the U.S.



Postal Service Board of Governors, Mickey D. Barnett was elected chairman and James H. Bilbray was elected

vice chairman. Barnett, the Board's current vice chairman, will succeed Chairman Thurgood Marshall, Jr., who has served as chairman since December 2011 and whose term on the Board ends in December. Barnett and Bilbray will assume their new leadership roles during the Board's next meeting in December.

Barnett is an attorney and former New Mexico state senator. He was appointed a governor by President George W. Bush on Aug. 17, 2006 for a term that expires Dec. 8, 2013. He currently serves as a member of the Audit and Finance Committee and the Compensation and Management Resources Committee.

Bilbray is an attorney and former member of the U.S. House of Representatives from Nevada. He was appointed a governor by President George W. Bush on Aug. 17, 2006 and was reappointed on Dec. 15, 2006 by President Bush to an additional nine-year term that expires Dec. 8, 2015. He currently serves as the chairman of the Governance, Regulatory, and Strategic Planning Committee.

Bios of all the Governors are available at:

<http://about.usps.com/who-we-are/leadership/board-governors-bios.htm#p=1>

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Delivering Solutions

At the National Postal Forum in San Francisco

March 17-20, 2013
Moscone Center West

United States Postal Service
INDUSTRYALERT

2013 USPS PROMOTIONS CALENDAR

Mailers are encouraged to explore the newly-developed *2013 Promotions Calendar* from the Postal Service. This proposed year-long lineup of Postal Service promotions is designed to encourage innovation and use of technologies that can make mail more interactive and add value.

Building on previous barcode and mobile commerce promotions, the Postal Service has developed new programs that will help you connect with customers and keep mail an essential part of your marketing mix.

Additionally, there are promotions that encourage mailers to use the more traditional direct mail features, namely samples and reply mail envelopes.

The 2013 Promotions Calendar is pending approval by the Postal Regulatory Commission (PRC). Included on the 2013 Promotions Calendar are the following:

- Direct Mail Mobile Coupon and Click-to-Call
- Earned Value Reply Mail
- Picture Permit Promotion
- Product Samples
- Emerging Technology
- Mobile Buy It Now

Please go to <https://ribbs.usps.gov/mobilbarcode/upcoming.htm> for more information.



UPCOMING EVENTS

<p>March 7, 2013 GO!-PCC Program & Workshops Tip Top Ballroom 1502 Cuming Street Omaha, NE</p>	<p>March 17 – 20, 2013 National Postal Forum Moscone Center San Francisco, CA</p>	<p>April 28 – May 1, 2013 MAILCOM 33rd Annual Conference & Exhibition Atlantic City, NJ</p>
<p>May 17, 2013 GO!-PCC Annual Golf Outing Quarry Oaks Golf Course Ashland, NE</p>	<p>June 20, 2013 GO!-PCC Program & Workshops Georgetowne Club 2440 S 141st Circle Omaha, NE</p>	<p>September 19, 2013 Advertising X Conference & Exposition National PCC Day CenturyLink Center Omaha, NE</p>
<p>December 5, 2013 GO!-PCC Holiday Program Tip Top Ballroom 1502 Cuming Street Omaha, NE</p>	<p>Broadway Is Coming To MAILCOM 2013! JOE NAMATH TUESDAY, APRIL 30 KEYNOTE</p> 	

DIRECT MAIL SUCCESS TIPS FROM THE U.S. POSTAL SERVICE

(Continued from page 7)

2. Include mobile barcodes — such as QR codes — certificates and product visuals to engage the recipient. Use your mail piece to ask your customers what they want or need but be careful to avoid overwhelming the reader with too much copy or graphics.

3. Think of direct mail as an ongoing customer relationship management tool that picks up where other media leave off. Be sure to understand that customers will feel misled and will likely ignore your messages in the future, if you mark the piece “urgent” when it’s not. And even if someone can afford your product, they still might not want it.

4. Use mail to achieve your business goals such as acquisition, relationship building and stakeholder communications. Find out how well your other media are doing by mailing a short survey. All while saving time and money by keeping your mailing list up to date and

eliminating bad addresses before each campaign.

5. Lastly — don’t forget to consider using Every Door Direct Mail, a direct mail service that allows you to reach every address in a neighborhood without the need for names or addresses.

For more information about how to be successful with direct mail, visit usps.com/mail.

2013 POSTAL HOLIDAYS

Tuesday, January 1	New Year’s Day
Monday, January 21	Martin Luther King, Jr. birthday (observed)
Monday, February 18	Washington’s birthday (observed)
Monday, May 27	Memorial Day
Thursday, July 4	Independence Day
Monday, September 2	Labor Day
Monday, October 14	Columbus Day
Monday, November 11	Veterans’ Day (observed)
Thursday, November 28	Thanksgiving Day
Wednesday, December 25	Christmas Day

Mailers’ Technical Advisory Committee (MTAC)

QUARTERLY MTAC MEETINGS ARE ON WEDNESDAYS, GENERALLY FROM 8 AM TO 6 PM

February 20, 2013

May 15, 2013

August 28, 2013

November 20, 2013