



# Innovations

## December 7, 2011

Your Central Ohio PCC is serving up a “hat trick” in more ways than one.

### COMPLIMENTARY EVENT PARKING FOR ATENDEES IN THE ARENA GARAGE

#### Join us for three solid periods of activity!

1. Hear from USPS District Manager Chu Falling Star, MDA Michael Conley and our new Columbus Postmaster Robert Cavinder.
2. Learn from our guest keynote speaker, Peter Pagano, Classification Specialist from the USPS Pricing and Classification Service Center in the Greater New York City area, who will speak on and offer insight into the USPS January 2012 rate increase and how it will relate to your business’s bottom line.
3. See the Blue Jackets practice and tour the areas that only the celebrities and the players see in the arena.

**When:** Wednesday, December 7, 2011

10:00 a.m. – 2:00 p.m.

**Where:** Nationwide Arena

200 West Nationwide Boulevard  
Columbus, OH 43215

**Cost:** \$35 Members (\$25 Sponsors)



#### Meet the:

- New Postmaster
- Mailpiece Design Analyst
- Stinger

#### Also:

- Educate yourself on the rate increase
- Hear from District Headquarters
- Tour Nationwide Arena

**\*\*Become a sponsor today at [sponsorship@copcc.com](mailto:sponsorship@copcc.com)\*\***

Register online at [www.copcc.com](http://www.copcc.com).

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Stephen Anfang  
Industry Co-Chair

Robert Cavinder  
Postal Co-Chair



## From the Postmaster

Columbus, Ohio



It gives me great pleasure to return to the State of Ohio as the Postmaster of Columbus. It's been 8 years since I left my home state of Ohio. I started in the Plant as a mail handler in Lima Ohio back in the early 80's. In 1994, I took the leap into management as Supervisor of Delivery in Lima. Since then I have had 2 supervisor positions (Lima, Lebanon), 2 Officer-In-Charge positions (Miamisburg, Springfield),

6 Postmaster positions (Monroe, Sidney, Madison WI, Milwaukee WI, St. Louis MO, and Columbus OH), 2 Manager, Post Office Operations Positions (Columbus, Milwaukee), and 1 District Manager position (Appalachian). I have also served on route inspection and Plant service teams and was on the Area Vice President's staff as the

Eastern Area Marketing Manager. My career has taken me many places with a lot of change each time.

We hear daily of the financial challenges of the Postal Service and future changes to the structure of the organization. The changes will be immense. I can tell you the Lima plant where I started my career is now closed. Air mail facilities in our bigger cities are gone. Post Offices that used to have carriers no longer have carriers. City Stations that used to exist are gone because they have been consolidated with other stations. Even here in Columbus our District is gone. Many people that I used to work with when Columbus was a district are now in other jobs. It's mindboggling all the change.

Our Postmaster General discussed the future of the Postal Service on National PCC Day during his annual state of the USPS address. In his presentation, Mr. Donahoe described the Postal Service's new reality saying the network that was designed to handle the high volume of mail processed in past years is too big and costly to support today's lower volume. "For the first time in our history, we need to reduce network capacity," he said. That's why USPS is studying whether to lower the number of plants from more than 500 to fewer than 200 beginning next March. Reduced network capacity — which will result in cost savings of \$3 billion annually — also will lead to changes in some service standards, said Donahoe. He added that if the mail is to have an important role in the nation's future, "we must shore up our foundation now and make these difficult but necessary changes."

The PMG is committed to delivering for you and providing the reliable service you deserve. I share that committed and will work hard to provide the absolute best service to our customers. I am "Postal Blue" through and through. My family jokes that they know more about the Postal Service than any civilian person should ever know. I simply live & breathe the Postal Service. My vocation is my vacation because I love what I do. I love the people I meet and the employees that work for this great organization. Coming back to Columbus allows me to come back to the area where many of my family members reside. Coming back to Columbus allows me to renew old friendships and catch up on the old times while looking to the future.

I'm thrilled to be the Columbus Postmaster and serve as the Postal Co-Chair for the COPCC. Your COPCC has a rich tradition of bringing high caliber educational programs to its membership and I look forward to working with my fellow board members to maintain that tradition. Now more than ever — it's important to stay connected and informed about changes in the industry and I hope you'll take full advantage of the many networking opportunities and workshops scheduled for this year. Preparations are already underway for upcoming education seminars and programs including another webinar style meeting and each event promises to appeal to mailers - large and small.

Change can be scary but it can also be exciting. Think of the phone company and how their business has changed. At one time, phone booths dotted the American landscape for years. Phone booths are gone now but phone companies are thriving. They reinvented themselves as technology advanced. The Postal Service will do the same. And, consumers will always have a core need for reliable, affordable and secure delivery of mail and packages. The Postal Service will always exist to meet that need. Together, we can meet any challenge and ensure a strong, viable future for both the Postal Service and the mailing industry.

## Ramblings from the Industry Co-Chair



I wanted to start off by saying how sad I was when I learned about the loss of Sandy Salzgeber, mailroom manager at The Ohio State University. I could always count on Sandy to be one of the many friendly faces at our meetings. There were many times she and I shared a basket of rolls and good conversation at a COPCC event. Our thoughts go out to her family, friends and co-workers.

There are three newly elected members of your PCC board: Brandon Adams with Neopost, Sara Donlon with King Strategic Communications and Kerry Tompkins. We are pleased these three have agreed to become more involved as board members.

If you haven't already heard, your Central Ohio PCC received the National PCC Day Gold Certificate at PCC Day. This award culminates a two-year project titled "Going for the Gold," launched by the board. Be sure to read more about the award and what it signifies at our Web site [www.copcc.com](http://www.copcc.com).



## Ramblings from the Industry Co-Chair

(continued)

It seems like it was just yesterday when Frank, your 1st Industry Vice Co-Chair, picked me up in his vintage VW bus (he is quite the collector) to head over to Nationwide Arena on a beautiful, sunny fall day. It marked our first look at this venue. Now we are thinking “snow” and planning our January Webinar. The National PCC has recently rolled out two new education sessions, “Mail Quality and Designing Mail for Automation,” and “Price Change Workshop – Mailing Services, January 2012.” We are considering offering one of these sessions on the Web so you can stay warm at your office instead of venturing out to a meeting. Let me know if either of these topics sounds interesting or if you have another topic idea. My contact information is on this newsletter or you can chat with me in person when I see you at Nationwide Arena on December 7th.

Speaking of Nationwide Arena.....wow, that is one exciting venue for a meeting! I recently looked at the upcoming events list. Squeezed around our visit on December 7th is, of course, the Blue Jackets, but the arena is also hosting Sesame Street Live, Trans-Siberian Orchestra and the Monster Truck Jam. How cool is to have the opportunity to watch the Blue Jackets practice, plus take a tour of the backstage, dressing rooms, floor, boxes and all the rest of the hidden nooks and crannies the public never sees? And who knows? You just might park right next to Rick Nash!

However, we know your boss won't let you out of the office just because you have a backstage Blue Jackets pass. So here are the top five reasons you need to attend:

1. Q&A about how the closing of Ohio's processing plants might affect our mail delivery. While our District Manager Chu Falling Star cannot speak directly on every plant, she can give us overall insight into the closings.
2. Ability to interact with our new Cincinnati-based Mailpiece Design Analyst and learn the proper procedures to get artwork approved quickly and correctly.
3. Direct information from a USPS headquarters expert, Peter Pagano of Greater New York City, on rates and classifications.
4. Opportunity to shake hands with our new Columbus Postmaster, Robert Cavinder.
5. Photo op with Stinger (Well, you don't need to tell your boss that one!) 😊

See everyone on the 7th.

### Flat Mail Stanley visits Central Ohio PCC on National PCC Day



Chris Smith  
USPS Plant Manager



Susie Williams  
USPS Postal Liaison



Stephen Anfang  
Industry Co-Chair

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Central Ohio Postal  
Customer Council  
P.O. Box 1866  
Columbus, OH 43216-1866

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## COPCC MISSION STATEMENT

The mission of the Central Ohio Postal Customer Council is to foster the best postal service possible, seek communication and cooperation between customers and the United States Postal Service, and to develop ideas and suggestions regarding improvement of the postal service through meetings, seminars and various other programs.

[WWW.COPCC.COM](http://WWW.COPCC.COM)

## National PCC Day 2011

### PCC Leadership Award Winners

Each year during the National PCC Day live satellite broadcast, the U.S. Postal Service recognizes the outstanding achievements of PCCs around the country. The winners represent the “best of the best.”

The award recipients demonstrated the following success factors:

- Creativity, originality and membership involvement
- Positive impact on membership growth
- Effective communications with membership using various channels
- Positive impact on PCC operations
- In depth education for business mailers to help them grow their business
- Enhanced PCC membership value through educational networking opportunities



The Central Ohio PCC was a recipient of the prestigious National PCC Day Gold Certificate.

Congratulations to all the volunteers on the COPCC who made it possible!

E-mail questions to [Biffath@ameritech.net](mailto:Biffath@ameritech.net) or [kestep@msbv.com](mailto:kestep@msbv.com).

Register & Pay online at: [www.copcc.com](http://www.copcc.com) or send dues to:

The Central Ohio Postal Customer Council P.O. Box 1866 Columbus, OH 43216-1866

# BUSINESS MAIL ENTRY

410, 430-433, 437, 438, 456, 457, 450-455, 459, 470



**Verdonna Hudson, Manager**  
(513) 684-5588 F (513) 684-5691

Manages all activities related to mailing requirements, bulk mail acceptance and revenue protection for the District. MBME provides program guidance and direction on mail preparation and procedures within the District.

## ACCEPTANCE

### SUPERVISORS

Supervises acceptance clerks, oversees revenue protection for BMEU/DMU activities, provides information to customers and employees, ensures proper and consistent acceptance.

Cincinnati OH - 990 Dalton Ave. 45203-9652

**Donald Owens**..... T2 ..... (513) 684-5492  
**Tracy Ellis**..... T3 ..... (513) 684-5592  
F (513)684-5691

Columbus OH - 2323 City Gate Dr. 43216-9651

**Patricia King**..... T2 ..... (614) 472-0384  
**Marilyn Jones**..... T3 ..... (614) 472-0385  
(614) 472-0387

Dayton OH - 1111 E. Fifth St. 45401-9651

**Rick Barker**..... (937) 227-1191  
F (937) 227-1190

#### Duties Include:

Provides technical direction in bulk mail acceptance to Postmasters, Supervisors and clerical employees, plant load and plant verified drop ship customers throughout the District. Follows guidelines outlined in the Bulk Mail Acceptance Handbook DM-109, performs reviews of alternate acceptance activities, and conducts revenue protection audits of District acceptance functions.

## REQUIREMENTS

### MAILING STANDARDS SPECIALIST

Oversees mailing requirements activities for the district, provides technical assistance to customers and employees, assists in providing training for mailing standards, mail preparation, provides DMM interpretations to employees and customers, participates in PCC and customer meetings.

**Patricia Coday**..... (513) 684-5533 F (513) 684-5691

Intelligent Mail Services? Move Update? Latest News?

<http://ribbs.usps.gov/>

### MAILPIECE DESIGN ANALYST - MDA

Provides technical assistance, testing and guidance on mailpiece design, barcoded labels and special services labels to customers and employees to ensure automation readability and compatibility with automated mail processing equipment and MERLIN. Intelligent Mail Barcode testing.

**Michael Conley** ..... (513) 684-5673 F(513) 684-5691

### MAILING REQUIREMENTS

Answers questions on rates/regulations for all classes of Domestic/Foreign mail. Issues permits, applications, licenses, and fee notification. Provides information on mail classification, mailability, mail preparation, and special services.

**Cincinnati** ..... (513) 723-9900, 9912 F (513) 684-5691  
**Dayton** ..... (937) 227-1196, 1178 F (937) 227-3904  
**Columbus** ..... (614) 472-0376 F (614) 472-0388  
**Cincinnati** ..... (513) 684-5256, 5258 F (513) 684-5691

Need Assistance? Getting started?

[www.pe.usps.com](http://www.pe.usps.com)