

# the Communicator

Baltimore Postal Customer Council

Spring/Summer 2011 Volume 9.0

## Crab Feast 2011

The Baltimore PCC held its annual Crab Feast and Spring Membership meeting on Friday, June 3<sup>rd</sup> at Conrad's Ruth Villa. The weather for the event was beautiful and approximately ninety mailers and postal officials attended the event.

The guest speaker at the event was Ronald A. Stroman, USPS Deputy Postmaster General (DPMG). He spoke to us about some ways to turn the USPS around including connecting policy to day-to-day activity, through new programs and promotions, and new products.

He also mentioned some of the challenges the USPS is facing with some current legislation and on reducing internal costs. However, he did stress that the key is to enhance the customer experience. For this, Mr. Stroman noted that the Baltimore PCC is in a very unique position, due to our proximity to USPS headquarters in Washington, DC.

Following the guest speaker, Dave Fields, USPS Acting Vice President, Capital Metro Area, presented Bill William of Johns

Hopkins Pharmaquip with the National Presidents Award. This was presented in recognition of developing a new shipping program which benefits both Johns Hopkins Pharmaquip and the USPS.

Following the speakers, guests enjoyed a crab lunch which also included corn on the cob, beef and ham from the charcoal pit, and strawberry shortcake. The water taxi offered guests a relaxing ride with beautiful views. Door prizes were awarded and a good time was had by all!

*A perfect summer day to relax with lunch along the water's edge*



*Left Dave Fields, USPS Acting Vice President, Capital Metro Area*

*Middle, Bill Williams, Johns Hopkins Pharmaquip*

*Right, Ronald Stroman, Deputy Postmaster General*

*With National President's Award*



*Events*

**National PCC Day  
September 21, 2011**

900 E. Fayette St – Room 401  
9:30 am – 3:00 pm

**See more  
photos of the  
Crab Feast on  
page 6**

## National PCC Day

The Baltimore Postal Customer Council invites you to join us for National PCC Day at the Baltimore main post office on 900 E. Fayette Street - Room 401.

The date is September 21, 2011 from 9:30am to 3:00pm.

This event is open to PCC members and non-members and will include a viewing of Postmaster General Patrick Donohoe's address at this

year's National PCC Day. The agenda also includes a presentation by postal representatives and a tour of the main post office's postal operations. In addition, breakfast and lunch will be served.

Cost is free for PCC members. Non-members pay just \$20 and receive a membership with the BPCC for the remainder of 2011!

Parking is free also. Access the parking garage on Colvin Street and park on the top level. Take the elevator to Level D to access the Post Office.

For additional details please contact:

Melody Davis-Finazzo  
melody.j.davis-finazzo@usps.gov  
410-347-4493

## Customer uses EDDM to aid in search for missing pet

*The story below is a great example of how EDDM can be used and how it helped a customer find her missing pet. (And, it shows the advantages of being a PCC member!)*

When Randi Slocum's dog Kaylee ran away from her Stillwater, NY home, Slocum and her friends did what any group of concerned pet owners would do — they formed a search party and knocked on neighbors' doors looking for the chocolate Labrador mix.

But Randi's mother, Carolyn, had a better idea - use Every Door Direct Mail (EDDM) to notify residents in Stillwater and nearby Schuylerville, NY, of the dog's disappearance.

Carolyn Slocum, a board member of the local Postal Customer Council, had just attended an EDDM seminar given by Albany District Grow Your Business Coordinator Natalie Dolan. "I knew that the best way to reach every household was through the new EDDM program," said Slocum.

"Since many people work all day, this would be the most likely way to reach them."

By the next morning, Carolyn had the mailings prepared to EDDM standards and dropped them off at the Stillwater and Schuylerville Post Offices. The flyer helped unleash a series of phone calls, and that helped lead to Kaylee's safe return.

## One Million Downloads! — Milestone for U.S. Postal Service App

Look up a ZIP Code. Locate nearby postal locations. Find shipping prices. Track packages. Get delivery information. The Postal Service is proud to announce that more than one million iPhone, iPod touch and iPad customers have downloaded the U.S. Postal Service app.

"We're expanding access to our products and services," said Postmaster General Patrick R.

Donahoe. "We know simpler is better — a million mobile customers can't be wrong."

Since the application was launched in December 2009, it has consistently been one of the top 10 free business apps in the App Store.

The app gives customers instant, on-the-go access to the most popular tools on [usps.com](http://usps.com) and it offers browser-friendly access, too. The

USPS App is available for free from the App Store on the iPhone, iPod touch and iPad or at [www.itunes.com/appstore](http://www.itunes.com/appstore). For more information, go to [usps.com/mobile/info.htm](http://usps.com/mobile/info.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.

*We're everywhere so you can be anywhere: [usps everywhere.com](http://usps everywhere.com)*

# Member Spotlight

In this issue, we spotlight Janet Cook of the Baltimore District BMEU



Janet Cook

## **Please describe your particular role in the Post Office?**

My name is Janet Cook, Manager of the Baltimore District Business Mail Entry Unit. I am responsible for all Business Mail Entry sites that accept mailings in the Baltimore District. Currently there are 28 PostalOne Bulk mail acceptance sites, and I oversee the training of all acceptance clerks.

## **How did you get into the business initially?**

I started my career with the Postal Service in the Centralized Forwarding Section (Mark-Up) unit in March 1985 where I worked as an automated mark-up clerk. During my position as a Mark-Up Clerk I was detailed into the position as acting Supervisor 204(B). In January 2002 until March 2007 I work in the BME unit as a Bulk Mail Technician, later becoming the Mail Acceptance Specialist. I was awarded the position of Supervisor, Business Mail Entry in July of 2007. In November of 2007, BME Mgr. John Gibson retired. Then Marketing Manager, Angela Brown asked if I would shadow Mr. Gibson and in March of 2008 I interviewed and was awarded the position I currently hold as Manager, Baltimore District Business Mail Entry Unit.

## **How different is the postal industry today from when you first entered the field? What has improved and what has not?**

In an environment where almost everything is based on computer access, I think the acceptance of mail has become a lot easier. Mail acceptance is moving towards becoming more unified across the board. It is still a challenging process to get employees to understand change.

## **How have you responded to recent and ongoing Postal Regulation changes?**

Changes are inevitable, if you want your business to grow. You cannot continue to do the same things and expect different results. These changes are to help us continue to grow and provide a service that is significant to our business customers. They also help the Postal Service in streamlining the process of handling mail. These methods help with the improvement of our service objectives.

## **How has the recession affected the Post Office?**

The volume of mail has decreased. As with many businesses, we have had to cut costs. Although jobs have not been lost, previous positions vacated have not been filled.

## **We keep hearing about the eventual demise of the Postal Service because of the electronic media and increased competition. What is your response to the doomsayer?**

The Postal Service as we know it will change. It is the only way that we will survive. However, I believe

these changes can and will make us a more viable competitor in the Mailing Industry. Innovation and imagination have always been encouraged throughout the Postal Service. We provide a service that mails an envelope or a package from one end of the continent to another. If you take an overall perspective of the service that we provide and the cost of any mailing we are still the greatest. We get the mail to its intended destination.

## **What are your favorites and least favorite aspects of you job?**

Working on a computer is my least favorite aspect. I am not computer savvy. Although, I am not the master of the computer I have learned how to conquer it.

My favorite aspect of this job is that I have the best bulk mail acceptance clerks. Not only in my office but the clerks in the Baltimore District take pride in their work and always attempt to perform to the best of their ability. What ever changes occur they always rise to the challenge. I take my hat off to them and I want them to know that they are greatly appreciated. They are the workers who execute the changes that will move the Postal Service forward.

## NEW USPS.COM — Website readies for debut

A redesign of *usps.com* is under way — promising new features, easier-to-find topics and tools, and a fresh approach to online information.

“*Usps.com* is changing to keep up with the ever evolving needs of our customers,” says Joe Adams, general manager, Digital Access. “Our goal is to improve the customer experience, grow revenue and reduce costs.”

Some of the website’s new features include:

- “Quick Tools” section  
Four of the most commonly used tasks by customers — Track and Confirm, Find USPS Locations, Calculate a Price and ZIP Code Lookup — now will be located in the upper left-hand corner on every page throughout the website. Quick Tools gives users convenient access to this information without interrupting their shipping or mailing process.
- “Take Action”  
This feature eliminates the need to navigate from page to page to find *usps.com*’s popular shipping and shopping Web pages, such as Shipping a Package, Sending Mail, Managing their Mail and The Postal Store. With Take Action, located on every page of *usps.com*, customers are one click away from completing a transaction anytime and anywhere on the website.
- “about.usps.com”  
Corporate information, postal history, corporate structure, and news releases will be moved to a new website called *about.usps.com*.

The new *usps.com* will debut July 25.

1504 Pot Spring Road  
Lutherville, MD 21093-5908



**James C. Barlow, Jr.**, CMDSM, EMCM  
*President*

**MAIL SYSTEMS MANAGEMENT CONSULTANTS**  
*division of: Barlow & Associates*

Office: 410.321.8821  
Fax: 410.321.1056

Cell: 410.303.1322  
jamesbarlow@comcast.net

**CONSULTANTS FOR THE MAILING INDUSTRY**

**New website.  
New features.  
Same folks.**

**Check out everything we’ve got to make  
your job easier at [anne-tisdale.com/new](http://anne-tisdale.com/new)**



Printing? Mailing Lists? Inkjetting? Laser? Handwork? Design? Yes.

**Anne-Tisdale Direct is the single  
solution for whatever mails you.**

8987 YELLOW BRICK ROAD BALTIMORE, MD 21237 410-780-0086

  
**Anne-Tisdale  
Direct**  
[anne-tisdale.com](http://anne-tisdale.com)

# Art Litho DIRECT

We specialize in Data, Print, Direct Mail  
and Fulfillment Solutions to maximize  
your results and grow your business.

Web/Sheetfed Printing  
Database Management  
Data Analytics  
Data Cleansing  
List Acquisition  
Fulfillment

Address Resolution/Correction  
IMB and Mail Tracking  
PURLs and GURLs  
Co-Palletization  
Drop Shipping  
Commingling

1-800-933-3204 • [www.artlitho.com](http://www.artlitho.com)

# WE'VE BEEN FOCUSED ON HELPING INVESTORS SUCCEED SINCE 1937.

In a world of change, our commitment is steadfast.

No matter how much the market changes, T. Rowe Price stands committed to acting in the best interests of our clients. That's why our investment decisions are based on our own in-depth research, seeking to maximize returns without taking unnecessary risks. If you prefer a firm whose thoughtful investment management expertise has been helping investors reach their goals for over 70 years, consider T. Rowe Price.

troweprice.com | 1.888.214.0467



A Document Services Firm.

the single source for all your document and mail needs

We are dedicated to providing state-of-the-art services to efficiently and effectively produce and distribute your mail, while saving you money.

### CMS, a full-service document and mail firm, provides:

- Electronic data processing and NCOA<sup>Link</sup>
- Statement Rendering, Personalization
- Lettershop Services
- 1st Class Presort for Letters and Flats
- STD Mail Commingling and Drop Shipping
- Design, Print and Transpromo

Partner with CMS to maximize your business and add value to your bottom line.

Corporate Mailing Services • 1625 Knecht Avenue • Baltimore, MD 21227  
410.242.7356 • www.MailStreamSolutions.com

## Incredible Direct-From-The-Manufacturer Savings!

**FREE**  
7-Ring Binder  
Regularly \$ 9.95

**Lowest Price**  
**Business Checks**  
300 3-to-a-page  
**BUSINESS CHECKS**  
**ONLY \$ 19.95**

**Check Crafters**

**Stars & Stripes #C33**

Business Check Size is 8.25" x 3"

**CheckCrafters.com**

Checks are printed in color. To view our full line of products, visit [WWW.CHECKCRAFTERS.COM](http://WWW.CHECKCRAFTERS.COM).

**Special Offer from Check Crafters for First-time Customers!**

**3 Ways to Order!**

**To order by phone, call**  
Toll free: **1-888-404-5245**  
Se habla español.

**To order online:**  
[www.checkcrafters.com](http://www.checkcrafters.com)  
For first-time customer pricing, use OFFER CODE BG0024 during online checkout.

**To order by mail, enclose 4 items:**

- VOIDED CHECK** (or reorder form from current supply), with any changes indicated. No photocopies, please.
- DEPOSIT SLIP** (also from existing supply).
- PAYMENT CHECK** payable to CHECK CRAFTERS.
- COMPLETED ORDER FORM.**

Mail the above items to:

**CheckCrafters**  
P.O. Box 100  
Edgewood, MD 21040-0100

**EZShield™ Check Fraud Protection® for Business**  
add \$4.95 for each unit of checks you order \$

Shipping & Handling \$ 6.95

**OFFER CODE:** BG0024      **SUBTOTAL \$**

Sales Tax only for delivery to AR (75%) and MD (5%) \$

**Expires 12/31/09**      **TOTAL \$**

PLEASE NOTE: Unless you tell us otherwise, we will ship orders to the address we print on the checks. We reserve the right not to process incomplete orders. Allow 2-3 weeks for delivery. Call for signature delivery service details.

EZShield™ Check Fraud Protection Program® Business (Pat. Pend.): Guard your checks from unauthorized use of up to \$20,000 for only \$4.95 per unit of checks. Underwritten by Lloyd's of London. See Order Form. To learn more, visit [www.ezshield.org](http://www.ezshield.org).



## Full Service Imaging & Mailing Services.

Providing solutions and individual attention to each customer on every project keeping their best interest and success as our number one goal.

- |                   |            |               |                  |
|-------------------|------------|---------------|------------------|
| CASS Certify Data | Inserting  | Cutting       | Hand Work        |
| Laser Imaging     | Folding    | Live Stamping | Matched Mailings |
| Offset Printing   | Inkjetting | Tabbing       | Secure Facility  |
| Data Processing   | Collating  | Metering      |                  |

410-646-2901 • Fax: 410-646-2902  
[www.alliancemailing.com](http://www.alliancemailing.com)

## Keary Advertising Company, Inc.

keary advertising

[www.keary.com](http://www.keary.com)

### Mailing List Aquisition

- Data Processing
- Printing • Copying • Ink Jetting
- Tabbing • Bar Coding
- Personalized Laser Letters
- Folding • Inserting
- Meter Or Stamp Application
- Package Assembly
- Fulfillment/Warehouseing

Toll Free **1-800-428-5429**

**Fax: 410-284-8418**

Complete Direct Mail Advertising Service since 1950

## More photos from the 2011 Crab Feast



Guests had a great time on the water taxi, with a tour of some of the most interesting houses and businesses along the shore.

Guests line up for generous helpings of delicious crabs



Plenty of shade for those wanting a break from the sun.



The final event of the day was the popular door prize giveaway hosted by Judy Antisdell and Bill Sell.

**We see you  
in our future**

MAILING & FULFILLMENT • PROMOTIONAL ITEMS  
BANNERS & POSTERS • GRAPHIC DESIGN  
LIST SOURCING • COPY WRITING • EMAIL BLASTS  
MULTI-MEDIA • WEB DESIGN • PRINTING

**Uptown Press Inc.**  
your graphic communications partner

800-896-8023 [www.uptownpress.com](http://www.uptownpress.com)

# Baltimore PCC 2011 Mailer's Education Seminar and Business Expo

by Jim Barlow  
Mail Systems Management Consultants,  
BPCC Education Committee Chairperson

Guess who came to the 2011 Mailer's Education Seminar and Business Expo, the new PMG Patrick Donahoe. We had requested the new PMG to be our keynote speaker back in December, but as his new responsibilities increased it looked doubtful that he could make it. We kept asking and he was able to clear his schedule to attend, and notified us two weeks before our annual event on March 24<sup>th</sup> at The University of Baltimore Thumel Business Center. The PMG certainly realized that this is the best one-day US Postal education event in the area, and that the area's leading mailers would be in attendance. This was perhaps the first Postal function that PMG Donahoe had to spread his message to the mailing public that would later be heard at the National Postal Forum early May in San Diego. The message was clear: the USPS will stay focused on perfecting the Postal Service's core function of delivering the mail, while making it easier for mailers to do business with the agency. He also introduced the new direct mail program, Every Door Direct Mail (EDDM), before it went public. This program enables small business owners to produce direct mail pieces and enter them directly into their local Post Office for saturation mailing to advertise their products and services. The PMG spoke further about cost cutting efforts and the desire to go to a five-day delivery to reduce operating costs. Having PMG Donahoe as our keynote speaker was a real treat for us, and it gave this seminar and expo a sense of excitement.

Our new Postmaster of Baltimore, John Budzynski, was here to greet the attendees, introduce the PMG Patrick Donahoe and kick off the event. John also contributed to the closing session providing the latest personnel and service changes and improvements in the Baltimore District.

Our Education sessions were "topnotch" again this year and well-attended. We had our standard, much sought-after sessions, five new sessions and the April 17<sup>th</sup> USPS Rate changes presented by our local industry leaders and USPS managers.

We were thankful for the contribution and support of our many vendor sponsors who presented the latest and greatest mail-related equipment, products and services: Shannon Business Systems, Whitaker Brothers, Anne-Tisdale Direct, DHL Global Mail, Corporate Mailing Services (CMS), MCS, Inc., NEI, Inc. and as always, our USPS Business Service Network Operations Baltimore District.

In celebration of the Baltimore PCC's 50th anniversary of education and service to the mailing community, we had special prize drawings that were very popular. We also had a special drawing for "Please Help Support Our Troops" donation drive. The donation drive was a big success providing much needed items that were mailed to our troops overseas. Thank you Bonnie Cassidy, Keary Advertising, and everyone that helped make it such a success.

As always, the Education Seminar and Business Expo was a great educational opportunity to learn what's needed to keep up in this dynamic mailing

industry, see what our exhibiting mailing industry partners have to offer and to catch up with friends in the industry over a tasty breakfast and great hot lunch. What could be better than that?

The Education Committee strives to provide educational opportunities for the Baltimore PCC members in partnership with the U. S. Postal Service. The BPCC Education Committee facilitates the exchange of ideas about new and existing Postal Services' products, programs, services and regulations that affect all businesses that use the mail. The success of this education event required the teamwork of many people behind the scenes. A special thanks to the Education Committee members, the BPCC Board members and the support of the USPS Baltimore District that all made this event possible.

Please check our website [www.baltimorepcc.com](http://www.baltimorepcc.com) for the Education Seminar session presentations and for future events including the next Mailer's Education Seminar in the Spring of 2012. Please let us know if you have any comments about this education event or suggestions about possible future Education Seminar sessions or events for our planning process. You can reach me at [jamesbarlow@comcast.net](mailto:jamesbarlow@comcast.net) or call 410-321-8821.



District Manager William L. Ridenour, Postmaster General Patrick Donahoe, Postmaster John Budzynski, and PCC Education Chairman James Barlow



Baltimore PCC  
Box 1010  
Baltimore, MD 21203

PRSR STD  
POSTAGE & FEES PAID  
USPS  
PERMIT NO. G-10

## Baltimore Postal Customer Council EXECUTIVE BOARD OFFICERS CY 2011

### INDUSTRY CHAIRMAN

Lisa Kline  
*Ivy Envelope*

### POSTAL CHAIRMAN

John Budzynski  
*Postmaster, USPS Baltimore*

### VICE-CHAIRMAN/SECRETARY

Dana McCormick  
*Wells Fargo Mortgage*

### TREASURER

Bill Sell  
*T. Rowe Price Assoc., Inc.*

### EXECUTIVE COMMITTEE

Judith Antisdell  
*Anne-Tisdale & Assoc., Inc.*

Barbara Braxton-Morgan  
*Marketing Mgr., USPS*

Jack Weber  
*Uptown Press*

Chester Wortham  
*Johns Hopkins Hospital*

John Fetcho  
*CAC Direct Marketing Services*

Greg Incontro  
*Senior Plant Mgr., P&D Center*

Jim Barlow  
*Mail Systems Management*

Melody Davis-Finazzo  
*Customer Relations Coordinator,  
USPS*

Robert Tiefenwerth  
*United Way of Central Maryland*

William L. Ridenour  
*District Manager, USPS Baltimore*

Jennifer Hoyer  
*Pitney Bowes Presort Services*

Julian Kasten  
*Corporate Mailing Services*

Tina Dickens  
*Centers for Medicare and Medicaid*

Kurt Hoffman  
*Harte-Hanks, Inc.*