

MBC *Today*

The voice of the mail and business center industry since 1982

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MBC Today

A publication of the non-profit
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, print, 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 can grow and thrive in your communities and in our unique industry. Join us!

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"Shrimps" are little gems of inspiration and information peppered throughout *MBC Today*.



We always enjoy fresh submissions from AMBC Members for *MBC Today*, a magazine by AMBC Members and for AMBC Members.

Please send your submissions and suggestions to hello@ambc4me.org.

We want to hear from you!



Dear Readers,

Welcome to the March / April 2025 edition of *MBC Today*! I'm very excited about this issue and the extraordinary content we have for you to devour.

The most recent AMBC event in Pensacola, Diversify to Fly in 2025, was a huge success. It was one of the very few AMBC events I've missed in my long career in this industry and, let me tell you, the FOMO is real! I was so engaged reading Crysta's wrap-up article that's featured in this issue and am looking forward to seeing my AMBC friends and family again soon at future events, including what looks to be a great Mile High Marketing Summit hosted by AMBC in September in Colorado.

Tommy's article, Let's Talk Numbers, is very informative. Thank you to all of the stores who willingly shared data so that an important industry study could be done and individuals can see where they compare in sales, pricing, margins, and even store size.

I'm thrilled that AMBC is featuring Sydni and Wil in the AMBC Members Spotlight in this issue. It's been my sincere pleasure to get to know them on monthly coaching calls this past year and they are truly killing it at their business. Their ambition, clarity of direction, ultra professionalism in communication, and extremely sharp marketing prowess in utilizing both analog and digital means to reach their clientele through relationship building is so inspiring. I continue to learn from them and consider them to be amazing mentors. They consistently give back in the AMBC Members Facebook Group and have even hosted a free marketing webinar, open to all AMBC Members and AYM High Soarers. I hope you can get to know this power couple better through their feature in this issue.

The article on lithium batteries has been a while in the making, and I must express deep gratitude to all of our friends and colleagues who helped with the research. The advice in it is intended to be conservative and on the safe side, as when it comes to anything hazardous or classified as dangerous goods, it's imperative that shipping stores do not take risks that aren't worth taking. We hope the infographic that's available to download will be a useful guide for AMBC Members and *MBC Today* readers.

Finally, thank you to Norman for his excellent article and to all of the other contributors who have made this another great edition of *MBC Today*. This magazine is for AMBC Members and by AMBC Members, so we hope to hear from each and every one of you when you have an idea to share.

With gratitude and care,

Marty Johnson (he/him)
Columnist | Ask Uncle Marty™
Editor & Producer | *MBC Today*
Founder | Uncle Marty's Shipping Office
Communication & Vision Coach | AYM High Consultants
Co-Host | To-Be-Announced Podcast Launching Soon(ish)

"Maturity has taught me that I don't need to confront everything. I just need to silently observe people's actions and then set boundaries accordingly."

- Hazel Satija



A Message From the AMBC Board Chair



Dear Fellow AMBC Members,

Is anyone else eagerly awaiting spring? For those in cold, snowy climates like me, I'm sure you are! I'm looking forward to warmer days and more sunshine.

In the meantime, I stay occupied by organizing and rearranging my store. Updating is beneficial. Plans are also in place for updates to improve my stores this year. In line with the "word of the year," it seems necessary to renew the physical space of the store and update it. No significant update has been made in at least 12 years. An overhaul is due to present a fresh and updated experience for guests. The goal is to ensure the store remains current with technology and knowledge.

To those who attended our Pensacola event, I hope you left inspired with your own to-do list. Events provide great ideas for our stores and help us advance in this ever-evolving industry. I want to thank everyone who attended, especially Tommy Armstrong for hosting and the board members and AMBC staff for their support. Look out for new additions to AMBC-U from this event soon.

Start planning now for our Colorado Springs event in September. It's one you won't want to miss! Until then, we look forward to connecting with you on our monthly town hall meetings online via Zoom or in our exclusive AMBC Members Facebook Group.

Wishing you all the best,

Crysta Reeves

Director of Social Media & Board Chair | AMBC
Owner | Pack & Mail Cloquet & Duluth

#MembersHelpingMembers #WeAreAMBC #AMBC4ME

Podcast recommendations to better understand more about neurodiversity in our selves, family, friends, and coworkers:



Stuff You Should Know

"ADHD pt 1"

<https://open.spotify.com/episode/4CdYp9VqS6yXTK8qMRApKm?si=73d6470a24064fca>

"ADHD pt 2"

<https://open.spotify.com/episode/4NXPBxkPqtlu2n4SkiDWO9?si=8c644fa09bee47ee>

"Nobody made a greater mistake than [they] who did nothing because [they] could do only a little."



- Edmund Burke

Upcoming Industry Events



Please mark your calendars for any of the following that appeal to you and check ambc4me.org/events for information on specific events we are hosting and attending as an organization.

We hope to see you!



March 9-12, 2025 | Las Vegas, Nevada
ASD Market Week
Sign up at asdonline.com



April 23-25, 2025 | Las Vegas, Nevada
ISA International Sign Expo®
Sign up at signexpo.org



April 27-30, 2025 | Nashville, Tennessee
National Postal Forum
Sign up at npf.org



May 29-June 1, 2025 | Dallas, Texas
Retail Shippers Expo
Sign up at rscentral.org



September 6-7, 2025 | Indianapolis, Indiana
PostalMate® Training
Sign up at postalmate.com/support/training-events



September 26-28, 2025 | Colorado Springs, Colorado
AMBC's Mile High Marketing Summit
Sign up at ambc4me.org



October 22-24, 2025 | Orlando, Florida
PRINTING United Expo 2025
Sign up at printingunited.com



November 8-9, 2025 | Orange County, California
PostalMate® Training
Sign up at postalmate.com/support/training-events

Industry News...

Privatizing the USPS?

There have been many news stories lately talking about the possibility of privatize the USPS. While these stories are sensational and make for great headlines, there is no solid movement in that direction yet.



A YouTube video from News 19 WLTX did a very good investigative piece on the possibility of USPS privatization, which should give more details on how, when, and what processes would need to take place in order for such a thing to happen. Check it out at <https://www.youtube.com/watch?v=yA6TbHCUO2U>.

Amazon Affiliate Link for Charity

AMBC has set up an Amazon affiliate link for anyone to use when purchasing everyday items. This will not cost you anything, but it will help fund our charitable donations that we periodically do on behalf of our AMBC community, like those to FedExFamilyHouse and Deters Strong.



It's super easy and requires nothing from you other than to just visit Amazon through our affiliate link instead of how you'd normally visit. Simply save the link in your browser and go to Amazon through it, proceed as normal, make any purchases you normally would, and Amazon will send AMBC a small amount of funds to add to our charity fund. We will not be able to see what you purchase.

Here's the link: <http://tinyurl.com/AmazonAMBC>

AMBC Announced September 2025 Colorado Springs Event

Save the date! AMBC will be hosting a fall event, the Mile High Marketing Summit, to be hosted by AMBC board member Noelle Wright in Colorado Springs, Colorado, September 26-28, 2025.



A schedule for the event is currently being created and the AMBC board of directors would love your input! If you have ideas for classes, seminars, tours, networking, or anything else that you'd like to see at the event, please reach out to hello@ambc4me.org with your thoughts. We'd love to hear them!

As we've been doing for the past few events, we'll limit attendance to probably 50-ish or less in order to keep the event intimate, conversational, and as beneficial as possible for those who are able to sign up early to reserve their spot. As our events tend to sell out, make sure you keep an eye on ambc4me.org/events as well as on our e-blasts so you can sign up as soon as registration opens.

We hope to see you in September in Colorado!

Podcast recommendation:



A Bit of Optimism

"The First Steps to Reducing Your Anxiety with Author Mel Robbins"

<https://open.spotify.com/episode/7r34Y6QeHHGWOalit50kFT?si=2fdc104efe7e49d3>

What's Hot on the AMBC Members Facebook Group

AMBC Members, as a benefit of membership, may participate in the private AMBC Members Facebook Group to network, ask questions, and share ideas.

Participation in the group is included with AMBC membership, so please reach out if you're not on it yet.

Here are some recent topics you may have missed:

New Printer Recommendations

Store Flooring Ideas

OnPrintShop AMBC Town Hall Meeting

B2C and B2B Outsourced Print Recommendations

Foreign IDs for PMBs

Binding Supplies

USPS Late Delivery Refund Advice

Signs365 Advice

Custom Dry Erase Boards Source

Metal Business Cards?

Welcome to New AMBC Members

Parental Consent Notary Update

Issues with UPS Drop-Off Processing

Pensacola Event Photo Shares

Uploading 1583s to BCG Issues

Apple Business Connect Profiles

Printing Foil Labels for Cigars

Partnering with Local Bakers

Team Uniform Vendors

Smart Simple Marketing Webinar Recap

Proud Parent of FDNY EMT Share

Alternatives to Canned Websites

Shipping a Large Truck Bumper

USPS Shake-Ups

Passport Photo Systems

Fotozoomer and Canvas Printing

Take Pride in Your Pallets Video

Purchasing Mailing Lists

Store Remodel Share

1099 From UPS Issues

Turning Competitors Into Good Neighbors

Ground / Express Race

Duties and Taxes Issues

Internal Checklists for Mailbox Rentals

Medication Shipping to the Philippines

Fuel Surcharges Reinstated?

1583 Step-By-Step

Folder Printing

B2B Mailbox Rental Ideas

Endicia Membership Fees

Color Copier Update Ideas

Amex Perks Share for Business Cards

Taxable Shipping?

Industry-Specializing Bookkeepers

iPostal1 New Personal Delivery Program Discussion

And Much More!

**AMBC Members may access the full version
of this issue of *MBC Today* in the
Members Only section of
ambc4me.org**

JOIN TODAY!