

# MBC*Today*

***The voice of the mail and business center industry since 1982***

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*May / June 2025*

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# MBCToday

A publication of the non-profit  
**Association of Mail & Business Centers (AMBC)**

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phone: (815) 316-8255 | fax: (866) 314-2672 | [ambc4me.org](http://ambc4me.org)

## 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!*

## AMBC Staff:

Director of Operations: Kim Mahoney  
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## AMBC Board of Directors:

Director of Social Media & Board Chair: Crysta Reeves  
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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](mailto:hello@ambc4me.org).

We want to hear from you!

# Letter From the Editor

# MBC Today



Dear Readers,

Like many of you, I was recently captivated by coverage of Pope Francis' passing, watching his funeral and the following procession through the streets of Rome in the back of a much more simple open-top popemobile than we're used to—an all-electric Mercedes that looks more like a pickup truck than a gilded carriage—resting in a fairly demure wooden coffin, as opposed to the more ornate funerary vessels of his predecessors. While not Catholic myself, I was raised in a heavily Catholic community and have lots of Catholic friends and family, and I've developed a great respect for the message that the late pope consistently gave through his words and his choices throughout his papacy, and now especially in his final will.

Pope Francis was emphatic about reaching and caring for the marginalized, making better choices for our shared environment, creating and maintaining interfaith dialogue, learning from others, choosing mercy over authority, and bringing the world together as much as he could within his reach to create community, build bridges, and make amends for past harm. He seems very much to have been a peacemaker, a person who knew the value of relationships, and someone who esteemed others higher than himself, acknowledging always that he would do what he could do, but it's up to the coming generations to carry the torch to continue to reach out instead of close off, and to follow on in evolving and making progress in order to live in our present times appropriately, recognizing the value of each individual and respecting the identities of the same.

*MBC Today* isn't a faith-based publication, nor is it a political one, and while I have strong opinions in both realms, I'll not pontificate any more here. The point I hope to make is simply that I am very grateful for the

examples of others—both world leaders like Pope Francis and lay people like you and me—who show by their example the indisputable value of caring for others, of controlling the ego, and of understanding that while we may feel we know what's best, others' realities may be entirely different and respect for them is indeed a key to living in peace and building global neighborhoods where everyone has a place.

This all brings me to the point I hope to make: that what I love the most about this beautiful non-profit industry organization we all know as AMBC is the fact that it is a network of so many diverse voices, operating businesses in a huge array of markets, with a wide range of specialties, and that, by being a #MembersHelpingMembers community, there's space for everyone to thrive. It's not about conforming or becoming like each other, but it's about finding each one's secret sauce; it's being encouraged to be the best each can be by fellow AMBC Members, helping each other with advice, suggestions, group brainstorming, collective knowledge, and friendship.

Enjoy this issue of *MBC Today*. It's a good one. And thank you, as always, for your trust...and for the encouragement you consistently exude.

With gratitude and care,

A handwritten signature in cursive script that reads "Marty".

**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)

[askunclemarty.com](http://askunclemarty.com) · @askunclemarty · #AskUncleMarty

*"Unity does not imply uniformity; it does not necessarily mean doing everything together or thinking in the same way." - Pope Francis*



# A Message From the AMBC Board Chair



Dear Fellow AMBC Members,

Greetings! We hope this message finds you well and thriving. As valued members of the AMBC community, your commitment and enthusiasm drive our continuous pursuit of excellence and innovation.

We are thrilled to extend a warm invitation to you for two upcoming events that promise to be both enlightening and exhilarating. First, join us at the RS Expo this May, where innovation meets inspiration. This is an excellent opportunity to network, learn, and explore the latest trends in our industry.

We are particularly excited to announce the AMBC Mile High Marketing Summit, scheduled for September in the vibrant setting of Denver, Colorado. This event is a must-attend for anyone looking to improve their marketing strategies. Filled with insightful workshops and networking opportunities, the Mile High Marketing Summit is designed to propel your marketing prowess to new heights.

Blog post recommendation:

How to Get Express Service at Ground Prices  
by Refund Retriever

<https://www.refundretriever.com/blog/2013/05/31/new-report-how-you-can-get-express-service-ground-prices8>



In addition to these events, we are proud to introduce four new courses in the business mastery section on AMBC-U. These courses include Marketing to Your Mailbox Customer, Offering Freight Shipping in Small Stores, Getting More Out of Your Printing Services, and Software Tools to Increase Productivity. These courses are designed to provide you with cutting-edge knowledge and tools to master various aspects of your business, ensuring you stay ahead in the competitive landscape of the pack and ship business.

We look forward to your participation and can't wait to see you at these events.

Best regards,

**Crysta Reeves**

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

#MembersHelpingMembers #WeAreAMBC #AMBC4ME

*"When you have a friend who's going through a storm, don't become a broadcaster. Get an umbrella and cover them."*

- unknown







# Upcoming Industry Events

Please check [ambc4me.org/events](https://ambc4me.org/events) for information on specific events we are hosting and attending as an organization. We hope to see you soon!



May 29-June 1, 2025 | Dallas, Texas

## **Retail Shippers Expo**

Sign up at [rscentral.org](https://rscentral.org)



August 3-6, 2025 | Las Vegas, Nevada

## **ASD Market Week**

Sign up at [asdonline.com](https://asdonline.com)



August 30-31, 2025 | Grand Island, New York

## **Print Masterclass: Golden Ticket Invite-Only Event**

More info at [aymhigh.com/events](https://aymhigh.com/events)



September 6-7, 2025 | Indianapolis, Indiana

## **PostalMate® Training**

Sign up at [postalmate.com/support/training-events](https://postalmate.com/support/training-events)



September 26-28, 2025 | Denver, Colorado

## **AMBC's Mile High Marketing Summit**

Sign up at [ambc4me.org](https://ambc4me.org)



October 1, 2025 | Las Vegas, Nevada

## **Small Business Expo**

Sign up at [thesmallbusinesssexpo.com/city/las-vegas/](https://thesmallbusinesssexpo.com/city/las-vegas/)

**i m p r e s s i o n s   e x p o**

October 2-4, 2025 | Dallas, Texas

## **Impressions Expo**

Sign up at [impressionsexpo.com](https://impressionsexpo.com)



October 15-16, 2025 | Las Vegas, Nevada

## **B2B Marketing Expo**

Sign up at [b2bmarketingexpo.us](https://b2bmarketingexpo.us)



October 22-24, 2025 | Orlando, Florida

## **PRINTING United Expo 2025**

Sign up at [printingunited.com](https://printingunited.com)



November 8-9, 2025 | Orange County, California

## **PostalMate® Training**

Sign up at [postalmate.com/support/training-events](https://postalmate.com/support/training-events)



January 12-15, 2026 | Las Vegas, Nevada

## **The PPAI Expo 2026**

Sign up at [ppai.org/expo](https://ppai.org/expo)

# Industry News...

## Spee-Dee Expands Service Area

The popular Midwest regional carrier, Spee-Dee Delivery Service, is expanding into Missouri and parts of Kansas.



Visit [speedeedelivery.com](http://speedeedelivery.com) for more information on shipping to these areas.

## AMBC's September 2025 Denver Event

Save the date! AMBC will be hosting a fall event, the Mile High Marketing Summit, to be held in Denver, 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](mailto: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](http://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!

## AMBC and FedEx Meeting Monthly

The AMBC Board of Directors and staff have been meeting monthly with our dedicated FedEx representatives to check in, advocate for AMBC Members, provide feedback, and work together to ensure the FedEx Authorized ShipCenter® (FASC) program and AMBC are best meeting the needs of FedEx shippers.



FedEx is the exclusive platinum-level AMBC Trusted Supplier and the AMBC team is incredibly grateful for their support, trust, and dialogue, recognizing the importance of our non-profit industry association as industry advocates, representatives, and voices.

## Amazon Affiliate Link for Charity

AMBC has 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 requires nothing from you other than to simply visit Amazon through our affiliate link instead of how you'd normally visit. With each purchase you make, Amazon will send AMBC a small amount to add to our charity fund. We will not be able to see what you purchase.

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

## Visit AMBC at RS Expo

AMBC is excited to participate in the upcoming Retail Shippers Expo in Dallas, Texas, May 29-June 1, 2025. Please stop by booth #304 at the Expo trade show to chat with us!



## **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:*

**Advice for Fulfillment Processing**

**Possible Scam Email**

**USPS and FedEx QR Codes Discussion**

**Welcome to New AMBC Members**

**Travel Visa Pro Company Advice**

**Packing Fragile Mineral Samples**

**Wholesaler for Door Hangers**

**Advice on Watching for Auctioned  
Equipment From Closing Print Shops**

**New Printer Advice and Discussion**

**Hong Kong Postal Service Suspension**

**Tariffs Discussion on Our Businesses**

**Freight Shipment Markups**

**Celebrating 23 Years for Long-Time  
AMBC Member, Bryce**

**Vinyl Cutter for Lettering**

**AMBC Members Seema and Fahim Named  
wikiHow Shipping and Logistics Experts**

**Sign Holder Source**

**Fulfillment and Pallets**

**PostalMate Version 14.4.1**

**Trailer Graphics**

**UPS Ground Saver?**

**Rant of the Day**

**Mail Forwarding Charges**

**CMRA Quarterly Reporting**

**Carriers Dropping Off After Hours  
with Access Codes**

**Certified Mail Misdelivery**

**Large Format Printing Wholesale Deals  
Between AMBC Members**

**UPS QR Codes Question**

**B2Sign and 4over**

**Nasty Guest and Tornadoes**

**Cease and Desist for Former PMB  
Client Who Still Uses Address on Website**

**Vinyl Decals for Boats**

**Transparent Car Door Stickers**

**Alternative to Return Shipping Costs?**

**CMRA Compliance Update Webinar**

**Insurance Claim Question**

**Stamps.com Double Charges**

**Transaction Error Shipping  
FedEx Resolution**

**Alternative to Microsoft365?**

**Signs365 versus B2Sign**

**PostalMate® Webinar**

**EDDM Question**

**And Much More!**

**AMBC Members may access the full version  
of this issue of *MBC Today* in the  
Members Only section of  
[ambc4me.org](http://ambc4me.org)**

**JOIN TODAY!**