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From Gregory W. Johnson, District Manager, Chicago, IL

PCC Partnership Is A Joint Success

While the hectic holiday season of providing mail service has concluded with the New Year, the Postal Service is still processing the numbers. They are impressive by any measure.

USPS surpassed its projections of delivering 750 million packages during the holiday peak season (November 25 through December 31), according to new data. And on Dec. 19, one of the season's busiest days, the Postal Service delivered more than 34 million packages.

Here are some other eye-opening peak season numbers:

- Employees across the nation spent 1.1 million hours on city streets delivering mail and parcels Dec. 19.
- Throughout peak season, employees drove more than 200 million miles - the equivalent of driving around the world 8,000 times.
- Holiday retail sales during November and December increased 4 percent over 2015 to \$658.3 billion. The total includes \$122.9 billion in online and other non-store sales, which were up 12.6 percent over the year before.

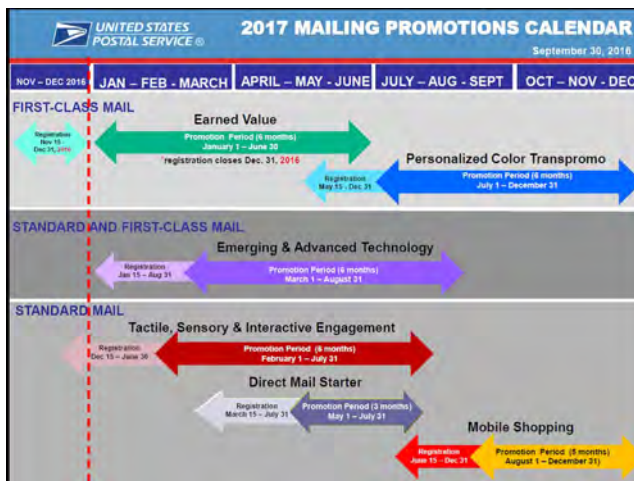
It all adds up to a record breaking holiday season. These accomplishments paint a picture of a partnership as evidenced by the PCC. Helping our business customers to succeed is a foundation of our success. It's a win, win, partnership. That's why I am excited about the upcoming National PCC Boot Camp on April 12, 2017.

Together, we will learn from postal and industry experts important strategies, tactics, and best practices in building and maintaining a vibrant PCC team. Please come! It's an ideal opportunity to learn something new and also a way for you to share your expertise to those who need help.

We can all agree that there is always more work to do. Attending the PCC Boot Camp is a way to share the burden and celebrate our success. I look forward to seeing you there.

2017 Mailing Promotions

The U.S. Postal Service® introduces the 2017 Promotions Calendar. It is designed to encourage mailers to try new ways to integrate mail with digital as part of a multi-channel marketing mix. The 2017 promotions strive to help marketers engage their customers by using dynamic color print, mobile technology and new innovations in traditional mail techniques. The promotions are designed to create excitement about mail by encouraging interesting techniques while building the bridge between physical mail and digital experiences. These tools can help increase customer engagement and response rates, which help drive the overall value of mail. The 2017 promotions provide mailers with multiple opportunities to participate. For more details contact your Manager, Business Mail Entry.



2017 Price Change Information: USPS Marketing Mail

On January 22, 2017, Standard Mail underwent a name change and was rebranded as USPS Marketing Mail. This name change is *being implemented in a phased transition period* to allow both hardware and software changes to be implemented successfully. Below is key information on this phased implementation and the use of USPS Marketing Mail.

Internal USPS Documents

The Domestic Mail Manual, Postage Statements, and other USPS documents have been updated to reflect the name change.

Indicia and/or Postage Markings

The new indicia and/or postage markings should not be used for letter or flat mail until January 2018 at the earliest.

Tray Label and Pallet Markings

Tray label and pallet markings will be deferred until mid-2017 at the earliest.

- USPS has updated tray label Content Identifier Numbers (CINs) to reflect the name change.
- Mailers are not required to use these updated CINs at this time

If you have any questions, contact your District Business Mail Entry Office.

CPCC Calendar of Events

March 29-30, 2017
Mail Piece Design Workshop
James Dillard Room
Cardiss Collins Facility
433 W. Harrison Street
Chicago, IL
Fee: \$25 (lunch included)
Register @
www.chicagopcc.com

April 12, 2017
PCC Boot Camp
Carol Stream P&DC
500 E. Fullerton Ave.
Carol Stream, IL

May 21-24, 2017
National Postal Forum
Baltimore Convention Center
Baltimore, MD
www.npf.org/

August 16, 2017
Annual CPCC Golf Outing
Carriage Green C.C.
Darien, IL

August 17, 2017
Great Lakes Area
Focus Group Meeting
Carol Stream P&DC
Carol Stream, IL

September 25-29, 2017
National PCC Week
Medinah Shrine Center
Addison, IL

For additional information
and updates visit
the CPCC website at:
www.chicagopcc.com



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