



2015
Vol. 25 No. 1

April 16, 2015

MPCC Workshop

Location and Topics TBD

May 17-20, 2015

National Postal Forum

Anaheim Convention Center –
Anaheim CA
www.npf.org

June 5, 2015

**Annual Milwaukee PCC
Golf Outing**

Western Lakes Golf Club,
Pewaukee WI

www.MilwaukeePCC.com

July 23, 2015

Social Event

Location and Details TBD

Get on Our Email List!

If you're not already on our email list, you should be! It's just one more way the Milwaukee PCC updates members about new and existing Postal Service products, programs, services and changes that impact your business.

To get on our email list, simply send an email to myppcc@milwaukeekeepcc.com and ask to be added.



A Publication of the Milwaukee Postal Customer Council

NOTES

www.national.pcc.usps.gov • www.milwaukeekeepcc.com

Twice Award Winning "Best PCC Newsletter - 1997 and 2000"

Proposed 2015 Postal Promotions

All promotions and dates are tentative and subject to PRC approval

Earned Value Promotion

Registration Period: March 15 – April 30, 2015

Promotion Period: May 1 - July 31, 2015

The goal is to slow the decline of First-Class Mail (BRM and CRM) pieces through a postage credit for each returned mail piece. Encourages year over year growth. In 2014, the total credit was applied to the mailer's Permit account at the end of the promotion.

Emerging and Advanced Technology Promotion

Registration Period: March 15 - October 31, 2015

Promotion Period: May 1 - October 31, 2015

Encourage the use of "enhanced" augmented reality or standard NFC technology in mailing campaigns to integrate direct mail with mobile technology.

Color Transpromo Promotion

Registration Period: April 15 - November 30, 2015

Promotion Period: June 1 - November 30, 2015

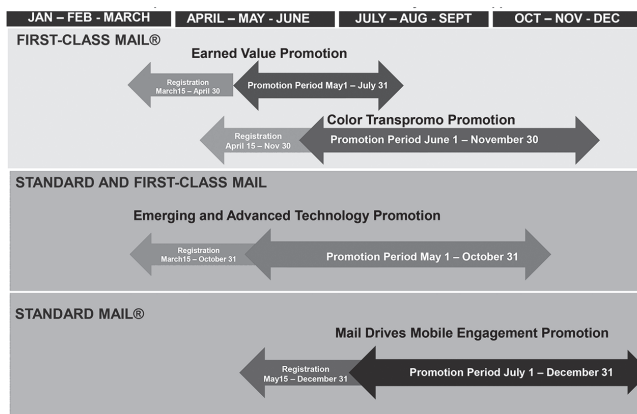
Continue to grow the value of First-Class Mail and encourage mailers to invest in color print technology for bills/statements. In 2014, the promotion provided an upfront postage discount to mailers who used dynamic/variable color print on transactional mail that is required to be mailed as First-Class Mail.

Mail Drives Mobile Engagement Promotion

Registration Period: May 15 - December 31, 2015

Promotion Period: July 1 - December 31, 2015

Demonstrate how direct mail, combined with mobile technology, can combine to facilitate purchasing from a mail piece using a mobile device. In 2014, an upfront postage discount was available on eligible mailpieces that included a mobile barcode or print/mobile technology that could be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website.



If you would like to unsubscribe from receiving this printed newsletter, or would prefer to receive a digital copy only, please send an email with your request to myppcc@milwaukeekeepcc.com.

Mailer Scorecard - Full Service Verifications

Verifications are performed on the information contained in the electronic documentation submitted with Full-Service mailings. Although results of this verification process are aggregated over a one calendar month period and measured against established thresholds, the results are refreshed on the Mailer Scorecard on a daily basis to provide current mail quality trend information as mailings are verified throughout the month.

The following error types and corresponding Full Service thresholds have been identified as being postage assessment eligible in July 2015. The thresholds and a definition of each error are included in the table below.

Error Type	Mailer Scorecard Error	Threshold	What is it?
Valid MID	MID Container	2%	Is the Mailer ID in the Intelligent Mail container barcode valid and registered with the Postal Service?
	MID Handling Unit	2%	Is the Mailer ID in the Intelligent Mail tray barcode valid and registered with the Postal Service?
	MID Piece	2%	Is the Mailer ID in the Intelligent Mail barcode valid and registered with the Postal Service?
Valid STID	STID	2%	Is the Service Type ID in the Intelligent Mail barcode valid and correct for the class and service level of the mailpiece?
By/For	By/For	5%*	Are the mail owner and mail preparer identified and accurate in the eDoc?
Unique Barcode	Barcode Uniqueness Container	2%	Is the Intelligent Mail container barcode unique across all mailings from all mailers over the previous 45 days?
	Barcode Uniqueness Handling Unit	2%	Is the Intelligent Mail tray barcode unique across all mailings from all mailers over the previous 45 days?
	Barcode Uniqueness Piece	2%	Is the Intelligent Mail barcode unique across all mailings from all mailers over the previous 45 days? Note: The MID, Serial Number, and Mail Class from the STID define a unique IMb. If the same MID and Serial Number are used on two mailpieces with two different STIDs that indicate the same class of mail (for example First-Class STIDs 314 and 320), those pieces will be flagged as non-unique.
Entry Facility	Entry Facility Container	2%	Is the entry facility of the container a valid Postal Service location?
	Entry Facility Handling Unit	2%	Is the entry facility of the handling unit not associated with a container linked to a valid Postal Service location?
Unlinked Copal	Unlinked Copal (Previously OCI)	5%	Was a tray/virtual sack marked for copalletization at origin but no electronic documentation submitted with the tray/virtual sack on a pallet? This was previously called an OCI error.

* A custom by/for threshold may be set for a mailer who accepts more than 5% of volume from small mailers presenting less than 5,000 pieces per day.

Congratulations!

We would like to congratulate the winner of our giveaway at the last Milwaukee PCC Workshop. John Schnapp of HM Graphics, Inc. won a free registration to the 2015 National Postal Forum - Congratulations John! Our last workshop covered "Understanding and Accessing the Mailer Scorecard". Stay tuned to our newsletter and communications for upcoming workshops and giveaways!



May 17-20, 2015 • Anaheim Convention Center, California

Thank You 2014 MPCC Contributors!

The Milwaukee Postal Customer Council would like to take a moment to thank all of the organizations that participated as contributing members in 2014. Through their financial support and donated services, the MPCC was able to provide quality educational events and resources throughout the year.

*AB Data

ALG Worldwide Logistics

*A.M. Mailing Services, LLC

American Business Technologies, Inc.

Bank Mutual

Circular Marketing Inc.

Competitive Mailing Solutions

Herbert Kohl Charities, Inc.

*International Delivery Solutions

Midwest Auto Club LLC

Modine Manufacturing Company

North American Marketing Solutions

NTVB Custom Media, LLC

*OSG Statement Services

*Quad/Graphics

*RR Donnelley

*Times Printing Inc.

*United Mailing Services Inc.

Unity Ev. Lutheran Church

*Western States Envelope & Label

** Denotes company representative is a Milwaukee PCC board member.*

Save the Date!



23rd Annual Milwaukee PCC Golf Outing

Friday, June 5th 2015

7:30 A.M. Shotgun Start

Western Lakes Golf Club - W287 N1963 Oakton Road, Pewaukee, WI 53072

Join friends and colleagues of the Milwaukee Postal Customer Council for our 23rd Annual Golf Outing at the beautiful Western Lakes Golf Club located just west of Pewaukee Lake.



Don't Miss Out on the Sponsorship Opportunities!

Hole Sponsor - \$150: Your company signage displayed at one of the 18 holes.

Donate Raffle Prizes: Your donated raffle prizes will help make the event a great success.

To donate raffle prizes or become a hole sponsor, please contact Dale Morrell at (262) 432-7564 or at dmorrell@unitedmailingservices.com.

Look At What This Golf Package Includes!

Golf Package: Golf package includes green fees and cart, full use of driving range and practice facility before the outing, continental breakfast, lunch buffet and beverages, raffle prizes and awards!

Cost: \$85.00 per player (\$20.00 for lunch only)

Registration details will be available closer to the event.



PO BOX 1761
MILWAUKEE, WI 53201-1761

First Class Mail
Postage and Fees
PAID
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Permit No G-10

RETURN SERVICE REQUESTED

Thank You



The Milwaukee Postal Customer Council thanks AB Data for the printing and mailing services for the MPCC newsletter, First Class Notes.

Postal Service Files Market Dominant Price Change

Proposes an Additional \$0.9 Billion in Annualized Contributions

WASHINGTON - On January 15, the Postal Service filed with the Postal Regulatory Commission (PRC) a Market Dominant price change based on a Consumer Price Index (CPI) cap authority of 1.966%.

The Postal Service believes strongly in the value of mail and maintaining relevance for today's customers, offering reasonable pricing, workshare incentives, and meeting its obligation to the American public to strengthen its financial condition.

All of the proposed price changes are based on CPI prices plus the Exigent Surcharge approved by the PRC in Docket Nos. R2013-10 and R2013-11.

Using the CPI, we estimate that this price change will generate an additional \$0.9 billion in contribution on an annualized basis. If the PRC approves the filing, the proposed April 26 implementation of the prices will improve the FY 2015 financial outlook by \$0.4 billion in contribution.

The key elements of the CPI case include the following:

- Above average price increases to address PRC concerns about underwater products
- Special Services simplification to reduce redundancy and improve customer ease of use
- Introduction of a separate Flats Sequencing System (FSS) pricing structure for Standard Mail and Periodicals
- Introduction of Carrier Route bundle and container pricing for non-FSS flats for Standard Mail and Periodicals
- Include four promotions (Earned Value Reply Mail, Color Transpromo, Emerging Technologies, Mail Drives Mobile)

Various industry webinars will be scheduled to offer depth and insight into the proposed changes.

In November, the Postal Service filed for the transfer of First-Class Mail Parcels to a competitive product and the elimination of Return Receipt for Merchandise as a special service. These matters are still pending with the PRC. For the purpose of this filing we are assuming that these products will remain in the Market Dominant category.