



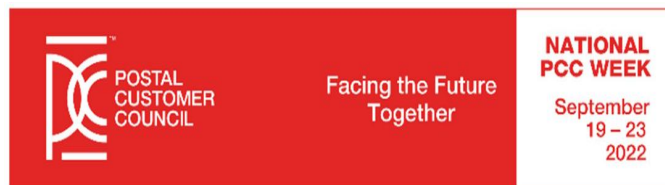
GREATER OKLAHOMA

Postal Customer Council

www.greateroklahomapcc.org

Greater OK PCC Newsletter

What You Missed **September!**



The Greater Oklahoma Postal Customer Council (GO-PCC) observed National PCC Week “Hawaiian Style” on September 22nd at the Metro Technology Business Conference Center in OKC. The agenda consisted of registration (complimentary Hawaiian Lei), free picture with Hawaiian back drop, continental breakfast, lunch, a vendor exhibit hall, a workshop presentation, and a keynote speaker that includes a pre-recorded broadcast message from Postmaster General Louis DeJoy celebrating National PCC Week.

Roy Walker, Industry Co-chair severed as the master of ceremony. The program began with a “Spotlight on You” vendor segment. USPS Territory Representatives, Stephanie McNulty and Jenny Yoo presented a well-informed workshop on USPS Mail Strategies. The keynote speaker for the event was Todd Hawkins, Vice President, Processing Operations, U. S. Postal Service, Western Region, Indianapolis, Indiana. The GO-PCC received 3 national PCC recognition awards – the Gold Level Premier Award, Julie Gosdin received the District Manager of the Year Award and Gold Level Communication Program Excellence Award. Mr. Hawkins presented the awards to GO-PCC Co-chairs and to Rachelle Cooksey-Webster, Communications Committee Chairman.

Postmaster/Postal Co-chair (A) Marica Titus closed out the event by making announcements, conducting the door prize drawings, and concluded with the drawing of a complimentary registration to the 2023 National Postal Forum. Sixty-five members attended the event.

The GO-PCC kicked off their 3-part Fall Series educational sessions by conducted a virtual meeting on September 29th.

The topic was “The Power of Promotions” and Mark Fallon, President & CEO of The Berkshire Company, South Yarmouth Massachusetts was the keynote speaker. Mark discussed the USPS mailing promotions and encouraged the attendees to take advantage of the new technologies. “For mailers, it’s an opportunity to increase the effectiveness and value of the mail you send – while saving money on postage,” said Mark. He concluded the presentation with a sneak peak of the 2023 USPS promotions that will be offered.

National PCC Day September 22, 2022

Greater Oklahoma PCC



Coming in October!

The Greater OK Postal Customer Council (GO-PCC) will be hosting our Fall Series Part II educational ZOOM session on **Thursday, October 27, 2022**, from 9:00am – 10:00am CDT.

Part II of the Fall Series will consist of a presentation featuring “Why Direct Mail Still Matters.” The largest living generation, millennials were born and raised in the digital age. However, this does not mean they are “digital addicts,” and the impact of “digital fatigue” is very real. Direct mail is proven to work with millennials, and recent studies have shown that 90 percent of millennials surveyed find

direct mail trustworthy. Moreover, 92 percent of those surveyed shared that mail influenced their purchasing decision. It’s time for savvy marketers to understand mail and millennials, and how to market to this important demographic. In this workshop, you’ll learn:

- The importance of personalized messaging
- How to keep up with millennials on the move
- How to leverage multichannel marketing to improve response rates with millennials

The keynote speaker will be Chris Lien, Executive Vice President of Postal Affairs for BCC Software, Isanti, Minnesota.

To receive an electronic invitation to attend this event, send [your email address to Sonya Dulan, Customer Relations Coordinator, USPS at \[sonya.r.dulan@usps.gov\]\(mailto:sonya.r.dulan@usps.gov\)](#) by **Wednesday October 26, 2022**.



Chris Lien

USPS Announces New Prices for 2023

On October 7, 2022, the United States Postal Service filed notice with the Postal Regulatory Commission (PRC) of price changes to take effect Jan. 22, 2023. The new rates include a three-cent increase in the price of a First-Class Mail Forever stamp from 60 cents to 63 cents.

If favorably reviewed by the Commission, the proposed increases will raise First-Class Mail prices approximately 4.2 percent to offset the rise in inflation. The price changes have been approved by the Governors of the U.S. Postal Service.

The price for 1-ounce metered mail will increase to 60 cents, and the price to send a domestic postcard will increase to 48 cents. A 1-ounce letter mailed to another country would increase to \$1.45. There will be no change to the single-piece letter and flat additional-ounce price, which remains at 24 cents. The Postal Service is also seeking price adjustments for Special Services products including Certified Mail, Post Office Box rental fees, money order fees and the cost to purchase insurance when mailing an item.

The proposed Mailing Services price changes include:

Product	Current Prices	Planned Prices
Letters (1 oz.)	60 cents	63 cents
Letters (metered 1 oz.)	57 cents	60 cents
Domestic Postcards	44 cents	48 cents
International Postcards	\$1.40	\$1.45
International Letter (1 oz.)	\$1.40	\$1.45

As operating expenses continue to rise, these price adjustments provide the Postal Service with much needed revenue to achieve the financial stability sought by its Delivering for America 10-year plan. The prices of the U.S. Postal Service remain among the most affordable in the world. The PRC will review the changes before they are scheduled to take effect. The complete Postal Service price filing, with prices for all products, can be found on the PRC website under the Daily Listings section at prc.gov/dockets/daily. The Mailing Services filing is Docket No. R2023-1. The price tables are also available on the Postal Service’s Postal Explorer website at pe.usps.com/PriceChange/Index.

Fall Series Finale

Save the Date

Greater OK PCC
 Quarterly Business Luncheon Meeting
 Tuesday, November 15, 2022
 Metro Tech Business Conference Center
 1900 N Springlake Drive
 Oklahoma City, OK 73111
 11:00 AM – 1:00 PM

Discussion Panel of Experts Featuring:
 Julie Gordin, Arkansas-Oklahoma District Manager, USPS
 Sean Walton, Sr. Plant Manager, USPS
 Mark Fallon, President & CEO The Berkshire Co., Yarmouth, MA
 Glen Soyars, Director, Marketing Integration, The IMAGINE Group, Charlotte NC

GO-PCC Charly Sponsorship

Lora Gelonety Memorial Toy Drive to benefit the Boys & Girls Club of Oklahoma County
Food Drive to benefit the Regional Food Bank of Oklahoma

National Postal Forum
 Charlotte, NC
 MAY 21 - 24, 2023

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