

## Upcoming Events for GO!PCC



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May 15, 2015 - Annual  
Golf Outing

June 18, 2015 -  
Quarterly Meeting  
Plant Tour/Workshop  
(TBA)

September 24, 2015  
- National PCC Day /  
OAX!

December 3, 2105 -  
Quarterly Meeting  
– Holiday Meeting/  
Workshops TBA

## 2015 National Postal Forum



Hear from the new Postmaster General and other postal executives, meet with your peers, and explore the latest technology. Where? At the National Postal Forum, May 17-20 at the Anaheim Convention Center, Anaheim, California.

The 2015 NPF is the mailing industry's premier educational event and trade show, featuring four days of

workshops, sessions with top leaders of the Postal Service and mailing industry, and a trade show spotlighting the latest mailing technologies. The NPF event is designed to lead mailing and shipping professionals like you to the right resources, workshops and industry alliances that grow business. NPF will provide you with face-to-face networking opportunities like the Exhibitors' Reception, Peer-to-Peer roundtable discussions and multiple food events.

New this year is the General Session – Technology Tuesday where you can learn how to benefit and integrate new mailing and shipping technologies. Also new to the NPF is the Executive Mail Center Manager (EMCM), a comprehensive training program that is designed for individuals who wish to develop Mail Center Management skills.

Registration is open now! Visit the National Postal Forum website at [www.npf.org](http://www.npf.org) to learn more about how you can enhance your business and your career in the shipping and mailing industry.

# GO!-PCC BOARD LISTING

Updated - 04/23/2015

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## New life for Old Postal Annex

A renewal is ahead for the historic and long-vacant Burlington Postal Annex just south of the Old Market — now that its sale is official.

The buyer of the 1927 triangle-shaped structure at 950 S. 10th St. is Resumo LLC. “Resumo” in Latin Portuguese and Spanish means to take back, recover.

The developer’s investors include Jon Crane of Boyd Jones Construction and Matt Dougherty of Dougherty Management and State Farm Insurance.

Resumo for months had a pending sales contract on the property as financing, environmental testing and other hurdles were crossed. The final purchase price was \$1.45 million.

Walt Peffer of P.J. Morgan Real Estate said his client plans to have office and retail space in the structure, which is listed in the National Register of Historic Places. The developer will be “taking something old and making it new, while reserving some of the old,” said Peffer, who will also be the leasing agent for the commercial space.

The 77,000-square-foot, four-story building originally was built by Burlington so that the railroad could get a contract with the Postal Service to transport mail by train, said P.J.

Morgan broker Ryan Ellis, who along with Bob Lanphier listed the property.

Most recently the structure was used as warehouse space, but it essentially has sat vacant since the mid-1990s.

The building’s seller bought the Burlington Postal Annex in the 1980s, Ellis has said, and after his death his family opted to sell.

A 2007 plan by an out-of-town developer had envisioned converting the property into 71 luxury apartments, but that didn’t materialize.

Omaha World Herald/NE/April 16, 2015

## Postal Service Proposes “Forever” Status for Additional Stamps

Five Additional First-Class Mail Stamp Categories

Today the Postal Service filed a notice with the Postal Regulatory Commission for a proposed classification change that would give non-denominated, non-expiring “Forever” status for five additional First-Class Mail stamp categories. If approved by the PRC, the following denominated stamps would be converted to Forever status, effective April 26, 2015:

- A postcard stamp
- The two-ounce letter stamp (includes wedding stamps)
- The three-ounce letter stamp
- The additional ounce stamp
- The first ounce nonmachinable surcharge stamp

The change will provide customers with additional convenience in purchasing and maintaining stocks of up-to-date postage and be more economical for the Postal Service. Whenever prices change in the future customers will no longer have to purchase stamps with the new prices and the Postal Service will no longer have to retrieve and destroy stamps with outdated prices. In addition, the ability to continue producing a particular Forever stamp design, without regard to price changes, will enable better management of stamp printing.

## The Marketing Minute

*The following is an article by Wes Powell of TMR Direct*

Believe it or not, most people—even your best potential clients—aren't sitting around waiting for your next direct mailing to show up in their mailbox. That's right! Even people who should care about what you have to say may not notice your message.

In order for your direct mail to be opened and read (let alone get a response) it needs to answer three questions: Is this really for me? How will this benefit me? Can I trust this? Let's dig a little deeper.

### Is this really for me?

There are at least two ways that this question is important. First of all, the name and address on your mailer needs to be correct. Sure, that's obvious, but it's important. If you're using direct mail to engage someone in a significant way (whether it's selling, soliciting a donation, or encouraging involvement) it's crucial to get the name and title correct. When I receive a mailing addressed to, "Our dear friend Wiz Puwell," I know two things: I'm not really a "dear friend," and I'm probably not going to respond. Making sure your info is accurate is really important.

It's also important that the content really be intended for me. I don't own a swimming pool, so I really don't want to receive offers for swimming pool supplies. Make sure your list is really made up of the people you're trying to reach.

### How will this benefit me?

Just because you know I'm a car owner doesn't mean I'm interested in the car-related items you're pitching. I need to know that what you're talking about is going to specifically benefit me—is it going to help me get better performance from my Shelby Cobra? Is it going to help me find replacement parts for my classic Corvette? Are you going to help me do something I can't do on my own?

### Can I trust this?

There are a couple of sides to this question as well. First, you need to make a good impression on me. If your mailer is poorly designed or poorly written, I'm probably not going to be inclined to do business with you. Or if you tricked me to get me to open your package, there is no chance I'm going to let you anywhere near my credit card!

Beyond that, I need to be convinced that you know what you're talking about. If you can't give me helpful, accurate information about what you have to offer, I'm not going to trust you to help me with whatever I need.

Before you send out your next mailing ask yourself if it answers those three questions for the person receiving it. If your mailing doesn't speak to your audience, there's not much chance they'll be speaking to you anytime soon.



## Postal Service Delays April 2015 Price Change

The Postal Service Governors decided today to delay the implementation of new market-dominant and competitive rates and classification changes until all of our proposed market-dominant changes are approved by the Postal Regulatory Commission ("PRC"). This decision was primarily motivated by a desire to eliminate potential adverse impacts on postal customers that might result from a staggered implementation of our new prices. After considering the complexity of the required programming changes in view of the remand of some of our proposed changes by the Postal Regulatory Committee, the specific complications that our customers might face; the potential cost to the supply chain as a whole of a staggered implementation, the Postal Service has decided to delay implementation until all of our proposed rates and classification changes can be implemented at one time.

While proposed prices for First Class Mail, Special Services and Competitive Products have all been approved by the PRC, prices for the Standard Mail, Periodicals and

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# Postal Service Delays April 2015 Price Change

and Package Services classes have twice been remanded back to the Postal Service by the PRC for a wide array of technical and other concerns that are primarily related to the complexities of the price cap and the manner in which it is calculated. Rather than subject our customers to a piecemeal implementation of our new prices, the Postal Service has decided that the best course of action would be to wait until our complete price proposal is approved by our regulator. We have no desire to saddle our valued customers with the additional costs and burdens of a staggered implementation while we work with the PRC to obtain final approval of our remaining prices. We will set a new implementation date when we propose new prices for Standard Mail, Periodicals, and Package Services in response to the PRC's March 18th remand order.

**GO!-PCC**  
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The *POST* is a publication of the Greater Omaha Postal Customer Council



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