

THE UMS WORD

NEWSLETTER DATE

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More USPS Changes to Come

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In August 2011, the USPS announced major changes to the USPS network infrastructure and current service standards. These changes are necessary for the USPS to survive under its current financial burden. These changes seem dramatic and it leaves many customers wondering "How will this affect me?"

The USPS has 3 major goals in mind while making these announcements; reducing costs, develop an operating plan to optimize use of equipment and facilities, and make the USPS a stronger organization for future growth. These goals have caused the USPS to recommend major changes.

The USPS has proposed the elimination of overnight first class mail, narrow the two-day delivery range and enlarge the three-day delivery range on all First Class Mail.

The USPS has also proposed a network optimization, which will reduce their network of processing centers from 500 to less than 200. In Wisconsin; Wausau, Oshkosh, Eau Claire, Portage, La Cross, and Kenosha have all been affected by these changes and it is proposed that the Milwaukee, Green Bay and Madison centers will absorb the work load.

Please see <http://about.usps.com/news/facility-studies/welcome.htm> for complete details.

United Mailing Services understands that major steps must be taken by the USPS so they can pull themselves out of this downward spiral. However these proposed major changes and announcements have caused a wide spread panic within the mailing industry, and with just cause. The management teams of United Mailing Services participate on many different national committees and are keeping a very close eye on the pulse of this situation. The USPS continues to work with the private industry via these committees to make the changes seamless to customers. As an example of that process, many people are unaware that the USPS has closed over 200 PNDs over the last 6 years.

Though closure of brick and mortar post offices does not affect the business mailer as much, it will affect the average consumer. The USPS has proposed to close 3,600 more brick and mortar post offices while hoping to establish more rental partners and open more kiosks.

At this time the USPS proposals have been published in the latest Federal Register and are awaiting comments from the mailing industry. United Mailing Services encourages all of our customers to partake in the comment period. Whether your opinions are positive or negative, the USPS needs our feedback, and we need a strong USPS.

United Mailing Services has the full intention of continuing to service all of our customers as we do today. We continue to have meetings with local, regional and national USPS representation to discuss these latest USPS changes. As throughout our history, we have continued to be the leading mail service provider in Wisconsin by making these USPS changes appear seamless to our customers. We are hard at work making strategic plans based on what we know today, and forecasting what could be potential outcomes in the future. Though the hurdles we see this time may be a bit higher, our goals remain the same. United Mailing Service will continue to be there for you and remain your business partner in the mailing industry, and as always we will continue "Helping You Save More on Mailing!"



The Value of Mail



Throughout time the mailing industry has viewed mail as a tool to better achieve communication. Over the years mail has been an integral part of each and every one of our lives. Mail is reliable and secure. Therefore it was the method used to send such things from a simple birthday wish to a vital business correspondence. These fundamental communications have always been delivered by the USPS in a reliable manner at a very reasonable cost.

As we look into the future of the USPS we live with the reality of shrinking mail volumes. It is likely that we may never see the mail volume at the record level it was in the 1990's. Mail today however, can provide additional values that the mail in the 1990's could not. With proper data management, the ability to use addressing information, being able to convert to a digital format, the use of modern barcode technologies like the IMB or Mobile Code, and other creative ways to use this form of communication, mail can now bring advertising and marketing that it never has before.

Many companies are also utilizing direct mail marketing as a primary source of advertising like never before. Direct mail continues to produce a strong return on investment and brings a better return over marketing of other alternatives such as the internet and email. When used in conjunction with modern technologies, direct mail's value could bring value which wasn't considered in the past.

As mailing professionals we need to continue to look for ways to increase the value of the USPS. The basic communication of the mail piece itself is just the start. Using creative marketing inside of a mail piece with trans-promotional marketing or by adding a Mobile Barcode can drive customers directly to an e-catalog, web page or any other number of online advertisements. This process would add no additional cost to the original mail piece but could add significant value. It is in areas like this that United Mailing Services can continue to act as mailing consultants and experts by helping our customers find ways to drive more value out of the mail.

Print to Mail

United Mailing Services, Inc. strives to provide the best one stop mailing services possible. In these changing times, our customers' needs are changing as well. We have listened to these needs and are excited to announce that we expanded our business once again. We now are offering high-speed digital color print to mail solutions.

Postcards, newsletters, advertising, brochures, booklets, direct marketing or anything in-between; UMS has it covered with our new print to mail product. We are proud to say that from beginning to end, we are a one stop shop that can to *Help You Save More on Mailing, and now on Your Printing Too!!!*



WISCONSIN NEWS: Fox Valley Customers...No Need to Worry!!!

As the US Postal Service continues to make changes within their internal operations, United Mailing Services takes pride in our ability to react. The Postal Service is our business partner just as our valued customers are, and being Wisconsin's largest mail service provider it is UMS's obligation to adjust and accommodate to any changes made by the USPS. It is our job to help in whatever way we can to assist the USPS through these hard economic times, while still finding ways to continue the level of service our Fox Valley customers deserve.

Over the last year or so, many decisions have been made by the USPS regarding the Oshkosh Post office. Deadlines have come and gone, and decisions have been rethought. As a mail service provider we fully understand all the hard work and time the USPS has put into these decisions. Though many things are still up in the air, one thing remains constant, UMS is ready.

UMS remains 100% committed to our Fox Valley area customers and our ability to maintain mailing services in this great part of the state. UMS has put together a management team to address the Fox Valley issues. This team has met with the USPS to discuss transition plans and possible alternatives to problems which may arise. Our Goal is to make this change over time appear very seamless to our customers in the Fox Valley. During the confusion UMS has signed a long term lease on a new upgraded facility in Oshkosh, again proving our commitment to the area. We have been through many USPS changes over the last 20 years and we believe ourselves to be experts in adapting to the USPS growth.

Most recently the USPS has proposed similar changes to our Wausau customers. If these changes become reality, UMS will be ready. If you have any concerns or issues we urge you to contact your local customer service rep or operation manager. We remain very confident that UMS will be able to provide you with the same level of mailing service you have grown to expect and deserve.

UMS Faces



In April, United Mailing Services, Inc. was pleased to welcome Terry Loose as the newest member of our team.

Terry has been hired as the Business Development Manager in our Brookfield facility. He brings 20+ years of management, sales and business development experience in multiple industries. Terry's roles will be to further business development, specifically the new print to mail product line, and covering a sales territory in and throughout South Western Wisconsin.

When he is not saving client's money on their postage, you can find Terry coaching and watching his 11 year old son Kyle play baseball, basketball and football. He has also been known to enjoy a round of golf every now and then.

Terry looks forward to continuing our tradition of providing quality services to our customers. We welcome Terry to the team.

United Mailing Services, Inc. in Oshkosh has a new Operations Manager! UMS would like to take the opportunity to introduce Dave Montalbano as the newest member of our management team. Dave has been an employee of UMS since 1999. He was hired onto our staff as a route driver and mail processor and has worked his way through the ranks to now manage a UMS facility.

2010 was an exciting year for Dave. After over 10 years of service for UMS he now leads the Oshkosh staff. He was also married and became the proud father of a baby girl.

Dave plans to continue his dedication to his new position but as a lover of the outdoors he also has big plans to spend time vacationing with his new family.



UMS is proud to make this announcement on Dave's behalf. We look forward to the future success we are confident Dave's presence will only enhance.

Scan for website



Mobile Barcodes have become a new and highly advanced way to connect with customers as well as potential customers. They can be found almost anywhere. In magazines, newspapers, on a bottle of soy sauce, or a 2 foot large Mobile Barcode on the side of a truck Mobile Barcodes are a great tool to use to put information about your organization out into the public.

Mobile Barcodes can be accessed using free scanning apps available on just about every smart phone. These apps are extremely easy to use, simply place the smart phone camera over the barcode, take a picture as you normally would and the information contained in the square code should automatically download. Mobile Barcodes fuse traditional and digital media instantaneously. Give it a try with our Mobile Barcode in the corner

Recently the USPS has made an effort to promote utilization of the Mobile Barcode as well. Many mailers have taken advantage of this technology and used Mobile Barcodes to receive additional discounts offered by the USPS for their Summer Sale. The USPS believes this Mobile Barcode trend could help increase the use of multimedia in conjunction with direct mail. In the beginning of 2011 the USPS offered a 3% postage discount on any mail piece that contained a Mobile Barcode. The real benefit in this promotion was the extra value that the Mobile Barcode brought back to the customer.

As of today, most Mobile Barcodes are added to a mail piece as an afterthought, but taking into consideration the information which can be imbedded into the code the marketing possibilities are endless. If a Mobile Barcode URL destination is compelling enough and relevant to your marketing idea the Mobile Barcode can lead to special promotions and coupons, a web page, or any other unlimited number of possibilities to help boost your business. The marketing possibilities seem endless.

Next time you start to create a mail piece try thinking inside the box, the Mobile Barcode box that is. The possibilities of merging the old direct mail world with the new World Wide Web can be insurmountable.

Mobile Barcodes

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