



## EXECUTIVE BOARD

**Postal Co-Chair:** Cheri Valdivia  
USPS, Customer Relations, Manager  
916-373-8194

**Industry Co-Chair:** John Millet  
Mailing Systems, Inc. 916-548-9569

**Industry Vice Co-Chair:** Erik Norman  
Corefact 510-560-0920

**Secretary:** Ann Briggs  
Legislative Data Center  
Member Offices Division  
916-341-8553

**Treasurer:** Kathy Pescetti  
Admail West 916-442-3613

## ADVISORY COUNCIL

**Administrative Chair:** Ralph Petty  
916-521-6646

**Communications Chair:** Rich Quigley  
510-565-2791

**Education Chair:** Vacant

**Membership Chair:** Vacant

**Postal Liaison:** Gina Segura  
USPS, Customer Relations,  
Coordinator 916-373-8674

## USPS

**Sacramento Postmaster:**  
Angela Bye 916-263-7156

**Manager, Marketing:**  
Cheri Valdivia 916-373-8194

**Customer Relations Coordinator:**  
Gina Segura 916-373-8674

**Business Mailer Support Analyst:**  
Randy Holt 916-263-7116

**Manager, Business Mail Entry:**  
Tammy Talso 916-373-8723

**Manager, Consumer Affairs Contact:**  
Toni Higgins 916-373-8605

**Mailing Standards Specialist:**  
Steve Benson 916-373-8721

# Sharing Knowledge

## *Industry groups address Delivering for America*

Mailing industry groups have focused on Delivering for America and other USPS priorities at a series of recent meetings.

The meetings were organized by Postal Customer Councils (PCCs) and Areas Inspiring Mail (AIM).

PCCs are designed to strengthen the bond between USPS, local commercial mailers and the customers they both serve. AIM is a group that fosters collaboration between USPS operations leaders and business customers.

At a Greater Madison Area PCC breakfast earlier this year, Jeff Drake, acting manager for the Postal Service's Wisconsin District, stressed the importance of Delivering for America to the more than 70 members in



Postal Co-Chair  
Cheri Valdivia

attendance — a sizable crowd considering Madison was experiencing a winter storm at the time.

"Your success is our success," he told the group,



At left, Brian Dahl of Western States Envelope and Label talks with Darrin Gadson, a district customer relations manager, during the Greater Kansas City PCC meeting.

which was celebrating its 40th anniversary.

Around the same time, the Northeast Florida PCC focused on the "State of USPS," hearing from Mike Willard, acting plant manager at the Jacksonville Processing and Distribution Center, and Nathan King, a consumer advocate for USPS.

The event included a tour of the Jacksonville Network Distribution Center and discussions of plant operations and new machinery.

At a Greater Kansas City PCC meeting, USPS representatives talked about Delivering for America, Customer Connect, changing rates and more.

District Sales Manager Lori Luginbill, Senior Territory Representative Jaquita Jackson and Customer Relations Manager Darrin Gadson were on hand to discuss those topics.

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John  
Millet

## Industry Co-Chair Corner

Hello, Spring has sprung, and Summer is upon us, and we have some great summer fun lined up for the PCC. We are back! Your PCC is back to meeting in person. We are a networking organization and as they say, “revenge is a dish best served cold” then our revenge is that we all survived COVID, and “Networking is an event best attended in person.” So, we hope to see you at our next in-person event.

We do have a few changes to the good old Sacramento PCC. We have expanded! We now encompass the entire district of CA-2. We serve parts of the old Sacramento and Bay Valley districts. So, we have a new name: The Heart of Northern California PCC! We also have a big change to the Executive Board. Erik Norman of Corefact has been selected by the board to replace Max Hannan of the Document Services Division at the DMV as the Industry Vice Co-Chair. Congratulations Erik and thanks to Max for all your years of service!

We have a busy calendar this summer ahead of us. The National Postal forum is coming up: May 21st – 24th. It’s in Charlotte, North Carolina, home to the “NASCAR Hall of Fame.” I know they still have open seats and hotel rooms. If you need help in registering contact Gina. I hope to see you at the Hall of Fame event!

We have our own Hall of Fame event here in Sacramento! On June 7th we will host the National Pony Express Re-ride. One hundred and sixty-three years ago John Fry rode ninety miles on the lead leg of the very first Pony Express ride.

The ride departs from the Pony Express monument in Old Sacramento. The Heart of

Northern California PCC is proud to host Cathy Rupert of the Central Missouri PCC at the event. We have sent the Central Missouri PCC a letter via the Pony Express on the last three rides from Sacramento to St Joseph. Come out and cheer the riders and horses on!

On, June 8, 2023, we will host a membership meeting, “Price Increase,” in Sacramento and June 15, 2023, in Oakland. We now serve the Bay Area!

Additionally, June 22nd we will be offering an opportunity for you to renew your Mail Design Professional certification. The registration for the seminar is \$150.00. We have only sixty-five seats available. We are sorry to say that we will not have Steve Benson as our instructor this year, Steve has retired and “gone fishin,” however, we will be supported by Tammy Talso and team BMEU USPS as our lead instructors. We will not offer this opportunity again until 2024. Watch our website for registration information and details.

In July we will be able to welcome Max Hannan back to our Red, White and Blue BBQ and Plant tour. Dave Lewis of Snail works will be in town to talk about Informed Delivery and mail tracking. Mark your calendar for July 13th.

Just as a reminder, September is just around the corner and National PCC Day is drawing near. National PCC Day is coming back to the Hilton Garden Inn in Fairfield. While we have not settled on a theme or locked down the location yet, we do know the date. Mark your calendars & save the date: September 21st.

Stay tuned to the website for more details and watch your mailboxes for announcements of this summer’s schedule. Let’s have an “Endless Summer.”

## Sharing Knowledge

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“The more I learn about the Postal Service, the more I can share with our customers what we can do together to meet their needs,” said Karla Danielson of Pitney Bowes Presort Services, who has been with the Greater Kansas City PCC since 2005.

The recent AIM meetings included joint sessions with postal leaders and customers in Southern and Atlantic areas on March 7 and Central and WestPac areas on April 4. Keynote speakers at the March 7 meeting were Steve

Monteith, chief customer and marketing officer; Dr. Joshua Colin, chief retail and delivery officer; and Judy de Torok, corporate affairs vice president.

The April 4 meeting included updates on technology from Linda Malone, engineering systems vice president; network restructuring from Gregory White, strategic initiatives executive manager; and the National Postal Forum from Lindsey Taylor, industry engagement and outreach director.



## Russell City to San Leandro Support

My name is Erick Norman and I was recently elected as The Heart of Northern California PCC Industry Vice Co-Chair. It is an absolute honor to serve on this board and I look forward to an exciting year. I have almost 20 years of experience, having served on the Bay-Valley, San Francisco, and Sacramento PCC boards respectively. Currently, I am the Mailing & Logistics Manager at Corefact Corporation, which offers a fully-integrated suite of design, print, and fulfillment services.



Industry Vice Co-Chair  
Erik Norman

For almost ten years, Corefact Corporation was located in the Russell City area of Hayward, CA. Established in 1853, Russell City was an unincorporated area of Alameda County located near the Hayward shoreline. In the early 1960s, Russell City was annexed into the City of Hayward as part of a redevelopment plan that entailed the relocation of Russell City residents and businesses for industrial development. On November 16, 2021, the Hayward City Council voted unanimously to issue a formal apology for the City's past actions. In January 2023, the Good Morning America morning show sent a crew to film a segment about the city's history featuring a Russell City family descendant at Corefact, which aired on February 6, 2023.



(Good Morning America film crew at Corefact Russell City/Hayward, CA.)

In March 2023, Corefact completed the move into a larger facility located in nearby San Leandro, CA on Marina Blvd. This strategic move positioned our facility directly across the street from the San Leandro Post Office. As a Mail Service Provider, this was the ideal location for us to have the option to induct mail throughout the day. We were first introduced to the San Leandro Postmaster, Tracy Tan, on December 20, 2023. In preparation of inducting various jobs at their BMEU, we met with Tan and her team to ensure the success of the operation moving forward. The entire

team was very hospitable. These meetings led to a collaborative effort from Postal operations, CA 2 leadership, and the Hayward BMEU team to ensure the San Leandro BMEU team was properly trained and prepared. The experience has been extremely positive and productive. My hat goes off to you CA 2 for continuing to strengthen our partnership. I appreciate all of the hard work and effort that has gone into the success of our company's mission to provide excellent customer service.



Erick Norman, Tracy Tan Postmaster, & BMEU clerk BeeHon Lim at San Leandro PO)



SACRAMENTO  
POSTAL CUSTOMER COUNCIL

# 2022-2023

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CA Legislative Data Center  
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DST Output and Mail Services  
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RETURN SERVICE REQUESTED

United States Postal Service®

# INDUSTRY ALERT

## Sack Elimination Reminder

A Federal Register Notice (FRN) with the final ruling on the removal of sacks for USPS Marketing Mail I® and Periodical flats was published on January 5, 2023.

### Federal Register:

### Sacks-USPS Marketing Mail and Periodicals Flats

(<https://www.federalregister.gov/documents/2023/01/05/2022-28587/removal-of-sacks-usps-marketing-mail-and-periodicals-flats>)

As part of its network redesign efforts, the Postal Service is eliminating the use of sacks as containers for Flats acceptance/entry but will continue to allow Flat trays as acceptable containers for acceptance and entry along with bundles on pallets for USPS Marketing Mail and Periodicals flat Mail. Carrier route, 5-digit scheme carrier routes, 5-digit carrier routes, and merged mail USPS Marketing Mail® and Periodicals flat mail will continue to be allowed to use sacks as a handling unit.

The Postal Service has tried to eliminate entry of sacks at any other point other than DSCF and DDU regarding Periodicals.

Sacks with parcels will be accepted at all entry levels.

Periodicals on bundles in sacks at other than DSCF and DDU will be required to change it to another container provided by the Postal Service, and they will not be charged the container price.

**Exception: For small mailers using PW and small mailers that have no software who bring bundled flats in sacks, the mailer will empty any sacked, bundled flats into an origin container at the BMEU upon arrival. BMEU personnel will need to ensure that a container with an origin placard is in place to facilitate this process.**

**Note: If there is a situation that doesn't fit into the above specific exceptions, please reach out to your local BME Management.**