A new year brings new opportunities for AMBC members!

Where are Your Customers?
by Marty Johnson

Seema Says:
It’s All About Making Memories
by Seema Mojawalla

Charmaine M. Fennie Memorial Scholarship
Application deadline: May 1

2017 Event Schedule

Two Store Tours
by Fahim Mojawalla
Super Postal Center in Boca Raton, FL
and Espresso Mail in West Palm Beach, FL
Questions?

Association of Mail & Business Centers has trained staff available to answer questions regarding your membership.

Please contact Member Services at:

815-316-8255

MONDAY – FRIDAY
8:00 AM – 5:00 PM CT

hello@ambc.org

2058 N Mills Ave #626, Claremont, CA 91711

www.ambc.org

www.findashippingstore.com
2017: Big Plans and a Fall Event in Niagara Falls Hosted by Fahim & Seema Mojawalla

This has been a wonderful year in our industry. Last February, we launched AMBC’s new certified stores program. It’s been inspiring watching the way the new certified stores are capitalizing on their certifications and marketing in creative and positive ways. It’s also been encouraging to see the way suppliers are embracing these highly-trained industry-leading locations, realizing they are a unique asset to their programs and seeking new ways to reward them for their high level of professionalism.

In 2016, we went on the road with PC Synergy and presented on topics such as customer service in a millennial age, social media, and marketing at multiple regional events throughout the country. We were glad to work with RSA again to present numerous sessions at the Retail Shippers Expo and enjoyed sharing the message of elevating industry professionalism for independent mail and business centers.

Our Facebook page has been growing rapidly as we introduce weekly snippets of useful information and training tools that provide real-life personal and business elevating ideas, and the AMBC blog has become a huge hit with stories, tips, news, #FahimFix social media solutions, and Uncle Marty’s marketing hints. We brought some exciting new suppliers to our members this year like When I Work, ESR Commercial, and Refund Retriever, and have helped many of you embrace a way to legally and efficiently facilitate I-9 signing.

We have big plans and a surprise or two for 2017! Once again we’ll be traveling with the PC Synergy road show regionals to some great locations: Biloxi, Fort Lauderdale, Charlotte, Chicago, metro New York, San Diego, and Northern California. Look forward to guest blog posts from some of your favorite suppliers that will be geared toward helping you better connect with your customers, staff, and bottom line; keep an eye out for more online training tools (Yes! I said “online!”); be sure to have your kids apply in April for one of three $1,000 Charmaine Fennie Memorial Scholarships.

In the fall, AMBC will also be hosting a first ever industry event in Niagara Falls! We are doing a high-level workshop on Grand Island at Fahim and Seema Mojawalla’s newly added-on and redesigned store, Island Ship Center. Whether you want hands-on first-timer assistance setting up social media, or you’re an industry pro, you’ll learn invaluable new tools to help you build community presence. You’ll also see first-hand how the shared office concept works inside a mail and business center—a concept many feel is the future of our industry. Of course, the Mojawallas will also give us all an insider tour of Niagara Falls. This will be an event you don’t want to miss!

As we ring in the new year, we look forward to the adventures we will share with all of you in 2017!
AMBC announces partnership with When I Work

We recently announced a partnership with When I Work, a company that provides employee scheduling, attendance and collaboration software and mobile apps to business owners and hourly employees. When I Work makes it easy for employers and employees to communicate with one another about schedule changes, availability, upcoming shifts, time off requests, and more—from anywhere. This app is accessible by phone or computer and is easy to use!

They have an exclusive deal running right now for all AMBC Members: you can try it free at your business for 30 days, upgrade for only $1/month until January 31st, 2017, then get a 10% discount on standard monthly or annual plan pricing starting in 2017.

To give it a try, http://wheniwork.com/partners/ambc/

If you have any questions or need help getting set up, contact Alec Johnson at alec.johnson@wheniwork.com.

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PostNet Chooses Anytime Mailbox

Anytime Mailbox, a leading software provider of digital mailbox solutions, is pleased to announce PostNet has selected Anytime Mailbox as a new vendor partner for its franchise system.

“PostNet is a pioneer in the printing, marketing and shipping space, and we are thrilled to partner with them to bring virtual mailbox solutions to businesses and consumers across the country,” said Matt Going, CEO and Co-Founder of Anytime Mailbox.

Through this partnership, PostNet customers can view and manage their physical mail from their mobile device or computer – anytime, anywhere. Users receive an email or push notification when their mail arrives, along with a picture or scan of the outside of their mail or package. From there, customers can request to have their mail forwarded, scanned, recycled or shredded.

“In an increasingly mobile world, there is high demand for the digitization of many of PostNet’s core services, including private mailbox rental,” said Brian Spindel, President and Co-Founder of PostNet. “PostNet is dedicated to adapting to the latest technology in order to best serve our customers, and this partnership with Anytime Mailbox allows mobile service businesses, frequent travelers, and business executives to have the security of a private, digital mailbox.”

Anytime Mailbox is located in Los Angeles, California and has customers domestically and internationally. For more information, please visit www.anytimemailbox.com.

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

Cayan, formerly Merchant Warehouse, offers our members tremendous rates on processing. AMBC will put $100 toward AMBC membership renewal. $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, 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 smartphone 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!

If you are using ShipRite Software as your current POS system, go to http://tinyurl.com/ox4q7tk to learn about the rates and benefits of switching to Cayan.

If you are using PostalMate or ReSource for your current POS system, go to http://tinyurl.com/pghbk6f to learn about the new Genius System, rates and benefits of switching to Cayan.
PostalMate Regional Training
February 11–12, 2017
Fort Lauderdale, FL
More details as the event nears. City and dates are subject to change.

PostalMate Regional Training
March 4–5, 2017
Metro New York
More details as the event nears. City and dates are subject to change.

AMBC I-9 form webinar
March 14, 2017 ET
11:00 AM - 12:00 PM
Dave Basham (Sr. Outreach-USCIS) will be conducting this webinar for AMBC members regarding the new I-9 form coming out.
To join the meeting: http://uscisconnect.connectsolutions.com/ambc-i9/
Conference Number(s): 866.928.2008
Participation Code: 998957

PostalMate Regional Training
May 6–7, 2017
Charlotte, NC
More details as the event nears. City and dates are subject to change.

PostalMate Regional Training
July 8–9, 2017
Chicago, IL
More details as the event nears. City and dates are subject to change.

PostalMate Regional Training
July 22–23, 2017
Northern California
City and dates are subject to change
More details as the event nears. City and dates are subject to change.

PostalMate Regional Training
October 14–15, 2017
Biloxi, MS
More details as the event nears. City and dates are subject to change.

AMBC Fall Regional Training
October 28–29, 2017
Grand Island, NY
Hosted by Fahim and Seema Mojawalla, at Island Ship Center.

PostalMate Regional Training
November 4–5, 2017
San Diego, CA
More details as the event nears. City and dates are subject to change.
Where Are Your Customers?

A Field Guide to North America’s Common, Unusual, and Hard-to-Spot Business Center Clients

The Red Faced Soccer Parent

Habitat: suburban; rural
Rarity: quite common
Distinguishing Marks: athleisure apparel; low-maintenance hairdo; Dunkin Donuts Frozen Mocha Coffee Coolatta in hand
Distinguishing Behaviors: multitasking; squinting to read their cracked phone screen; mumbling
Diet: leftover juice boxes; chicken sandwiches, easy on the mayo; gummy bears

The Red Faced Soccer Parent will often find you when they have an insurance claim to fax or a Lands’ End order to return. But when they realize how easy it is to get in and out of your store with a toddler in one arm and a gift basket to ship in the other they’ll become your biggest fans and recommend you to all of their friends and PTA peers. They value ease of access, convenient minivan parking, and one-stop shopping. They long for just a few minutes in an organized, serene environment, so make your store a haven of anti-chaos and they’ll be in just to take a deep breath now and then.

When you also treat their kids as welcome guests, stopping to acknowledge them and give them a treat, you’ll surely win over Red Faced Soccer Parents’ hearts. Have a little area where kids can sit and play with Lego bricks, color a picture with crayons, or do a puzzle. This gives their parents a needed break, allowing the grown-ups to focus on what you can do for them and giving them a chance to digest just how convenient you are.

Red Faced Soccer Parents respond very well to bonus plan / customer loyalty cards. Give them credit for their shipments and they’ll be back again just for the gratification of getting another punch on their card.

Give the Red Faced Soccer Parent a piece of candy on their way out. They’ll appreciate it.

The Tufted Socialite

Habitat: upscale urban; affluent suburban; yacht clubs
Rarity: rare; usually found in clusters
Distinguishing Marks: fresh manicure; Prada sunglasses; pocket puppy
Distinguishing Behaviors: parking in loading zone; impatience in lines; generous tipping for exceptional, expedited service
Diet: caviar; champagne; Taco Bell (when no one’s looking)

The Tufted Socialite is rarely in public without an escort. Usually, their errands are done by gofers and hired assistants. But when they do show their plumes, they only go to classy, clean, white-glove service centers. Their shipments are very valuable, and bows on their gifts must never be squashed. Don’t be afraid to get to know them, as many are genuinely lovely people, yearning for authentic human contact.

You’d think price wouldn’t be much of an issue to the Tufted Socialite, yet often cost is just as important as service to them. Show them the value in your over-the-top service, treat them with respect, and...
Why is iPostal1 the Proven Winner for Shipping Stores? Unmatched Technology, Marketing, and Support!

CASH IN ON THE DIGITAL MAILBOX GROWTH TREND
that will make your store more profitable month after month.
Join over 275 shipping store owners across 46 states who have already earned thousands of dollars of new revenue.
Go with the proven winner — iPostal1!

Unmatched Technology

Digital Mailbox software continually improved since 2007. Easy to use and scalable to efficiently handle as many customers as you want. Automated payment collection and the fastest mail insertion. Proprietary credit card screening process for your protection.

Unmatched Marketing

We’ve sent over 12,000 customers to the stores in our network. We invest heavily month after month in internet advertising and search optimization to build traffic to our website and convert more prospects so you gain new customers and earn more revenue.

Unmatched Support

When you partner with iPostal1, you’re backed by a full team of software engineers that ensures things run smoothly, and develops new capabilities to keep you ahead of the pack. You also have a great Customer Support team that is available via phone, email, or chat to answer questions from your staff and your customers.
always thank them for their business and they’ll be loyal advocates for life, trust you with their most precious treasures, and will surely talk you up at their next fundraiser. Promote the privacy, security, and full service features of your private mailboxes to them.

Always help the Tufted Socialite unload their car.

The Harried Pharmaceutical Rep (HPR)

Habitat: urban; suburban; airports
Rarity: moderately common
Distinguishing Marks: Bluetooth in ear; Amex in hand; questionably sincere smile
Distinguishing Behaviors: reapplying lip balm; juggling phone calls; general loudness
Diet: pistachios; Red Bull; Caesar salad on-the-go

Convenience and professionalism are key to attract the HPR. They’ll come to you if you’re visible and store’s signage clearly states services that appeal to them: overnight shipping, scanning, shredding, and packaging. Most will find you on Google and Yelp, so keep your profiles updated and positive reviews flowing. Make it easy, quick, and not overloaded with information and they’ll be back next time they’re in town.

Price is generally not a top concern for the HPR, as long as you accept Amex.

The Millennial: Hipster Subspecies

Habitat: downtown urban; coffee houses; Brooklyn
Rarity: increasingly common
Distinguishing Marks: tattoos; gauged ears; flannel shirts
Distinguishing Behaviors: beard grooming; affinity for Apple products; overuse of the phrase “cheers, right on!”
Diet: tofu; whiskey; kale

Study after study has shown that all subspecies of millennials value experience over product. So make your shop hip! Be cool, be fun, be fair, and be an experience and they’ll be back … and bring their friends.

The Millennial: Hipster is particularly attracted to good design. Have your website done professionally, or at least tweaked by someone with a good eye for design and understanding of ease-of-use. Have some high quality journalistic-style action photos taken in your store and of your staff, then blast them all over the interwebs to snare those trendy money spenders.

The Millennial: Startup Entrepreneur Subspecies

Habitat: urban; suburban; parents’ basements
Rarity: moderately rare; more common in groups and in college towns
Distinguishing Marks: class rings; entourages of business partners; either wild socks or no socks, with no middle ground
Distinguishing Behaviors: putting stickers on their laptops; asking questions about your business to learn as much as they can about you to decide if they should trust you; creating Instagram Stories when they receive exceptional service
Diet: veggie chips; Blue Apron; anything from Starbucks

Yelp! Yelp, Yelp, Yelp! The Millennial: Startup Entrepreneur will find you on Yelp; treat them right and they’ll leave you a glowing Yelp review.

The shared workspace concept that will soon be becoming more mainstream in our industry is embraced by the Millennial: Startup Entrepreneur. If you can serve their mobile printing needs and solve their initial order fulfillment conundrums, there’s a good chance they’ll use you for everything.

The Millennial: Startup Entrepreneur is likely to try to get their own shipping account with the carrier of their choice. Try to nip this in the bud, and show them why paying you to pack and ship for them takes a huge burden off of their already-overwhelmed existence. Be their problem solver.

Supporting a cause is very important to the Millennial: Startup Entrepreneur. Show them what your business stands for, fundraises for, and supports and they’ll feel much better about spending their money with you.

The Millennial: Startup Entrepreneur is your target private mailbox customer. They do a lot of printing too, so make sure they know you can print everything from glossy pamphlets and high-end fancy business cards to gigantic banners and trade show signage.

The Millennial: Student Subspecies

Habitat: dorms; tiny apartments; back home in childhood bedrooms (summers and holidays)

(continued on page 10)
ONE SOFTWARE THAT HAS THE FOLLOWING FEATURES:
- Complete Point of Sale
- Included Mailbox Manager with email alerts
- Package logging & Tracking
- Multi-Carrier Shipping Platform
- Quickbooks Integration
- Inventory
- Account Manager
- Discount Handlers
- Marketing Features

RESOURCE USERS:
You now have 2 choices: ShipRite is the BEST, FULLY FEATURED system...call for a free demo and we will switch you for FREE!

$75 per month
No tools to subscribe to, no MB Alert program needed

BEST SUPPORT - EASIEST UPDATES

Call Now for an ONLINE DEMO
315-733-6191 x305
or email to:
Sales@ShipRiteSoftware.com
Rarity: extremely common

Distinguishing Marks: backpacks; logo t-shirts; Uggs

Distinguishing Behaviors: Snapchatting; drinking bubble tea; having to text their friends every time they need an address

Diet: ramen; ramen; ramen

The Millennial: Student can be a goldmine if you play your cards right. If they’re away from home, be their lifeline to home with your packing receiving service for their incoming care packages, new laptops, and Forever 21 orders. Show them how renting a private mailbox will allow them to keep the same address for four years, rather than changing it with each semester’s move. Offer your storage services so they don’t have to schlep all of their winter stuff home for summer break. Hold their hand and help them as they write their first rent check and try not to laugh out loud when you see how they addressed the envelope that they’re mailing it in. Be kind, and show them how to actually address an envelope and they’ll know you’re a trusted friend in this big new world of life that they’re discovering.

A slightly more rare, yet treasured sub-subspecies of the Millennial: Student is the Millennial: International Student. These golden loons yearn for a friend, a smile, and a kind gesture. Attract them with your international shipping services, and then wow them with your knowledge of how to tweak the proforma invoice to be as customs-friendly as possible. Knowing little tidbits—like how Korea has just switched to a five-digit postal code system from their older six-digit system—will surely impress them, boosting their confidence in your business.

The Fanciful Antique Dealer

Habitat: rural to urban; attics; old barns

Rarity: semi-rare

Distinguishing Marks: tape measure on braided leather belt; pleated khakis; loafers

Distinguishing Behaviors: price shopping; used packing material recycling; overusing handkerchiefs

Diet: sweet tea; biscuits; nougat

The Fanciful Antique Dealer can be your best friend, or your biggest pain in the patootie. Choose the former over the latter by proactively seeking them out, catering to them rather than them coming to you as a last resort, understandably frazzled. Advertise your furniture and freight shipping services with a flyer that you hand-deliver when you visit their galleries and introduce yourself. Show interest in their collection, then share an anecdote on something similar that you’ve shipped recently.

Lovers of stories, Fanciful Antique Dealers are interested in your process. Without giving them the keys to the kingdom, tease them with some descriptions of your packing process, types of materials you’ll use, and why those materials are the best choice for their precious pieces. Have some photographs of your finished work and in-process packing jobs for them to peek at, and understand when they want to stop in the first few times you’re working on one of their items “just to see how it’s going.”

Set up a house account for the Fanciful Antique Dealer, and offer pickup service at their location to make dealing with you easy and their first choice. Literally break out your white cotton gloves when handling their most precious artifacts to show them your level of respect and professionalism.

The Warbling Undertaker

Habitat: rural to urban; wood-trimmed offices; Buffalo Wild Wings (Fridays, after 9pm)

Rarity: while not great in number, can easily be found in communities large and small

Distinguishing Marks: polished shoes; lapel pins; too many rings

Distinguishing Behaviors: doing paperwork; doing more paperwork; rollerblading

Diet: after dinner mints; ice water; baked ziti

The Warbling Undertaker is an often untapped well of referrals. They might not do much business themselves—though many have been known to—but they deal with estates day in and day out. If you can get in with them by printing their letterhead or business cards, then show them how proficient you are at household shipping, they’ll keep you top-of-mind when dealing with the family that’s trying to cope with cleaning out Nana’s house.

A little known fact about the Warbling Undertaker is that they can be pretty wild when not at work. In fact, they can be downright out of control. They enjoy extreme sports and can often be found singing in the car in high, shrill, trill voices, which legend says is how they got their flagrant label.

(continued on page 12)
The Charmaine M. Fennie Memorial Scholarship Fund was established in 2003 in memory of the owner and president of Association of Mail and Parcel Centers, Inc., (now, Association of Mail & Business Centers).

Mrs. Fennie was an accomplished business leader, musician and writer. Her leadership of the national trade association for the Mail and Parcel Industry spanned a decade and provided a legacy of industry improvements and innovations. Her ability to effectively communicate and interject humor in all aspects of the human condition have forever endeared her in the hearts of thousands of independent retail shipping center operators across the country.

Her memory and our appreciate for her contributions are aptly served through the Scholarship program and its investment in future generations.

The scholarship award program is open to any employee or family member of a Mail and Business Center, who has applied for or has been accepted in an institution of higher education (college, trade school, etc.), or is currently a registered student in good standing at an institution of higher education. Proof of acceptance by an institution of high education must be provided prior to delivery of any awards.

**Application deadline: May 1, 2017**

The application can be downloaded at https://ambc1.wildapricot.org/Scholarship
The Esteemed Educator

Habitat: suburban; libraries; cafeterias
Rarity: common; clustered near educational institutions
Distinguishing Marks: tweed; bifocals; sensible shoes
Distinguishing Behaviors: red pen shopping; catalog browsing; tennis
Diet: fruit salad; Diet Coke; cupcakes

Whether in the primary, secondary, or collegiate environment, the Esteemed Educator is a great member of your marketing team. They’re connected in the community, active in their neighborhoods, and spend a good deal of time talking with their peers about what’s good in their town … and you want to be the subject of those conversations.

Cater programs toward primary and secondary school Esteemed Educators’ passions. Work with local schools to do a food, book, or clothing drive. Offer to ship the holiday cards that their students create for the troops to a central distribution person at an APO. Donate some bubblepack or foam to their classrooms to be used in crafts.

Collegiate level Esteemed Educators need a trusted place to do their mail forwarding when they’re away for a year on sabbatical. They need a place to scan in all of those theses they’re reviewing, and to print their syllabi for the year. Show them how great you are at binding, and they’ll require their students to bind their presentations and recommend your store to get it done!

Marty Johnson owns Uncle Marty’s Shipping Office in Ithaca, NY, where he’s also Co-Founder of the Collegetown Small Business Alliance. He serves as Secretary on the Board of Directors for AMBC and can be reached at marty@ambc.org. For more information, please visit unclenmartyoffice.com and follow his store on Facebook, Instagram, Twitter, and more.
PROVIDES YOU THE VERY BEST TOOLS AVAILABLE IN THE INDUSTRY.

Simplify your store’s operations, enhance customer service and maximize your profits. Our software includes everything needed to automate your business and be more efficient.

While our technology is second-to-none, our objective is to provide you the most effective, easy to use software in the industry, backed by unrivaled customer support. We invite you to “Join the Best” and become part of the over 3300 retail shipping centers using PostalMate® daily.

For more information and a FREE trial, contact us at: 800-485-6901 or www.pcsynergy.com
I have been a big fan of Evan Keller, ever since I first became a member of AMBC. He’s a true veteran in our industry and an awesome guy. He’s also in great shape and I follow his Facebook posts on his personal profile in order to stay motivated on my own fitness routine. Although he’s older than I am, he’s in much better shape, something I strive for every week.

I was so honored and grateful to get the opportunity to visit his store in Boca Raton recently, taking in all the sights and sounds of a veteran in action in his store. I felt like a star-struck fan who received a chance to visit one of his favorite celebrities in person.

He has awesome staff, a great demeanor and a superb long-term relationship with his clients. He is a constant contributor to our AMBC store forums and a veteran user of PostalMate as well.

I asked him to specify the top five revenue generators for his store, along with what makes his store unique and different. Here’s what he had to say:

**Top 5 Income Generators:**

**Shipping** – USPS, UPS and FedEx, in that order. This has shifted, as UPS used to be #1 and USPS was a distant third.

**Packaging Materials** – We sell a good number of boxes and other packaging supplies. We stock about 75 different sizes of boxes (don’t ask where we store them all), as well as several types of bubble wrap, foam wrap, and styroboard. We also have a selection of 3M branded tapes and other retail supplies for sale.

**Packaging Services** – We pride ourselves on our packaging expertise. Like our shipping services, this has also changed a lot over the last few years. However, expert packaging for unique items is one thing that most consumers (and competitors) can’t do better than us. So, this continues to do well. We love estate jobs, but we also get a lot of “pre-estate” packaging jobs as it is common for family to want to downsize our elderly neighbors and often move them back north so they are closer to family. Working with realtors and lawyers is also a good source of packaging jobs.

**Fingerprinting** – We do not have our own service, but we are very busy doing fingerprinting for Fieldprint. Our only overhead on this is our time/labor, but we would have the same staff anyway. So, it’s really 100% profit for us. We seem to have a high volume of fingerprinting due to the larger number of elderly care providers, schools/daycares and financial institutions in our area. On the average, I would say we do 15-20 fingerprints/day.

**Mobile Device Repairs** – This is a work in progress, but we are slowly building what we believe will be the future of our business. While many pack and ship stores have morphed into copy/print centers, we have chosen to provide iPhone/iPad/mobile device repairs as a diversity. For a while, competition was popping up all over town. However, I don’t see how a retail store can survive on mobile device repairs alone. As I predicted, it would be difficult for those businesses to sustain themselves. As a result, we’ve started to see many of our competitors close down and this seems to be benefiting us (continued on next page)

By Fahim Mojawalla, AMBC Director of Social Media
now. Within five years, I hope to build this part of our business so we can justify having two full-time techs on staff and I think this part of our business will eventually be 50% of our sales (or more).

I’d say several things make our store unique. For starters, we have been in business for 25 years now. Competitors come and go, but I think that 25 years is rare in this business. No one else in our market can compare to our experience and expertise.

I also think that our willingness to help customers makes us unique. Whether it’s a free drop-off or a big job for a millionaire client, we try to do what is best for them and to offer them the most economical solutions. We try to be friendly with everyone that comes in the store, whether they be a new customer or a long-time customer; a paying customer or a drop off. We want everyone to leave with a smile and a good feeling.

Other than a good looking staff (led by the good looking owner), I’m not sure what makes our old store attractive. We have been in the same location for 20 years, and are in need of a makeover. However, we try to put an emphasis on our service and expertise, which hopefully helps customers to overlook the poor lighting and dinginess of the store. That said, I recently visited a UPSS competitor, and was surprised to find that our store is actually much brighter and livelier than their store.

Evan is looking forward to a remodeling job for his store later this year. He is also growing his mobile accessory business, as his mobile repair business grows. If you’re ever in South Florida, make sure to visit Evan Keller at Super Postal Center, in the CVS Plaza in Boca Raton. It’ll be worth your while. 🚿

Fahim Mojawalla is the social media director for AMBC and the effervescent co-owner of Island Ship Center, an experience based retail shipping store, conveniently located 10 minutes south of Niagara Falls USA & affectionately called the “Spa of Shipping” by its clients. Fahim has been studying social media for over 9 years from some of the top experts in the industry, including Gary Vaynerchuk, Seth Godin and Mari Smith. Fahim is also referred to as the “hashtag guy” because he uses many hashtags to explain his ideas. His YouTube video, which launched last year, entitled, “Get SMart with Fahim,” covers many aspects of social media in an easy to understand format, a format which Fahim uses in his breakouts as well (Checkout the video by going to FahimFix.com). He is excited to share his social media tips with everyone, both at a beginner’s and at an advanced level, so you can grow your business effectively & organically in the 21st Century. Over the past year, Fahim has been actively involved with studying the Millennial vs Baby Boomer mindsets. Contact him at fahim@ambc.org or via text at 716-775-2585.
A guy came in and bought a couple greeting card sized envelopes—just the envelopes—which he was very specifically seeking. He came back the next day and said, “I realize yesterday that I just bought envelopes and no cards to go in them. Do you sell cards too?”

Employee: “Do you have a street address for these people?”
Customer: “No, it’s Montana…they don’t have street addresses.”

Employee: “What size box do you need?”
Customer: “About the size of a seagull.”

Customer: “If you faxed this to someone, why are you giving it back to me?”

Customer: “Do you have any five amp fuses?”
Employee: “No, you might want to check Radio Shack next door.”
Customer: “I thought that’s where I was.”

Customer: “Are CDs considered perishable?”
Customer: “I’m glad I came in. I live right up the street, but always thought this store was a front for something because you’re never open.”

Store Owner: “Oh, well we’re open Monday through Friday, 9 to 6, and 10 to 3 on Saturdays.”
Customer: “Yeah, but I only go out late at night.”

Customer: “Is this where I buy tickets for the Travis Tritt concert?”

ESR Commercial is the AMBC’s Cost-Free Real Estate Partner and the time to start on 2017 lease renewals and relocations is right now. Getting started early gives you the most leverage in your negotiations, while waiting too long to start the negotiation can potentially cost you money. Even if you’re not looking to relocate your existing store, many store owners don’t realize how much money they can save just by renegotiating their current lease. As an AMBC member, you have access to the elite, cost-free real estate services that ESR Commercial has to offer. We will review lease documents, handle the negotiation process from start to finish, and ensure that you are getting the best deal in any location, all at no cost to you! Whether you’re looking to open a new store, expand your business, relocate an existing store, or renegotiate your current lease, ESR Commercial is your dedicated, cost-free, real estate resource.

For more information please call or email Richard Aries at (818) 802-4730 or richard.aries@esrcommercialrealty.com or Garrett Aries at (818) 519-5040 or garrett.aries@esrcommercialrealty.com or visit our website at www.esrcommercialrealty.com
FedEx & UPS INVOICE AUDITING

LATE PACKAGE REFUNDS
BILLING MISTAKES & ANALYTICS
DIM WEIGHT REPORTS
3RD PARTY BILLING REPORTS

LATE DELIVERY = FREE
FREE Month + 40% Fee
No Refunds = No Fee

SIGN UP TODAY at
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1.800.441.8085
brian@refundretriever.com
Dear Uncle Marty,

What are some alternative services I can offer in my store to bring in business?

Looking for something new,

Inquisitive Ingrid

Dear Ingrid,

I like how you phrased your question: “…services I can offer in my store to bring in business.” You’re thinking not just about new profit centers, but also things that are going to attract traffic. And that’s key.

We all know that a customer through the door can then be educated about what you’re really good at. Just by being in your store, they’re exposed to your true profit centers: packing, shipping, printing, freight, etc. But what brings them in? Sometimes they’re not initially seeking one of your core goods or services.

Sometimes a customer will come in because they need a fringe service, like a notary. (Now, I know notaries in some states for some stores are truly a profit center, but in many states they’re simply an attractor to bring in traffic.) Often, a notary customer will then turn into a printing, scanning, and overnight shipping customer.

At my store, I get a lot of traffic because I duplicate keys. I’ve become known for it, and that little key machine turns out more per square foot than most other areas! But that’s because I push keys, and I’ve created a good reputation for them in my town. I’ll never pay the rent on key duplication alone, but the customers that they bring in then start using me for serious profit centers.

I also get a lot of traffic because I recycle clean and dry packing materials and boxes. I reuse some, but then commit to making sure what I can’t reuse actually gets recycled. That draw a lot of people in, and they leave educated—my brochure in hand—about what else I can do for them.

The term “printing” is often too general for people to realize its full scope. Sometimes you have to spell it out in your message: “We print business cards.” Or, “We print wedding invitations.” Or, “We print vinyl outdoor banners.” Or, “We print trade show materials.” The possibilities are endless!

So think about something new, yet business center appropriate, that’s needed in your area: keys, gift wrapping, passport photos, photo printing, graphic design, proofreading service, laminating, custom box building, local souvenirs and postcards, unique greeting cards, gift bags and tissue, school supplies, concierge service, label making, business card printing, banner printing, binding, book binding, shredding, package receiving, packing material recycling, etc.

And remember, even if a person is just dropping off mail or a prepaid package, never ever let them leave without at least offering them a brochure. Your best opportunity to market your profit centers is a warm body in front of you, already experiencing your wonderful store.

You’ll hook ‘em soon,

Marty

---

Dear Uncle Marty,

What do I do if a customer refuses to sign my disclaimer?

Nervous,

Nelson

Dear Nelson,

I’ll write the bottom line at the top of this response: no signature, no service.

Disclaimers are very important. I’m not sure exactly what yours states, but likely it’s your customers’ acknowledgement that they are aware of terms and conditions posted in your store and are abiding by them, and that nothing in their shipments is hazardous, illegal, prohibited, dangerous, or restricted.

(continued on next page)
UNCLE MARTY...
Continued from previous page

Remember, disclaimer aside, you are always ultimately liable for anything shipped through your store and on your accounts. When you process a label using your accounts, you become the shipper of record in the eyes of the carrier and are vouching for the legality, legitimacy, and safety of the package for everyone to handle. So you must, must, must screen every single package.

We don’t ever want to deny someone service, but if they can’t assure you that they’re abiding by the law and not shipping anything of concern, then you can’t take responsibility and accept liability for their shipment.

Stand firm on this. Those who would choose to do wrong are not averse to trying to weasel their way around a disclaimer.

And that’s that, Marty

…

If you would like to submit an industry related question to Ask Uncle Marty, please email him at marty@ambc.org. Anonymity is guaranteed.

We Packed This

Item: Pinball machine to London

Submitted by:
David Goodman
Box Brothers
Los Angeles, CA

Have a pack job that you’d like to share? Email a before and after photo to: hello@ambc.org

Make Pre-Inked Stamps

$8 to $10 in materials becomes a $25 to $30 sale

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!

For more details and video please visit www.StampCreatorPro.com

Jackson Marking Products Co., Inc.
Tel: 800-782-6722 • Fax: 800-782-6732
www.RubberStampMaterials.com
info@rubber-stamp.com
Seema Says

It’s all about making memories
By Seema Mojawalla

We complain every day about our industry.
Working in the mail, parcel and business industry is challenging.
We are in an unusual industry where some of our carrier suppliers are also our competitors. Their margins rise yet ours fall, while drop off compensation remains the same, year after year.

So what makes us stay in this industry? Why do we wake up every morning, put a smile on our face, roll up our sleeves and get behind that counter?
For those moments when we are able to make a difference in a person's life, to make memories for people of all ages, to witness that there is good in the world.

When a mother walks in through that door upset that her son's girlfriend has committed suicide within a year of losing her father suddenly. She can't take the pain and sorrow. Can't see her son going through the loss all over again. Brings in the girlfriend's letters to get them laminated so her son can treasure the happy moments he had with her.

When the great grandfather is sending a handmade rocking horse that he made, to his great-grandson and be able to see the joy and happiness through a recorded video...
When the grandmother is sending a candy dish to keep the family tradition alive of serving candy out of that specific candy dish each year...When a 90 year old is sending out books and is fumbling to make the payment and another customer pays for his bill of $60.00 as an act of kindness...

We share the joys of our customers along with their sorrows. We end up being their friend, confidante, and advisor. When they need a shoulder to cry upon, a smile to share their joy, an ear to listen to their problems, we are there.

It's that one hug, one tear, one smile that keeps us going and knowing that we played a part in making a difference and making memories.

Seema Mojawalla is the co-owner of Island Ship Center, an experienced based retail shipping spa located 10 minutes south of Niagara Falls, USA in Grand Island, NY, where she also sells her exclusive line of natural, handmade beauty care products known as Island Bliss. She serves on the board of directors for AMBC and can be reached at seema@ambc.org. For more information, please visit IslandShipCenter.com and follow her store on Facebook, Instagram, Pinterest, YouTube, Twitter, and more.
Start a Mailbox Store with Mailbox and Business Center Developers

Owning a Mailbox and Business Center
Right now is the best time to start a mailbox store and business center. With post offices closing each year, and more people working from home, Americans are looking for convenient alternatives for packing, shipping and mailing. However, Mailbox and Business Center Developers provides more than just stamps and mailbox rentals: they are also virtual offices. Print services (copying and binding), notaries, faxing, and a complete array of name-brand office supplies are efficiently provided at Mailbox and Business Center Developers. Many locations have offices or conference rooms that are available to rent; a great alternative for owners of home based and small businesses. Combined with customer-friendly locations, it is no surprise that a mailbox store and business center has become a profitable, 21st century alternative to the local post office and a great start-up business investment.

Better than a Franchise
Why Going With a Mailbox Franchise Can Be a Costly Mistake

We are NOT a mailbox store franchise like UPS Stores or Post Net. You are the 100% owner of your own store and everything in it. You have 100% control over all aspects of your business. You never pay royalties or fees! You keep 100% of what you earn! Mailbox and Business Center Developers offers Financing Assistance, In-House Credit Repair Services (when necessary) Site Location, Lease Negotiation, Training, Operations and Store Build-Out, Merchandising, and Comprehensive On-Going Support. There will be an expert to assist you at every step of your store’s development for the entire life of your business. Mailbox and Business Center Developers offers you virtually all the same services a franchise would without any handcuffs or strings attached to your business. Why buy a mailbox store franchise when for thousands less you can be an independent owner and never pay any fees or royalties? Watch this video from a recent owner who considered a franchise and made the wise choice of independent business ownership. Make sure you review our 7 critical services, watch the testimonials and the informative videos from our in-house mailbox industry experts. After you research all your options the choice will be clear and we will be here to help you begin your journey of independent mailbox store ownership!

Hear from Current Mailbox and Business Center Owners

Mailbox and Business Center Developers provide the most affordable and comprehensive turn-key mailbox stores available.

Mailbox and Business Center clients who have opened their own stores rave about how great their stores look and how the business opportunity is far beyond what they had imagined. Take some time and watch our testimonials and then take the next step and join the over 2,500 entrepreneurs just like you in getting the keys to your own mailbox store and your financial future.

Owning a Mailbox Store is a Great Way to Own Your Career

Owning a Mailbox and Business Center is the perfect opportunity to be your own boss. Many of us dream about having our own business and being in charge of ourselves, our time, and our energy. Owning a Mailbox and Business Center is a business opportunity for people who are driven, determined and willing to take advantage of the demographic and business shifts in today’s world. The local mailbox store is an ideal opportunity for individuals who are self-determined and energetic and who want to be players in a potentially profitable and proven system that works.

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$84,900… 100% financing OAC
A few months ago I had the pleasure and honor of visiting Norman Froscher of Espresso Mail in West Palm Beach Florida. He welcomed me with a delicious cup of his signature coffee blend, a shot of espresso infused into a cup of cappuccino, brilliant to the senses and adding to the entire experience of his store. As a matter of fact, Norman's store sells a lot of coffee in addition to boxes, packaging supplies, unique retail gifts and of course, shipping.

We sat and talked about many things, among them social media trends (of course) and how he could pursue various avenues to promote his business through such trends. I asked him several questions to which he replied fondly and energetically; he's also looking forward to new business from a recently developed senior complex right behind his store, one that affords him an opportunity for marketing to young baby boomers.

Like many other store owners, Norman has an excellent rapport with all of his clients, one which includes reading greeting cards for older customers that have a hard time seeing small print, along with helping to pick out the right gift from his store to ship out to grandchildren across the country.

Norman stays active in the AMBC forums, learning from veteran owners and offering valuable advice to new store owners as well. He's gotten many tips over the years for adding new streams of income for his store, including unique gift items, an ASI distribution Network, iPostal1 virtual mailboxes, and key duplication for many clients.

I asked Norman to describe his top 5 income generating products / services in his store, along with the most unique features of his store. Here is what he had to say:

**Top 5 revenue generators:**

1. Shipping
2. Virtual Mailboxes
3. Notary
4. Coffee
5. Printing

**What makes our store unique?**

Well, first off, we have the full service coffeeshop. We endeavor to ask everyone who comes in if they want a cup of coffee or bottle of water - on us. We have two nearby competitors and do everything we can to dissuade people from having to go to a disgruntled clerk at the post office. The coffee bar is at a minimum, a conversation starter. We offer free Wi-Fi and have tables and chairs for people to sit.

Secondly, we're always trying new things to get people to return or to have a reason to come back. We started a rewards program. We just recently became an ASI member and are pushing promotional products as well as trying to increase our regular on demand printing. We've also brought in a lot more retail and gift items this last month for the holidays and saw a large increase in that segment. We'll be adding even more items.

(continued on next page)
Lastly, we've had some success with online marketing with Google ads, and Facebook remarketing. This has led to many people finding us who wouldn't have otherwise. We've actually performed four weddings in the store because in Florida, notaries can marry couples. All of them found us via the internet.

Obviously, I think the coffee shop makes us different. But we strive to outdo ourselves with customer service. Whether it's picking up a package at a customer's home to ship or reading greeting cards to a customer with vision issues. We are constantly cleaning so that everyone has a positive experience in the store. And we aren't selling. We're solving problems. Someone walks in here, they have a need and could go to any number of places to have that accomplished. We solve their problem. So hopefully they'll keep coming back.

As I sat in his unique store establishment, amazed at the impeccable cleanliness of the entire place, I admired Norman's courage for taking on this challenge of transitioning to an independent shipping store owner after working many years for the United States Postal Service. He purchased and built Espresso Mail only five years ago and to me, he's well on his way to a very profitable, successful business.  

Fahim Mojawalla is the social media director for AMBC and the effervescent co-owner of Island Ship Center, an experience based retail shipping store, conveniently located 10 minutes south of Niagara Falls USA & affectionately called the "Spa of Shipping" by its clients. Fahim has been studying social media for over 9 years from some of the top experts in the industry, including Gary Vaynerchuk, Seth Godin and Mari Smith. Fahim is also referred to as the "hashtag guy" because he uses many hashtags to explain his ideas. His YouTube video, which launched last year, entitled, "Get SMart with Fahim," covers many aspects of social media in an easy to understand format, a format which Fahim uses in his breakouts as well (Checkout the video by going to FahimFix.com). He is excited to share his social media tips with everyone, both at a beginner's and at an advanced level, so you can grow your business effectively & organically in the 21st Century. Over the past year, Fahim has been actively involved with studying the Millennial vs Baby Boomer mindsets. Contact him at fahim@ambc.org or via text at 716-775-2585.
8 Tips for Being a Good Business Neighbor

In the course of marketing your ship center, remember your powerful allies: other businesses in your neighborhood. When establishments rally together, they can provide the kind of positive word of mouth, advice and support you can’t put a price on.

Working together will help you save money when it comes to promoting your store and, more importantly, will bring in more customers. Use these tips to form strong business relationships with your community neighbors and start reaping the benefits of shared marketing today.

**Daily**

**Promote your neighboring businesses.** Make a list of local businesses, and post it in a prominent place by your register or on your website. Let your customers know you support area businesses, and encourage them to do the same.

**Save the date.** Create a calendar of important dates in your business community. Mark it with sales, promotional specials or events that you and your neighbors are hosting.

**Weekly**

**Cross-sell.** Have a weekly neighborhood business day. Offer a discount to customers who bring in a valid receipt from a neighboring business. The promotion could run all day or take the form of a shorter "happy hour."

**Show your support.** Put your money where your mouth is by visiting neighboring businesses. Grab a quick lunch from the corner deli or sign up for a weekly class at the yoga studio next door. Showing other business owners that you’re willing to make your support tangible will go a long way toward encouraging them to frequent your business and recommend it to their customers.

**Monthly**

**Say hello.** Give welcome baskets to new local business owners. Include business cards, a list of important local phone numbers and small gifts from the other neighborhood businesses.

**Be social.** If you maintain a blog or social media accounts, use one post a month to highlight another local business. This could be one of your vendors, a local business customer or a noncompeting business down the block. The other owner will appreciate the publicity and will be more likely to promote your business in return.

For more ideas on how to support the community on social media, check out "Peer Advice: Become a Social Media Pro" [https://www.fascnet.com/auto_response.php?id=501] and download these free social media posts from the Marketing Toolbox [https://www.fascnet.com/auto_response.php?id=502].

**Yearly**

**Get the word out.** Once a year, make it a point to reach out to other businesses to plan longer-running cross-promotions. This is especially helpful for complementary businesses or another local business that may ship often with your store. Marketing tools like Every Door Direct Mail® (EDDM) is a cost-effective direct mail service that allows you to send a mailer to every address in a ZIP code or postal route without having to buy addresses or mailing lists. EDDM is a great opportunity to pair up and promote both businesses to a large group of people through one low-cost mailer. For more information on EDDM, read "Opening the Door to More Profits." [https://www.fascnet.com/auto_response.php?id=504]"}

**Info exchange.** Keep up with your fellow local business owners by holding an annual information gathering at a local meeting place. Use these get-togethers to exchange information and ask for assistance. Have a great bookkeeper? Bring a stack of their cards and pass them out. Looking for a new web designer? Take your question to your annual meet-and-greet. Informal discussions like these can yield priceless information to help you run your business.

To validate the success of your program, ask your new customers how they heard about your business and whether they frequent the other businesses in your neighborhood. Get their feedback on how you can improve the mutual relationship, and turn the shared-marketing strategy into a win for everyone involved. For more ideas on how to gain insights from your customers, read "How to Make the Most of Customer Feedback." [https://www.fascnet.com/auto_response.php?id=505]
AMBC Freight—a members only benefit—offers you online and assisted quote options that help you quickly and easily find the best and lowest rate available. Once you have selected your price you can purchase insurance coverage, then proceed to ship it, all on the same site.

- Not only can you get carrier discounts of 70% and more, you get greatly reduced, sometimes free, lift gate 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 member-only “Freight Chat” Online Chat Room—the 24/7 networking resource for mail and parcel centers.

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

With AMBC Freight, you don’t just get 70% discounts and greatly reduced accessorial fees, you also get assistance from a professional 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 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.

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 log into AMBC.org then click on the freight tab at the top of the page to log onto the AMBC Freight site.

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

We’re at your service!
UPS SCAN FOR AMAZON RETURNS

Just started getting returns from AMAZON for UPS labels. Comes in with a QR code. Had to send them to the UPSS, UGH! Does anyone know how we are able to read and keep the customer?

First off, 2D stands for two dimensional. 2D barcode scanners can read a lot more information from a 2D barcode then what we are used to with a 1D linear barcode scanner.

Amazon Returns supplies their customer with a 2D barcode to take their return parcel to a UPS Store to drop-off. I figured I would get a 2D scanner and start scanning some Amazon Return 2D barcodes and see what we got. Unfortunately all I could retrieve was the tracking number, no address, nada.

UPS Stores use a shipping program called iShip. iShip includes a special feature that the clerk uses for Amazon Returns. Using a 2D scanner, the clerk scans the return 2D barcode and the software immediately generates a complete shipping label on the Zebra printer.

Will this feature be available to non-UPS Stores? My industry knowledge is limited, but I do know iShip is owned by UPS......you figure it out. I am sure PostalMate and/or PM Tools would incorporate the feature if they had access to what they need from UPS.

Is there a work-around? “Curt” posted on the PM group “The only way around it is to sign the customer into their amazon account. They cancel the QR code. Ask them to pick the option “send label to a friend” and e-mail to you. It worked for me the other day”. I don’t think this is as tedious as it sounds and your store will be providing a valuable service to a potential customer who may have to drive a ways to the closest UPS store.

Rick Ives
OLSON & IVES
Twisp, WA

The only “gotcha” to be aware of in attempting to use the work-around is that Amazon is charging customers $1 for this QR-code-based service, so these customers are VERY loathe to spend money on anything else such as label printing, taping, etc. (NB TUPSS stores are *not* receiving that $1. ’nuff said).

Shirley Burns
The UPS Store 5635
Jacksonville, FL

They can cancel and reinitiate the return and opt to print the label. Amazon actually charges them $1 for TUPSS option. We have a customer computer and I walk then through it, quick and easy.

Jim LoMonaco
Shipping Point

We did this on Wednesday for a customer because The UPS Store in our area closed all week for the Thanksgiving holiday. The process does work as you outlined. It does take some effort/time and I’m not sure very many would want to do this for a .10 copy which is what we still do for many customers that need us to print their drop off labels. And we tape and we go out to their car to get their package. I’m not saying this to start a drop off debate...believe me I feel like everyone else when it comes to drop offs. But we do it in hopes they remember us when they need one of our other services or when they don’t have a drop off, if ever.

Laura Williams
Kings Bay Mail & More
St. Marys, GA

We’ve been doing exactly what Rick suggested as a work around. Our customers are very happy to do this because the other option is to drive 50 miles to a

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Leader in Print, Copy, and Scan Technology
Voice Over Internet Phone Systems (VOIP)
Managed Network Services
Envelope Printing Systems

KEVIN KEATING
TOLL FREE 855-530-5790 | KKEATING@PACIFICOFFICE.COM
"UPS Store" to return their product. We charge $1 to open and print the label. It’s been working!

Julie Henry
Pack and Ship Plus
Sturgeon Bay, WI

***

I am charging $3.00 for the convenient get-it-done-now service. Closest UPS Store is 40 miles away.

Bryce Grundahl
Drop-n-Go, Inc.
Hutchinson, MN

***

$3.00 is what I charge also – chances are they use a card to pay.

Sandi Henderson
Freight Station
Crawfordsville IN

***

The deal is with Amazon, not UPS. The problem is that the scanner is just a part of the formula. The app to read the barcodes and convert them to shipping labels is in iShip — the UPSS shipping software. For Amazon to extend this to us would require a software interface similar to what iShip has. Independents use 2 different vendors — Postalmate and Shiprite. Which would Amazon have to work with? Both? Or maybe PM Tools? Look at this from Amazon’s eyes — If they are happy with the way it is going with the UPSS, why stir the pot and add more outlets and more software vendors? Who would pay for the software development? Who would pay for the 2D scanners? Can Amazon expect our industry associations (again, there are two of those) to require us to purchase the scanners? With the UPSS’s, Amazon can say with confidence, “take this barcode to a UPSS”. Can they say, “take this barcode to any independent MPC”? One other thing to consider is that the UPSS’s don’t get anything for this service. I don’t remember if it’s $1 or $2, but that money does not go to the UPSS. We don’t like this program, but do you think they like it, either? I know none of us like sending our customer to the UPSS, but be careful what you wish for.

Evan Keller
Super Postal Center
Boca Raton, FL

***

All good points Evan. The smart operators are assisting the customer by signing in to Amazon and cancelling the 2D barcode and printing a return label. It’s not that hard and you’re going to have a most appreciative customer.

I do not understand the attitude “Tough, take it to The UPS Store”. You just asked a real shipper to leave your business. Are you nutz?

Rick Ives
OLSON & IVES
Twisp, WA

***

NOTARY QUESTION

Have a client for whom we’ve notarized many documents over the years, who has requested that we provide them a copy of our notary certificate for their records. Never had this request, and don’t know how to respond. Has anyone dealt with a request like this?

***

I would call the regulating agency for your state. In CA, all of the information on my commission certificate is contained in the body of my notary seal.

Jan Sangl
Carmichael Box Shop
Carmichael, CA

***

Yes we have many times, and we give them a copy of the notary certificate.

Ahmed Elnaggar
Parcel Plus
Washington DC

***

DRY ICE

Which carrier allows us to ship with dry ice?

***

UPS, with restrictions. FedEx does not allow FASC’s to ship dry ice.

David Gibbons
Mail & More
Orlando, FL

***

(continued on page 31)
Count on us so customers can count on you.

Your customers expect deliveries to arrive on time and in good shape. It can be the difference between landing business and losing it. Relax. We deliver more ground packages than any other carrier — over 12 million on time daily in the U.S. — so you can rely on our experience for deliveries that are fast, safe and secure. From figuring it out to getting it done, we’re here to help. ups.com/solvers.

ups united problem solvers™
# AMBC Supplier Directory
Supplies, products & services from companies that you can trust.

<table>
<thead>
<tr>
<th>AMBC Classifieds</th>
<th>iPostal1</th>
<th>ShipRite Software</th>
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<tr>
<td>800-365-2672</td>
<td>845-579-5770</td>
<td>315-733-6191</td>
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<td>815-316-8255</td>
<td>800-275-8777</td>
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<td>California Live Scan Equipment</td>
<td>Discounts on over 3,500 products – call AMBC</td>
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<tr>
<th>Capital Live Scan</th>
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<td><a href="http://www.capittalivescan.com">www.capittalivescan.com</a></td>
<td><a href="http://www.pcsynergy.com">www.pcsynergy.com</a></td>
<td>Contact <a href="mailto:hello@ambc.org">hello@ambc.org</a> for more information and to signup!</td>
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<tr>
<td>916-663-3088</td>
<td>800-485-6901</td>
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<td>California Live Scan Equipment</td>
<td>POS Vendor</td>
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<tr>
<td>916-663-3088</td>
<td>800-441-8085</td>
<td><a href="mailto:hello@ambc.org">hello@ambc.org</a></td>
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<td>California Live Scan Equipment</td>
<td>FedEx &amp; UPS Refund Services</td>
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SEEKING BONUS STRUCTURE PLAN

I am looking for a creative bonus system for my staff that I could reward them for a job well done. This would be in addition to the minimum wages structure that my government has established for me. In addition, I already pay an additional hourly wage for special skills, (i.e. notary, fingerprinting) I need some smart creative ways to reward folks for sales with minimum errors. Any and all ideas would be appreciated.

***

Easiest one I have done is establish monthly/quarterly sales goals and set specific dollar amounts for meeting these goals. Say you did $50,000 in May 2015 and want to set a sales goal of $55,000 in May 2016. I would offer a set dollar amount, say $25 (just an example) per $1,000 of revenue over the $50k. If they go over the $55k goal, then maybe increase the payout per $1,000 or have an additional balloon bonus of $100 or something.

Maybe Jeff could chime on on this. He has an amazingly motivated staff, and he rewards/compensates them appropriately. His numbers would blow a normal store owners mind.

Steve Dick
General Manager
Box King - Pack, Ship, Print
Springfield, OH

***

We have many bonuses or ways to earn bonuses..

1. If a staff member gets a thank you praise note through Square they get $20 bonus.
2. If a staff member gets a positive review on Google or Yelp (I hate Yelp) they get $100 bonus.
3. We have monthly goal amount for normal sales expectation 5% increase over record month. Then we have bonus amount as well. If we hit our golden goal (25% increase over the best year for that month) they get an additional weeks pay as a bonus.
4. If we surpass our weekly sales goals then the staff get 10% of the amount we exceeded it by (split between them). If our sales goal is $20,000 and we do $30,000 they share $3,000.
5. Mailbox rentals, if a staff rents a box (or extends it) for one year they get $20, six months gets them $10.
6. Christmas bonus which ranges from $50 to $10,000 (that was the largest I have given which was 6 years ago.) Most Christmas bonuses are in the $500-$1500 range. They start at 100% of ?? and through the year they lose points for being late, mistakes that cost the store money, laziness (they don't last long for this one) For ideas, creative thinking, they earn back any losses and then can add to the bonus. The dollar amount is based on the stores profitability history and forecast. When we are rocking it and setting sales records every week they can expect the bonuses to be in the $2,000-$5,000 range. When things are okay and we are staying on goal the bonus is $500-$1,500.

7. The big bonus is the “Get off your ass and work it” bonus, paid one-week vacation in Aruba at the store’s timeshare. We pay for air and timeshare, they just pay for booze and food.

One person a year wins this and it’s determined by their overall attitude, ability, sales and personality.

My store is only as good as the employees, they dictate their bonuses, pay, raises, extras.

Jeff Ballantyne
PackFreight Network
Portsmouth NH

***

We give bonuses of $100 for every year they’ve worked for me. (5 year employee gets $500.) I also have a Christmas party/dinner with funny trivia questions that employees answer and win lots and lots of gift cards. I keep track of some of the funnier customer situations or odd items they shipped and incorporate them into the trivia questions. It’s a hoot to relive some of those moments during our party! Then I also make them think a little bit with questions like “what is the dimensions of the large square flat rate box.” Amazingly, they know!

I also have food delivered every day during the busiest week of the year.

Laurie McCoy
Mail By The Mall
Kennewick, WA
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We’re taking big steps to reduce our carbon footprint, and yours, by utilizing more lower emission planes, driving more hybrid and electric powered fleet vehicles and providing a carbon-neutral shipping option for envelopes. Making a difference? That’s just one more way FedEx delivers for you.

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