



# GREATER MADISON AREA POSTAL CUSTOMER COUNCIL

Spring 2024

## 2024 CALENDAR OF EVENTS

- May 12: Mother's Day – *Send a Card!*
- May 27: Memorial Day – *No Mail Delivery*
- June 16: Father's Day – *Send a Card!*
- July 04: Independence Day – *No Mail Delivery*



## GREATER MADISON AREA PCC

- 2016–2023 PCC Platinum Award
- 2012–2023 PCC Gold Award
- 2022 Small Market PCC of the Year
- 2019 Small Market PCC of the Year
- 2011 PCC Silver Award
- 2010 PCC Bronze Award

# USPS PRICE INCREASE - JULY 2024 | WHAT YOU NEED TO KNOW

### IMPORTANT DATES:

On April 9th, the United States Postal Service filed with the Postal Regulatory Commission (PRC) RM-2024-2 to increase postage for their Market Dominant products for the second time this year. The increase is proposed to take effect on **Sunday, July 14, 2024**.

Comments may be submitted to the PRC from now until May 9th. The full filing can be found on the Postal Regulatory website. <https://prc.arkcase.com/portal/docket-search/daily-listings/filing-details/128429>

The PRC has until May 31st to consider comments, review the filing for compliance, and approve or remand the filing to meet a July 14th implementation date.

**NOTE: All rates are considered 'proposed' until the PRC approves the filing.**

See the proposed price change by MAIL CLASS below:

Price Change Percentages	
CLASS	%CHANGE
First-Class Mail	7.755
USPS Marketing Mail	7.755
Periodicals	9.754
Package Services	7.755
Special Services	7.755

\*These are averages. each mailing profile is different so you may see a lower or higher increase within your mailings.

### PROJECTED IMPACT:

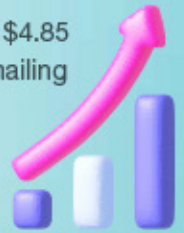
The proposed rate increases, if approved, would raise mailing services product prices approximately 7.8% on average across all classes.

### HIGHLIGHTS INCLUDE:

PRODUCT	CURRENT PRICES	PLANNED PRICES
Letters (1 oz.)	68¢	73¢
Letters (metered 1 oz.)	64¢	69¢
Domestic Postcards	53¢	56¢

### OTHER IMPACTS:

- The additional-ounce price for single-piece letters increases from 24¢ to 28¢
- Domestic Extra Services:
  - Certified Mail increases from \$4.40 to \$4.85
  - Return Receipt requested at time of mailing
    - Retail from \$3.65 to \$4.10
    - Electronic from \$2.32 to \$2.62



## SAVE THE DATES!

MAY

16

JULY

11

AUG

1

SEPT

26

**Thursday, May 16, 2024:** GMAPCC Industry Insights Educational Event

**Thursday, July 11, 2024:** GMAPCC Industry Insights Educational Event

**Thursday, August 1, 2024:** GMAPCC 12th Annual Golf Scramble @ the Bridges Golf Course in Madison

**Thursday, September 26, 2024:** GMAPCC PCC Day Event

Watch for updates for all GMAPCC events at [madisonpcc.com](https://madisonpcc.com)

# BOARD OF DIRECTORS



**Diana Nygaard (Postal Co-Chair)**  
USPS Postmaster Madison  
608-246-1329  
Diana.nygaard@usps.gov

**Eric Buzza (Postal Vice-Chair)**  
USPS  
616-572-0917  
Eric.j.buzza@usps.gov



**Crystal May (Industry Co-Chair)**  
Postal Source  
563-581-0822  
CMay@postalsource.com



**Todd Kintopf (Treasurer)**  
Royle Printing  
608-834-3602  
tkintopf@royle.com



**Tom Diring (Secretary)**  
United Mailing Services Inc  
608-237-3180  
tdiring@unitedmailingservices.com



**Rob Hanks**  
Suttle-Straus, Inc.  
608-849-1000  
rob.hanks@suttle-straus.com



**Chad Hojnacki**  
American Family Insurance  
608-242-4100, ext. 31535  
chojnacki@amfam.com



**Kara Hildebrandt**  
Pitney Bowes, Inc  
608-692-1336  
kara.hildebrandt@pb.com

**Nathan Stevens**  
Pitney Bowes, Inc  
608-405-9451  
nathan.stevens@pb.com



**John Klingelhoets**  
Robot Ink Marketing  
608-332-1331  
john@robotinkmarketing.com



**Kristina Peer**  
Thysse Printing  
608-249-6951  
kpeer@thysse.com



**Jeff Braaksma**  
GMAPCC Postal  
Administrator  
608-246-1356  
Jeffery.I.Braaksma@usps.gov

## PLATINUM SPONSOR SPOTLIGHT



**Nelnet** (NYSE: NNI) is a diversified and innovative company focused on offering educational services, technology solutions, telecommunications, and asset management. Nelnet helps students and families plan and pay for their education and makes the administrative processes for schools more efficient with student loan servicing, tuition payment processing, and school administration software. Through its investment in ALLO Communications, Nelnet offers fiber optic services directly to homes and businesses for ultra-fast internet and superior telephone and television services. The company also makes investments in real estate and early-stage and emerging growth companies. For more information, visit [NelnetInc.com](http://NelnetInc.com).

# FORE!

## SPRING IS HERE AND REGISTRATION IS OPEN FOR THE 12TH ANNUAL GMAPCC GOLF SCRAMBLE



Now's the time to get registered for the GMAPCC's most popular event! This year's Golf Scramble is once again at The Bridges Golf Course in Madison and will be held on Thursday, March 1st. The price is \$125 which includes a goodie bag at check-in, a hot breakfast buffet before golf, 18 holes of challenging golf with a cart, hole contests with prizes throughout the course, a tailgate style lunch after golf, AND every golfer will receive a door prize during the lunch/awards ceremony. Singles, pairs, and foursomes all welcome. Not a golfer? You can still participate by renting a cart to follow your favorite golfers around the course and then join us for lunch in the clubhouse. The golf scramble is fun for all golfers at every skill level. Don't miss out! Register at the GMAPCC website at [Madisonpcc.com](http://Madisonpcc.com) or use the QR code.



Would your company like to sponsor a hole, or provide goodie bag swag, or contribute to the door prizes? All GMAPCC sponsor companies and everyone who contributes door prizes will receive recognition at the golf scramble. Contact GMAPCC "Golf Czar" Tom Diring for information about contributing prizes or sponsoring a hole. Ph: 608-237-3180 or Email: [tdiring@unitedmailingservices.com](mailto:tdiring@unitedmailingservices.com).

## GMAPCC CONTACT INFO

"Is there something you would like to see included in a future GMAPCC newsletters?"  
Contact Jeff Braaksma at 608-246-1356 | [jeffery.i.braaksma@usps.gov](mailto:jeffery.i.braaksma@usps.gov) or another GMAPCC Board member.



# THE GMAPCC SPRING MEMBERSHIP/SPONSORSHIP DRIVE IS UNDERWAY, SHOULD YOU JOIN THE GMAPCC? **THE ANSWER IS "YES"!**

## PLATINUM SPONSORS



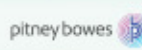
The GMAPCC is a very active and successful PCC where members share best practices and other crucial information to help their businesses thrive. The GMAPCC was recognized nationally as Small-market PCC of the Year in 2019 & 2022 because of you, our members! By becoming a GMAPCC member/sponsor your company will have an inside track to all things postal. Our members enjoy regular educational webinars from both Industry and USPS experts as well as fun events like our Annual Golf Scramble. Our members receive regular emails about new postal products and initiatives as well as announcements of educational events sponsored by USPS Headquarters. Anyone can join a PCC for free and we encourage you to visit our website at [madisonpcc.com](http://madisonpcc.com) to sign up! Many companies recognize the value of a strong PCC and choose to join as paying corporate sponsors. These sponsorship dollars help us to provide quality educational events and many other GMAPCC activities like producing this Newsletter! Information about individual memberships and various corporate sponsorship levels is also available on the GMAPCC website.

We truly appreciate our sponsors and say "thank you" by displaying their company logos on banners at all our events, and by prominently displaying logos on our website homepage and in this quarterly newsletter!

Please consider joining the GMAPCC during our Spring Membership Drive and see what you've been missing!



## GOLD SPONSORS



## WHY JOIN THE GMAPCC?

A Testimonial by John Klingelhoets: GMAPCC Board Member and owner of Robot Ink Marketing

I started Robot Ink Marketing back in 2020 to provide handwritten direct mail services to real estate investors throughout the country. As our business grew, I found myself spending more and more time at the local post office purchasing stamps.

As the years went on, I became pretty friendly with the staff down at the Post Office and they introduced me to the Postal Customer Council (PCC). Apparently, buying tens of thousands of stamps every year categorized me as a good fit for the council!

At first glance, I wasn't super keen on joining. Frankly, as an entrepreneur, I found it hard to justify adding just one more thing to my plate. But after some convincing from my Post Office friends, I officially joined up, and my business hasn't been the same since. Here are just 5 ways that joining the PCC has helped Robot Ink Marketing:



- 1 Learning about Customer Support:** Joining the PCC essentially made me an insider at the Post Office & I immediately noticed a difference in my ability to get questions answered & issue resolved.
- 2 Early Access to learning about New Services and changes:** Despite what folks may think, the post office is super innovative, and they're constantly releasing new products & making changes to services that can benefit small businesses. Being on the PCC gave me early access to services like Ground Advantage, the Post Office's new UPS / FedEx competitor.
- 3 Access to Vendors:** After meeting with several other PCC members, I was able to completely overhaul the equipment we use at Robot Ink Marketing. The new equipment sourced from fellow PCC members dramatically reduced mail processing time & helped increase our "equipment uptime."
- 4 Networking with the "Big Guys":** We're a small, but rapidly growing mail shop. So having access to some of the largest direct mail players in the industry has absolutely accelerated our growth. Many of my fellow PCC members are certainly heavy hitters in this space & it's been awesome to learn from them.
- 5 National Exposure via Events:** In 2023 we were invited to the National Postal Forum Event where we received the Innovation & Growth Award alongside companies like Sofi and HelloFresh. This was an incredible honor and it drove lots of new opportunities for our business.

## GMAPCC Annual Meeting, Breakfast, and Awards Ceremony a Success!

The GMAPCC's Annual Meeting was held on February 8, 2024 at Olbrich Botanical Gardens in Madison. Approximately 55 people attended and enjoyed a hot breakfast buffet with all the trimmings along with some great networking opportunities with USPS leadership and others in the mailing/printing/shipping industry. An award was presented to Federal student loan servicer - Nelnet for Industry of the Year; and to Danelle Clark of American Family Insurance for Industry Person of the Year; and to Casey Dahler, USPS Rural Carrier - Madison Westside Station for Postal person of the Year. Following the awards there were two informative presentations by Tracy Mael from Domtar Paper, and by Kevin Goss of Postal source. Following the morning meeting attendees were invited to visit the tropical Bolz Conservatory to see the annual Orchid Escape exhibit. Olbrich Gardens is a wonderful facility and has already been reserved for this event in 2024. Thank you to all who attended!



DELIVERING FOR AMERICA  
JUNE 2-5, 2024, INDIANAPOLIS

**NPF is Coming to Indianapolis on June 2 - 5, 2024**  
**"Connecting at the Crossroads"**

Here is your chance to optimize your company's mailing and shipping operations while forming meaningful and impactful industry connections. Each year at the NPF, over 100 USPS representatives and industry experts come together to show industry professionals and business owners how to improve their mailing and shipping operations and increase profits. NPF offers engaging educational programs that showcase innovative uses of mailing and shipping. Attendees can choose from a variety of dynamic sessions that are arranged into educational tracks based on professional interest. There are also many great receptions where you can network with USPS and industry persons from around the country. If you have never attended the NPF you are missing out! Contact Jeff Braaksma to see what special discounts that are available through the GMAPCC! NPF details can be found at [npf.org](http://npf.org).





**GREATER MADISON AREA  
POSTAL CUSTOMER COUNCIL**

PO Box 14285  
Madison WI 53708-0285



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



*Hello Spring!*

## PCC VOICE



The Greater Madison Area PCC invites you to join the LinkedIn group dedicated to PCC members, **PCC Voice**.

*Connect with other members plus share ideas and best practices!*

If you do not have a LinkedIn account, please use **Step 1**.  
If you currently have an active LinkedIn account, start with **Step 2**.

**Step 1:** Sign up for a LinkedIn account:  
<https://www.linkedin.com/signup>

**Step 2:** Use this link to join the group:  
<https://www.linkedin.com/groups>

