



www.DPCC.org

DENVER POSTAL CUSTOMER COUNCIL

July 2017

IMPORTANT POSTAL PHONE NUMBERS, WEBSITES & EMAILS

- www.pe.usps.gov
Postal Explorer
- https://eddm.usps.com/eddm/customer/routeSearch.action
Every Door Direct Mail
- MDA@usps.gov
Mail Piece Design Analyst
- BMEU Reservations
(First Class Appointment)
303.854.6434
- Mailing Requirements - Denver
Kate Sverre 303.853.6135
Gary Williams 303.853.6142
Non-Profit 303.853.6145

More than two dozen US Post Offices have marked their **225th anniversaries** in June. The 26 offices are located in Delaware, Maryland, Massachusetts, New Jersey, New York, North Carolina, Pennsylvania, Vermont, Virginia and West Virginia.



Many of these offices shared the celebration with their customers, by decorating their lobbies and passing out treats to customers. "We're all amazed by our rich history," said Rockaway, NJ, Postmaster Todd Piasecki, whose office turned 225

on June 12. "It's a very proud moment for us." The 225-year-old offices were established following a 1792 law that led to the doubling of the number of Post Offices in the United States.

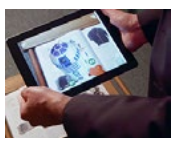
Although these offices have been around a long time, none are the nation's oldest Post Office — a distinction held by the Boston, MA, Post Office, which was established in 1639. **The oldest Post Office continuously operating in the same building, located in Hinsdale, NH, marked its 200th anniversary last year.**



Wednesday, September 27, 2017
Mark your calendar for this annual event, direct from USPS. It's our way to keep you informed and help us **WORK STRONGER TOGETHER!**

NATION'S OLDEST CATALOG STILL GOING STRONG

A consumer scans a Hammacher Schlemmer catalog to see a 3-D image of R2-D2. Catalogs are making a comeback — but don't tell that to Hammacher Schlemmer, whose mailings never went away. The prestigious retailer of high-tech gadgets and unusual products mails about 60 million catalogs each year. The publication debuted in 1881, making it the nation's longest-running catalog. "There is no [better] mechanism to get your brand in the hands of your prospective customers," Henry Coleman, the company's marketing director, says in a new Postal Service video. Hammacher Schlemmer sees its catalog as a companion to its website, where offerings include a voice-activated R2-D2 (\$199.95), "the world's longest backyard water slide" (\$2,800) and an amphibious all-terrain vehicle (\$49,000). "It's the digital marketing combined with the catalog that we really feel offers the best opportunities," Coleman says. The company also is a leader in one of the innovations discussed at the recent National Postal Forum: using technology to enliven mailpieces. Hammacher Schlemmer's catalog includes augmented reality features that allow consumers to scan pages with a mobile device to see videos, reviews and extra images. "This is an incredible start to the marriage between the physical and the digital," Coleman says.



The Postal Service is a **national leader in employing veterans**, according to a new survey by U.S. Veterans Magazine. The publication polls government agencies, educational institutions and hundreds of Fortune 1000 companies for the annual survey.



For the second consecutive year, **USPS ranked among top veteran-friendly companies**. The Postal Service also ranked among the top government agencies for hiring veterans. "The Postal Service is proud to be a national leader in employing veterans," said PMG Megan J. Brennan. "Through-out our organization, veterans perform roles critical to the future of the Postal Service. We know that when we hire veterans, they have been trained to be highly organized, responsible and to deliver results."

Approximately 113,000 Postal Service employees, or about 18 percent of the USPS workforce, are veterans. The Postal Service has increased the number of veterans hired each year through partnerships with several veteran-friendly organizations and by participating in job fairs that target veterans.

THE TOTAL ECLIPSE OF THE SUN STAMP

Total Eclipse of the Sun, a first-of-its-kind U.S. stamp that changes when you touch it, was just released by the USPS. The stamp shows **an eclipse that transforms into an image of the moon from the heat of a finger.**

This is the first U.S. stamp application of **thermochromic ink**, the technology that makes the transformation possible.

"With the release of these amazing stamps using thermochromic ink, we've provided an opportunity for people to experience their own personal solar eclipse every time they touch the stamps," said Chief Customer and Marketing Officer Jim Cochrane, who dedicated the stamp in Laramie, WY. USPS is releasing the stamp to celebrate the total solar eclipse that will occur in the United States Aug. 21. Tens of millions of people are expected to view the event, which will mark the first total solar eclipse seen on U.S. mainland since 1918. Fred Espenak, who is also known as "Mr. Eclipse" and took the photograph featured on the stamp, also participated.



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- Suzette Perry-Rogers**
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UNITED STATES POSTAL SERVICE® DENVER PCC

PCC is a nationwide strong corporate outreach program to educate members and local businesses about the state of the Postal Service and the mailing industry. Participating in our local annual events and joining our **Denver Postal Customer Council** for education opportunities will give insight to how the USPS can better serve the business community. This forum also allows mailing business professionals to share their best practices and exchange information to help their businesses thrive. Come hear from top level USPS management and get to know our local PCC Board and other mailing members. For more educational information, visit: <http://about.usps.com/postal-customer-council/local-ppc.htm>

2017 LOCAL PCC SEMINARS & WORKSHOPS

- Mail Piece Design
- Documentation Tips for Standard Mail
- Understanding Permits & Return Mail
- How to Create An Effective Mailing List

