



Innovations

March 22, 2012

Guaranteed to be a beautiful day for a meeting
in the Franklin Park Conservatory's historic Palm House!!



Please join us for a highly educational day in a tropical atmosphere with James (Jim) P. Cochrane vice president of Product Information. While reporting to the Chief Information Officer and Executive Vice President, Jim is responsible for innovations in technologies and tracking systems, including the Intelligent Mail barcode. Cochrane and his team are creating strategies to place barcodes on all postal products while increasing the intelligence they provide. Focusing on customer needs, operational performance, product intelligence and technology development, Jim's priority is to ensure postal technology and tracking systems continue to deliver world-class visibility and information for us, the USPS customers.

When: Thursday, March 22, 2012
10:00 a.m. – 2:00 p.m.
Where: Franklin Park Conservatory
1777 E Broad St
Columbus, OH 43203
Cost: \$35 Members (\$25 Sponsors)

Prior to Jim's keynote address we will open up the palm frond canopied floor to a discussion on submitting postage statements electronically. Did you know that our central Ohio area lags behind other mailers across the country in submitting our postage statements electronically and many of us are missing out on the benefits that this system offers? Our morning e-statement expert will present the "how's and why's" and help us catch up to our peers in this USPS advancement.

And before you head back to that "hectic" office, how about a complimentary docent lead tour of the conservatory's peaceful and beautiful botanical exhibits!

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Industry Co-Chair

Robert Cavinder
Postal Co-Chair

Register online at www.copcc.com

or use the **mail in form** located in this newsletter



From the Postmaster

Columbus, Ohio



Robert Cavinder

The Postal Service is an amazing organization and I'm proud to be a part of it. On any given day, the USPS delivers nearly 40% of the world's mail. We make deliveries to 150 million residences, businesses and PO Boxes and we do so at a lower cost than any comparable post in the world.

The heart of what we do, ultimately, is delivering. We connect senders and receivers through the physical delivery of mail and packages. This concept – that the Postal Service is defined by the function of delivering – is a powerful one. It has a lot of important implications for the way we approach an increasingly digital marketplace, the way we innovate, the way we structure our organization, and the way we shape our future. Certainly the popularity of e-bill payments, email and other forms of electronic communication have impacted our volume, but I believe strongly that nothing replaces the feeling you get when you receive something in the mail. Mail touches everyone and is so important to our lives. Mail creates an emotional connection with the recipient that digital cannot. There will always be a need for mail!

The USPS has no official motto but the quotation beginning with, "Neither snow nor rain nor heat nor gloom of night..." is a familiar reference associated with the Postal Service. However, there is another, less well known passage that is inscribed on the Smithsonian Institution's National Postal Museum building that in my opinion embodies our mission:

Messenger of Sympathy and Love

Servant of Parted Friends

Consoler of the Lonely

Bond of the Scattered Family

Enlarger of the Common Life

Carrier of News and Knowledge

Instrument of Trade and Industry

Promoter of Mutual Acquaintance

Of Peace and of Goodwill among Men and Nations.

What a compelling statement! The Postal Service, together with our friends in this trillion dollar mailing industry make this happen! Presort bureaus; printing and mailing service businesses, envelope manufacturers, equipment companies (to name a few) are ALL working hard to sustain the mail. No doubt some of you have experienced adverse affects to your own businesses, and have taken necessary actions to overcome those obstacles while still providing exceptional service. Through it all, none of us have given up. We're all still here and we'll continue to be aggressive in our determination to be a vital driver of the American economy. This is why the role of the PCC has never been more important and the partnerships we've forged are strong and will help us all navigate the current economic climate.

I encourage each of you to remain an active participant in the COPCC. Your COPCC Board of Directors and the Programs Committee have renewed focus on bringing the membership quality educational programs and are dedicated to finding new and innovative venues to hold our meetings in order to sustain and grow our membership. I am personally committed to securing top executives as featured speakers in order to bring you the latest USPS news and information that is vital to your own operations.

It will take all of us working together to keep mail solvent and keep the mailing industry viable well into the future.



Ramblings from the Industry Co-Chair



Stephen Anfang

According to Wikipedia, the United States Postal Service has no official creed or motto. And as Bob mentioned in his column to the left the inscription, "Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds," on the James Farley Post Office in New York City is often falsely cited as the USPS slogan. Even so, after reading a recently released USPS bulletin, I think they could alter it slightly to say, "Neither snow nor rain nor heat nor gloom of night **nor Super Bowl!** stays these couriers from the swift completion of their appointed rounds." It seems the Indianapolis P&DC facility is located directly beside Lucas Oil Stadium, site of this year's Super Bowl between the Patriots and the Giants.

The notice goes on to list contingency plans implemented to reduce service disruptions around the huge event.

Outside of my mail center is a two-sided bulletin board. On one side I like to post newspaper articles that involve the postal system. On the other side I like to thumbtack pictures of interesting postal buildings I find on a postal-themed Web site that collects them by state (www.postmarks.org). I usually display a warm-weather state in our colder months and a cold-weather state during summer. With Ohio's mild winter so far, some Arizona photos are still sitting on my desk. But after the recent snow, I need to get them up! One of my all-time favorites is this picture from Hawaii. I wouldn't mind waiting in line there for my Forever Stamps.



Speaking of other states and traveling, I had the opportunity to interact with our new Postmaster, Bob Cavinder, over the last couple months as we worked on PCC activities. I heard him speak about his career travels from Lima, Ohio to St. Louis, Missouri, his jaunts in Milwaukee and Madison, Wisconsin with stops at Sidney and Monroe in Ohio, and then back to Columbus. I am sure he must be comfortable driving in our snowy, cold-weather states!



Thinking about PCC activities, how about an early spring meeting with a guarantee for perfect weather? We just booked the Palm House at the Franklin Park Conservatory. A quick Google search reveals an interesting timeline on the Conservatory, which originated in 1852 with the purchase of 88 acres to host the first Franklin County Fair. In 1895, a glass structure based on structures seen at the Chicago's World Fair and today known as the Palm House was erected on the site and opened to the public as the Franklin Park Conservatory. During the 1920s, animals were kept in the lower rooms and later moved out to become part of the first Columbus Zoo. And in 1974, the Palm House was listed on the National Register of Historic Places. In coordination with this exciting location and the beautiful bonsai's on display at the Conservatory the USPS recently issued their 2012 Bonsai Forever stamps. Okay, they probably didn't do it for us, but both the stamps and the real thing, are something to be seen.

Another postal event to mark on your calendar is a mail and print exposition to be hosted by our friends at Cedarville University on May 9th through the 11th. The "save the date" postcard I received mentions multiple presentations, roundtable discussions and an exhibit hall with mail and print service providers. It sounds like it is going to be an especially nice event.

See everyone in March on the 22nd!





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James (Jim) P. Cochrane Vice President, Product Information

James P. Cochrane was named vice president of Product Information in January 2011. He reports to the Chief Information Officer and Executive Vice President and is responsible for innovations in technologies and tracking systems, including the Intelligent Mail barcode (IMb) and Intelligent Mail package barcode (IMpb).

Cochrane and his group are creating strategies to place barcodes on all postal products while increasing the intelligence they provide. A major focus is to develop an enterprise reporting and analytics process that will drive customer and field performance while maintaining robust performance measurement systems.

Under Cochrane's leadership, the Product Information group oversees all scanning improvements and the integration of network information visibility systems. This includes the national Address Management System — which houses all address information needed by postal operations to move the mail — and the National Change of Address system that facilitates customers' mail forwarding.

Focusing on customer needs, operational performance, product intelligence and technology development, Cochrane's priority is to ensure postal technology and tracking systems continue to deliver world-class visibility and information for USPS customers.

Prior to this position, Cochrane served as vice president, Product Visibility and Operational Performance from June 2010 until January 2011. He also was vice president, Ground Shipping. In this capacity, he managed the Postal Service's portfolio of ground packages, developing programs to improve profitability and customer value while leveraging pricing freedoms made possible by the Postal Act of 2006.

A 35-year postal veteran, Cochrane, also was manager of Package Services, directing product development and strategy for the Postal Service's \$11 billion portfolio of domestic and international package products. He also served as associate vice president of Marketing and Strategy for the Expedited Package Services strategic business unit; and associate vice president of Sales for the former Northeast Region, where he was responsible for commercial sales of \$12 billion annually.

Prior to moving to marketing, Cochrane served 25 years in operations, including as district manager of Customer Service and Sales for the Washington, DC, metropolitan area. He also served as senior plant manager of Northern Virginia. He began his USPS career as a postal clerk in 1974.

A graduate of American University, Cochrane has a Masters in Public Administration from the School of Public Affairs.



James Cochrane

Celebration of Bonsai Beauty

With these five stamps, the U.S. Postal Service celebrates the beauty of bonsai. The word "bonsai" (Japanese for "plant in a pot") refers to the art of cultivating plants — usually trees — in trays, pots, or other containers. Favorite bonsai plants include evergreens, maples, and azaleas, but many other trees and shrubs are also suitable.

One of the common styles of bonsai is shown on each of these five stamps. The first stamp depicts a Sierra juniper in semi-cascade style, in which the tip projects over the pot rim but does not extend below the base. Second is a trident maple in informal upright style, in which the trunk bends slightly to the left or right. Third is a black pine in formal upright style, with the trunk straight and tapering evenly, with symmetrical branches, from base to apex. Fourth is an azalea plant in multiple-trunk style, with several trunks emerging from one root system. The fifth and final stamp shows a banyan in cascade style, in which the trunk evokes a stream flowing down a mountainside, with the tip extending below the pot's base. The plants depicted are roughly 15 to 20 inches tall.

Although no one knows when the first bonsai was created, it is generally accepted that Buddhist monks brought the practice from China to Japan about a thousand years ago. The bonsai collection at the National Arboretum began in 1976 when the Nippon Bonsai Association in Tokyo, Japan, presented the people of the United States with 53 plants as part of the U.S. bicentennial commemoration.

A bonsai master begins with seeds, cuttings, a naturally stunted tree, or a very young tree. Over time, he or she prunes the roots and branches, uses wire to shape and "train" the branches, and sometimes scrapes or peels bark to achieve desired effects. The plant is watered and repotted when necessary, and can live a hundred years or more.

Art director and stamp designer Ethel Kessler worked with artist John D. Dawson on the Bonsai stamps. They are being issued as Forever® stamps, which are always equal in value to the current First-Class Mail one-ounce rate.



Learn and Launch

Proven Strategies for Success in Print and Mail

May 9-11, 2012



Cedarville University is hosting an educational conference May 9-11 sponsored by the University Mail Managers Association (UMMA) and the Ohio Valley Mail Systems Management Association (MSMA). The theme of the conference is “Learn and Launch: Proven strategies for success in Print and Mail” and will feature top notch sessions with quality speakers from the print and mail industry. The goal is for you to learn strategies that you can take back to launch your operation to new heights.

On Wednesday attendees will have the opportunity to take a study course conducted by Theresa Peterlein, National Industry Co-Chair for the PCC Advisory Committee in preparation for taking the Mailpiece Design Professional exam. This course has historically been offered in Norman, Oklahoma so be sure to take advantage of this local offering.

Thursday will feature dynamic sessions including a keynote from Ricoh Corporation and a vendor fair with prize drawings throughout the day. A tour of the award winning Postal and Print Operation at Cedarville University is on the schedule as well as a great networking time of food and fun at Young’s Jersey Dairy. You will enjoy a picnic-style dinner and friendly competition on the miniature golf course and driving range topped off with Young’s renowned homemade ice-cream.

Friday will once again be led by motivational speakers through a great day of learning featuring a keynote from USPS District Manager Chu Falling Star. All of the changes with the USPS have left us all with lots of questions that Chu is sure to cover in her session. Roundtable discussions with industry colleagues will be another feature of the day where you can learn and share on a wide array of topics.

During the course of the conference speakers will address relevant topics like multi-channel marketing, social media, print and mail consolidation, database management, benchmarking, psychology of color, going green, self-mailer guidelines and much more. For more information and to register please visit our website at www.cedarville.edu/learnandlaunch.

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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

**Cincinnati PCC General Meeting
Tour the USPS
NDC (Network Distribution Center)**



When: Thursday, March 15th, 2012

Cost: \$10.00

Location: 3055 E. Crescentville Rd.
Cincinnati, OH 45235

Time: 2:00 - 2:30 - Registration
2:30 - 4:00 - Tour Facility
4:00 - 5:00 - Reception/
Networking

More information @ www.cincinnati-pcc.com/events.html

E-mail questions to Biffath@ameritech.net or kestep@msbv.com.
Register & Pay online at: www.copcc.com

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