

Lehigh Valley Postal Customer Council
Meeting Minutes: June 15, 2011

Present: Bill, Joe, Paul, Ron, Frank, John, Ed, Sue, and Anita

Guest Members at 11:00 a.m. "Future Planning" Meeting – Julie Hebig, Gillespie Printing, Irene Sabo, Gillespie Printing, Thomas Billiard, Cigna, and Bob Fehnel, Berkheimer

Treasurer's Report: Presented and approved. Paul motion to accept; Ron second. TAX ID discussion: Sue will investigate Reading or Post Office. Have not received funds from Reading PCC. – Joe will contact Mike Melnyk, Postmaster, Reading. In addition, Joe will request meeting with Reading active members – tentative date July 13.

Minutes: Reviewed.

Old Business:

Gold Award – Ready for Bill and Joe review before Anita submits paperwork – due by June 30, 2011.

Fall Meeting Venues:

- A) Arts Quest – Set at \$25pp (received email printout from Bill) based on 100 attendees on October 26, 2011 from 7:30 am to 12:00 pm in Blast Furnace Room on 2nd floor. Contact at ArtsQuest is Susan Drexinger, VP Hospitality. Topics: Table until July Meeting. Some ideas discussed: Mailing initiatives available currently, what's available to entice customers to do business with USPS, something like mini-postal forum like Phila. PCC just had, workshop like IMB seminar Judy just had (not for fall meeting and should be for specific audience). Suggestion: IMB for their address on attendees' name tags. Recommended Speakers: Jordon Small (Joe will contact), Ron Goglia (he will check his calendar), Paul Vogel, VP Marketing/Sales, Gary Reblin, Steve Montiff, James Cochrane – Ron will contact Mitzi. Recommended Motivational Speaker – several suggested but decided on Curt Mozelle from ArtsQuest – Bill to contact (Others: Shelly Brown, State Theatre, George from Lehigh Pizza).
- B) Other suggestions: Invite Postmasters and ask them for their success stories and bring them along. – "Member Spotlight" Executive Board Member tasked as "Marketing" LVPCC and speak at every member meeting.
- C) How customer uses mail (multi-media) to grow their business – Theme
- D) Menu – use to convey theme. Marketing speaker with passion, wear chef's hat to go with "Menu" of postal products to choose from.
- E) Save the Date – Use QR Code, create landing page with video – use clips from ArtsQuest, over-sized postcard – Paul will donate 1000.

PCC Day: Formal Invite to paid members and stay local

Bus Trip: Funds available to cover cost. Need to schedule it. Optional Destinations: Philadelphia, Jersey, Harrisburg, Sterling VA, Lancaster, or remain local at LV.

New Business: Award Presentation to Rich DeMenno – received "Forever" stamp plaque showing LVPCC appreciation for dedication and commitment to LVPCC Executive Board and Members. Photo available – see attachment.

Future Planning Meeting: Began with each individual introductions. Executive Board talked about diversity among board and members. Bill provided background of LVPCC to guests, i.e. combining Reading with LVPCC and this Fall Meeting new location.

Feedback Received: Topic Relevancy. Breakfast Sessions work. General Information good. Gain from perspective of Industry Speakers. Workshops like recent IMB seminar. Networking. Mailpiece Design from cost-savings aspect – can be used with any type audience. Resources to take away and learn more on own. Advocacy – Develop letters to inform USPS

HQ's about scenarios that cause hardships to mailers. Quarterly meetings like this one with Executive Board and members – suggested April, July, October, and January. Understand the pulse of members. Tours of how the mail is processed – put out 6 months in advance and local facility would be fine. Lastly, liked “Menu” idea with dropdown choices along with little snippet descriptions and where to go to learn more.

Meeting Adjourned at 12:15 pm.