



LI PCC EXECUTIVE OFFICERS

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Executive Officer Meetings:
9:30 am - 10:00 am

All General Meetings:
10:00 am - 11:00 am

Long Island PCC
Mid Island P&DC
160 Duryea Road
Melville NY 11747-3825
(631) 755-2850
www.longislandpcc.com

Long Island Postal and Industry Co-Chair Corner

The **Annual Holiday Open House** was held December 3rd at Patrizas of Hauppauge. This year's event hosted a more relaxed and casual atmosphere with a wider food selection. We had a great turnout and we received many toy donations for children in need this holiday season. A special thank you to **USPS Northeast AVP, Eric D. Chavez** who made a special appearance to thank all of our local businesses for their support. This year's holiday venue was changed based on past year's feedback, which proved to be successful. Everyone that attended had a great time. We are always looking to get as many members to attend our events, so please let us know if you have any new ideas or suggestions. Thank you to all that came and donated.

It's January and we are facing a new year with renewed vigor. As with every January the topic is our annual price change which is on everyone's mind. If you are asking yourself how this rate change will affect your company's bottom line, you should register to attend the LI PCC meeting in January. The **USPS Rate Change meeting/presentation along with Mail Movement through the NDC** will be held on **January 15, 2020 at 10am**. Steven Humin, Manger Network Distribution Center, NJ will be our special guest speaker and will explain the inner workings of our NDC.

On February 12th & 13th we will be hosting our **Certified Direct Mail Professional (CDMP)** at a discounted price for attendees. **This program is definitely worth your time and cost to attend.** If you need more information on this please contact the Business Service Network Representatives, they are here to answer all your questions. **More information on the CDMP training can be found on page 3 of this newsletter or visit the LI PCC website at <http://www.longislandpcc.com> where you can also register to attend this event.**

Remember..... there is no cost to attend our monthly meetings, however, **"Space is Limited"**, so you will need to pre-register for each event. **REGISTER** online at the LI PCC website at **<http://www.LongIslandPCC.com>**.

Frank Calabrese
Postal Co-Chair

Adam Avrlick
Industry Co-Chair

LI PCC EXECUTIVE POLICY BOARD MEMBERS

Access Direct Systems Inc

Action Addressing & Mailing Services

Advertising Distributors of America Inc

All Island Media

Bell and Howell

Broadridge Financial Solutions Inc

Brokers Worldwide

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2020 MAILING PROMOTIONS

The United States Postal Service announced the **approval of the six proposed USPS Mailing Promotions for calendar year 2020 which are listed below.**

The Promotions are offered to encourage mailers to try new things and continue utilizing mail as part of their multi-channel marketing mix. They are designed to help marketers engage their customers and increase ROI by using techniques like dynamic color print, mobile and barcode technologies. Promotions allow for an array of new technologies such as digital assistants and chatbots, as well as traditional mail techniques and leveraging new print production capabilities. The 2020 Promotions provide multiple opportunities to participate. Program requirements and other pertinent information are available on PostalPro at <https://postalpro.usps.com/promotions>

Tactile, Sensory and Interactive Mailpiece Engagement Promotion

Registration Period: December 15, 2019 – July 31, 2020

Promotion Period: February 1, 2020 – July 31, 2020

Eligible: USPS Marketing Mail® letters and flats

Emerging and Advanced Technology Promotion

Registration Period: January 15, 2020 – August 31, 2020

Promotion Period: March 1, 2020 – August 31, 2020

Eligible: First-Class Mail® & USPS Marketing Mail®

Earned Value Reply Mail Promotion

Registration Period: February 15, 2020 – March 31, 2020

Promotion Period: April 1, 2020 – June 30, 2020

Eligible: BRM, CRM, and Share Mail

Personalized Color Transpromo Promotion

Registration Period: May 15, 2020 – December 31, 2020

Promotion Period: July 1, 2020 – December 31, 2020

Eligible: First-Class Mail® (excludes all FCM single-piece-price mail)

Mobile Shopping Promotion

Registration Period: June 15, 2020 – December 31, 2020

Promotion Period: August 1, 2020 – December 31, 2020

Eligible: USPS Marketing Mail® letters and flats

Informed Delivery Promotion

Registration Period: July 15, 2020 – November 30, 2020

Promotion Period: September 1, 2020 – November 30, 2020

Eligible: First-Class Mail® & USPS Marketing Mail® letters and flats

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January 2020 - Long Island

LI PCC EXECUTIVE POLICY BOARD MEMBERS Cont.

Richner Communications Inc

Ricoh InfoPrint Solutions

RISO, INC

Sir Speedy Printing and Marketing Services

Suffolk County Government (DPW)

The CPW Group

Times Review Newspapers

Town of Hempstead

United States Postal Service

Verizon

William Charles Printing Company

LI PCC Membership Eligibility

The LI PCC has a three (3) tier membership based on customer participation and involvement with the PCC.

NOTE: The LI PCC does not collect any fees or dues to become any type of member.

General: General membership is open to all business mailers who use the services of the Postal Service.

Executive Policy Board: This group is comprised of individuals from industry and postal employees. This is the planning group of the Council (also referred to as the PCC Board members or Policy Committee members). Members MUST attend a combination of five (5) LI PCC meetings or events per year and must participate in at least one of the Sub-Committees established by the Council.

Executive Officers: LI PCC Executive Officers consist of a Postal Co-Chair, Industry Co-Chair, First Vice-Chairperson, Secretary & Treasurer. Executive Officers are elected to serve for a two (2) year term.

Special discounts and promotions offered to all qualified Executive Policy Board members throughout the year.

A copy of the LI PCC financial report is available for anyone to view if interested.

USPS MAIL JOURNEY

Recently the United States Postal Service launched a new website that allows you to take a short 45 minute online course that teaches how mail has become more dynamic. Some of the things you will learn by taking this course are:

- The changing marketing landscape from both the marketer and consumer perspectives.
- How the customer journey funnel has changed.
- The new narrative and the philosophical shift happening in the mail space.
- The innovative technologies that have redefined mail in the customer journey.
- The dynamic evolution of mail and how it drives action across the new customer journey.

The course will offer short quizzes at the end of each section and a final test at the end. We encourage you to take this course and learn about different ways the United States Postal Service is evolving with the changes in technology and different ways to connect both marketers and consumers. This is the first in what will hopefully be a series of courses to explain how mail has become more dynamic in the customers journey. **Use the link below to start your mail journey.**

<http://www.uspsmailjourney.com/#/>

National Postal Forum-Registration is Open



All roads to success begin with one step. For shipping and mailing professionals, there's no bigger, better step to take than the one that leads to the NPF. This year, we're heading out to sunny Orlando, Florida, where attendees will find themselves on a jam-packed journey of learning. Innovation. And making the kind of invaluable connections that will help their companies go the distance in attaining a greater ROI! The Mailing and Shipping Industry is not one to idly stand by. Out to raise the bar on processes and delivery, it's a non-stop world of innovation. Education. Collaboration. All of which will be on full display at the 2020 NPF, where attendees will have a first-class opportunity to learn about ingenious new tools, cutting-edge technologies and nab VIP access to insights shared by leaders from the hottest global marketing firms and mailrooms. The goal: To provide you with a direct route to more efficient, cost-effective ways of doing business. And at every touchpoint, give you a leg up on the competition!

Online registration is officially open for the National Postal Forum (NPF), taking place in **Orlando, FL, April 26-29, 2020**. To benefit from all available discounts, please reach out to your postal liaisons or your BSN Rep at (631) 755-2920 or email them at BLONG2@usps.gov for discount codes.

USPS RATES & Mail Movement through the NDC

Wednesday, January 15, 2020

On January 26th, U.S. Postal Service rates will change for both Market Dominant & Competitive products. Additionally, we will have the Manager of the NDC, Stephen Humin explain how Marketing Mail travels through the NDC.

Space is Limited

There is no cost to attend but you **MUST** pre-register
Attendees will get 1 Credit for this session in the

“Mail Production” Track

This event will take place at the
Consumer & Industry Contact / Business Service Network

Mid Island P&DC
160 Duryea Rd – Melville NY 11747-3825

REGISTER NOW! Go to the LI PCC website
<http://www.longislandpcc.com/>

Thanks to our January Breakfast Sponsor

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WE'RE ON THE WEB!

www.longislandpcc.com

MEMBERS CORNER:

The LI PCC's Mission is to:

- Foster and maintain a close working relationship between mailers and the United States Postal Service.
- Share information about new and existing Postal Service products, programs, regulations, and procedures.
- Facilitate the interchange of ideas among mailers and Postal Service officials.
- Help members and their organizations grow and develop professionally through focused educational programs.

Please help us by contributing news to Francine Segarra at

Francine.v.segarra@usps.gov or Laurel Stengel at Laurel.A.Stengel@usps.gov

Newsletter Printing Mailing Donated by - Broadridge Financial Solution

UPCOMING 2020 CALENDAR OF EVENTS

January 15, 2020

Monthly Meeting & Presentation – 2020 Rates / Mail Movement through the NDC

10am – 11am

Business Service Network, 160 Duryea Rd - Melville NY

No Charge - [Register at www.longislandpcc.com](http://www.longislandpcc.com)

February 11, 12, & 13th 2020

Virtual Mail Design Professional Classes

More Information to follow

March 11, 2020

Monthly Meeting & Presentation – *How to Manage / Handle Returned & Undeliverable Mail*

10am – 11am

Business Service Network, 160 Duryea Rd - Melville NY

No Charge - [Register at www.longislandpcc.com](http://www.longislandpcc.com)

April 15, 2020

Monthly Meeting & Presentation – “Ask the Expert” on Direct Mail (Domestic & International)

10am – 11am

Business Service Network, 160 Duryea Rd - Melville NY

No Charge - [Register at www.longislandpcc.com](http://www.longislandpcc.com)

May 13, 2020

Monthly Meeting & Presentation - DIM Weight & Parcels

10am – 11am

Business Service Network, 160 Duryea Rd - Melville NY

No Charge - [Register at www.longislandpcc.com](http://www.longislandpcc.com)

June 2, 2020

LI PCC 20th Annual Golf Outing

Wind Watch Golf & Country Club – Hauppauge NY

More Information to follow

WE WANT TO HEAR FROM YOU

Let us know what presentations AND events you want:

Call Francine Segarra at (631) 755-2907 or

Visit www.longislandpcc.com

