

MBC today

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Volume 21 Issue 4 | July/August 2019

The voice of the mail and business center industry since 1982

In this issue:

Printing 101

Key Performance Indicators

The AMBC YouTube Channel

Tech Talk with Tobye

The FedEx Freight® Box

Ask Uncle Marty™

A Little Something Extra

And more!



MBC today

A Publication of
Association of Mail & Business Centers (AMBC)

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AMBC Mission:

As a member-run non-profit trade association, our mission is to provide a #MembersHelpingMembers community for businesses in the shipping, mail, and business center industry to connect, learn, and grow.

Building on decades of experience, we believe in always reaching for what's new and what's next, and strive to grow fresh content, programs, and trusted supplier connections that benefit our members ... and inspire them to reach their full potential.

Our industry is ever evolving, and we are here to keep you current, viable, and accessible so you grow and thrive in your communities, and in our unique industry. Join us!

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Questions?

Please contact us at:

hello@ambc.org

or call 815-316-8255



Letter from the Editor



Dear Readers,

Can you believe it's July already? Where has the time gone?

Before you know it, we'll all be together again in November in Phoenix at AMBC's The Event. If you haven't made your plans to join us there, please do so right away. Information on The Event is in this issue of *MBC Today*, and of course always available at ambc.org/events. I'll be teaching some seminars there, as will many others from the AMBC team ... as well as a few excellent guest presenters!

This issue of *MBC Today* is rich. We've listened to your feedback and are presenting topics and answering questions to help guide you and your businesses forward. Please keep that excellent feedback coming, as this magazine is made by you and for you, our AMBC Members, and it's your voices that make all the difference.

Please reach out to me directly at marty@ambc.org with anything you'd like to share or see, and with any ideas for future topics you'd like us to cover.

Keep moving up!

With care,

A handwritten signature in black ink that reads 'Marty' in a cursive, flowing script.

Marty Johnson
Editor, *MBC Today*



News from Headquarters



Greetings, fellow AMBC Members!

It's summer and lots of exciting things are happening. Make sure to read this issue from cover to cover in order to maximize your potential as a store owner in this amazing, ever-changing industry of ours, and to increase profits from adding new services.

If you haven't added printing into your store yet, or if you still feel like a novice in the printing realm, now is the time to start moving forward with it. Seema and I had an amazing growth session last year with John Koplos, owner of Postal Dispatch in Bloomington, Minnesota, and we are sharing many tips with all of you in this issue's article, *Printing 101*. Check it out on page 8.

What's more, the AMBC YouTube channel is launched and ready for you to subscribe, enjoy, and add your content as well! Check out our invitation to it on page 10.

On page 14, make sure to read Norman's article about key performance indicators (KPIs) like gross profit margins and sales growth. Many of these factors get overlooked when you are too busy running your store until it's too late. Paying attention to KPIs will help you steer your store's ship in the right direction.

Our AMBC Members have shared some heartwarming tales in *A Little Something Extra*, so be sure to read those and gain inspiration. And, as always, make sure you absorb all of *Ask Uncle Marty*[™]; his topic in this issue is something that has made our own business see incredible growth, and something that, if you open your mind to, you'll also benefit from tremendously.

Finally, if you haven't taken advantage of all the AMBC Trusted Supplier opportunities, please be sure to check them out. For example, take a look at the new Staples program, which will save you lots of money on packaging supplies; yes, folks, Staples has amazing deals on packaging supplies, and these deals are only available to our AMBC Members by going to <https://ambc.org/trusted-suppliers/>.

Thank you, as always, for your trust, membership, feedback, and enthusiasm.

With gratitude, effervescence and optimism,

Fahim Mojawalla
AMBC Board Chair
#iamAMBC #MembersHelpingMembers
#AMBC4ME
Direct email: Fahim@ambc.org

AMBC's The Event 2019

Attendee Pricing

Phoenix, AZ November 1-3, 2019



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AMBC Member Pricing.....	\$249 first attendee
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	\$329 each additional attendee

- You think you know how to pack? Think again! We guarantee you will learn something with Uncle Marty in his packing techniques class.
- Does freight make you uneasy or just simply not sure where to start? Join us for a freight made simple class!
- Venture into new territory with a dye sublimation class from experts.
- Not sure where to start with print? Learn the essentials with Steve.
- Struggling how to market all of the services? Let Fahim and Norman show you how to market effectively, diversify your offerings and make more money.

This is a just a glimpse of what will be offered at this
"Can't Miss" event of the year!
Space is limited, so sign up today at ambc.org/events.



ambc.org/events

What's Going on in the Industry...

2019 Retail Shippers Expo & Trade Show August 21-25, 2019 – Dallas, TX

This year's Retail Shippers Expo & Trade Show will be held at the Hyatt Regency Dallas. This annual convention is a must-attend for anyone in our industry. Last year, the event completely sold out, so be sure to make your plans now. Visit www.rscentral.org/Events/RS-Expo for more information and to register.

AMBC's *The Event* 2019: an annual workshop to network, train, and grow together November 1-3, 2019 – Phoenix, AZ

Please plan to join AMBC in Phoenix, November 1-3, 2019 for our annual fall weekend event: AMBC's *The Event* 2019.

While April's AMBC Basic Training Weekend in St. Louis focused on certification and getting back to basics with training in packing, shipping, mailbox rental, and software, November's *The Event* 2019 in Phoenix will focus more on what's new and what's next in our industry.

AMBC has hosted very popular fall events for the past few years in different parts of the country. Now simply titled "*The Event*," these annual workshops are full of brainstorming sessions, networking, real-life scenarios, and presentations on where our industry is headed and how to make the most out of the incredible potential that's coming our way.

USPS Loosens Policy on CBD Shipping

A few months ago, in *MBC Today* Volume 21, Issue 2 (March/April 2019), we shared information on shipping CBD products in the *Ask Uncle Marty*™ column. Please reread that when you can, as the information is still very pertinent. And now we have an update to share—exciting news from the USPS!

In an expanded policy update in early July 2019, the USPS announced that hemp products are legal to mail under certain circumstances. According to the policy update, hemp-based products like CBD (as long as the THC content doesn't exceed 0.3 percent) are able to be mailed when: 1) the mailer complies with all applicable

federal, state, and local laws pertaining to hemp production, processing, distribution, and sales; and 2) the mailer retains records establishing compliance with such laws, including laboratory test results, licenses, or compliance reports, for no less than two years after the date of mailing.

CBD continues to make huge strides forward, and it's just a matter of time before more policy updates in both the private and public sectors make its transportation, especially across state lines, more efficient.

For more on this, check out <https://news.weedmaps.com/2019/06/u-s-postal-service-confirms-you-can-legally-mail-hemp-cbd-products/>

Printable Postage Switching to NetStamps

As you've likely heard, the two main players in the digital postage space joined forces when Stamps.com acquired Endicia in November 2015. Since then, both companies' digital stamp platforms have been supported, including Endicia's Printable Postage and Stamps.com's NetStamps. However, Stamps.com will eventually be sunsetting Printable Postage and switch users over to NetStamps.

Stamps.com wants to make the transition as easy as possible, and have agreed to keep supporting Printable Postage for both ShipRite and PostalMate® users until sometime in 2020, with advance notice given to all users.

Eventually, when all users transition to NetStamps, left-over rolls of Endicia digital stamp labels that users may still have on hand will not be able to be used. NetStamps will require the use of their own labels which bear unique serial numbers for increased security and accountability with digital postage.

You can buy rolls at <https://store.stamps.com/Store/>

Software Training for PostalMate and ShipRite

PC Synergy, the Makers of PostalMate®, and ShipRite Software both hold training events throughout the year, across the country.

(continued on next page)

If you think you know everything there is to know about the software you use, you're wrong. Discover new tools that will make operating your business much more efficient, save you time and money, and offer services to your clients that you already have at your fingertips but just don't know about yet ... and learn what's coming next!

For more information, visit pcsynergy.com/training and shipritesoftware.com/training.

Sign Up for Cayan CC Processing and Get \$100 Toward AMBC Renewal

Cayan, formerly known as Merchant Warehouse, offers our members tremendous rates on processing. AMBC will put \$100 toward AMBC membership renewal. Yes,

that's a \$100 incentive just for trying Cayan! The Genius terminal scans the credit card and determines the best interchange rate for your store for each individual credit card. Store owners with the Cayan and Genius terminals are already reporting tremendous savings on their credit card processing rates.

The best part is that it is a risk free offer. They are so sure you will love it that there is no minimum contract time, you can cancel at any time. They have live tech support to help walk you through the transition. The new Apple Pay interface on the Genius terminal is a real winner for smart phone users, and these terminals are in compliance with the new technology required in October when the smart chips become a full time reality. Are you prepared? Call us today and we'll help you start saving money right away!



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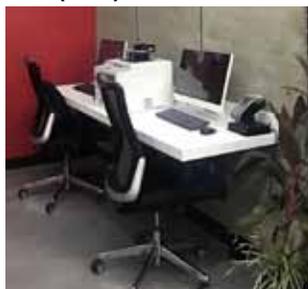
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Printing 101

New to printing? Here are some tips to get started right away!

by Seema and Fahim Mojawalla

“Diversify. In stocks and bonds, as in much else, there is safety in numbers.”

—Sir John Templeton

John Koplos is an industry veteran with years of experience in printing. We had the opportunity to visit his amazing store, Postal Dispatch in Bloomington, Minnesota, last year to learn from him and grow our own printing business.

John will be presenting a breakout session on printing at the upcoming Retail Shipping Expo in Dallas in August. In preparation, he asked us to provide some tips for store owners that are just getting started in print. Here are some of those tips:

1. Find another business that specializes in print, make contact with that business owner or manager, then make plans to go there to learn from and shadow them so that you can grow your own. There's nothing like one-on-one, real life experience. Try to find such store owners at industry events this year so you can connect with them, network, and grow. Then, once that mentor relationship is established, you can text back and forth when you're growing so that it's easier when times get tough.
2. Don't get discouraged if certain projects don't work out. There's a lot of trial-and-error involved in printing. Treat mistakes as learning experiences and eventually you'll know a lot more than you give yourself credit for.
3. Make a list of 12 print-related service items that you want to add into your store; divide this list into 12 months of the year and add one service per month so that you don't get overwhelmed.
4. Invest in a good cutter if you're going to get into invitations and full-bleed printing, also known as borderless printing. A good cutter is the spinal cord of your business.
5. Invest in a wide format printer so that you can market blueprint printing to nearby contractors, architects, and builders. It's a huge market, especially as

more homes, apartment complexes, office buildings, and retail spaces are being built.

6. If possible, have an area in your store with a table, which is dedicated to all the stuff that you print. We made a board in our store from an image we saw on Pinterest and use that board to market all our postcards and invites, showing people exactly what we can do. It's an “offline Instagram” strategy.



As a result of investing in training and finding mentors in this industry, we were able to grow our print offerings to add notepads, invitations, booklets, map printing, borderless poster printing, and event and raffle tickets. Slowly but surely, we are growing our graphic design and printing contracts with nearby businesses and organizations to take care of all their design and print needs. We also recognize the stuff that we can't do and outsource those services to trade printers (like [4over.com](https://www.4over.com)) and still make money.

It's very important to constantly be on the lookout for new opportunities in print because printing is not going away. So, get started today! Ask, find, grow and do!

Here's to more profits, learning and innovation.

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(continued on next page)

PRINTING 101...

Continued from previous page

Statistics show that only about 3% of workshop attendees actually apply significant class material into their business. Only 3%! That's staggering! That means that 97% of workshop attendees leave the training and don't apply much or any of the lessons into their businesses.

We want you all to be part of that 3%! In fact, we want to make our industry stand apart from the rest and raise our statistic above 3%! So, when you take classes at upcoming events, whether it's the RS Expo in Dallas in August, AMBC's The Event in Phoenix in November, regional training from your POS provider, or whatever, make sure you not only pay attention during the sessions, but also take notes and then make a point to apply those notes to your business when you return home.

Remember too that classes are just one of the myriad of opportunities at these events to grow. The information, experience, tips, and tricks you'll be exposed to from your peers, industry veterans, experts, and mentors is priceless. Make sure you connect with others—ask questions, exchange contact information, follow on social media, and get inspired! By doing so, you will elevate your business to new heights, elevate the standards in our industry to new levels of excellence, and make your bottom line much, much happier.



Seema Mojawalla has a unique viewpoint that is always fresh, forward-thinking, and focused. She has an eye for merchandising and a passion for finding the perfect products to sell at Seema Boutique, located within the Spa of Shipping, Island Ship Center, an experience-based retail shipping spa located five miles south of Niagara Falls in Grand Island, New York, which she co-owns with her husband Fahim. Seema serves on the AMBC Board of Directors as Director of Innovation. #QueenofRetail



Fahim Mojawalla is a social media guru known for his love of hashtags. He uses them to explain his #FahimFix ideas—ideas which he shares as an instructor at industry events and at FahimFix.com. He serves on the AMBC Board of Directors as Director of Social Media and Board Chair and, along with his wife Seema, is an effervescent co-owner of Island Ship Center, the Spa of Shipping. Be sure to follow islandshipcenter.com and [@islandshipcenter](https://twitter.com/islandshipcenter) on your favorite social media channels. #FahimFix

Tech Talk with Tobbye

by Tobbye McClanahan

One of the weekly tasks that I absolutely hate to do is to make employee schedules. I don't know why, but I am just not good at it. For years I used a spreadsheet that I created to make schedules. It worked ... but it wasn't ideal.

About six months ago, I found a scheduling platform called When I Work. This platform makes scheduling so much easier for me! You can sign up for it at wheniwork.com. There is a free and a paid version. I personally use the paid version because the free version will only allow scheduling 10 calendar days at a time and I prefer to make my schedules with a little more notice for my employees. So, I have the basic plan for which I pay \$1.50 per user per month.

My favorite part about this platform is that my employees have the When I Work app on their phones so they can see the schedule in real time at any time ... in the palms of their hands wherever they are. They get notifications before their shifts start (they customize when and how they get notified in their app settings). Also, I can make changes to their schedules and notify only the ones that it affects and don't have to worry about printing new schedules, etc. Employees can chat with each other in the app, request days off, and you can even require them to "confirm" their shifts so there's no claiming they didn't know they were scheduled; I can see analytics such as payroll dollars or labor hours and can see trends when a schedule is higher or lower than previous weeks.

I'm still learning all the great features available with When I Work, but I would encourage anyone looking for an easier way to manage employee schedules to give it a try. If you want to try one of the paid versions, there are monthly plan options, so if you find it's not for you, you can cancel it with no major expense.

As always, if you have some great technology to share with me, please email me at tobbye@ambc.org or tag me on social media using #techtalk.

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Tobbye McClanahan is the owner of Mailboxes & Beyond in Blytheville, Arkansas and serves on the AMBC Board of Directors as Director of Technology. She has a passion for small business and loves to visit other stores for fresh perspective. She's a strong advocate for lifelong learning, so she's always looking for a new idea! #TobbyeTips

The AMBC YouTube Channel



The AMBC4ME YouTube Channel is up and running, and ready for you to subscribe/follow! Just search AMBC4ME on YouTube to get started (or follow this simplified link: bit.ly/youtubeAMBC4ME), and make sure you subscribe from your Google accounts to find new content easily going forward.

Our vision is that this YouTube page will be used as a resource for store owners and their team members to share helpful, inspiring, and sometimes just funny stuff. We expect for this to become a place where we can share training videos on various subjects, whether we create the videos ourselves or simply save helpful videos from other posters.

We realize that anyone can search YouTube for a video on any topic they want, but our goal is that the AMBC4ME channel will become a curated compilation of industry-related information where store owners can look first to reduce their search time ... and also where store owners can upload their own videos to continue the #MembersHelpingMembers spirit.

When you get to the AMBC4ME YouTube page, don't be put off by the minimal content on the home tab. We're just getting started! Instead, click on the playlists tab to check out all of the great playlists we've begun on packing, shipping, funnies, and carrier videos.

Playlists are where you'll currently find videos posted by other users. For those of you that have never taken a hub tour, FedEx has a couple of videos that show a glimpse into the FedEx Super Hub in Memphis. Videos will be continually added to these playlists, so check back regularly. Some of these videos are great for new employee training or for in-store ad televisions.

We are also ready to begin phase two of the YouTube channel kick off ... and this is where you can help! We want to start uploading videos made by AMBC Members of their stores. There's nothing like an in-person visit to other stores to see how others display products, store supplies, etc., so why not share videos of our stores with each other!?

If you're an AMBC Member in good standing and interested in sharing a video of your store with others, please email toby@ambc.org and she'll give you some details and a link to save your video file. If you find a great video already out there on the web, send us a link via the AMBC Facebook page or email. Also, if you have any other suggestions or ideas for helpful channel content or how to make this channel grow, please let us know.

Happy YouTubing!



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A Little Something Extra

I was reading *A Little Something Extra* last month and the article automatically had me thinking of a very kind senior customer of ours, Mr. Hollman—Mike, as he says, “because his father was Mr.”

We “inherited” Mike when we took over the store, twelve years ago now. He will walk in the store just to say hello and occasionally request a hug (I am not a hugger, but I always make an exception for Mike). He reminds us when to put our Jewish holiday cards out, loves to share books with friends, and he loved to send gifts to his 101 year old mother. Sadly, she recently passed away after a good long life.

Mike has a compulsion to proofread and re-proofread every shipment. We know he trusts us, but for his own peace of mind he just needs to do that. He will call the next day to check on the shipment. We are understanding and are always prepared. When we needed to find a cleaning person for one of our side-business rentals, he recommended his cleaning lady. She is wonderful, reliable, dependable, and does the best job ever!

When we had our Humane Society donation box stolen (thief caught and jailed), Mike came in and wrote out a check to the Humane Society for the money amount that was stolen. Every Christmas, he gives us a generous check made out to the Humane Society. He loves and lives for his wife and cat—in that order.

Not long ago, Mike had a major health setback: a brain tumor. He shouldn't have been driving, but he came to the store to see us anyway. He looked horrible and was disoriented. He wouldn't let us drive him home, so my husband followed him instead. Once he got home, his wife gave him a scolding and wanted to know who that strange man was standing in her house (my husband).

Mike needed surgery. He was scared about how it would turn out, worried he wouldn't remember anyone or anything. He was beside himself with worry about his cat's litter and food, so while there, my husband took photos of the bags of food and litter. We went out and purchased the necessary cat items, making sure the packaging matched the photos. His/our cleaning lady and friend, Toya, took care of everything for him at his

house. We didn't see Mike for a while, but kept in touch with Toya. She let us know that he was on the mend. When he was allowed to drive (not really), he came to see us. We made sure he got back home safely.

Last week, Mike came in for a hug. His MRI results had just come back clean. The tumor is gone. He just stopped in to let us know. We are so very happy to know that Mike will be around for some time to come and that he is always welcome to stop by for his hug.

Michelle
The Boxes Etc.
Naperville, IL

...

A few months ago, a customer came in asking for a receipt for something she shipped six months prior. We were able to find the receipt and give her a copy.

She came back a month later to thank us. She told us how that receipt helped her win her court case. As she didn't go into a lot of the details of the court case, she said the date, time, and the information of who the shipment went to on the receipt won the case. She said, had she used the Post Office to ship the Priority envelope, she would have never had a receipt with all the details.

Using a private store like ours is not only great customer service, but valuable! I now tell this true story when I have a customer questioning our cost.

MaryAnne
Coastal Postal
San Clemente, CA

...

A Little Something Extra would love your stories! Please write to us at hello@ambc.org and share a brief paragraph or two about something extraordinary—or ordinary, with an extraordinary impact—that one of your clients has done for you. What prompted their generosity, and how has your business been brightened and strengthened by it in return?

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Key Performance Indicators

by Norman Froscher

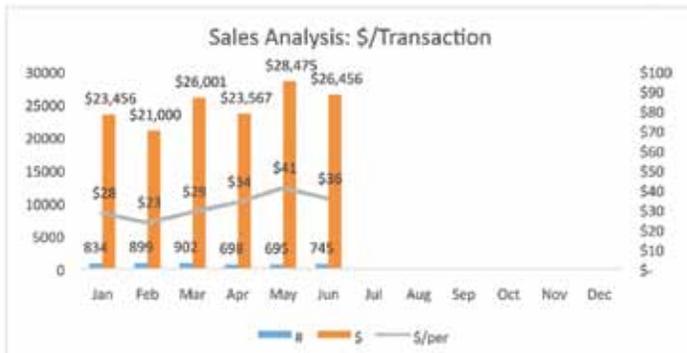
Many large companies frequently perform extensive analyses of efficiency, trend, and resource utilization metrics to ensure they are driving to maximum profitability. The metrics they use are called Key Performance Indicators (KPIs) and they are just as critical for a small mom and pop store as they are to corporate giants.

Too often we go by our gut instinct based on day to day transactions instead of stopping once per month to look at hard data and the big picture. What numbers should you be looking at to increase your bottom-line profitability? And how can we as store owners use these numbers to take meaningful action?

There are three profit drivers we'll look at in this article: growth, utilization, and gross margin.

Growth:

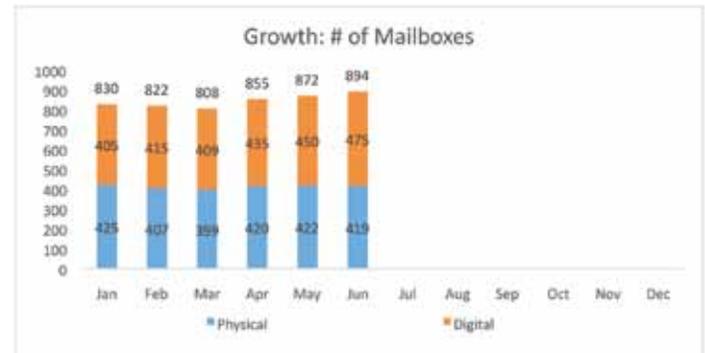
What we want to look at here are the trends in total dollars, the number of transactions, and the average transaction amount. The number of transactions and the average value of those transactions are two major components of total revenue. What is the trend for your store? Do you need to look further into increasing the number of total customers? The number of new customers? The number of repeat customers? Do you need to work on upselling your current foot traffic?



Visually tracking allows you to identify trends early and take corrective actions as needed. It may also lead you to ask more questions and possibly add more KPIs to your portfolio.

For instance, a key metric for many stores is the number of physical and digital mailboxes under contract at the end of each month. This can be a major revenue stream, important for covering fixed costs like rent, and might tell you where you need to spend marketing dollars to maintain or increase rentals.

In the example below, you can see the trend of mailbox rentals for this sample store is on the upswing. What if it was plateaued or declining? Would you want to take action immediately, or wait until after you come up for air from your busy season? What is driving the loss of mailbox customers? Do you have a problem with a particular vendor?



Which brings us to the next part of this. How much are you spending on marketing dollars? Can you see a correlation in advertising spent and subsequent revenue? In this chart, you can see an increase in ad dollars spent, and subsequently there was an increase in sales.

Is there a certain time of the year where advertising dollars reap higher rewards? For instance, when you spend ad dollars two months before your busy season, do you experience a year-over-year increase as well? Are these new customers and do you retain them past the season?

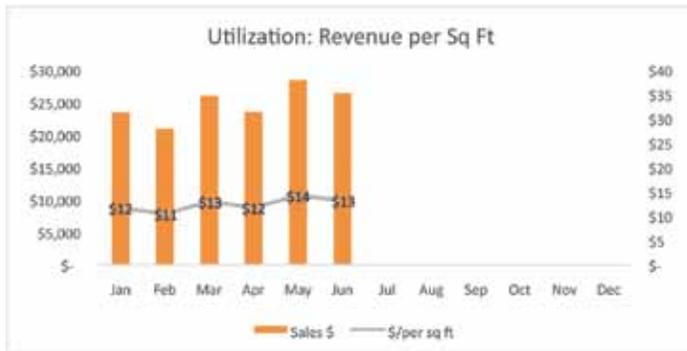


You should be using these KPIs for all of your major revenue streams. This can help you analyze your strengths, weaknesses, and where you may need to make changes in your product mix and service offerings.

Utilization:

The next factor we want to look at is the utilization. How are we using and maximizing our store's square footage,

payroll, and other factors? In the two charts below, you see the dollar per square foot and the percentage of sales for payroll.



These metrics can help you ensure proper staffing and adequate use of your space. Through them, you may determine that you need additional help, need to change your product mix, or even need to add more revenue streams.

Gross Margin:

The last factor we want to look at is gross margin, and it may be the most important metric that we need to review frequently. How much are we making on the different products and services we're selling? The two examples below are for shipping and retail, however this metric should be looked at for all of your revenue streams and can be broken down even further to individual product lines and services.



Constantly reviewing your margins on your revenue streams is critical so you can adjust your pricing as your variable costs increase. Are there other avenues or vendors you can use in order to get lower costs on delivered products? Are you spending too much time and too many resources on a product or service that isn't bringing in a good return?

Using KPIs to analyze your store's numbers will enable you to make better, more intelligent decisions and will allow you to become more profitable. Reviewing key performance indicators regularly will lead you to ask more questions and develop solid action plans to improve profitability.

Learn more about KPIs at The Event in Phoenix, November 1st through 3rd. We'll have a breakout session on using these metrics and give you ready-made formulas and charts to help you measure your own numbers. See you there!



Norman Froscher and his wife Lisa co-own Espresso Mail in West Palm Beach, Florida and Norman serves on the AMBC Board of Directors as Director of Engagement and Board Vice Chair. When he's not packing, shipping, or printing, he's looking for a good cup of coffee or espresso, which makes it really convenient that he has a coffee bar in his store. #NormanKnows

#iamAMBC AMBC Member Spotlight

In each issue of *MBC Today*, we feature two outstanding AMBC Members so our other members can get to know them better. If you know an AMBC Member who would be deserving of this feature, please let us know.



AMBC Member name(s):

Thomas E. Ogilvie



Thomas E. Ogilvie

AMBC Member business:

EZ Pack N Ship Etc., Inc.
8032 22nd Avenue, Kenosha, WI 53143
1 (262) 654-8000
info@ezpacknship.com



The EZ Pack N Ship Etc. Team

How long have you been involved with this industry?

Since 2001

How long have you been a member of AMBC?

Also since 2001

Tell us a little bit about your team.

In addition to myself, I have two team members: one full time and one part time. Running a business on your own is a hard job, so I am fortunate to be able to have a team to help. Without the team, I would not be able to go to AMBC events and look into other ways to grow the business. We are all different and that is what is best.

Tell us a little bit about your community.

Our community of just over 100,000 is located along the shores of Lake Michigan and is about one hour away from Milwaukee to the north and Chicago to the south. We are located in a shopping center that is surrounded by residential homes and apartments. Our community is very loyal and word of mouth is important.

What products / services do you offer?

We do everything that makes sense, including all shipping services: UPS, FedEx, DHL, USPS, and our regional carrier, Spee-Dee Delivery. We crate and freight, and provide all the other normal services like faxing, copies,

and mailboxes. We also do shredding, finger printing, U-Haul truck rental, textbook buyback, notary, product fulfillment, and sell greeting cards other retail items.

What are your plans for the future?

We continue to look for new and better profit centers that fit our business model—ones that I trust and believe in that make sense.

How has being an AMBC Member helped your business?

AMBC has been there for me since the beginning. At the start, I was not as involved with the store as I had another business that took the majority of my time. So, the events were where I would go to get caught up on everything that was happening. Still today, even though I have been in the business for a long time, AMBC is still very important to help keep me up to date on the industry ... and yes, even training. Just because you have been in the business for a long time doesn't mean you should not keep learning and training. I've seen how much this industry has changed over just 18 years.

Where to follow:

www.ezpacknship.com
www.facebook.com/ezpacknshipetc/



INBOX & MORE

PACK SHIP & PRINT

AMBC Member name(s):

Andrew Feeley



Andrew Feeley

AMBC Member business:

Inbox & More Pack, Ship, Print
2549 Waukegan Road, Bannockburn, IL 60015
Bannockburn Green
Tel 1 (847) 607-8873
Fax 1 (847) 607-9439
Cell 1 (312) 446-9250
andrew@inboxandmore.com

How long have you been involved with this industry?

5 years

How long have you been a member of AMBC?

4 years

Tell us a little bit about your team.

I have myself, a freelance designer, and three part-time associates. They act as an extension of me in giving top notch customer service to all who come in the door.

Tell us a little bit about your community.

The neighborhood my store is in is a very affluent area that often comes with complex and “one of a kind” jobs. My store has also been able to be of great assistance to all the different types of high-level business needs in the community. This includes, shipping, mailboxes, printing needs, notary service, and more.

What products / services do you offer?

We have a wide variety of services. We take care of all packing and shipping needs, domestic and international of all values and sizes (USPS, UPS, FedEx, DHL, Speedee Delivery). My store also has a wide variety of printing and designing services, from business cards to flyers

to banners. Our third category of services fall under business needs. This include mailboxes (physical and digital), passport renewal, U-Haul rental, finger printing, TitleMax, notary sign agent, license plate renewal, Happy Returns, Amazon Locker location, shredding, greeting cards, and more.

What are your plans for the future?

I am looking to find a bigger location in my community to expand my retail space.

How has being an AMBC Member helped your business?

The community feedback from other shipping stores has been very helpful. My goal is to become an AMBC Certified Gold Store in the next 6-8 months.

Where to follow:

www.inboxandmorebannockburn.com

Facebook: @InboxandMore

Instagram: @InboxandMore

Yelp: Inbox & More Pack and Ship Print

If you would like to submit a letter to Ask Uncle Marty™, please email him at marty@ambc.org. Anonymity is guaranteed, and names are always changed.

Ask
Uncle
Marty™



Instead of answering letters this month, I want to share some of my own personal sources for business coaching and inspiration—the people and places I go to myself to shake up my own thinking. Hopefully some of these will strike a chord with you, as they have with me, and inspire you onward and upward.

The first, easiest way to get a shot of fresh thinking is to tune into podcasts. They're free, available through a bunch of different apps (I use Apple's Podcast app since it's built right into my phone), and available on every imaginable topic under the sun.

I subscribe to a lot of podcasts. I used to listen to even more, as for many years I commuted to my office an hour each way, six days a week, and needed the entertainment to make the drive go faster. Some of the shows in my queue are business related, some are personal growth, and many are just for fun.

For years now, one of my go-to, can't-miss favorite podcasts has been Lewis Howes' *School of Greatness* (complementing, but not to be confused with, his best-seller book, *The School of Greatness*). Every week, Lewis interviews someone new, from big-time celebrities and influencers to business owners and wellness experts; he has a way of interviewing that breaks down barriers and brings out something genuine. Sometimes the guests I've not heard of in advance are the ones from whom I get the most value.

A few months ago, Lewis interviewed Barbara Corcoran, whom many of you likely know from *Shark Tank*. In that incredible episode—one I could listen to over and over again and gain fresh thought nuggets from each time—I learned about Barbara's own podcast, *Business Unusual*. Of course, I subscribed to it right away ... and downloaded all her past episodes.

Business Unusual has been an incredible listen, and I highly recommend you check it out. It's very different from other business coaching podcasts—unusual, as the apt title suggests. The episodes are short, so you can easily bang out one or two on your way to the bank, at the gym, or while you're getting ready in the morning.

In each episode, Barbara shares little stories—snippets—about lessons she's learned over the years, expe-

riences she's had, and people she's encountered. In one of the first episodes, she talks about how to brand yourself as an expert in your field, even if you don't feel like an expert. Public perception is everything! She tells of how, when she was building her real estate business (which became an empire) in New York, she was able to brand herself a real estate broker to the stars, even though she hadn't yet had any celebrity clientele, all because she proclaimed herself as an expert. And soon after, celebrity clients came knocking at her door ... and the wild success that followed—one door leading to another, opportunity after opportunity opening up, chances to invent and reinvent herself over and over—is history. Her story reminds me of the old adage, "Dress for the job you want, not the job you have." If we believe and put in the effort required, we can be most anyone we declare ourselves to be.

Barbara also talks in her first few episodes about making a list. She says to take a sheet of paper, draw a line down the middle, and on one side write everything you feel you are really good at and (here's the key) enjoy doing. On the other side, write what you don't think you're good at and don't enjoy doing. Then create a career, business, persona, or whatever based on your strengths. It's so basic, yet so brilliant!

Another gem I've recently gleaned from listening to *Business Unusual* is the importance of creating a team. And not just any team, but a powerful, diverse, fun-infused team. Create a fun work environment by surprising your team with unexpected, fun activities from time to time, whether it's a group trip, a company party, a night out at their favorite restaurant, or a game night.

Barbara talks about toxic people with bad attitudes and how imperative it is to get rid of them right away. One bad apple can spoil the whole bunch if it's allowed to fester and spread its negativity. It's so important to hire and retain good, positive, genuine people. Skills are important, of course, but attitude is so much more important.

I ordered one of Barbara's books. It's still on my read-me shelf, alongside Lewis' two books and countless others I've been galvanized to read from business experts, barrier breakers, movers, shakers, and even some bakers.

(continued on page 20)



We offer LTL Freight Shipping with 50+ carriers. We have used our 20 years experience in the shipping and packaging industry and the volume of our always growing customer base, to negotiate very competitive LTL rates with the top 50 national, regional and local freight companies. As a trusted supplier for the AMBC, we can now pass our volume discounts on to you. Our online portal allows our customers to access: rates, booking, tracking and payment options, 24/7. For more info or a rate quote, email ltl@gologistic.com or call Chad @419-666-6721 x207



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Create a high-quality pre-inked stamp in just 3 minutes! The system is compact, fitting nicely on the corner of a desk. Connects to any Windows PC and operates with simple software. Ask your industry friends if they use the Stampcreator Pro System - if they do they probably love it!

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Jackson Marking Products Co., Inc.

Tel: 800-782-6722 • Fax: 800-782-6732
www.RubberStampMaterials.com
info@rubber-stamp.com

ASK UNCLE MARTY...

Continued from page 18

Some I've read cover to cover, some I've just started, and others are still waiting to be broken in. Reading is something I absolutely need to make more of a priority—a struggle I know some of you share.

One book that I'm currently absorbed in, am reading through backwards and forwards and trying to gain everything I can from, is Simon Sinek's *Start with Why*. I'm sure you've heard of Simon, his book, or have watched his still-incredibly-popular TED talk, "How great leaders inspire action," which still holds the record as the third most popular TED talk of all time. (If you haven't watched that talk, please do so right away!) *Start with Why* will make you rethink your business from the ground up, and you, your clients, and your

community will all benefit tremendously from the shake-up. I promise!

Outside of podcasts and books, if you want to go a little deeper into the inspire-me-verse, consider attending a seminar or summit. I'm not talking about the industry conferences, expos, and workshops you already go to. Yes, those are extremely important and events that I've personally been very involved with for years. But consider going to something outside of your normal schtick.

My dear friends Seema and Fahim and I attended the Archangel Summit in Toronto a couple of years ago (and together are planning to attend again this fall), and what an eye opener that was! It was there that we and about 3,000 other entrepreneurs got to see Simon Sinek speak in person, as well as Danielle LaPorte, Daymond John, Dr. Shefali Tsabary, Jim Kwik, Nicole Arbour, Marc Kielburger, Angel Lauria, Nicholas Kusmich, Dr. Stephanie Estima, and my personal favorite, Lewis Howes. I was privileged to spend some time with both Lewis and Jim at an after-hours event, and those connections, along with others made that weekend, have become part of my circle of inspiration to keep me both in check and pushing forward.

Summits are great, but you do need to use your noggin when planning for them. There are some that I'm sure are pure shams—charging you lots of money to spend a weekend listening to marketing pitches to get you to spend more money. But there are a lot of great ones too, intended not to suck you in, but to uplift you, bring new ideas, and break the mold that you may feel stuck in.

From podcasts to books to summits, there's a level of inspiration out there for everyone. No matter where we currently stand or what limitations we think are holding us still, sometimes

(continued on page 22)

**We live in a high tech world...
Stop juggling your store the
old fashioned way.**

**Simplify your store's operations,
enhance customer service,
and maximize your profits.**



POSTALMATE
For more information and a FREE trial,
contact us: 800-485-6901 ext. 2
or www.pcsynergy.com



AMBC Freight is a members only benefit that offers online and assisted quote options to help you quickly and easily find the best and lowest rates available. Once you have selected your price, you can purchase insurance coverage and process the shipment all on the same site!

- Not only can you get carrier discounts of 70% and more, you also get greatly reduced—sometimes free—liftgate service and greatly reduced residential service!
- Pass the savings on to your customers and make sure they know you can beat your competition on both price and service. Or, add the extra margin to your bottom line.
- With AMBC Freight, you can be sure you're not overpaying for freight services.

With AMBC, You're Not Alone

Every business owner has questions about day-to-day operations, technical approaches, profit strategies, and service enhancements. Get answers fast on AMBC's members only freight chat forum.

Help is only an email away. In most cases, you receive an answer within minutes ... not hours.

AMBC's #FreightGuru is here to help.

With AMBC Freight, you don't just get 70% discounts and greatly reduced accessorial fees, you also get assistance from an expert in the industry. Jeff Ballantyne of PackFreight will walk you through your freight shipments, guiding you safely to a profitable shipment. Jeff has learned the ins and outs of freight systems the hard way, and has promised to share his information with any AMBC Member that asks.

Learning to do freight properly and profitably is as simple as sending an email asking for help. AMBC has an online freight quote system that allows users to access rates instantly. There is also an assisted quote form set up for the beginner in freight. Submit your information to Jeff, and he will research the items, find the best class, and send back rates and information. Then all you need to do is to package the item and Jeff can either finish the shipment for you or lead you through doing it yourself.

AMBC's goal is to allow its members access to the best rates and services available in the industry. The more stores that use the services, the better we stand with carriers in obtaining better rates.

Please login on ambc.org and click the freight program link in the members only section.

Call Jeff Ballantyne at AMBC Freight, 603-431-0718 (weekdays 8:30 AM – 6:00 PM EST), or email jeff@packfreight.com

We're at your service!

The FedEx Freight® Box

ASK UNCLE MARTY...

Continued from page 20



Introducing an easy way for your store to sell and ship freight: the FedEx Freight® box. With this flat-rate* option for shipments less than 1,200 lbs., you're able to offer your customers the best of both worlds — the simplicity of small-package shipping and the security of freight shipping.

How does the FedEx Freight box work?

The new freight box makes transporting less-than-truck-load (LTL) shipments simple, including improved flexibility, increased security and no freight classification.** With a distance-based pricing structure, it provides your store with predictable, flat-rate shipping. It also offers customers flexibility with two different sizes of boxes: standard size is 48" x 40" x 38" (requires a pallet); the smaller size is 48" x 40" x 28" (includes an integrated pallet). Both boxes include 360-degree protection for the LTL shipment.

Want more information?

To see videos of the FedEx Freight® box in action, visit fedex.com/freightbox. When you're ready to sign up and get started, reach out to the FASC Team through fasc-net.com or by emailing retailsupport@fedex.com. You'll need to have a new account number created that's dedicated to your FedEx Freight box account, so have your existing FedEx account number, shipping address and billing address ready and the FASC Team will get you set up. Then, once you're signed up, they'll place your initial freight box supplies order on your behalf.

*Flat rates based on zone pricing. Find rates and zone information at fedex.com/freightbox.

**Rates are subject to the general rate increase (GRI), and all accessorial charges in the FedEx Freight 100 Rules Tariff will apply. Exception: Item 404 (absolute minimum charge) will not apply, as the FedEx Freight box is not discountable. Pricing is subject to the standard FedEx Freight 100 fuel surcharge. Use of the FedEx Freight box will supersede any negotiated pricing. Max liability is \$7.50 per lb. Alaska, Hawaii, Puerto Rico, Canada and Mexico are not covered by FedEx Freight box rates. Hazardous materials are prohibited. Maximum weight allowed for each freight box is 1,200 lbs.

all it takes is willingness, coupled with an open mind, to take in a new perspective; to break our tunnel-vision. Listening to, reading, or experiencing a new point of view is so important to make us realize that there's a lot more out there.

Where do you start? I'd recommend you download the first episode of *Business Unusual*. It's only six minutes long. From there, follow the rabbit hole and see what you can discover.

...

Marty Johnson is a shopkeeper, writer, and business coach. He serves as ex officio Director of Communication for AMBC, Editor of MBC Today, and is the owner of Uncle Marty's Shipping Office in Ithaca, NY, where he's also Co-Founder of the Collegetown Small Business Alliance. Please visit him at askunclemarty.com. #AskUncleMarty



Selling Your Business?

Steve Merrick of the SRM Spirit Group offers three options to assist:



#1 | How to Sell Your Mail Parcel Business -\$49 by James Baer

This 80-page booklet discusses details and provides sample documents for the preparations, marketing, discovery period, sales agreement, closing, and the buyer's training.

#2 | Live GoToMeeting Session -\$250

A focused strategy discussion will include the preps for your Selling Toolbox, marketing, and identifying potential buyers. It will also include a customized sale price for your store. This private and confidential session invites anyone you would like to attend. i.e. partner, manager, business attorney, accountant, etc.

#3 | 6-Month Coaching Engagement to Prepare Your Store For a Sale -\$1,750

This engagement will include a focused effort to get the books prepared for review, get the store's appearance ready for review, and fully package the business for a sale.

For more information, contact Steve Merrick at srmspirit@hotmail.com or call (304) 280-6261.

Be sure
to visit
our
website...
ambc.org

My Account | (813) 336-8228 | (866) 333-2572 | www.ambc.org

AMBC
Association of Mail and Business Centers

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BECOME A MEMBER TODAY.

The mail and business center industry is ever evolving, and we are here to keep you current, trained, viable, and accessible. We want to see you grow and thrive in your community and in our unique industry. Join us!

[JOIN US TODAY!](#)

ESTABLISHED IN 1982

Association of Mail & Business Centers

As a member-run non-profit trade association, our mission is to provide a #MembersHelpingMembers community for businesses in the shipping, mail, and business center industry to connect, learn, and grow.

Building on decades of experience, we believe in always reaching for what's new and what's next, and strive to grow fresh content, programs, and trusted supplier connections that benefit our members ... and inspire them to reach their full potential.

Our industry is ever evolving, and we are here to keep you current, viable, and accessible so you grow and thrive in your communities and in our unique industry. Join us!

1086

OVER 1000+ ACTIVE MEMBER LISTINGS

[VISIT OUR DIRECTORY](#)



OUR MISSION

Helping You Succeed.

We pride ourselves on being dedicated to helping our members succeed through advocacy, education, resources, and programs. We set ourselves apart by thoroughly dedicating ourselves to our members and the pursuit of success.

Jim Beer established AMBC (Association Mail & Parcel Delivery) in 1982. Over the past decades, our industry has changed dramatically, and so have we. In 2014, we proudly became a member-owned, not-for-profit association and adopted the upgraded name AMBC (Association of Mail & Business Centers) to reflect the full business center approach that now defines our industry.

Resources for Members

FREIGHT PROGRAM

No fees for AMBC members, group discounts, reduced residential delivery fee and more!

[LEARN MORE](#)

AMBC CLASSIFIEDS

Access to advertising through AMBC Classifieds. Store to store services are accepted.

[LEARN MORE](#)

INDUSTRY NEWS

Be the first to know about industry updates to put your business on the cutting edge.

[LEARN MORE](#)

MBC TODAY NEWSLETTER

Read articles from industry leaders and follow business owners for inspiration.

[LEARN MORE](#)

AMBC Trusted Supplier Spotlight

In each issue of *MBC Today*, we feature two AMBC Trusted Suppliers so our members can get to know them better. These are people and companies that we admire and trust, and we know you'll benefit from them.



"If you want a self-service device for your business center, this is the one. I went through several automated systems and this is the only one I've found to be complete, with accurate billing, and is automated and user friendly."

Alice Walker
Executive Business Center Manager
Adolphus Hotel - Dallas
Intercontinental Hotel – Dallas

Company Name:

Copy Network
Product: CPI system

Contact:

Basil Makhoul, Sales Manager
1 (321) 775-3959

What products / services do you offer?

We develop and manufacture self-service credit card terminals for copiers, printers, fax, and computer time billing. All are made here in the USA.

What benefit(s) do you bring to AMBC Members?

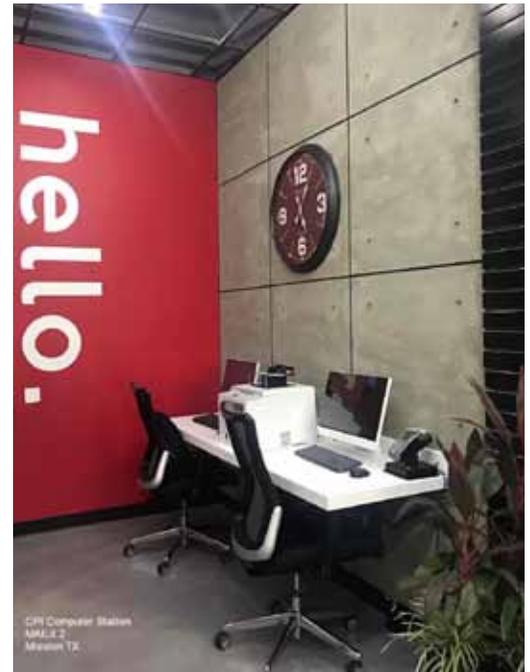
Unattended, staff-free systems that generate extra store income and foot traffic. We offer AMBC members a \$200 manufacturer rebate on any CPI system.

What new or growing opportunities do you see for AMBC Members in the future, and what can you do to help them?

The CPI system can grow with your business, from a single self-service copier to a multi-station business center.

Where to follow:

www.CPIsystem.com





PostScanMail

Company Name:

PostScan Mail

Contact:

Jonathan Rodriguez
Account Manager
jonathan@postscanmail.com
1 (800) 624-5866



Justin Lowe
Account Manager
justin@postscanmail.com
1 (800) 624-5866

What products / services do you offer?

PostScan Mail gives you the ability to offer virtual mailbox services to your customers; our mailroom operations software can be used to scan, upload, and process incoming mail deliveries.

What benefit(s) do you bring to AMBC Members?

There are no up-front capital investments and we offer training and automated mailbox renter billing. Once you sign, you will be added to the fast-growing and highly advertised PostScan Mail website. Mailbox customers will be able to sign up online for one of three subscription plans. We collect a notarized USPS 1583 form to ensure you are in compliance with CMRA regulations. Additionally, we are available to support your mail center throughout the entire process.

What new or growing opportunities do you see for AMBC Members in the future, and what can you do to help them?

Virtual mailboxes are the wave of the future! If you are ready to boost your mail center revenues, join the PostScan Mail network we'll help you to build an active roster of virtual mailbox customers.

Where to follow:

www.postscanmail.com
www.postscanmail.com/partner-signup.html
www.facebook.com/postscanmail

MBC Funnies

"Straight from the Customer's Mouth"

"Yes, if I ship something through you via Priority Mail, how do the logistics work? Do I have to bring the shipment to you? I have a bunch of clothes and I don't have a box, so I need to put them in a suitcase if I'm going to carry them to you, but that would be a tedious task. So, I wonder if I could just leave my clothes in my apartment when I move because my apartment has a daily mail pickup, and then they could just be picked up from there and you could just charge me for that."

...

"Oh, so it goes by weight!?"

...

Customer: Oh, so you don't put a plastic bag over the label?

Me: Um, no.

Customer: But what if they leave it out in the rain?

Me: It'll be fine. I promise.

...

"This letter's going to Hawaii. Does it need a special stamp?"

...

Customer in printing and asks, "Do you also do shipping service?"

Me: Absolutely, that's what we do!

Customer: Like how big of a thing can you ship?

Me: Anything you'd like.

Customer: (Points to a box on the FedEx outgoing cart) Like something that size?

Me: Absolutely.

Customer: Really!? How long does it take to get there?

Me: Where are you shipping to?

Customer: Houston, Texas. That takes like a month, right?

Me: Oh, no. Most likely, the most economical option would be to send it via a ground service and that would take about four business days, but we also offer air services that could guarantee it there overnight, or in two or three days.

Customer: What!? Really!? What do you mean by ground service?

Me: It would go by truck.

Customer: What!?!? You mean someone is going to drive all the way from here to Texas!?!?

Me: Well, it goes through a network of trucks and hubs, not on a specific chartered direct truck.

Customer: Wow! That's amazing! I'll be right back with some boxes to ship then!

MBC Funnies wants your submissions! Send your ridiculous, hilarious, or simply eye-rolling bits to hello@ambc.org.

MPC Shipping Insurance

from **Shipsurance**

Full Coverage for Your Shipments... and Your Profits!

Shipsurance offers shipping insurance coverage for your Mail & Parcel Center. Make sure that the parcels that pass through your store are 100% covered for loss or damage while adding to your bottom line. Trust Shipsurance as your outsourced claims management department.

Shipsurance Customers Receive:

- Low Cost, All-Risk Shipping Insurance Coverage.
- Cover the Full Value of Your Shipments PLUS Your Retail Pack and Ship Charges = COVER YOUR PROFIT!
- Proving Carrier Negligence is NOT Required.
- No Co-Insurance Penalties.
- Coverage for Drop-offs is Included.
- Rapid, Online Claims Processing That is Not Dependent on Carrier Approval.
- Friendly, Knowledgeable Staff.
- Coverage is underwritten by U.S. based Voyager Indemnity Insurance Company.

Shipsurance is Integrated With All Major POS Systems Including:



Shipsurance
An Assurant Company

Find out why Shipsurance is the preferred insurance provider for Retail Shippers everywhere!

Call us for more details or visit us on the web

1-866-852-9956

www.MPCShippingInsurance.com

AMBC4ME... our online newsgroup



Are you taking advantage of instant access to decades worth of longtime mail & business center owners' experience? If you aren't on our online forum, contact the office at AMBC and we'll get you on board today!

Are there any other profit centers or ideas that someone can share with us to help us increase our foot traffic and sales? Any ideas ranging from merchandising, gift centers, etc. to anything that will benefit our customers and in turn help us grow in sales would be appreciated. – MJ

This topic is a recurring theme for our stores. Many of us have dedicated store space and efforts to offering a wide array of retail. Your market is going to let you know what products will sell. We carry a bunch of different lines. Sometimes we bring something in that doesn't work and we end up moving past. Start slow and build. Understand that it's going to take some time for your customer base to realize that you are a source for the retail merchandise. Make sure you effectively display it as well.

Seema from Island Ship Center is an expert at this. We constantly move our products around (every two to three weeks). We also carry several lines of greeting cards. Of late, I think the LovePop and Quilling Cards have been very popular in the industry. They're not something your customer will find at Target or Walmart and they have some great selections. Freight can also be profitable and I know several stores do quite a good business with fingerprinting. – NF

Here's a list of some of the vendors that I use:

<https://www.faire.com/>
<https://www.demdaco.com/>
<https://greenleafgifts.com/>
<https://www.pgrahamdunn.com/>
<https://katieloxton.com/>

Most of these vendors have low minimum orders, so it's great for you to try the products in your store before you buy more. – FM

Hi. Looking for a brand new PC computer for my shipping system. Any suggestions? – SP

Depends on what software system you're using. Olson & Ives sells PCs for PostalMate and ShipRite sells PCs for their software. Both good suppliers. – NF

Just curious: What, if anything, are stores doing for Friday and Saturday of the upcoming holiday weekend? Business as usual, or closing one day or both? – JS

If UPS and FedEx are working, so are we. – VE

If mail or carriers are running, and they will be, we'll be open. – NF

...

I hope this isn't off topic. I am personally new in this business, but my business has been around for more than 20 years. It's surviving only because of existing repeat customers. I would like to see if the group is willing to share some possible revenue making ideas. – MS

This is not off topic at all. This is the entire purpose of AMBC, #MembersHelpingMembers. The key to survival in this industry is diversification. You have to offer more than just packing and shipping services. Some of the things AMBC Member stores offer:

Printing, Gift Items, Notary, Truck Rental, Gift Wrapping, Digital Mailboxes, Hotel Concierge Service, Key Making, Web Design, Promotional Products, and on and on... – SD

...

The last conversation I can find on here regarding shipping medication is from 2015. Has anything changed since then? No shipping through USPS, but yes through UPS and FedEx? And best practice is to require an adult signature? – LW

I have always used FedEx for medications. It must be shipped to the person who is named on the prescription bottle (Joe Smith c/o Bob Somebody is OK), and must have adult signature. Some warning signs to watch for that something is fishy: only a couple (2-3) pills being sent, medication is past its expiration date on the bottle, more than 1 type of pill in a bottle - any of these things immediately shouts "don't send this" in my book. – SD

...

Can we ship a person's cremated ashes to another city? – SPS

Yes, by USPS Priority Mail Express only. – SD

Yes, as others have mentioned. It has to be USPS Express Priority Service only. You should also get stickers from the Post Office that says "Cremated Remains" – NP

There's a special label you need from the USPS and they also have packaging requirements. Years ago, Registered Mail was the only way you could send them, but now they can go Priority Mail Express. Before you send them, read <https://about.usps.com/publications/pub139.pdf> to make sure you're meeting all of the packing and labeling requirements. – MJ

We currently are having an issue with a drop-off that hasn't been scanned. We remember the customer and the package. We know that all the packages went out that day and every subsequent day. We are in the habit of checking to make sure all the packages have gone out for the day.

The package is a FedEx Ground package that was dropped off a week ago and has still not shown up online. All the site says is "label created." We checked with our driver, but that yielded nothing. We know it went out but have nothing to prove it did.

Our store's owner wants to pay him for the lost package. We (the staff) feel that the customer may have the wrong tracking number they are giving us or possibly the customer put a different label on the box. The package is going ground to California and still may get there today or tomorrow.

How would you locate the package if possible, and if not what have you done to resolve a similar issue? – NSO

Do you have a scan that shows you accepted that package into your store? Some stores don't give receipts or don't scan them all in. We do both, as we want to prove we received THAT package, then can show the driver signed for THAT package. If you didn't scan it, then you can't prove it. We had a similar issue—customer caused a huge problem over a package they thought they gave us. We were able to prove with video and our scan log that the package they gave us had a different tracking number. – JB

Yes, we scan all packages that come into our store, including USPS packages. PostalMate gives you the option to just scan the package's tracking number or

you can scan the tracking number and add the customer's information and the package's information, as to where it's going. Either option puts the tracking number into the proper carrier's drop-off log sheet for the day. So, we can look up the tracking number on the carrier's log sheet or we can look up the customer in PostalMate and we get the tracking number and where the package was going, along with the date when the customer dropped off the package and when the carrier took the package. So yes, we can prove that the carrier took that package, the date it was taken, the date it was dropped off, and the tracking number used to send it and where it was going. – JS

Thanks to Jeff, we installed cameras in our store in 2016 for instances like this and I can't tell you how much we have saved in the long run. Well worth the investment; please install cameras in your store if you haven't done so already. – FM

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