



# MAILSTREAM



## WEST MICHIGAN POSTAL CUSTOMER COUNCIL

Published quarterly

### LEE THOMPSON—GREATER MICHIGAN DISTRICT MANAGER

In the last newsletter I spoke of the future of the Postal Service and the financial challenges we have to address and overcome in order to remain financially stable.

I told you then of Postmaster General (PMG) Donahoe's plan to address this issue. But basically it calls for us to cut \$22.5 billion in costs by 2016, with much of the savings coming from network adjustments. Several significant events have taken place already.

First, in January of this year the USPS Board of Governors directed management to accelerate revise its 5-year comprehensive plan to account for current financial and liquidity conditions.

The Greater Michigan District is moving forward with the consolidation of five of our seven processing facilities. Consolidation taken place thus far is indicated below:

- Saginaw – Saginaw Originating is now being processed at the Metroplex in Pontiac.
- Lansing - Originating mail has moved to Grand Rapids. (The Jackson, originating and destinating has gone to the Detroit district)
- Gaylord mail – (with the exception of bundles and destinating Priority Mail) , has moved to the Traverse City plant.
- Kalamazoo - Bundle processing is now processed in Grand Rapids.

\*\*Updates will be given as we move further into the consolidation process

Secondly, on February 6<sup>th</sup>, PMG Donahoe announced a new delivery schedule that includes package delivery Monday through Saturday and mail delivery Monday through Friday. The Postal Service expects to generate cost savings of approximately \$2 billion annually once the plan is fully implemented. This is expected to take place the first week of August 2013.

The Postal Service has advocated shifting to a five-day delivery schedule for mail and packages for the

past several years. Strong recent growth in package delivery (14 percent volume increase since 2010) and projections of continued strong growth throughout the coming decade led to the revised approach to maintain package delivery six days per week.

The new plan will allow for package delivery 6 days per week and all other mail delivery will occur Monday through Friday. All Mail addressed to PO Boxes will continue to be delivered on Saturdays. Post Offices currently open on Saturdays will not be affected by this decision and will remain open on Saturdays. Seven day delivery of Express Mail will not change. Communication with our customers and mailers will be ongoing in the upcoming months as we work through the logistics for a smooth transition to the new delivery schedule.

Through all of our changes, the Postal Service remains committed to working with our employees to ensure they are fully informed.

PMG Donahoe told a Senate committee on February 13<sup>th</sup> that the situation will worsen unless Congress takes action to reform the business model. He further stated that the American public deserves a Postal Service that is not restricted from being efficient and vibrant in a dynamic business environment. He stressed that Congress and the Postal Service can work together help close a \$ 20 billion budget gap. As the business mailers, you are a vital part of that dynamic environment. We appreciate your business and your continued support as we move through these very challenging times.

In closing, effective February 23<sup>rd</sup>, I have transferred to the Detroit District as the District Manager. I have appreciated my time in Greater Michigan, and especially enjoyed getting to know the Postal Customer Council members. The Postal Service is committed to continue its high level of service performance to our customers as we go through this time of transition.

Thank you.

**Lee Thompson**

## USPS PROMOTIONS—2013

### DIRECT MAIL MOBILE COUPON & CLICK-TO-CALL PROMOTION

Provides an upfront 2% postage discount on the integration of mail with mobile technology and promotes the value of direct mail in 2 ways: mobile coupons that allow customers to integrate hard-copy coupons with mobile platforms for redemption and mail with mobile barcodes that provide click-to-call functionality.

Registration: January 15—April 30, 2013

### EARNED VALUE REPLY MAIL PROMOTION

Designed to encourage mailers to promote First-Class Mail as a primary reply mechanism for their customers and to keep the Courtesy Reply Mail (CRM) Business Reply Mail (BRM) envelopes in the outgoing mailpieces by providing financial benefits when CRM/BRM enclosures are used.

Registration: January 15—March 31, 2013

### PICTURE PERMIT PROMOTION

Picture Permit provides commercial mails the creativity and flexibility to customize the permit indicia space of a First-Class or Standard mailpiece by adding a business-related image such as a company logo, trademark or brand (color images only). During this promotion the fees will be waived for pre-approved mailers. Enrollment begins: June 1, 2013

Promotional Period: August 1—September 30, 2013

### PRODUCT SAMPLES PROMOTION

This promotion will further re-invigorate product sampling via the mail by encouraging mailers to use product samples delivered by the USPS as method to increase product usage, obtain new customers, and increase brand awareness. The foundation of this promotion will enable mailers access to an upfront postage discount on qualifying Standard Mail Marketing Parcels that contain product samples. Registration: May—September 2013

Promotional Period: August 1—September 30, 2013

### EMERGING TECHNOLOGIES PROMOTION

Designed to build on the goals of past mobile barcode promotions and to continue to promote awareness of how innovative technology, such as Near-Field Communication, Augmented Reality, and Authentication can be integrated with direct mail strategy to enhance the value of direct mail. Registration: June 15—September 30, 2013

Promotional Period: August 1—September 30, 2013



#### Did you know.....

**ZIP CODE** stands for Zonal Improvement Plan and was instituted in 1963 to allow for electronic processing and delivery of mail



## MOBILE BUY-IT-NOW PROMOTION

Provides business mailers with an upfront two percent postage discount on Standard Mail and First-Class Mail letters, flats, and cards (presort and automation) that include a two-dimensional (2-D) barcode or print/mobile technology that can be scanned by a mobile device and leads the recipient to a mobile optimized webpage that allows the recipient to purchase an advertised product through a financial transaction on the mobile device. Registration: September 15—December 31, 2013

**Promotional Period:**  
November 1—December 31, 2013

**Additional information on all promotions can be found at :**

[www.usps.com/business/promotions-and-incentives.htm](http://www.usps.com/business/promotions-and-incentives.htm)

## USPS ANNOUNCES NEW DELIVERY SCHEDULE

The United States Postal Service plans to transition to a new delivery schedule during the week of August 5, 2013 that includes package delivery Monday through Saturday, and mail delivery Monday through Friday. The Postal Service expects to generate cost savings of approximately \$2 billion annually, once the plan is fully implemented.

Over the past several years, the USPS has advocated shifting to a five-day delivery schedule for mail and packages, however, recent strong growth in package delivery (14% volume increase since 2010) and projections of continued strong package growth throughout the coming decade led to the revised approach to maintain package delivery six days per week.

Once implemented, mail delivery to street addresses will occur Monday through Friday, packages will continue to be delivered six days per week. Mail addressed to PO Boxes will continue to be delivered on Saturdays. Post Offices currently open on Saturdays will remain open on Saturdays.

The Postal Service announced this change more than six months in advance of implementing five-day

delivery to give residential and business customers time to plan and adjust.

## INTELLIGENT MAIL BARCODE UPDATE

Effective January 2013 eligibility for automation prices is limited to the use of mailpieces with the Intelligent Mail barcode: letters, flats, postcards, QBRM (Business Reply Mail) and Permit Reply Mail.

The POSTNET barcode may still be used, however, these mailpieces will NOT be eligible for automation postage pricing.

Additional information on the Intelligent Mail Barcode technical specification and guides is located on RIBBS:

<http://ribbs.usps.gov>

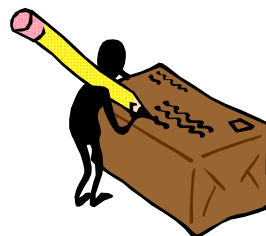
## STANDARD POST DEBUTS

Parcel Post has been renamed Standard Post and transferred to the competitive product category.

While service standards are the same, Standard Post packages now receive USPS tracking at no additional charge!

This is a new chapter in the history of Parcel Post which recently celebrated its centennial anniversary.

In fiscal year 2011, the USPS moved 2.148 billion packages—a number that continues to increase as more and more consumers shop on line.



### DID YOU KNOW....

The Postal Service website—usps.com—is an online Post Office at your fingertips, and is open for business 24/7.



First Class Mail  
Postage & Fees Paid  
USPS Permit #G-10

## MAILSTREAM

### WM PCC Board Members

Theresa Peterlein - Industry Co-Chair, National Industry  
Co-Chair Postal Customer Council Advisory Committee  
Theresa Mullins - Postal Co-Chair, Postmaster Grand  
Rapids MI  
Tony Sandberg - Vice-Chair, Farmers Insurance  
Bill McIntyre - Secretary, Neopost  
John Medema - Treasurer, Cornerstone University  
Scott Smith, RBC Ministries  
Scott VanderVeen, WAM Print/Mail  
Don Fare, Presort Services  
Terri Hagen - Greater Michigan District Marketing  
Manager, USPS

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Visit us online at <http://westmichiganpcc.com> for more  
information on forthcoming events!

Have a suggestion or an idea for a lunch and learn or  
discussion? We would like to hear from you.

Simply fill out the contact section on our website!

### DID YOU KNOW...

The five most  
common street  
names in the  
country are  
Second, Third,  
First, Fourth, and  
Park

