

# WNY PCC NEWSLETTER

February 2019



Greater Rochester PCC



## Don Stuhler, Mailpiece Design Analyst, USPS Retiring

After many years of service to the postal community, our local Mailpiece Design Analyst (MDA), Don Stuhler will be retiring in March, 2019. We will miss his vast knowledge, guiding us through the twists and turns of Mail Piece Design and Business Mail Entry.



Don graduated from Edison Tech in 1971 with a concentration in Drafting. After

school he joined the Army and served in the Infantry. Following the Army he worked as a draftsman in product design at Singer Graflex.

Hired by the Postal Service in 1986, he quickly was promoted to Supervisor. He oversaw a variety of areas including Mail Processing, Mailing Requirements, and Business Mail Entry. He then became a Mailpiece Design Analyst. He has held that position for 24 years. He has been regarded as the top MDA in the country and has twice received the "Charles J. Schubert" award which recognizes outstanding Postal Service contributions by Postal Employees with Veteran Status.

Not only has Don done hundreds of seminars locally (shown here at the Buffalo Niagara/ Greater Rochester PCC Event in January of this year) for both internal and external clients over the years, 12 times he has been Educator for Mailpiece Design Analysts at the National Postal Training Center in Norman, Oklahoma. He has also worked on numerous projects and product development with Headquarters in Washington.

We have been very fortunate to have someone of Don's caliber locally. There was a time when there were 266 MDA's in the country, now there are only 35 covering 7 areas. Don's territory covered from Western New York to Northeast Ohio. Thankfully, we will not be deprived of having a local MDA. Tim Rachow will be taking over the position. In fact, his desk is already in the room. We wish him well in his new responsibilities.

Don – Thank you again for your years of assistance. All the best.

Submitted by Bob Wilbur, Industry Co-Chair Greater Rochester PCC



# Mark Your Calendar

>> UPCOMING EVENTS

Wednesday February 13, 2019 11:30 am  
Buffalo P&DC 1200 William Street

Thursday February 14, 2019 11:30 am  
Rochester P&DC 1335 Jefferson Road

***Be Your Own Data Detective***  
***Presented by Chris Lein, President BCC Software***



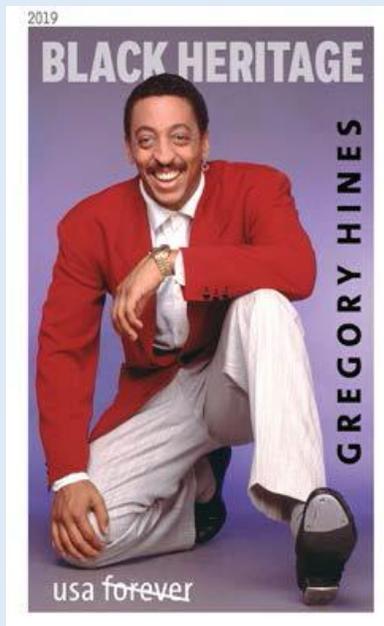
Between Informed Visibility and Informed Delivery and the Mailer's Scorecard, mailers have more data than ever to make decision with. But where to start? How does it work together? What's actionable and what's noise? In this workshop you'll learn how to be a modern data sleuth and find ways to save money and improve response rate.

[Register For the Buffalo Event](#)

[Register for the Rochester Event](#)



## **Gregory Hines Stamp Unveiling**



**Join the USPS in partnership with the Buffalo Academy for Visual and Performing Arts**

**When:**

**Tuesday February 5, 2019**

**5:30 PM Reception**

**7:00 PM Unveiling / Presentation by students**

**Where:**

**Buffalo Academy for Visual and Performing Arts**

**450 Masten Avenue, Buffalo NY 14209**

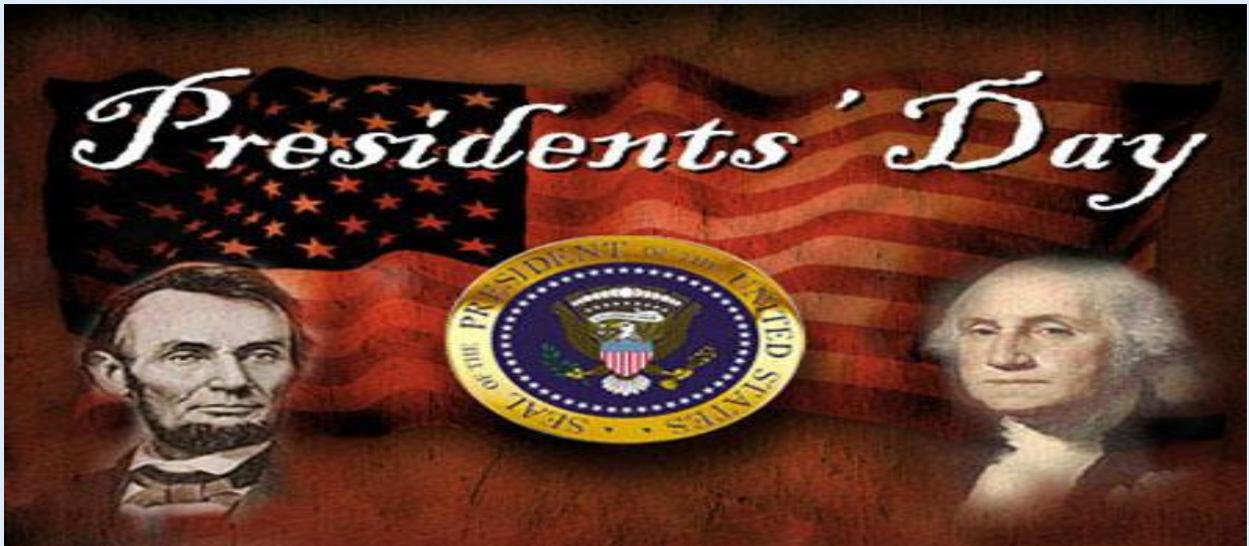
The stamp, the *42nd entry in the Black Heritage series*, emphasizes the versatility of Hines (1946-2003), who danced, acted and sang on Broadway, television and in movies.

Hines' style, which he called "improvography," gave tap the physical and emotional freedoms that called to new generations of dancers.

Hines was nominated for Tony Awards in the 1970s for his performances in three Broadway musicals and won a Tony Award in 1992 for his starring role in "Jelly's Last Jam."

He also appeared in films such as "The Cotton Club" and "White Nights"; hosted an Emmy-winning PBS show about tap dancing; and recorded a No. 1 R&B duet with Luther Vandross.

The stamp features a 1988 photograph by Jack Mitchell that shows a smiling Hines on one knee in a red blazer and gray pants, with one foot raised to show the taps on the bottom of his shoe. Art director Derry Noyes designed the stamp.



## *Birds in Winter*

Forever® Stamps for the Winter Season



**2019 WNY USPS/PCC Golf Outing**  
**5/17 & 9/20**  
**Shotgun Start 12:00**  
**4 Person Scramble**



**Terry Hills Golf Course**  
**5122 Clinton Street (Rte 33)**  
**Batavia, NY 14020**

Cost is \$105 and includes golf, cart, Hot Dog/Hamburger during the round, dinner after the round, 50/50 (\$10) and Raffle Tickets (\$10)

\*\*Dinner Only Price is \$30 (\$50 with pre-purchase of 50/50 and Raffle Tickets)\*\*

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Tom King (716) 846-2530  
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**Sponsor a hole, only \$100.00. Contact Terri Ringler @ 716-846-2536 or email [therese.r.ringler@usps.gov](mailto:therese.r.ringler@usps.gov)**

## National Postal Forum (NPF) 2019

We live in a high-tech world. The NPF is the ideal way to stay in sync with all the advances and trends that affect the rapidly progressing and changing mailing and shipping industry.

The NPF is the premier mailing and shipping conference that works directly with the US Postal Service to provide the most comprehensive educational and networking platform for meeting the needs of the industry. Offering 130+ educational workshops, providing US Postal Service Officer-led sessions and being the largest mailing and shipping industry trade show, the NPF is the ideal opportunity for the industry professional to learn, collaborate and grow their business.

This is also the only event that brings together all senior level US Postal Service executives, leaders of the mailing and shipping industry, as well as major industry supplier and shipping partners. You can't afford to miss this opportunity.

For information please visit [NPF.org](http://NPF.org).

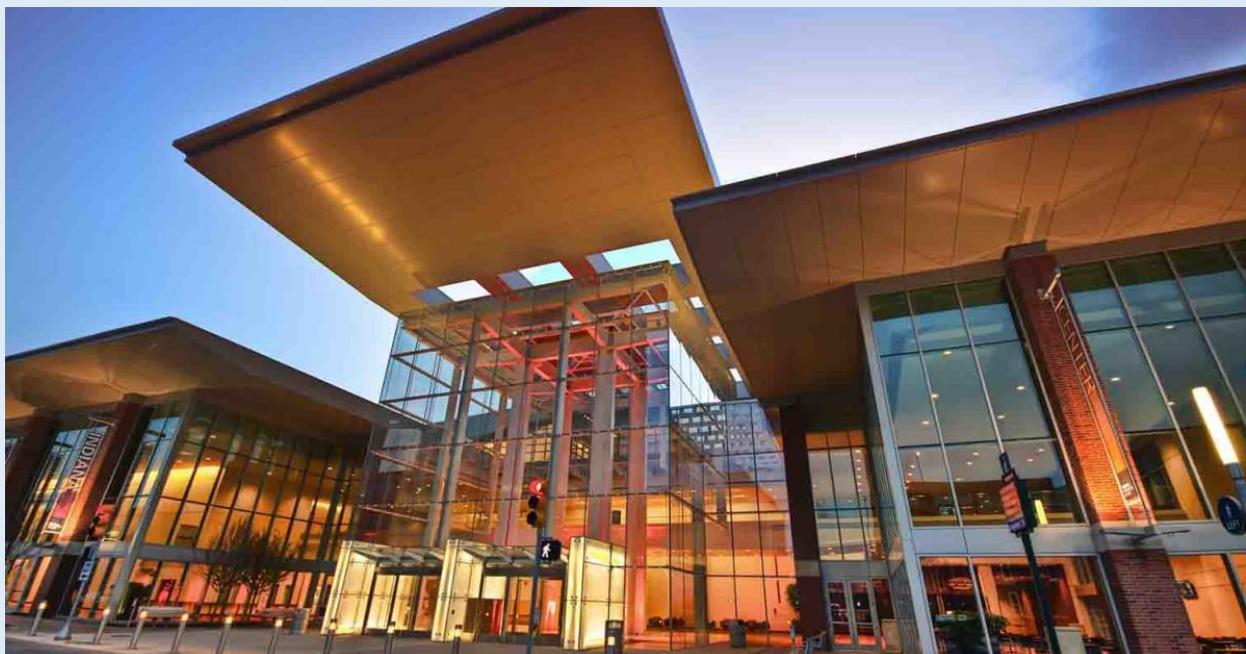
We hope to see you at:

**The Indianapolis Convention Center**

100 South Capitol Avenue

Indianapolis, IN 46225

**From: Sunday, May 5 to Wednesday, May 8, 2019**



## Contact Information

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## Online Resources

**Business Customer Gateway**  
<https://gateway.usps.com/eAdmin/view/signin>

**Zip Code**  
<https://tools.usps.com/go/ZipLookupAction!input.action?mode=0&refresh=true>

**Quick Service Guides**  
<http://pe.usps.gov/text/gsg300/q000.htm>

**Mail Service Updates**  
<http://about.usps.com/news/service-alerts/welcome.htm>

**PostalPro**  
<https://postalpro.usps.com/>

**National Customer Support Center**  
**1-800-238-3150**

Article suggestions or ideas for upcoming newsletters please email either PCC.