

# Innovations



## POSTAL NEWS



### Rose Spraggins Postmaster Columbus, OH Columbus District Eastern Area

Rose Spraggins was appointed Postmaster of Columbus in June 2010. She had been serving in that capacity since October 2009.

Prior to her appointment in Columbus, Spraggins had been the Postmaster of Akron, Ohio. Spraggins oversees operations for Columbus' 26 Zip Codes, stations and branches, whose 1070 employees provide mail delivery and customer service to 393,688 addresses.

Spraggins is a 28-year Postal veteran who began her career as a City Carrier in Cleveland, OH. She has extensive customer service experience, having served as a Supervisor Mails, Delivery/Retail Analyst, Manager Customer Services, and Manager Operations Programs Support. She had also been detailed as the District Manager of the Akron District as well as Postmaster of Cleveland.

Spraggins holds a Bachelor of Business Management from Baldwin Wallace College. She also has an Associate Degree in Industrial Technology from ICM School of Business. She has a Human Resource Management Certificate and an Organizational Development Certificate, both from Baldwin College. She is also a graduate of the Postal Service's Processing and Distribution Management Program and its Advanced Leadership Program.

She is the proud mother of two children.



Installation ceremony of Rose Spraggins during the March 24th COPCC meeting at VILLA Milano.



Paul Gaulke, long term board member and officer, was recognized for his dedication and commitment to the COPCC with a First-Class send-off that included a specially-designed commemorative stamp art piece. Thank you for 12 years of heart, soul and service, Paul!

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The Central Ohio Postal Customer Council wants your help. We are seeking select individuals to volunteer for the Board of Directors for this Award Winning Postal Customer Council. The individuals we are seeking are those who want to foster stronger relationships with the USPS for themselves and their employers. We are looking for those who want to give back to the mailing community, or even better, anyone who wants to pay forward. It takes a tremendous amount of planning and production to put forth the programming our membership is accustomed to, and we would like your help.

Nomination forms are being mailed to your mail box in a few weeks. If you or someone on your team exemplifies the folks we are seeking, please return a nomination form in the enclosed envelope.



## From the Industry Co-Chair

Sherry Spriggs, Grange Insurance

Greetings and welcome to the spring edition of our COPCC newsletter!! As you're all aware – our industry continues to face many changes and challenges in how we conduct our business. With that in mind, I'm very thankful to say that one consistent perk we can all continue to rely on is the solid foundation of our COPCC – and we can take comfort in knowing that our organization will continue to bring first-hand information to our mailers, and offer guidance and learning opportunities for working through these challenges by maintaining our solid partnership with our local postal service!

Our 2010/2011 season is coming to a close, with our final membership meeting for this session scheduled in May. But never fear – we'll use the summer months to put together a dynamic schedule with learning opportunities and events to keep our local business mailers on the cutting edge of new technology, procedures & resources!!

And in keeping with our theme of change, we also have a changing of the guard within the PCC this year. My term as Industry Co-Chair is coming to an end – and in June, I'll move into the Past-Industry Co-Chair position. I'd like to take this opportunity to thank each of our members for the continued support you've given our organization and how enjoyable you've made serving in this role. I'd also like to extend thanks to each of our board members and officers, who go above and beyond consistently to keep our foundation strong and our benefit high. And finally – our local USPS group; without their support and guidance, we would have no purpose. It is truly my privilege to work with such a dedicated and passionate group of business professionals.

Please extend a warm welcome to our new Industry Co-Chair, Steve Anfang. Steve currently serves as the 1<sup>st</sup> Industry Vice Co-Chair and Programs Chair – and has been a dedicated and committed part of our team during my term. You will find that he is committed to continuing the quality programs and timely educational opportunities you've grown accustomed to from our organization – so Welcome, Steve!!

And finally – elections are just around the corner!! Are you the "hands-on" type? Do you have an interest in being on the front line? Dedicating time and resources to working with our board of directors allows you to participate in the education and relationship-building process among our members. Consider the value you could add and receive from participation – and look for nomination opportunities in your mailbox soon!

Check in at our website regularly – [www.copcc.com](http://www.copcc.com) – for up-to-the-minute, breaking news and upcoming events – and plan on

setting aside time to attend an event or two in the upcoming season. The networking opportunity is invaluable – and the food's usually pretty good too!

Our goal and commitment to our membership remains true. We strive to bring top-notch educational opportunities, to foster the best postal service interaction, and to give the mailing community a resource for all-things "postal". Your continued support of our programs and communications allows us to remain a successful part of our industry. We look forward to bringing you the information you need to be successful in the upcoming season – and we hope to see you for our May meeting, and to kick off the new season on National PCC Day, September 21, 2011!



Sheri Spriggs

### Domestic and International Mailing Services Price Changes

On January 13, 2011, the Postal Service™ announced new prices and product features for the following domestic and international Mailing Services: First-Class Mail® First-Class Mail International®; Periodicals; Standard Mail®; Package Services; Bound Printed Matter; Library Mail/Media Mail; Single-Piece Parcel Post and Extra Services and Fees.

These new prices took effect April 17, 2011, almost 2 years after the Postal Service last raised prices for Mailing Services products. According to The Postal Accountability and Enhancement Act of 2006, Mailing Services prices can increase no more than the rate of inflation as measured by the Consumer Price Index (CPI).

Mailing Services prices increased by an average of 1.741 percent across each class of mail. Because the price cap applies to each class of mail, rather than to each product within a class, some products within a mail class have an increase that is higher or lower than 1.741 percent.

Single-piece, 1-ounce First-Class Mail letters will remain at \$0.44, with additional ounces increase to \$0.20. The price for mailing a First-Class Mail postcard will increase 1 cent to \$0.29. New price categories also will be added for First-Class Mail commercial parcels. Qualifying customers can receive commercial base and commercial plus pricing for First-Class Mail Parcels.

New mailing standards consisting of classification changes to support the price changes also will be implemented. Prices for other mailing services will also change, with business mailers seeing price increases in a variety of categories.

The April 2011 new prices are available on Postal Explorer at <http://pe.usps.com>.

## Innovations

Central Ohio

Postal Customer Council Newsletter

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### Layout

Baesman Group, Inc.

### Newsletter materials and production courtesy of

Baesman Group, Inc.

[www.baesman.com](http://www.baesman.com)

No endorsement by the Postal Service or the PCC is given or implied by this acknowledgement.

*Innovations* is published four times a year, with special editions published as necessary.

The circulation is 1,300+ and the mailing list is maintained by the COPCC.

Send address changes to Central Ohio Postal Customer Council, PO Box 1866, Columbus, OH 43216-1866. For additional information, contact Jennifer Rodenberg, 614-439-9526.



## **From the Postal Co-Chair**

by Rose Spaggins

Spring has arrived bringing blue skies, green grass and warmer weather. Many of us prepare and make changes with each new season and the Postal Service is making some transitions of its' own. Over the last few years, our organization has seen a decline in mail volume which translates to declining revenue. The reduction in mail — along with the ongoing recession and the mandated prepayment of retiree health benefits — has created a critical situation for the Postal Service. Now, more than ever, the USPS must continue adjusting its infrastructure to meet reduced demand. Postmaster General Pat Donahoe recently announced changes as part of his aggressive organizational redesign in order to make the Postal Service a leaner, smarter and faster organization. Cincinnati and Columbus have been combined to form a large central and southern Ohio Postal District in the wake of ongoing corporate restructurings. Chu Falling Star will be at the helm of the new district as the administrative functions of the Columbus District will be taken over by Cincinnati.

The announcement that Columbus was one of the seven districts in the nation slated for closure came just hours after I was installed as your new Columbus Postmaster. Although I was appointed as the Columbus Postmaster in June 2010, I just recently had my official swearing-in ceremony during our March general membership meeting at the Villa Milano Conference Center. I could think of no better way to share and celebrate this milestone in my career than with my friends in the mailing industry, my beloved family members and fellow co-workers. The ceremony was beautiful and patriotic and a wonderful memory I will always cherish. I want to thank all of you for your kind words and support during my installation. I also wish to congratulate Paul Gaulke, our former Treasurer, who was honored at this event for his hard work and dedication to the COPCC.

As you might imagine, it was quite an emotional day filled with joy and pride of 'officially' becoming the Columbus Postmaster, yet sad that our district was eliminated. Rest assured, these are internal, administrative changes only and there will be no impact to mail delivery or BMEU operations. As your new Postmaster, it's my job to ensure that consistency; courtesy and professionalism become and remain the standards of mail service in Columbus. These moves are part of a major effort by the Postal Service to ensure our long-term viability by having the right-size flexibility to compete in the changing mailing and shipping marketplace.

Meanwhile, Dr. Joshua Colin is being reassigned to another position within the Eastern Area. Dr. Colin has been with the Postal Service for more than two decades and took over as manager of the Columbus District in October 2006. Additionally, Kathy Chenkovich has accepted a detail position as Acting Marketing Manager for the Cincinnati district. Both Josh and Kathy have been valuable contributors to the COPCC and we wish them well in their new assignments!

My commitment to exceptional customer service and to this COPCC is stronger than ever. My fellow Board of Directors and I continue to work diligently to provide high-quality educational and informative networking opportunities to our membership. We are currently preparing for our next meeting in May. Be watching for your invitation and I look forward to seeing you there!

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## **EVERY DOOR DIRECT MAIL (EDDM) – EVERY DOOR DIRECT MAIL/RETAIL**

by Caroline Stewart

Effective January 2, 2011, changes were made to help small and medium businesses that never used direct mail because of the additional costs of purchasing mailing lists and mail prep time. Every Door Direct Mail (EDDM) extended the rules of simplified addressing to City Delivery Routes and PO Box Patrons in Post Offices with City Delivery.

Simplified addressing offers an effective way to promote business to new customers in a specific geographic area. Simplified addressing allows business mailers to address "Flat" size mail pieces and irregular parcels to "Postal Customer" for complete coverage on a designated route instead of the previous required exact names and addresses that were obtained by purchasing mailing lists. A customer can choose one route per zip code or all routes provided the mailing is full saturation on all chosen routes. Delivery route statistics are available free of charge at [www.https://smp.usps.gov](http://www.https://smp.usps.gov).

On March 31, 2011 The USPS enhanced the simplified addressing when Every Door Direct Mail expanded with Every Door Direct Mail Retail (EDDM/Retail) to improve the customer experience for small and medium businesses. The key difference between EDDM and EDDM/Retail is "Permits." EDDM entered at a Business Mail Entry Unit (BMEU) requires a mailing permit and EDDM/Retail does not require a permit or any of the associated fees and is entered at any Retail Unit

Customers are required to register (FREE) online at [www.USPS.com](http://www.USPS.com) -"Business Customer Getaway" before using the EDDM/Retail option. Mailers will be assigned a Customer Registration Identification (CRID) that will be required for any EDDM/Retail mailing.

Simplified addressing reduces mailing costs and mail prep time for business customers. Simplified addressing, EDDM and EDDM/Retail, provides customers the opportunity to effectively promote their business to targeted audiences with healthy results to the economy – an outcome that is beneficial to all of us.

For additional information on EDDM and EDDM/Retail please visit <http://www.usps.com/promotions/everydoordirectmail.htm>



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

Official Business

Please route to  
appropriate staff.

FIRST-CLASS MAIL  
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PERMIT NO. G-10



## Important information about the Mail Service Provider Program

The Mail Service Provider (MSP) Program was discontinued on the National PCC Website on March 22, 2011. The National Postal Forum (NPF) organization will now be the host provider for the program to enable customers easier access to the valuable information that the MSP provides and to allow MSPs more exposure.

The National Postal Forum organization is excited to host your company's listing on the **Mailing Industry Product Guide**, found at <http://mailingindustryproductguide.com/>, the premier online resource directory for the industry. This comprehensive buyer's guide is the go-to destination for decision makers to find all of the mailing-related products and services they need to run their businesses.

The Mailing Industry Product Guide was created in 2010 through a partnership between the National Postal Forum and MultiView, Inc., the leading publisher of industry-specific electronic supplier guides. If you have any questions, please contact MultiView at 800-816-6710 or visit [NPF@MultiView.com](mailto:NPF@MultiView.com).

### COPCC

#### MISSION STATEMENT

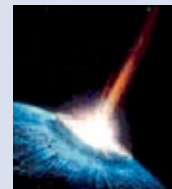
The mission of the Central Ohio Postal Customer Council is to foster the best postal service possible, seek communication and cooperation between customers and the United States Postal Service, and to develop ideas and suggestions regarding improvement of the postal service through meetings, seminars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

WWW.COPCC.COM

### Upcoming Events...

**"Impact" May 18, 2011**

- \* *Hear from our new district manager, Ms. Chu Falling-Star on the USPS closing of the Columbus District office*
- \* *Learn more about Every Door Direct Mail*



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:

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