

THE UMS WORD

USPS Changes

5 Day Delivery, How will it Affect You?

The US Postal Service has submitted their "FIVE-DAY Delivery" Proposal in an effort to eliminate Saturday street address delivery. With this proposal the USPS is projected to save a much needed \$3 billion a year. How does the elimination of Saturday delivery in 2011 affect UMS and our customers business plans?



listening to their customers. Many of the original plans have been refined as the latest proposal was written due to the feedback they received.

How could this affect the business relationship between UMS and our customers? At this time UMS plans to have the ability to operate the same as

we do today. Many of the regulations and times in place for the USPS to receive incoming mail will not change. Any Saturday processing and submitting to the USPS should still be possible.

The USPS has anticipated the potential concerns of their customers with this drastic change in their delivery. Polls being conducted throughout the mailing industry reveal that seemingly the largest group opposing this change is direct marketers. Direct Mail marketers from time to time rely on Saturday mail box delivery of fliers and catalogs informing customers of events taking place the following week. Many periodical mailers and publishers also look at timelines for their print dates to the in mail box delivery dates. As an example a twice a week periodical mailer may need to push up their print timelines a day or two to reach their readers in time with pertinent information.

If you feel that you have an instance where you believe the five day delivery will affect you, we suggest you contact your local USPS representative right away. UMS is always there to assist you with any concerns you may have in dealing with the USPS, so if needed feel free to contact us and we will try to help.

USPS Postage Statement Processing

Many Americans are reacting positively about the proposed change. Polls have shown that 71% of Americans would support cutting Saturday delivery if it would alleviate more financial troubles for the USPS. The current five day delivery proposal would keep local USPS

branches open on Saturdays and would also continue to deliver to PO Boxes. When similar polls were conducted about closing USPS locations, 64% of Americans responded that they were opposed to closing small local USPS facilities. The USPS is



In an effort to improve customer service, and to encourage their customers to utilize USPS online tools, the USPS has changed the way they will be processing hard copy postage statements. This new process began March 15th, 2010. The USPS will no longer complete the "USPS Use Only" section or round stamp any hard copy postage statements submitted. In the past certain UMS customers have requested hard copy stamped postage statements as "proof" of when a mailing was submitted to the USPS. With these changes UMS

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will no longer be able to return stamped postage statements after we submit mailings on their behalf.

The Business Customer Gateway which is run through the USPS *PostalOne!* system and USPS.com is an effective user friendly tool provided to all USPS customers. The Business Customer Gateway provides customers the ability to access postage statements, view permit account information, and request special services within the USPS network. Postage statements for smaller (under 10,000 pieces) mailings can be completed through the Business Customer Gateway and the USPS Postal Wizard system.



For questions regarding the Business Customer Gateway or how to access postage statements online please contact the USPS Help Desk 1-800-522-9085 or online at www.postalone@email.usps.gov. UMS representatives are also always willing to assist with any UMS or USPS questions our customers may have.

COA

With all the recent regulation changes within the USPS it is important to keep abreast and informed with the most up to date information. At UMS we feel it is our duty to be the primary resource our customers can go to for answers to important questions which concern their corporation.

One of the biggest questions on the minds of mailers today is the Move Update regulation, how it affects them, and what they need to do to comply with the regulation as effectively as possible. With the new enhancements to Move Update it is imperative mailers understand the consequences not complying could bring them.

In early 2009 the USPS began Performance Based Verification (PBV). This is a new and more efficient way for them to verify and monitor mailers and the quality of the mailings they present to the USPS. PBV is done through the MERLIN system and includes a new form of verification called Move Update Validation. Move Update Validation is conducted simultaneously with other verifications as the sample mail is processed through the MERLIN system. During this process MERLIN detects mail pieces which require a Change of Address (COA). If the COA was performed by the mail owner the mail piece passes the verification. If the COA was not performed the mail piece fails.

The USPS has created specific tolerances for those mail pieces which fail Move Update Validation. These tolerances as well as information on the postage assessments which will be issued for not being within these tolerances can be found at:

<http://ribbs/usps.gov/moveupdate>

Move Update is a particular regulation in which UMS needs the

assistance of our customers or the actual mail owner to comply. UMS does not have access to our customer's address data bases. We are unable to take complete ownership of the address changes within our mailings. We offer services to assist our customers in Move Update compliance, however the responsibility to ensure the addresses are up to date is on the actual mail owner or UMS customer.

UMS offers the *FASTforward* (FF) service as a means to meet the regulation as well as providing a degree of protection against possible postage assessments (fines) for non-compliance. FF is a USPS approved product that works in conjunction with UMS' Optical Character Readers (OCRs) to identify and update any possible COA mail pieces within a mailing.

In 2009 the USPS has also mandated changes to the FF process. UMS is no longer able to simply forward mail to the new address without providing an option for the mail owner to receive the COA information back. The primary option for receiving COA info is FFMUN (FF Move Update Notification). With FFMUN UMS processes mail as normal, however if a COA is detected the new address and barcode are sprayed on the mail piece and an electronic form of the COA is saved in the system. UMS FF users are able to download this COA information to update their records. UMS customers must request web access to the USPS website by filling out USPS form 1357W to effectively use the FFMUN service.

Move Update and the changes to *FASTforward* service have and will continue to dramatically impact UMS customers. We will continue to provide our customers with information and resources to answer important questions. We look forward to the improvements these changes will make within the USPS and the mailing industry as a whole.



Phone Upgrade

United Mailing Services has begun the process of upgrading our phone system by going to a voice over IP system. This new system will allow UMS to take advantage of many new venues we have not yet been able to utilize. Our new phone system will now have the ability to transfer calls throughout the company and from facility to facility. More specifically, if a call comes into the Corporate office but the caller actually needed to speak with someone in Oshkosh, instead of receiving a new number to call we will have the ability to transfer calls directly to Oshkosh.

Another efficient feature will be the ability to host conference calls and webinars directly through our new system. We hope this will allow us to bring our customers more educational seminars whenever they are needed.

We are very confident that the changes to our system should not disrupt business and we have taken every precaution to make sure this does not happen. However, in the event of unanticipated interruptions to our phone service, we apologize in advance for any inconvenience. We are confident these changes will make UMS a more efficient company which will help us provide even better service to our customers.

Postal Customer Council

As business mailers it is important for UMS customers to have knowledge of the USPS regulations that have an impact on their businesses. The best way to accomplish this is to take the opportunity to join their local Postal Customer Council (PCC).

Postage and mailing budgets are a large part of any corporation's annual planning. With the large and smaller changes taking place within the USPS it is important to know the potential impact those changes could have on a mailer's projected budget. The PCC is a great resource for business mailers to keep up to date with current and upcoming USPS regulations.

UMS is an active member of the PCC in all five of our locations. In the Green Bay area PCC Dean Mair sits on the PCC board as an Industry Co-Chair, in Madison Tom Diring is also an Industry Board representative, and in Brookfield Dale Morrell is a membership chair. These memberships provide UMS representatives a helpful resource which we use proudly to gain knowledge on mailing regulations and to assist our customers with daily questions which arise. The local USPS offices also provide representation at all PCC functions. This gives business mailers the opportunity to ask questions and get face to face answers from the personnel who actually accept and process their discounted mail.

We urge our customers to join us in membership to their local PCC. Membership is free and can provide a wealth of knowledge in the mailing industry as well as the opportunity for customers to network with other mailing professionals who have the same concerns.

For more information on the Postal Customer Council in Wisconsin please visit the Lakeland PCC website:

www.lakelandpcc.com

Featured UMS Employee: Joe Cullen

In 2009 and early 2010 United Mailing Services made huge technological advancements. Most of these changes were incorporated into our OCR machines, sorting software, and networking capabilities. Joe Cullen, United Mailing Services, Inc's Corporate Automation Manager took on the majority of this work load, working with our software vendor, Bowe Bell and Howell guiding UMS into the new world of Intelligent Mail.



Joe has been a key employee at UMS since 1994. With an Associate Degree in Computer Networking and a Bachelor's Degree from Lakeland University in Computer Science Joe's advanced computer experience combined with his knowledge of mail processing makes Joe a valuable member of the UMS management team. His efforts have placed UMS among the very few presort

services in the country with approval for Full Service Intelligent Mail Barcode as well as the necessary networking capabilities to start our new mail move program.

As a company UMS realizes we can only succeed as far as our employees and management staff are willing to take us. We are very fortunate to have employees and managers such as Joe Cullen working to help ensure our company's future success.

We appreciate the hard work and dedication given to UMS by our loyal employees. We look forward to a strong successful future with Joe, our management team and the rest of our staff working hard to make UMS both a dedicated mailing service provider and a great place to work as well. With Joe leading the way we know UMS will stay on the leading edge of technology as our business relationship with the USPS continues to grow.

Barcode Clear Zone

New USPS regulations with use of Intelligent Mail mandate the use of only one barcode on the face of a mail piece. This makes keeping the Barcode Clear Zone open on the front of a mail piece essential if customers would like to take advantage of postage discounts. The Barcode Clear Zone is the 4 3/4 inches space across and 5/8 inch space up from the lower right hand corner of a letter size mail piece. This area is designated by the USPS for mailers to apply the appropriate Intelligent Mail Barcode. Writing or marking of any kind printed in this area disqualifies the mail piece from receiving automation discounts.

More information can be obtained on the barcode clear zone and other automation eligibility criteria by visiting the USPS website:

WWW.USPS.com

New NAPM Member

After years of being involved in the National Association of Presort Mailers (NAPM), Mark Kolb, Vice President of United Mailing Services, was nominated and elected to the board of NAPM. Mark will serve a 3 year term on the board and is very excited about the opportunity.

"This will be a great thing for United Mailing Services. It will give us a different opportunity to discuss best practices with other presort mailers" Mark explained to his employees. "It will also give us a new avenue to reach the USPS on a national level". Through monthly conference calls keeping all members up to date with industry changes, Mark believes NAPM will become a stronger organization. These calls were suggested by Mark, and a large part of the platform he used as he ran for the board. Mark believes these calls will bring value by educating members on current USPS issues, networking and sharing best practices on a regularly scheduled basis

At the National Postal Forum Mark also presented with Bowe Bell & Howell discussing the benefits of going to Full Service Intelligent Mail Barcode and shared experiences UMS has had over the last year or so. "United Mailing Services is ahead of most of the industry on Full Service issues. It was an honor to share our experiences with others who are interested in Full Service mailings."

Congratulation to Mark Kolb on making the NAPM Board and for the opportunities this brings to United Mailing Services.



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From The Blog

USPS Summer Sale 2010

The USPS 2010 Summer Sale is scheduled to begin July 1, 2010 and run through September 30, 2010. This “sale” is actually an incentive program sponsored by the USPS to encourage eligible Standard Mailers to grow their direct and Standard Mail volumes.



To be eligible for the Summer Sale in 2010 a volume threshold has been established. The participating mailer must project a 5% increase in Standard Mail volume in 2010 than was submitted to the USPS over the same period of time in 2009. So if a Standard Mailer can demonstrate at least a 5% increase in mail volume from July 1, 2010 to September 30, 2010 over July 1, 2009 to September 30, 2009 they may be eligible to receive a 30% rebate on that additional mail volume.

On or before May 1, 2010 the USPS will be sending out invitations for potentially eligible mailers to take part in their Summer Sale, Standard Mail Incentive Program. To qualify for and invite mailers must have submitted to the USPS at least 350,000 Standard Mail letters and or flats between June 1, 2009 and September 30, 2009.

The USPS is expecting 3,525 customers to be eligible to participate in the sale. The Summer Sale is intended to be a reward offered by the USPS to their loyal customers.

Visit www.usps.com or contact the local UMS representative for further details.

We're on the Web!
unitedmailingservices.com