**GNJ-PCC upcoming important dates to remember:**

**Save these Dates**

- **December 3, 2014**
  Holiday Meeting – The Madison Hotel – Updates & Holiday Reception

For more information or to suggest a meeting topic...please contact us email@gnjpcc.com
All Postal Customer Councils (PCCs) continue to explore ways to grow and add value to their membership. This PCC Membership Toolkit is intended to help you with that effort. The Toolkit contains best practices, templates and more. These tools should assist you with your membership growth initiatives in ways that save time, money and resources, so you have the need to write a letter to acquire new members; what about a new membership application; have you given thought to reaching out to your local Chamber of Commerce, but do not know how to get started; and what about the need to provide the value of PCC membership to prospective new members. Look no further! You should review the content of this Toolkit for help.

It should be noted that the Toolkit is a living document. Therefore, please share with us the best practices and templates that have provided great results for your PCC. Please email them to PCC@usps.gov and they will be included in the next version of this resource.

We hope all of you take advantage of this important resource to help grow your PCC membership and good luck!

Toolkit completed by: PCCAC Membership Subcommittee. Date: March 2014

For suggestions and advice, please feel free to contact the members of the PCC Advisory Committee (PCCAC) Membership Subcommittee.

James P. Mullan – CMDSM, EMCM, MDC, MDP, CSSGB CBPS National Operations Manager - Chubb

Marlene O’Hare – CMDSM Supervisor Office Services at Linde North America, Inc.

Lauren Solvik – National Account Manager at The Millennium Group

Marianne Houston – National Postal Operations Manager at Gannett Publishing Services

Larry Chaido – Director - N. A. at TransGlobal Consultants, Incorporated

Catherine Behr – Account Executive at Jerry Lake Mailing Service, Inc.

Sandra Calos – Customer Outreach Specialist at United States Postal Service

Ellie Alexander – I help Wealth Management professionals educate and motivate their clients and prospects.

Sabrina A Todd – USPS, Laurel A Stengel – USPS

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Labeling List Changes

The United States Postal Service® (USPS®) announced changes to the Labeling List data, effective September 1, 2014, with a mandatory use date of September 30, 2014. The Labeling Lists affected are L001, L006, L007, L012 and L606. Please note that the format for the L006, L007 and L012 lists now have each ZIP Code™ listed individually in the first column. For label changes, the ZIP™ column will be followed by the change from/change to label names and an indicator as to whether or not that ZIP™ is being added to a new label or moved to another existing label. For adds and deletes, the new/old Column B label name will be listed for each ZIP.

The Labeling Lists are located on the Postal Explorer web site under the Additional Links tab.

Use of Labeling List Data

The Labeling List data is used to define the specific destination information to be printed on sack labels, tray labels, and pallet labels. This destination information is used to route the mail inside the sacks, trays and pallets to the correct postal facility for processing. The destination information is based primarily on 3-digit ZIP Code prefix, and varies based on the class of mail, processing category, and other criteria. Virtually all container labels are generated using computer software, which accesses this Labeling List data in a file format, operating much like a look-up table.

Why the Changes?

There are many reasons why the USPS makes changes to the Labeling List data. Recently, many of the changes are being made as a result of their efforts to consolidate processing facilities to improve efficiencies and reduce costs. Changes also take place when the USPS makes alterations to the service areas for certain processing facilities, which can be the result of shifts in population, mail volumes, staffing and many other reasons. Keep in mind that approximately 12% of the US population moves each year and there are about 1,800 new delivery addresses added each day. So, there are lots of ZIP Code changes happening all the time!

Time for change

The USPS provides for a transition period when these changes are announced, to allow software vendors time to update their software and for mailers to use up existing labels. During this period, the USPS encourages mailers to use the new Labeling List data as soon as possible, but it is acceptable to use the old Labeling List data until the mandatory date. In the case of this most recent update, the mandatory date is September 30, 2014.

Handling Change

When these types of changes are announced, it is important for mailers to work with their software vendors and mail service providers to make sure that the changes are implemented on a timely basis. This is critical so that the correct destination information is populated into the Mail.dat™ files, or any other files or printed documents that are used to process or submit postage statements (and other postal documentation) and to create sack, tray, and pallet labels. Keep in mind that the Labeling List changes involve not just the facility names, but the ZIP codes associated with those facilities. This affects the destination line on the tags and the mailpieces that are placed into the sacks, trays, and pallets. As such, these changes MUST be incorporated into the presort software first; if the data is incorrect during this process (and thus incorrect in the Mail.dat™ files), it cannot be corrected in Post-Presort software, such as DAT-MAIL™.
mail entry units (BMEUs) at their current locations will remain able to receive mail at Business Mail Entry Units. Mailers will continue to receive drop-ship entry discounts for mail entered at impacted facilities based on 3-digit ZIP Codes currently allowed. Mailers are encouraged to align their preparation and entry to the new network, once detailed information about the rationalization is provided in the coming weeks.

Network rationalization began in 2012 and has been highly successful in generating cost savings and efficiencies to allow the Postal Service to continue to serve our customers for many years to come. This next phase of network rationalization will establish the low-cost, technology-centric delivery platform necessary to serve the mailing and shipping industry well into the future.

Additional information on mail processing rationalization, including the list of facilities to be consolidated, is available at usps.com/ourfuturenetwork.
2014 PCC Leadership Awards - was awarded the BRONZE Award for Innovation - Congrats to the Team!

RESOURCES

Business Customer Gateway
https://gateway.usps.com/bcg/login.htm

Direct Mail Website
www.usps.com/directmail

Zip Code

MailPro
http://mailprodigital.com/

Quick Service Guides
http://pe.usps.gov/text/qsg300/q000.htm

Mail Service Updates

RIBBS
http://ribbs.usps.gov

National Customer Support Center
1-800-238-3150

Touchdown for GNJPCC at MetLife Stadium

To celebrate National PCC week, Greater NJ PCC scored with an exciting venue for the meeting on Sep. 10th. Home to the NFL Jets and Giants, GNJ PCC members and supporters gathered in the “Coach’s Club” at MetLife Stadium for a day of awards, presentations including one from keynote speaker USPS Chief Operating Officer Megan Brennan, networking lunch, stadium tour, postal consultation tables, and 17 exhibitors. With enthusiastic support from the board, members, exhibitors, and sponsors, this event held one of the highest attendance records for a GNJ PCC meeting.

Consider Sponsoring Our Next Meeting

Gold Level ($500) – Silver Level ($250) – Bronze Level ($150)

The benefits of sponsoring a meeting: Recognition during our PCC Meeting. Networking opportunities, publicity, brand awareness.

For more information log onto GNJPCC.com.


Ask about the National Deliverability Index.

With so many Americans moving each year, think how many might be your customers or members. Make sure the list you rented has accurate addresses-ask about its National Deliverability Index (NDI), which rates the percentage of addresses in a list that are deliverable. You can also use it to target certain address elements and save on postage.

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https://gateway.usps.com/bcg/login.htm

Direct Mail Website
www.usps.com/directmail

Zip Code

MailPro
http://mailprodigital.com/

Quick Service Guides
http://pe.usps.gov/text/qsg300/q000.htm

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