

JUNE, 2019 ISSUE

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**Manager, Business Mail Entry:**  
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 Karyn Rahming. 916-373-8605

**Mailing Standards Specialist:**  
 Steve Benson. 916-373-8721

**Manager, USPS Sales:**  
 Veronica Mendoza. 916-373-8383

**PCC NEWSLETTER**

**Address Change:**  
 Sacramento District Marketing Secretary  
 916-373-8700 | fax 916-373-8068

**Publishing:** Communications Chair  
 Lexi Her  
 209-938-8933

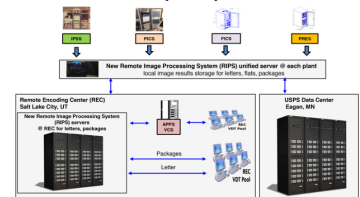
**Printing and Mailing Donated By:**  
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**IMPROVING RESULTS MAJOR COMPUTER UPGRADE  
 HEADED TO PLANTS**

The Postal Service is rolling out a major computer system upgrade at mail processing plants across the United States.

Under the Results Server Modernization program, a single, centralized computer system will replace multiple legacy servers at all international service centers, network distribution centers, processing and distribution centers, and several annexes.

**Results Server Modernization (RSM)**



“The same hardware has been chugging along for 30 years now. But there are no spare parts for it anymore,” said Engineering Informational Sciences Specialist Stephen Tanner.

The new system, known as the Remote Image Processing System, receives information from a variety of sources that communicate with each other, improving mail sortation. For example, the servers send sortation results to multiple sites before the physical mail arrives, which helps speed processing times at “downstream” sites.

Additionally, when the servers receive images of poorly addressed mail, the images are automatically sent to the Remote Encoding Center, where human “keyers” review the images, determine where the mail is supposed to go, and send that information to the appropriate plant.

Also, the servers are considerably more powerful and energy efficient than the legacy system, which requires significant cooling and electricity to operate, and they require less maintenance and fewer operating costs.

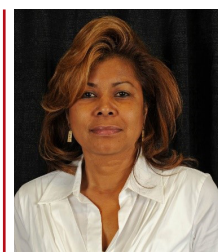
The new system currently handles letters and packages, and it will soon handle flats, too.

“We’ve also added lots of diagnostic capabilities to the servers that allow for predictive maintenance. We think it will be a winner for the plants,” said Engineering Technology Acquisition Manager Lee Green.

The system, which has been in development for almost three years, is undergoing testing at the Merrifield, VA, Processing and Distribution Center. USPS plans to deploy the system at 300 sites across the United States from April-September.

Said Tanner: “We will use all of the old networking addresses, so the installation is almost like turning one system off and turning another on.”

**Linda Crawford**  
 Postmaster, Sacramento





## National Postal Forum: Attendee Report

*Darlene Boriack*

If you've never been to the National Postal Forum (NPF) or haven't been in a while, then you should go. Everyone should experience the forum at least once. The Postal Service is an enormous business that touches every household and provides countless jobs, both directly and indirectly. I'm always amazed by

the whole process and how it continues even after 244 years. It was a privilege to represent the Sacramento Postal Customer Council (PCC) and a big thank you to everyone for their support.

Sunday, May 5, 2019 was the PCC Opening Session. The new Academic Outreach program was one of the most exciting topics for the PCCs. The program includes the "Direct Effect team", comprised of advocates from the marketing industry, the mail industry, and educational institutions. This team is addressing the need to educate college students on new technologies that integrate mail into digital campaigns. Traditional marketing like direct mail are not often taught at the college level anymore.

In 2017, experts from the Postal Service, the Mailing Industry, and Academia developed college level course content about direct mail and its role in driving consumer behavior through integrated marketing. This material was tested with three colleges and in 2018, course material and instructor guides were released for use by college professors.

PCC members nationwide have since reached out to local colleges and universities, finding acceptance within their college marketing departments, demonstrating that mail can play a part in the college community education once again. In addition, this program prepares graduates for job opportunities within the mail industry.

All PCCs should consider working with their Postal Service Marketing departments to spread the word of this program that is developed and ready for use. Within our PCC networks we should seek out those that have relationships with our local

colleges and universities.

In other news, the PCCAC Communications and Marketing Committees had a booth at the NPF. There were photo opportunities, games with prizes, PCC race car driver badges given out and if you filled out a membership application you received a disposable camera. It was a lot of fun volunteering at the booth. I met a whole lot of people and was able to meet those that are on my AC Education Committee.

I attended the PCC Boot Camp Refreshers, which were a series of 3 valuable classes.

The first refresher was on PCC education. This class went over the Education Toolkit which contains information to assist PCCs with planning their events. There was an abundance of information from how to determine educational needs, to examples of topics, such as Breakfast with the Postmaster and Education Certifications and workshops for our use. The second refresher schooled us on Policy Administration. Publication 286 is the key. The third refresher was based on marketing and communications. The presenter spoke on membership, succession planning, finding new members and demonstrated the new PCC event planning template.

All in all, this NPF was one of the best - and I've been to over 10 of them. There was education, networking, examining products in the exhibit hall, good food and conversation and great speakers for the award luncheon and the 5 amazing Ted Talks.

Start telling the boss why it is so important to go to the NPF. Start setting aside the funds to attend, remember to request the many discounts when signing up. With that, I hope to see you next year at the NPF!!

-Darlene Boriack

## Red, White & Blue BBQ and Plant Tour!

**June 13<sup>th</sup> 2019, 10:00am - 2:00pm**

**Location: West Sacramento P&DC**

**Keynote Speaker: Dave Lewis**

**Topic: The Strategy and Tactics of a Winning Informed Delivery Campaign - Creating and Measuring Success**

**Register Now at [www.sacpcc.com](http://www.sacpcc.com)!**



## MAILING SHIPPING SOLUTIONS CENTER

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USPS has established a centralized Mailing/Shipping Solutions Center (MSSC) Helpdesk to provide commercial customers with first contact solutions for all their mailing and shipping needs. The MSSC Helpdesk will enhance the commercial mailers customer experience by providing one centralized number to call for information and issue resolution. USPS will also benefit by using Helpdesk data to better identify training needs and develop automated solutions for common problems.

The MSSC is staffed by the Mailing Requirement Team (consisting of Mailing Requirements Clerks located within all districts) and uses Genesys, a call routing system and ServiceNow, an incident reporting system to facilitate administration of Helpdesk operations.

You may now call our toll-free number 1-877-672-0007 Monday through Friday, 7:00 A.M. - 7:00 P.M. Central Time, to reach our trained and professional Mailing Requirements staff, who can assist you with all your mailing and shipping needs.

We are excited to share this announcement with you, our valued customers, and look forward to working together as the USPS continues to innovate and streamline solutions for our commercial mailing and shipping partners.

**MSSC Helpdesk: 1-877-MRC-0007 (1-877-672-0007)**

**Hours of operation: Mon-Fri 7am-7pm Central Time.**

### Executive Mail Center Management Course...

We're considering a special course on Executive Mail Center Management taught by the USPS. Please let us know if you're interested or not by taking the short survey at <https://www.surveymonkey.com/r/MPM5HY6>. Thanks very much!



Thanking our business customers from  
"Your United States Postal Service Support Team".



Our own Toni Higgins is recognized by  
Postmaster General Megan Brennan for  
her work on the recruitment team.



The United States Postal Service NPF Recruitment Team registered  
over 210 new business customers to attend this year's National Postal Forum.



# membership list

# 2019-2020

## EXPRESS MEMBERS

- Admail West, Inc.
- CA Legislative Data Center
- Dome Printing
- DST Output and Mail Services
- Int'l Mailing Equip. — Hasler Postage Meters
- Mailing Systems, Inc.
- Mailrite Print & Mail, Inc.
- Pitney Bowes
- Pitney Bowes Presort Services

## PRIORITY MEMBERS

- Capture Technologies
- Factor Systems
- Kern U.S.A.
- Micronite Inc.
- Response Envelope Company

**Sacramento Postal Customer Council**  
 P.O. Box 980093  
 West Sacramento, CA 95798-0093

First-Class Mail  
 Postage & Fees PAID  
 USPS  
 Permit No. G-10

**RETURN SERVICE REQUESTED**

# Upcoming Events 2019



**July 11<sup>th</sup>, 7:05pm: PCC River Cats Night!**  
 Location: Railey Field  
 Join us to watch the Sacramento River Cats face off against the Fresno Grizzlies  
 Buy Tickets Now @: SacPCC.com for just \$18

# 7.11

**Aug. 8<sup>th</sup>, 9:30am - 2:00pm: Areas Inspiring Mail (AIM) Meeting**  
 Location: Santa Clarita P&DC  
 28201 Franklin Pkwy, Santa Clarita, CA 91383  
 Lunch Provided - No Cost  
 Questions? Mohoa Ha at mohoa.ha@usps.gov  
 or 858.674.2676

# 8.8

*Exec. Board Meetings are held the last Thursday of every month.*

Do you have a suggestion for a meeting topic, a tour or a good speaker for a meeting? If so, please share your suggestion with any board member, or email webmaster@sacpcc.com.

