



KANSAS CITY CHAPTER

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President's Message

The summer has flown by and hopefully everyone survived the last burst of heat. There are several activities planned for the upcoming months that you won't want to miss. Be sure to mark you calendars and try to attend our upcoming events.

I am sure everyone is in the process of preparing budgets and if possible be sure to include some educational activities to ensure you are keeping up with the industry and its ever changing environment. I think there is still time to register for the fall MAILCOM in Las Vegas, but if you can't make that, try to get scheduled for the spring event. This is a great opportunity to network as well as gain a tremendous amount of knowledge.

We have several of our members that are CMDSM's that should be reminded about the renewal requirements. I know there has been communication sent out to those that obtained their certification prior to December 31, 2004. The deadline for submitting your renewal application is December 1, 2007. I will make myself available to sign renewal applications. Questions regarding the renewal process can be directed to Alison Hall.

Again mark you calendars for upcoming events, a Tour of Children's International in October and a joint event with the local PCC on Intelligent Bar Coding in November. Both of these events should prove to be very informative and worth the effort to attend.

The KC MSMA Executive Board is working on the schedule of events for 2008 and would really appreciate your input on possible educational events and/or topics and tours of your facilities. Please contact Derace Martin our VP of Programs or any of the executive board members. We welcome you input to make this organization successful and meaningful to all its members.

I hope to see you at one of our upcoming events.

Larry Vandui CMDSM

THE FUTURE OF PRESORTING KANSAS CITY MSMA MEETING AUGUST 15



Our August 15th meeting was a success with 35 members and guests in attendance. The meeting was hosted by the American Academy of Family Physicians and Diane Chastain. Alison Hall of PSI Presort and Dennis Shults of KC Presort both presented. The history of presorting, present state and future were discussed with many attendees participating in the dialogue. The Intelligent Barcode was previewed and attendees were encouraged to attend the November joint PCC and KC MSMA meeting, which will discuss this in more detail. Thanks go to both Alison and Dennis for a very informative meeting.

There are major changes coming toward the presort mailer in the future. The following is a brief account of the ideas discussed there.

The USPS is working on several upcoming programs affecting mail system managers. The Transformation Plan and The Postal Accountability and Enhancement Act are going to ensure annual Rate Cases and those rates will be tied to the Consumer Price Index (CPI). For mail managers, that means budgeting for future postage increases should be easier. Instead of large postage jumps over 2-3 year periods, there will be smaller annual increases.



Flats will now become more like letters in their handling and delivering. Flats will be delivery point sequenced and sorted in walk order. This means that future rate incentives will be put in place to ensure the ability to automate and sequence your flats. These rate changes will compel mail center managers to identify and correct any flats that are not automation compatible.

The intelligent mail (IM) barcode (a.k.a. 4-state barcode) will change the face of our envelopes. This barcode has 3 more bars than our current delivery point (11-digit) barcode. However, it can carry nearly triple the information (Fig #1). It will now include your delivery point, Planet code/Confirm®, special services (i.e. address service requested) and a unique mailpiece ID. This ID will allow tracking of a mailpiece throughout the entire life within the Postal Service. Perhaps this will eliminate the “check’s in the mail” problems we have all faced by allowing us to track those pieces. The IM barcode will also free up substantial real estate on the front of your mailpiece which should allow for additional marketing messages.

Letters and Flats – IM Barcode Impact

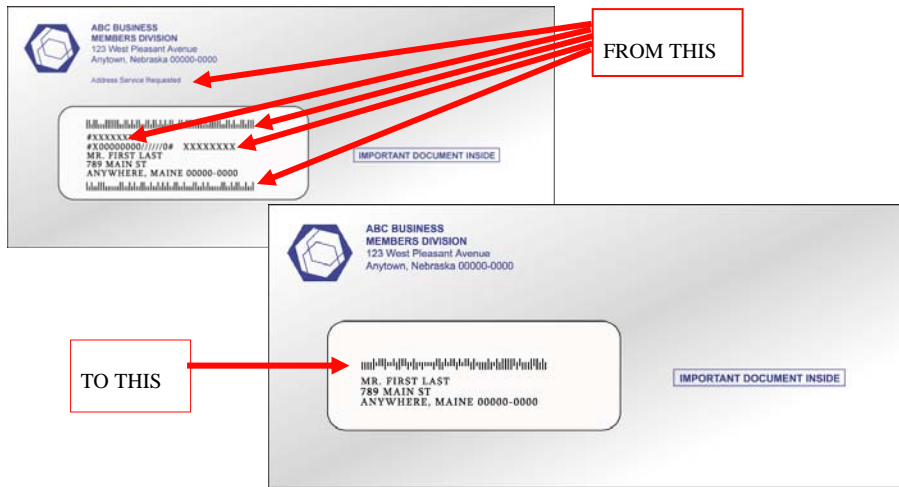


Fig. #1

Larger mailers will also see changes in the acceptance of their mail. Seamless acceptance should allow continuous entry of mail into the mail stream. This process will minimize the flow problems occurring when large mailings are presented to the USPS. Instead, mail will be seamlessly accepted with quality checks made randomly to insure proper sortation, automation compatibility, and revenue protection.

As mail system managers, Postal Service changes impact our profession. As we prepare for these changes, their effect is controlled, and their benefit maximized. We all look forward to these changes coming in the future....the future of presorting.

Dennis Shults, CMDSM

If you would like more information about this event or future events, contact Derace Martin at 816-979-5636 or at derace.martin@pb.com.

Mark Your Calendar

Mark your calendars for the October 17th, 2007 Breakfast with Vendors. This should be an informative and interesting meeting. More details to come!

- **October 17, 2007** – Children International Tour
- **December 5, 2007** – Holiday Event

Options available for Address Clean up

There are many options available to customers to help maintain and update their mail list. With the new requirements of delivery point validation, customers now have a higher percentage of mail that doesn't have delivery point barcodes. The result is higher postage rates. I'd like to discuss some of the most basic options available to reduce undeliverable mail.

- A) **National Change of Address (NCOA)** - This services keeps you in touch with where your customers have moved BEFORE you mail. There is over 200 certified NCOA vendors.
- B) **Address Correction Service (ACS)** - This service keeps you up-to-date AFTER you mail. This is available through the USPS National Customer Support Center. Two methods of notification are available, electronic or manual and this provides updates for up to 12 months.
- C) **Fastforward** - This service is sometimes available through Presort bureaus that have Multi Line Optical Character Readers and will automatically forward the mail as it is ran through the machine.
- D) **Ancillary service endorsements** - This service uses printed endorsements such as Address Service Requested, Return Service Requested, Temp-Return Service Requested, or Change Service Requested. Depending on what action you want, the endorsement will tell the Post Office how to handle. Costs vary depending on the service requested.
- E) **Move Update alternative methods** - Certification process available to companies that might have legal restraints of changing

their address data base without direction from their customer.

A simple plan of action to increase the chance that your mail will be delivered is Standardize, Validate, and Update. Standardize includes the CASS certification and LACS that most letter shops and presort bureaus provide when they process your address file through their software. Validate is the delivery point validation (DPV) process and address corrections that will tell whether that address exists and where the customer moved. Make the change to your data base so future mailings have the correct address information.

By Pamela S Fleming, CMDSM

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The Envelope, The First Impression

At the recent MSMA roundtable, during a question and answer segment the topic of envelopes came up. Brendan Horan of The Envelope Man Plus had posed several questions with regard to the placement and size of the “window” on an envelope and how with upcoming changes the envelope might be affected. This short segment really got me thinking about how important the envelope really is.

Envelopes are a great way to make a first impression. Some envelopes are designed with color and graphics to help the company they represent stand out, and others use the basic utilitarian white. Some envelopes scream “Open me, Open me”. Others are more subtle and redirect the recipient to their web site or additional “offers” inside. Envelopes coming out of banks or financial institutions tend to be very plain and almost quiet.

Originally, envelopes were designed to be transportation. In the beginning envelopes transported important information exclusively. In 1903 Julius Regenstien invented the one-piece window envelope. It is written that “Julius created a plasticized varnish that penetrated the fibers of the envelope and made it translucent, letting the address show through.” At that time there was no marketing being done via the envelope. Today the envelope transports important and sometimes not so important information and is a reasonably priced advertising tool. However, it has to be able to get to its destination.

Often overlooked by the creator or designer is how the envelope is addressed. Certainly a valid address is a number one priority. However, placement and size of the address are important as well. So important in fact that if the window placement or address block does not have enough “clear” space allotted for it to include a barcode and the lower right bottom has color or design it may actually cost a substantial amount of money to get the piece to its recipient particularly if the mailer intended to take automation discounts.

The new intelligent mail barcode will require less space and include more information. For example, “Address Service Requested” could be part of the intelligent barcode and thereby free up marketing space on the envelope. Regardless of your intended use for the envelope, whether it is marketing or utilitarian it is important and beneficial to give it some thought before placing an order. Otherwise, you may be stuck with a piece going nowhere.

Robin L. Sirna, CMDSM

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