



**GREATER BOSTON
POSTAL CUSTOMER COUNCIL**

www.bostonpcc.org



Greater Boston PCC Board Members

Debra L. Visco, New England Journal of Medicine – Industry Co-Chair

David Guiney, USPS - Postal Co-Chair

Timothy O'Connell, Pitney Bowes - Industry Vice Co-Chair

Jim Burns, Mass General Hospital - Treasurer

Betsy Shortell, Harvard University - Secretary

Mike Fahie, MIT

Sean Hunt, JetMail

Bob McGinnity, Harvard Business School

Helaine Rich, RRD

Pat Ring, Boston University Mail Services

David Schreiner, Quadient

Mike Shields, ShieldsGraphix

Alice K. Gordon, Emeritus

Karen McCormick, Emeritus

Al Silverstein, Emeritus

Steve W. Smith, Emeritus

James J. Holland, USPS

George Kippenhan, USPS

Michael Richardson, USPS

Lisa Walke, USPS

PCC SPOTLIGHT

OUR POSTAL HEROES: BOB WENDORF

Northborough Neighborhood Delivers Their Farewells To Retiring Mail Carrier



USPS mail carrier Bob Wendorf will be missed by his long-term mail route families. Photo/Abbie Davison

By Liz Nolan, Contributing Writer

The familiar face of Northborough USPS mail carrier Bob Wendorf will be greatly missed along his route. He has been delivering mail to families in the Northgate Road neighborhoods for 17 years. On Jan. 20, it was the neighborhood that delivered something special to him to celebrate his retirement.

Mary Leach coordinated a neighborhood farewell effort for the “Best Mailman in the Best Neighborhood Ever.” Neighbors decorated their mailboxes and yards with balloons and signs and left personal notes for him. Wendorf said his route looked like a parade route with all the decorations.

Affectionately called Bob the Mailman, Wendorf is known for his warm smile and friendly wave. Many neighbors shared the sentiment that he has watched their kids grow up, always took time to talk and even carried dog treats.

“He would often hand deliver the mail to the kids to make them feel special about being the one to bring the mail to their parents,” said

Continued on Page 2

PCC SPOTLIGHT

OUR POSTAL HEROES: BOB WENDORF

Northborough Neighborhood Delivers Their Farewells To Retiring Mail Carrier



Tricia Silva. "One year, my mom sent my daughter a package in the mail with new shoes," said Kelly Benestad. "She went around telling everyone 'Bob the mailman bought me these'. She just assumed he bought her everything that he delivered."

"Bob is a Northgate neighborhood staple," said Maria Mihalek. "It will not be the same here without him."

"You would literally almost set your clock to when he would bring your mail," said Susan O'Grady. "Blizzards would not even get him off his schedule. Such a great combination – a wonderful man and a wonderful worker."

He went above and beyond. "Our daughter and Bob have been pen pals throughout the years," said Beth Hennessey. "Julie (9) occasionally leaves him notes with her art work and anxiously awaits his reply. His prompt and thoughtful responses always brighten her day."

Wendorf feels the same about the neighborhood. "These people; this neighborhood – from the day I took over the route, they embraced me like family," he said. "It's amazing; such a great neighborhood and I am going to miss everyone." "It was one of the best days of my life without a doubt," he said. "I didn't set out to do anything special. I went about my job and tried to have fun."

This article is adapted from and reprinted courtesy of the Community Advocate newspaper. For the complete article, see <https://www.communityadvocate.com/2021/01/27/northborough-neighborhood-delivers-their-farewells-to-retiring-mail-carrier/>

"MAY THE FORCE BE WITH YOU"

- STAR WARS STAMPS

ISSUED BY USPS

USPS released its "Star Wars"-inspired stamps on May 4 — a date that nods to the franchise's most famous line, "May the force be with you."

The stamps, which the Postal Service announced in January, salute beloved droids from the "Star Wars" galaxy.

The 20-stamp pane will feature 10 droids: IG-11, R2-D2, K-2SO, D-O, L3-37, BB-8, C-3PO, a GNK (or Gonk) power droid, a 2-1B surgical droid and C1-10P, commonly known as Chopper.



The stamps will help mark this year's 50th anniversary of Lucasfilm, the studio that created "Star Wars."

PCC Holds Third Celebrity Video Podcast with Kerry O'Malley on May 6, 2021



The Greater Boston PCC continues its series of **Celebrity Video Podcasts** where we chat with a local personality, learn about their career and discuss how they utilize the US Postal Service. George Kippenhan, USPS Manager Consumer & Industry Contact, launched the series in March as an innovative way to reach a new audience. George hosted his third video podcast on May 6, 2021 with Kerry O'Malley.

Kerry, born in Nashua NH and educated at Duke University and Harvard's American Repertory Theater Institute for Advanced Theater Training, has starred on Broadway and appeared extensively in TV and film productions. Her Broadway credits include *Into the Woods*, *White Christmas*, *Billy Elliot*, and *Annie Get Your Gun*. Her TV career includes roles on *Brotherhood*, *Boardwalk Empire* and *Snowpiercer*. Her film credits include *Rounders*, *the Happening*, *Annabelle*

and its sequel *Annabelle: Creation*. She loves the Postal Service and is looking forward to talking about her experiences utilizing the mail.

In the *Celebrity Video Podcast* on April 1, George interviewed Matty Blake, actor and host of *Drilling Down*; the *Curse of Oak Island*, Cable TV's most viewed original show. Matty discussed his amazing career working with Clint Eastwood, VH1 and ultimately the History Channel. Wendy Mullen, USPS Business Service Network Representative, surprised Matty by sharing the fact that he sent her an 8" x 10" autographed photo from *Oak Island* (her favorite TV show) and how much it meant to her. He was humbled by the showing of her support. Matty declared that he loved going to the Barrington, RI Post Office and just chatting with the people in line and the USPS employees. It's America at its finest.

The preceding *Celebrity Video Podcast* on March 9 featured Nick Stevens. Known throughout the Northeast as "Fitzy," a wise-talking, beer-guzzling parody of a Bostonian sports fan, Nick talked about his journey from a small-town boy in Braintree, MA to riding a duck boat in the New England Patriots' last Superbowl parade. He talked about his stand-up comedy career out of New York University and his work in the voice-over industry for National Brands such as Febreze. He revealed how Fitzy became the voice for all of New England sports fans culminating in a job with both WEEI Sports Radio and the New England Patriots. Nick stated that he used USPS as a side project to send T-shirts, bumper stickers and koozies out to his fans. Nick loves the pricing of USPS and enjoys its reliability (even during this pandemic).

GBPCC Hosts Two Webinars on USPS Advanced Automation Technology: Seamless Acceptance and Informed Visibility



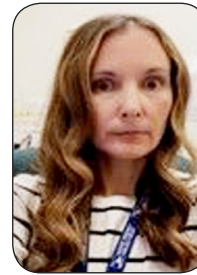
Sean Hunt
Account Manager
Jet Mail Marketing
Solutions

Moderator



Vinny Attenasio
Data Processing
Manager
Jet Mail Marketing
Solutions

Panelist



Julianna McClure
Manager,
Business Mail
Entry Unit
USPS

Panelist

On February 9, 2021, the Greater Boston Postal Customer Council presented a webinar on Seamless Acceptance. Sean Hunt of Jet Mail Services led a panel of experts with Vinny Attenasio, Data Processing Manager at Jet Mail Services and Julianna McClure, Manager of Business Mail Entry Unit of USPS.

Seamless Acceptance for Full Service mailers participating in eInduction automates mail entry and acceptance and relies on eDoc and Intelligent Mail Barcodes (IMbs) on all containers, trays and pieces to determine if the piece has been paid for and paid for correctly. USPS offers a Seamless Incentive of \$0.001 per eligible piece in a given mailing (minimum of 1,000). During the period of Seamless Parallel when mailers are qualifying for Seamless Acceptance, no incentives are available.

In FY20, 44.21 billion pieces or 47.3% of commercial volume was submitted on Seamless. This volume is projected to increase in 2021 as all Full Service mailings entered at BMEU are verified using automated sampling and verification processes by July 1, 2021.

On March 4, GBPCC presented another webinar, this one on Informed Visibility. Once again, Sean Hunt moderated the panel of Vinny Attenasio and Julianna McClure.

The Informed Visibility®-Mail Tracking Report enables mailers to leverage key information about their mailings to manage and refine operations and adjust marketing campaigns. Mailers can receive mail tracking data, mail quality data, EPS Payment Transaction details and customizable data reports.

The webinar explained in nuts and bolts detail how to enroll, set up data feeds, select format options and other parameters, right down to specifying the frequency of reports and what time on the clock to get the data. A list of resources was presented, including User Guides on Postal Pro.

The Panel discussed the impact of the IV program from the mailer side and the USPS side of the day-to-day operations. We touched on hurdles that firms have and solutions to get the most out of the program. It is the added touchpoint/enhancement that is going to bring the industry to a broader audience. The IV program allows the mail pieces to have a greater capture within a campaign that works in coordination with all other marketing or outreach programs.

IV®-MTR provides the mailing industry with powerful insight into the Postal mail stream

- Provides near real-time mail tracking data for domestic-bound letters and flats
- Leverages the intelligence of Full-Service Intelligent Mail® and nesting associations to create assumed handling events
- Offers logical handling events, such as logical delivery events, based on business rules
- Provides multiple data file formats and delivery methods
- Enables roles and permissions management to determine a user's application functionality and data visibility
- Offers flexible data delegation to receive and provide data visibility

USPS RESTRUCTURES AND PLANS AHEAD

RESTRUCTURING: Under a plan announced March 3, the organization's 67 districts will be consolidated into 50. The new territories will align closely to state borders and provide familiar boundaries for employees and customers.

Additionally, the Postal Service will create a 13th division for Logistics and Processing Operations.

Logistics will be organized into four regions — each geographically aligned to one retail and delivery area — and divided into three or four divisions for a total of 13. No division or region will span more than one area.

Processing Operations will be organized into two regions — each geographically aligned with two retail and delivery areas — and divided into six or seven divisions for a total of 13.

The district consolidations and Logistics and Processing Operations realignment are part of phased changes that USPS began in the summer of 2020 and continued in the fall to improve the organization's ability to operate efficiently and better serve customers.

THE 10-YEAR PLAN: Barely three weeks later, USPS announced its 10-year plan, the overarching twin goals of which are to achieve financial sustainability and service excellence. USPS aims to operate at break-even by FY2023 to avoid \$160 billion in projected losses over the next 10 years AND to achieve service excellence of at least 95 percent network-wide, on-time delivery maintaining universal six-day mail delivery and expanding seven-day package delivery.

Here is a quick overview of the plan's highlights:

- Preserves affordable, six-day mail and expands seven-day package delivery
- Generates \$24 billion in net revenue in part from enhanced package delivery services for business customers, including same-day, one-day and two-day delivery offerings
- Improves cash flow to allow for investment of \$40 billion in workforce, new vehicles, improved Post Offices, technology improvements, and infrastructure upgrades
- With Congressional support, accelerates move to an electric delivery vehicle fleet
- Adjusts select delivery standards to improve efficiency and reliability
- Enhances customer experience via new suite of consumer and small business tools
- Stabilizes workforce with a goal of cutting non-career employee turnover in half, and creating more opportunity for growth including more predictable progression into career workforce
- Aligns pricing to reflect market dynamics
- Asks for bipartisan legislation in Congress to repeal the retiree health benefit pre-funding mandate and to maximize future retiree participation in Medicare

To view the Plan-at-a-Glance, go to <https://about.usps.com/newsroom/national-releases/2021/usps-delivering-for-america-plan-at-a-glance.pdf>

To view the full plan, visit www.usps.com/deliveringforamerica.

Greater Boston PCC Corporate Sponsors



HARVARD
CAMPUS SERVICES



MAIL AND DISTRIBUTION

THE MAIL GROUP
Worldwide Mail Solutions



pitney bowes



Point2Point
GLOBAL
Cross-Border Commerce

RAYSECUR™
SAFE ACCESSIBLE DETECTION

quadient
Because connections matter.



Worcester Envelope Company



GREATER BOSTON POSTAL CUSTOMER COUNCIL

JOIN THE GBPCC

The Greater Boston Postal Customer Council (GBPCC) is a United States Postal Service (USPS) sponsored organization comprised of a local network of business mailers, mail service providers and USPS representatives. GBPCC offers opportunities to participate in educational programs, networking events and discussions focused on changing postal regulations, rates and local/national mailing issues. If you are interested in becoming a member please use

MEMBERSHIP RESPONSE FORM

Name _____

Company _____

Address _____

City, State & Zip _____

Phone () _____ Fax() _____

Email _____

Membership Levels (check one):

- ☐ General (No fee, individual member)
- ☐ Premiere (\$40, individual member)
- ☐ Corporate (\$150 unlimited members)
- ☐ Corporate Sponsorship (\$250 unlimited members)

Member information (if more space is needed please use additional page):

Name: _____

Title: _____

Email: _____

Name: _____

Title: _____

Email: _____

Name: _____

Title: _____

Email: _____

Please send checks payable to:

Greater Boston PCC

PO Box 51234

Boston MA 02205-1234

Or visit:

www.bostonpcc.org

to register and pay by credit card



GREATER BOSTON
POSTAL CUSTOMER COUNCIL

PO Box 51234
Boston MA 02205-1234

To register for PCC events, visit our website:

www.bostonpcc.org

First Class Mail

Postage & Fees Paid

USPS

Permit No. G-10

Celebrity Video Podcast Series

Watch for the Greater Boston PCC's "**Celebrity Video Podcast Series**" where we chat with a local personality and discuss how they utilize the United States Postal Service. George Kippenhan, USPS Manager Consumer & Industry Contact, will be the host for this event. In our next newsletter, we'll report on the June 3 Video Podcast with **Jerry Thornton**, writer, radio host and comedian.

June 3, 2021 – 10:00 am
via Zoom

All Webinars are free.

Register in advance at: www.bostonpcc.org



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