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Greater Boston
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PCC Honors Our Veterans

On December 3rd, members of the PCC Board joined the USPS and Congressman Joe Kennedy III in a "Salute to Veterans".

The event, which took place at the Boston VA Hospital in West Roxbury, included the unveiling of a World War I stamp and an address by Congressman Kennedy. Hand-made pens, crafted by Boston PCC Board member Al Silverstein were distributed to the veterans, along with note cards and envelopes.



Pictured: PCC Industry Co-Chair Mike Shields, David Hencke VA, PCC Board Member Al Silverstein, Postmaster Nick Francescucci, Congressman Joe Kennedy III, Melissa Conway VA and Jim Holland, USPS Marketing Manager.

In what has become an annual event for the Greater Boston PCC, this is our way of expressing our gratitude for the service of our veterans. A memorable event for all involved.



Pictured: PCC Industry Co-Chair Mike Shields addressing the assembled crowd of veterans.

U.S. Postal Service Announces New Prices for 2019

Effective January 27, 2019, prices are changing for USPS First-Class Mail and Shipping Services. The following is a review of the price changes. These prices will take effect January 27, 2019.

The proposed prices, approved by the Governors of the Postal Service, would raise Mailing Services product prices approximately 2.5 percent. Shipping Services price increases vary by product. For example, Priority Mail Express will increase 3.9 percent and Priority Mail will increase 5.9 percent. Although Mailing Services price increases are based on the Consumer Price Index (CPI), Shipping Services prices are primarily adjusted according to market conditions. The Governors believe these new rates will keep the Postal Service competitive while providing the agency with needed revenue.

The new prices will include a 5-cent increase in the price of a First-Class Mail Forever stamp, from 50 cents to 55 cents. The single-piece additional ounce price will be reduced to 15 cents, so a 2-ounce stamped letter, such as a typical wedding invitation, will cost less to mail, decreasing from 71 cents to 70 cents.

Mailing Services price changes include:

| Product | Current | New |
|--|----------|----------|
| Letters (1 oz.) | 50 cents | 55 cents |
| Letters additional ounces | 21 cents | 15 cents |
| Letters (metered 1 oz.) | 47 cents | 50 cents |
| Outbound International Letters (1 oz.) | \$1.15 | \$1.15 |
| Domestic Postcards | 35 cents | 35 cents |

Priority Mail Retail Flat Rate price changes are:

| Product | Current | New |
|-----------------------------|---------|---------|
| Small Flat Rate Box | \$ 7.20 | \$ 7.90 |
| Medium Flat Rate Box | \$13.65 | \$14.35 |
| Large Flat Rate Box | \$18.90 | \$19.95 |
| APO/FPO Large Flat Rate Box | \$17.40 | \$18.45 |
| Regular Flat Rate Envelope | \$ 6.70 | \$ 7.35 |
| Legal Flat Rate Envelope | \$ 7.00 | \$ 7.65 |
| Padded Flat Rate Envelope | \$ 7.25 | \$ 8.00 |

First-Class Package Service, a lightweight expedited offering used primarily by businesses for fulfillment purposes, will move to zone-based pricing to better align with the cost of service and improve value based on distance.

The Postal Service has some of the lowest letter mail postage rates in the industrialized world and also continues to offer a great value in shipping. Unlike some other shippers, the Postal Service does not add surcharges for fuel, residential delivery, or regular Saturday or holiday season delivery.

The complete Postal Service price filings with the new prices for all products can be found on the Postal Service website at <https://pe.usps.com/PriceChange/Index>.

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products, and services to fund its operations.

For more information about the Greater Boston PCC, visit us at: www.bostonpcc.org

PCC Day at Granite Links Scores a Hole in One!



On Thursday, September 27, the Greater Boston and Central Mass Postal Customer Councils held their National PCC Day at the beautiful Granite Links Golf Club in Quincy, Massachusetts. Mike Rakes, Greater Boston District Manager (USPS) hosted the event which celebrated the relationships between mailing professionals, industry mailers and the Postal Service.

Kristen Seaver, USPS Chief Information Officer, opened the event speaking about the importance of PCC's and the future of USPS. She also presented awards to Steve Smith, Base 60 Consulting (Greater Boston Industry Member of the Year), Chris Makolandra, Hanover Insurance (Central Mass Industry Member of the Year) and George Kippenhan (Greater Boston Postal Member of the Year).

Paul Bolas, Senior Sales Executive, spoke about Advanced Informed Delivery. His presentation was specifically tailored to large business mailers.

Mary Beth Williams, Homeland Security Coordinator, spoke about Hazmat Mail, specifically how to safely mail hazardous materials. Her presentation provided an overview of the use and applicability of USPS Publication 52: Hazardous, Restricted, and Perishable Mail.



Pictured : PCC member of the Year Steve Smith receiving his award

John Althen, U.S. Postal Service Office of Inspector General, presented "Understanding the Value of Ad Mail with Neuromarketing". Mr. Althen gave an overview of recent neuromarketing research conducted by the U.S. Postal Service Office of Inspector General and Temple University. The research examined the effectiveness of physical and digital advertising for creating lasting memories of advertisements and cultivating desirability for brands.

Professor Ian Cross from Bentley University discussed the USPS Academic Outreach program. The Postal Service in association with industry experts and educators developed college level course content about direct mail and its role in providing seamless experiences for consumers through integrated marketing. The mission is to help educators prepare marketing students with the direct marketing skills they will need to compete after graduation.

Jerry Thornton, from Barstool Sports, was a guest speaker who gave an empowering speech about his life and career. Starting as a clerk in the Hingham Court Systems to following his dream into becoming the most prolific writer of the New England Patriots, Jerry's journey brought humor and inspiration to all in attendance. Jerry stayed after the event to sign copies of his books, "From Darkness to Dynasty" and "5 Rings", to his appreciative fans.



Pictured: Guest Speaker Jerry Thornton And District Manager Mike Rakes

USPS Honors First Responders



In September, the USPS unveiled a stamp recognizing the effort and sacrifices made by our nation's first responders. Firefighters, law enforcement officers, emergency medical service professionals and other emergency personnel were recognized by the U.S. Postal Service at a special first-day-of-issue ceremony for the Honoring First Responders Forever stamp.

"Our nation's first responders rush into life-threatening situations for the benefit of others," said Guy Cottrell, the Postal Inspection Service's Chief Postal Inspector and dedicating official. "The Postal Service is pleased to honor their skill, dedication and unfailing bravery with this stamp."

Artist Brian Stauffer worked with art director and designer Antonio Alcalá and designer Ricky Altizer to create this stamp. As a contributing artist to The New York Times, Time Magazine, The New Yorker and other publications worldwide, Stauffer's illustrations are best known for bridging traditional and digital realms to create a conceptual take on social issues.

Emergencies of all varieties and scales occur in our communities every day, from crimes and medical incidents to accidents and fires. These critical situations require men and women who possess the training and knowledge to rescue the endangered, treat the injured, and restore safety and order. First responders are found throughout our society, from small townships to the federal government. They include a wide range of law enforcement professionals and public safety personnel, from air marshals and transit police officers, to ski patrollers, park rangers, and fish and game wardens. For many, it is a volunteer job; for others, it is their full-time occupation.

On October 17th, 2018, at a ceremony held at the West Newbury Public Safety Building, West Newbury Postmaster John Schoonmaster presented Police Chief Art Reed with a Forever Stamp plaque honoring First Responders. In attendance was Steve Smith as a member of the GBPCC Executive Board (pictured above left).

Upcoming PCC Events—Join Us!

- Boston Celtics Networking Event - Celtics vs Charlotte Hornets
 - Jan 30th, 2019 6:00 PM • TD Garden, Boston, MA