

Published by the employees of JLS Mailing Services

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MPTQM Certified



Membership Affiliations

National Association of Presort Mailers

Mailing Fulfillment Service Association

Mail Systems Management Association

Comments & Questions

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Can't We All Just Get Along...

by Amy Carlsen, Newsletter Editor

In thinking about the question posed years ago by Rodney King "Why can't we all just get along?" and in the spirit of the great, late Dr. Martin Luther King, Jr. why indeed are we still witnessing great conflict, inequalities and struggles in our world? To answer these questions we need to look more closely at the root causes, and consider our actions close to home and at work, because each individual deed impacts the bigger picture.

Take for example an ordinary day that starts by getting to work. In the journey, we share the road or sidewalk with each other, negotiating our place each step of the way. We engage the personal qualities of consideration, good judgment, and assess safety as it relates to everyone and everything around us. Whether driving or walking, we each automatically take a careful look at our surroundings, assess our next steps, and consider the impact we have on those nearby. After all, our goal is to be on time to work and without incident.

Yet, there are times we come across people who cut us off quickly, or choose a course of action that creates a dangerous or wasteful situation. A simple act of carelessness checks our progress, or prevents the smooth flow of traffic.

Think about these ideas, and apply them to our everyday interactions at work. Our daily successes come from following a variety of necessary principles and by considering actions that assure the best results. As President Mandela said, we need to "live together in harmony." We succeed in our goals and achieve harmony on our journey through each task, when we are respectful and helpful toward one another, and consider the impact we have on our fellow workers. However, struggles occur when we make strong judgments, regard people as articles of property, criticize or manipulate each other. Joining in gossip or ignoring people, are ways we express our dissatisfaction with others not meeting our personal expectations, which creates conflict.

Working together requires coming together as a team to assure the best outcomes for everyone. Consideration eases individual burdens. As Dr. Martin Luther King said, in August 1963, "We must forever conduct [ourselves] on the high plane of dignity and discipline." We must exhibit a gentle strength, compassion and composure, rather than dominating or exploit-

ing, harassing or behaving in a threatening way. We must act calmly, with integrity and a positive attitude, take a careful look around, assess our next steps, and consider the positive impact we can have on the job and on those around us.

We each must WANT success on our journey through life, for peace to occur, personally, professionally and globally, and must take steps to make these things happen in our daily lives. If we each were to apply the principles of concern for each other, cooperation and integrity, every day, everywhere we go, and if everyone, everywhere did too, then think what a better place the whole world would be. ☒

Move Update (continued)

JLS can help you with this process by putting your files in the proper format, submitting them to licensed NCOA agents that we work with, and returning the files to you in a format that you can use. The costs are determined by the size of the file and turn around time. If you have several independent files they can be grouped for volume discounts, yet kept separate for mailing needs.

I firmly believe that list cleaning on a regular basis should be motivated by an organization's desire to reduce ever increasing postage costs and provide better customer service. Too often list cleaning is looked at as an expense to be avoided and not as an inexpensive way to reduce postage, printing, mailing, and processing costs.

If we are processing your First Class Mail as a presort customer your files can be put through our Fast Forward system which will spray the corrected address and barcode on a specific piece of mail and send it to the proper address for delivery. Non-deliverable mail or "rejects" can be returned on a regular basis. Endorsements can help also, but NCOA every 6 months is highly recommended.

I encourage you to take advantage of the ways you can save dollars and improve the delivery of your mail. Above all, don't get caught in the trap of postal non-compliance, as it will be extremely expensive.

Call me at 508.313.1001, or send an e-mail to me at jclark@jlsms.com, or contact your service representative, to discuss which list update process best fits your needs, and we will be happy to initiate it for you. ☒

Around JLS
EMPLOYEE NEWS

LET'S CELEBRATE!

\$\$ SAVE \$\$

JLS celebrates its 3 year anniversary, June 1, 2003, in the facility at 672 Crescent Street, Brockton, MA.



JLS Improves Facility

As it celebrates 3 years at the Brockton location, JLS is undergoing a \$1/2 million improvement campaign, including a new roof, new HVAC, and internal office improvements.

CONGRATULATIONS to... Everyone at JLS who helped to improve the MPTQM Save Scores.

MPTQM SAVE SCORES

In the last three 6-month periods, JLS error finds have shown steady improvement:

- Jan - June 2002 .800%**
- July - Dec 2002 .432%**
- Jan - June 2003 .333%**

Change is inevitable, except from a vending machine.

Check out our website for recent improvements!
www.jlsms.com

Did You know?

Players lose \$6 billion a year at Las Vegas casinos.

WELCOME BACK...

Jeff Parker who returned to work at JLS after a brief hiatus.

CONGRATULATIONS to...

Eloy Marrero and his wife, who recently had a baby girl.

Jay Ellis

Written by Jim Clark. Drawing by Amy Carlsen



Do Not Call Program

by Al Silverstein, Executive Vice President

Are you aware that you can do something to eliminate many of those annoying telemarketing calls that always seem to come at the wrong time?

Recently, two incidents convinced me that I had to put my loyalty to Direct Marketing aside and take advantage of the telemarketing Do Not Call program that is available to all of us. The first was after I received a call from a research firm after 9:30 PM asking me to participate in a 30-minute survey. The second was when my 96-year-old Cape Cod neighbor complained to me about the number of telemarketing calls he was subjected to and wished it would stop. I did my neighborly thing and called the toll-free number for the Massachusetts Do Not Call listing, on his behalf, that put him on the no call list.

Friends and associates have asked me how someone who has made his livelihood in Direct Marketing could condone such action. For me it was simple, the comparison between

good and bad telemarketing, and good and bad direct mail. Bad telemarketing at the wrong time is an intrusion and can make your blood boil; poor direct mail is easily discarded at the readers discretion. In fact the Direct Marketing Association long ago learned it was in everyone's best interest to create a list of people who did not want to receive mail solicitations; notice I never use the "J" word.

If you are tired of those annoying calls, that come at the wrong time, that are computer generated, where you hear "boiler room" voices in the background with the same babble, just visit the website: <http://www.donotcall.gov/> or call: 1-888-382-1222 and follow the simple prompts. If you have more than one phone listing, you can take care of them all at the same time.

Now that you are aware of how to get rid of pesky telemarketing calls, perhaps you would like to find out about how to use good mail marketing in your business.

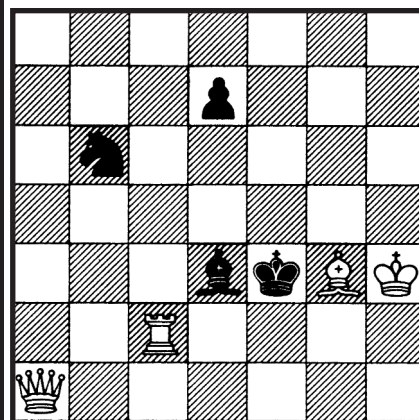
Call me at 508.313.1002 or e-mail me at: asilverstein@jlsms.com.

Now, if they only made it that easy to get rid of unwanted e-mail! ☒

CHESS NUT DELIGHT

PROBLEM #11

Composed by Joe Clark



White to play and mate in two moves.

FOR THE SOLUTION TO THIS PUZZLE, GO TO OUR WEBSITE www.jlsms.com

The solution to problem #10 from the previous issue is: Q - Q4

POST • OFFICE • UPDATE

FACTS WORTH KNOWING ABOUT THE POSTAL SERVICE...

by Al Silverstein, Executive Vice President

People get mail every day and go to the post office frequently, so it's natural for them to think their knowledge of the U.S. Postal Service is up to date. But that isn't always the case. Here are a few little-known facts about the organization that delivers your mail.

The Postal Service:

- ☒ Delivers mail to almost 138 million homes, businesses, and post office boxes. About 1.7 million new addresses are added each year.
- ☒ Carries more mail to more people over a larger geographic area than any other country.
- ☒ Serves 7 million customers daily at one of 38,000 postal retail units, and 10 million customers a month online.
- ☒ Collects mail from more than 326,000 street mail collection boxes.
- ☒ Employs 750,000 career employees, including 235,985 veterans and 47,937 employees with disabilities.
- ☒ Handles more than 200 billion pieces of mail a year, or 5 pieces per address, per day.
- ☒ Operates a transport and delivery fleet of 215,530 vehicles driving approximately 1.15 billion miles a year.

There are many misconceptions about the nation's mail delivery system, but the facts speak for themselves. Mail delivery is a huge business, and the Postal Service is working hard to meet the constantly changing and growing ways that people communicate.

For more information about how to best utilize the Postal Service, please call us at: 508.313.1000 ☒

A Publication of JLS Mailing Services

Move Update Requirement

by Jim Clark, President

When is the last time you had your list(s) cleaned to comply with the Postal Service initiative on move update? The rules governing move update have been on the books since July 1997 and until recently have not been enforced to the extent that the Postal Service is indicating it will in the very near future.

The Postal Service is determined to reduce the expense of handling and returning undeliverable mail, which they estimate to be over 1.5 billion dollars annually. Adding insult to injury millions of those undeliverable pieces were mailed at pre-sort or automation discount rates.

The penalties for not adhering to the move update rules, if they are carried out, can include going back retroactively to prior mailings that were discounted and requiring that you pay up retroactively to full rate or non discounted rates of postage.

There are four basic ways to comply with move update rules.

- ☒ FASTforward
- ☒ Address Change Service
- ☒ Ancillary Service Endorsements
- ☒ NCOA

FASTforward offers access to 13 months of changes and makes corrections on the fly by spraying the new address and barcode on the mail piece. We offer that service and have it installed on our sorting equipment. The downside is that unless we return the pieces, you are not aware of the changes. There is an alternative that allows for electronic updating but requires expensive software that you must have, and licensing by the Postal Service.

Address Change Service provides information after the fact. Updated data is returned via email to and from a secure site, or by cartridge or CD-ROM. The Postal Service charges for each address notification and you must have matching software. In addition there is an application procedure and you must use specific endorsements on your mail and a special key line code above the address.

Ancillary Service Endorsements such as Address Service Requested and Return Service Requested must be printed on the mail piece. The customer must manually correct their databases with information returned by the Postal Service. It can be cumbersome and record keeping is not easy. The Postal Service recommends that you retain records for up to two years.

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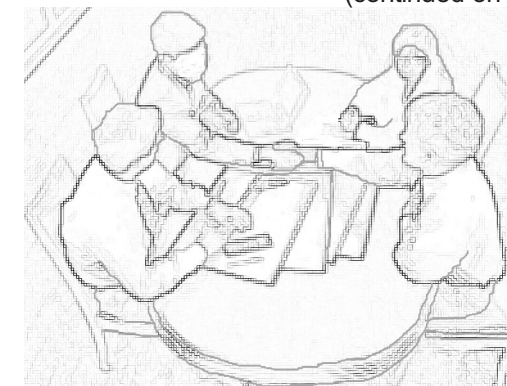
NCOA or National Change of Address

accesses data going back 48 months and is updated weekly. Specific NCOA sites are licensed by the Postal Service and the service is electronic and offers turnaround choices depending on your urgency.

There is a fifth way called **Move Update Alternative Process** which addresses legal and corporate restrictions on the disclosure of address lists. The Postal Service must be contacted if you feel that you fall into that category. JLS will be happy to work with you as a postal liaison.

We believe that the best choice for most companies and organizations is passing your files through NCOA (National Change of Address) software, certified by the US Postal Service, that will basically correct any undeliverable addresses and provide comprehensive reports on those changes before you apply them. We recommend that this be done every 6 months, which will keep you in compliance. You are presented with paperwork certifying that your file has been NCOA processed.

(continued on p 2)



"You become successful by helping others become successful."

—Unknown

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