

Summer

Newsletter



POSTAL
CUSTOMER
COUNCIL

News



TAMPA BAY SUNCOAST POSTAL CUSTOMER COUNCIL
P.O. Box 23262 • Tampa, FL 33623-3262

Summer 2021

U.S. Postal Service Honors Postal Customer Council Leaders for Accomplishments During the Pandemic

The U.S. Postal Service recognized Postal Customer Councils (PCCs) throughout the nation for their outstanding achievement and innovation during the unique challenges of the past year. Winners of the 2021 PCC Leadership awards were announced during a virtual event held on June 2nd, 2021.

PCC Postal Member of the Year honors went to postal employees who excelled in their efforts with their local PCCs. Congratulations to Tampa Bay Suncoast PCC Postal Vice-Chair Jackie Villemaire for winning the Bronze award.

Congratulations are also in order for the Tampa Bay Suncoast PCC for winning the PCC Anniversary Challenge Award.



Jackie Villemaire
Tampa Bay Suncoast PCC Postal Vice-Chair

Tampa Bay Suncoast PCC New Industry Co-Chair

The Tampa Bay Suncoast PCC Executive Board recently nominated Erica Switzer as the Industry Co-Chair. The PCC was honored that Erica accepted the nomination. *"I am very excited and look forward to being the PCC Industry Co-Chair and I look forward to achieving our goals and meeting new challenges,"* stated Switzer.

Erica Switzer is the Chief Revenue Officer of DirectMail2.0, a direct mail technology platform. Erica has been in the Direct Marketing industry for over 17 and has helped thousands of clients implement effective marketing strategies. She is a seasoned speaker having been a keynote for many industry related conferences and events such as AIM, National Postal Forum, MarketEdge, MailCom, PostalVision2020, Girls Who Print, APC-NYC, Postal Customer Council and others. With DirectMail2.0, Erica's objectives consist of educating Direct Marketers and the Print Industry as a whole on revolutionary technology that couples traditional offline marketing with cutting edge online marketing simultaneously to render proven results and increase return on investment for their clients. In addition, she helps printers to increase their revenue stream and profitability by adding direct mail enhancing and tracking technology to their product line-up offerings.



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Contact Paul Briody
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With Commitment to Affordability and Financial Sustainability,

U.S. Postal Service Proceeds with Request for Postal Rate Change

WASHINGTON, DC — As part of “Delivering for America,” its 10-year plan to achieve financial sustainability and service excellence, the United States Postal Service filed notice on May 28, 2021 with the Postal Regulatory Commission (PRC) requesting price changes to take effect Aug. 29, 2021 that are in accordance with approvals provided by the PRC last year.

The proposed price changes would raise overall Market Dominant product and service prices by approximately 6.9 percent. First-Class Mail prices would increase by 6.8 percent to offset declining revenue due to First-Class Mail volume declines. In the past 10 years, mail volume has declined by 46 billion pieces, or 28 percent, and is continuing to decline. Over the same period, First-Class Mail volume has dropped 32 percent, and single piece First-Class Mail volume — including letters bearing postage stamps — has declined 47 percent.



The proposed Mailing Services price changes include:

PRODUCT	CURRENT PRICES	PLANNED PRICES
Letters (1 oz.)	55 cents	58 cents
Letters additional ounce(s)	20 cents	20 cents (unchanged)
Letters (metered 1 oz.)	51 cents	53 cents
Domestic Postcards	36 cents	40 cents
Flats (1 oz.)	\$1.00	\$1.16
Outbound International Letters (1 oz.)	\$1.20	\$1.30

Under the current pricing model and the proposed rate change, the Postal Service still has some of the lowest letter-mail postage rates in the industrialized world and continues to offer a great value in shipping.

Top 5 Causes & Resolutions for Undocumented Mail Pieces

SEAMLESS -
UNDOCUMENTED
PIECES

Causes		Resolutions	
1	Hard Copy Statements	✓	Submit any mailpieces with IMbs via electronic documentation
2	PostalWizard Statements	✓	Full-Service PW statements: include your piece range for IMbs. Non Full-Service: submit via Mail.dat or Mail.xml
3	Single Piece Metered/Permit with IMb	✓	Mail.dat and Mail.xml support the submission of single piece postage for permit imprint and metered
4	IMb in eDOC does not match IMb on piece	✓	When adjusting eDoc, ensure to elect to maintain original IMbs in your software settings
5	Mis-Identified Spoiled/Wasted Pieces in eDoc	✓	Any pieces that were originally identified as wasted must be resubmitted in a new eDoc before being mailed

★ Any piece of mail with an IMb associated to a mailer's submitting CRID that is not submitted with Electronic Documentation (eDoc) will be recorded as **undocumented**



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**USPS
 NEWS**

Mystery Message

The new Mystery Message stamp will put your sleuthing skills to the test. Featuring bright colors and interesting shapes, the stamp design is a visual riddle spelling out a message. Each colorful square contains a letter in an interesting pattern. The patterns, though seemingly random, were carefully placed so that when put all together, the message reads, "MORE THAN MEETS THE EYE!" Art director Antonio Alcalá designed the stamp.



Save The Date



2021 National PCC Day Virtual event

**Wednesday, September 22, 2021
 (Time TBD)**

This event is free to attend. More information to follow.

– Upcoming Tampa Bay Suncoast PCC Classes –

To register for the classes below, Under PostalPro – Find a PCC Event – Log on the USPS HQ field
<https://about.usps.com/what/business-services/postal-customer-council/pcc-event-locator.htm>

Please register for this event at:
www.tampapcc.org to receive
 the zoom meeting information.

Presentation Title:

"Keys to Building Great Workplaces!"

Presented by: Wes Friesen, President:

Solomon Training & Development.

Industry Co-Chair Greater Portland PCC

Keys to Building



JULY 13TH – 2:00PM EST

**Small Business Series
 Direct Mail**

JULY 14TH – 2:00PM EST

**PCC Advisory Committee
 Reporting On News
 You Need To Know From MTAC**

JULY 15TH – 2:00PM EST

**Unleashing the Power
 LinkedIn and PCC Voice**

JULY 16TH – 2:00PM EST

**Back to Basics Series
 Flats**

JULY 23RD – 2:00PM EST

**Back to Basics Series
 Shipping and eCommerce**

JULY 30TH – 2:00PM EST

**Back to Basics Series
 How to Set Up Your Business
 Customer Gateway Account**