



GREATER MADISON AREA POSTAL CUSTOMER COUNCIL

Fall 2024

GREATER MADISON AREA PCC

- 2024 PCC Communication Program Excellence Bronze Award
- 2016—2024 PCC Platinum Award
- 2012—2024 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

CALENDAR OF EVENTS

- November 11, 2024 Veterans Day - No Mail Delivery
- November 28, 2024 Thanksgiving Day - No Mail Delivery
- December 25, 2024 Christmas Day - No Mail Delivery
- January 1, 2025 New Year's Day - No Mail Delivery
- February 13, 2025 Annual Meeting

2024 PCC DAY

Thursday, September 26th, 2024 was the Greater Madison Area Postal Customer Council's (GMAPCC) National PCC Day meeting, hosted by American Family Insurance in Madison, WI. Big thanks goes out to American Family Insurance for hosting and our event sponsors: Postal Source and Robot Ink Marketing. Numerous guest speakers and networking opportunities were provided to attendees from across the State.

After time for networking, we were greeted with a warm welcome by the Postal and Industry Co-Chairs of the GMAPCC Executive Board, Diana Nygaard (Postal Co-chair) and Crystal May (Industry Co-chair). We also received a welcome from the USPS Central Area Manager. They then introduced the USPS Guest Speaker for the event, Gary Reblin, VP Applied Engineering. Gary's hour-long presentation covered topics such as logistical advances, equipment upgrades through the years, and improvements to technology and automation over the past years that he has been employed by the United States Postal Service.

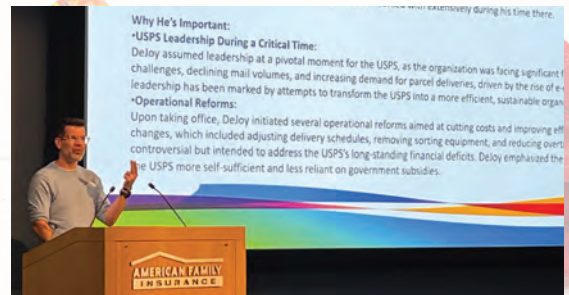
Lori Swetlin, from Gray Hair Software Solutions, presented next, on the topic of Informed Delivery. Lori went into detail about how to use Informed Delivery campaigns to maximize the potential of the mailing. She also covered the most recent statistics from USPS on how well the Informed Delivery platform has been working for mailers.

Following Lori, Kevin Goss, VP of Postal Affairs at Postal Source, gave his presentation on "The 7 Wonders of the USPS." This presentation covered IM barcodes, Informed Delivery, and a variety of other products and services that USPS provides to mailers and mail service providers.

The final presentation of the day was from Joe Cullen of United Mailing Services. His presentation was a step-by-step guide on how to look at reports from the Mailer's Scorecard. Joe dove into details about how to navigate the Mailer's Scorecard website and reports tools. He also explained how these reports were being used to maintain Full Service discounts and Seamless Acceptance status for his company.

Overall, the event was a great success, with a good mix of attendees. The day was closed out with some Door Prizes that were donated by sponsors and closing remarks were made by Crystal May, Industry Co-chair.

Please check out our website at <https://www.madisonpcc.com> for details on future events!



Kevin Goss from Postal Source

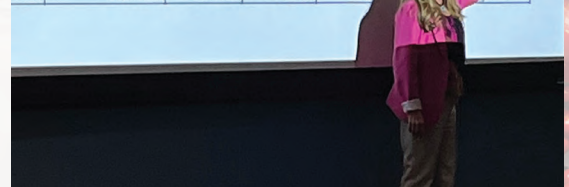


USPS's VP Applied Engineering, Gary Reblin with Diana Nygaard, Postmaster in Madison



Joe Cullen from United Mailing Services

Stage	0.03	0.01	0.01	per month	of potential savings
0.593	\$59,300	\$1,779	\$593	\$593	\$7,965
0.593	\$593,000	\$17,790	\$5,930	\$5,930	\$177,900
0.593	\$2,965,000	\$88,950	\$29,650	\$29,650	\$889,500
0.593	\$5,930,000	\$177,900	\$59,300	\$59,300	\$1,779,000



Lori Swetlin from Gray Hair Software Solutions

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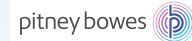


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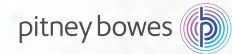
“THANK YOU” to our GMAPCC SPONSORS

No endorsement is either given or implied by these sponsor acknowledgements.

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“USPS announces no price changes for January 2025. A recommendation by Postmaster General Louis DeJoy NOT to raise prices in January 2025 for market-dominant products — including First-Class Mail — has been approved by the Postal Service governors.”

GMAPCC CONTACT INFO

“Is there something you would like to see included in a future GMAPCC newsletters?”
Contact Kristina Peer or another GMAPCC Board member. (Contact info under “Board of Directors”)





MARK FALLON presented at the **GMAPCC Industry Insights**

On July 11th, 2024, the Greater Madison Area Postal Customer Council welcomed Mark Fallon, of The Berkshire Company, to the area to give his current presentation, "What's Going On?" This was part of our Industry Insights series, highlighting hot topics happening in the mailing industry.

Mark is the founder of The Berkshire Company, a mailing and printing consultation company based in Massachusetts. He has been involved with the mailing industry most of his career and has a background in setting up mailers for success.

Hosted in the Suttle-Straus Training Room, the presentation covered current hot topics in the Mailing industry. These topics included price changes and the trends driving them, logistics updates, and information on the new 2025 Incentives and Promotions from USPS. The crowd consisted of members of both Postal and the Industry, with the primary audience being Mail Service Providers.

Mark was an engaging and dynamic speaker and even offered up free goodies to the members in physical attendance.



THE GMAPCC 12TH ANNUAL GOLF SCRAMBLE

For our 12th GMAPCC Summer Scramble Golf Outing, we again held the event at the Bridges Golf Course in Madison. This was our biggest year! 18 foursomes plus 12 ride-alongs! Registration began at 7:00am with coffee and a buffet breakfast. Then our day of fun began promptly at 8:15am!

This event is designed to give you not only some time for recreation, but also time to network and meet members of the USPS. There were a variety of contests out on the course, door prizes and a goodie bag at the start of the event for each golfer. There was also a Door Prize for every golfer following the final hole and a buffet lunch to enjoy some networking afterwards.

Volunteers were essential to making the event a success; thank you all! Big thanks to Bob Sheehan for lending his photographic prowess at the event again this year. Also, thanks to those who helped with the following: Registration: Chad and Val (AMFAM) and Kara (Pitney Presort) 19th hole contest: Krissi and Nancy (Thysse)

Whether you joined us in August this year or not, don't forget to Save the Date for next year's event on **August 7th, 2025!**





**GREATER MADISON AREA
POSTAL CUSTOMER COUNCIL**

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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>



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