



Stephanie Hopson
President, CEO

Too Many Stores, Too Much Retail Square Footage?

Richard Hayne, the CEO of Urban Outfitters, told analysts on a conference call last month: *“Retail square feet per capita in the United States is more than six times that of Europe or Japan. And this doesn’t count digital commerce. Our industry, not unlike the housing industry, saw too much square footage capacity added in the 1990s and early 2000s. Thousands of new doors opened and rents soared. This created a bubble, and, like housing, that bubble has now burst. We are seeing the results: doors shuttering and rents retreating. This trend will continue for the foreseeable future and may even accelerate.”*

Not surprisingly, these store closures have been accompanied by another kind of economic pain: layoffs. Challenger, Gray & Christmas, a job placement firm, calculates that traditional retailers have announced over 200,000 layoffs over the last four years—and 38,000 already in 2017. In fact, according to the March jobs report, which was released last Friday, the number of retail jobs in the U.S. declined by 30,000 last month (after a similar decline in February). (Source: *The Long and Painful Decline of the Retail Store, Dwyer Gunn*)

You have all probably read or heard the recent news about Radio Shack, Sears, JCPenny, clothing stores, grocery stores, etc., being closed. What does this mean to you, the independent retailer? One would think with

this mass closing of stores across many different retail channels that your store would become more valuable as a brick and mortar location. A great benefit of owning your own store, in most cases, you have the authority to add, remove, or change any of your stores product mix and even put in to place immediately. This is a thought-provoking, ever-changing, and challenging time in retail. This gives independent retailers a greater opportunity to address needs in their communities with varied services, new products and more added to their store to fill the void left by nearby closing retail locations.

Who Should Be Processing UPS Packages?

Your store, in addition to your core business, ships UPS packages. You may have added UPS shipping for the public as a service to your community, want to capture the added revenue from additional traffic in your store, or like the idea of the profits you will see directly from shipping packages. Whatever the case may be, your store has chosen to be the destination spot in your community for UPS package processing and drop offs. When PEC first signed you up, we do have a qualifying process that tells you and PEC if this would be a good fit for your location based on many factors such as customer count, competition, square footage, services you currently offer, years in business, expectations, population, etc.... Once your store is signed up, the ball is basically in your court as to how well your store does with this service, based on many factors including placement of shipping center and signage. We have seen in past years, much of the success relates to the store employees attitude towards the shipping service, as well as the customers it brings into your store.

Being able to type adequately for example, helps in processing

a customer’s package more quickly and accurately. Having supplies ready and available to offer additional packing, or adding tape to boxes, is another plus. Maybe even offering discounts for military personnel or seniors would be a great way to give back to the community. It would also be optimal for this person to know of helpful additional features that are available in the shipping software, such as the choice to enable capturing the customer’s e-mail address when processing their package. Your store can then utilize this information to send material at regular intervals about your store and/or shipping. Another feature to be familiar with would be any bounce back offers you have chosen to print in the coupon section on the customer receipt.

The employee should be ready, by phone or for walk-in customers, to help track their package that has been shipped at your store, which can be done within the software. Being ready and willing to answer questions properly and courteously will speak volumes as to how much you **“Love your UPS customers”**.



I Don't Want to use Software/Computer to Ship Packages

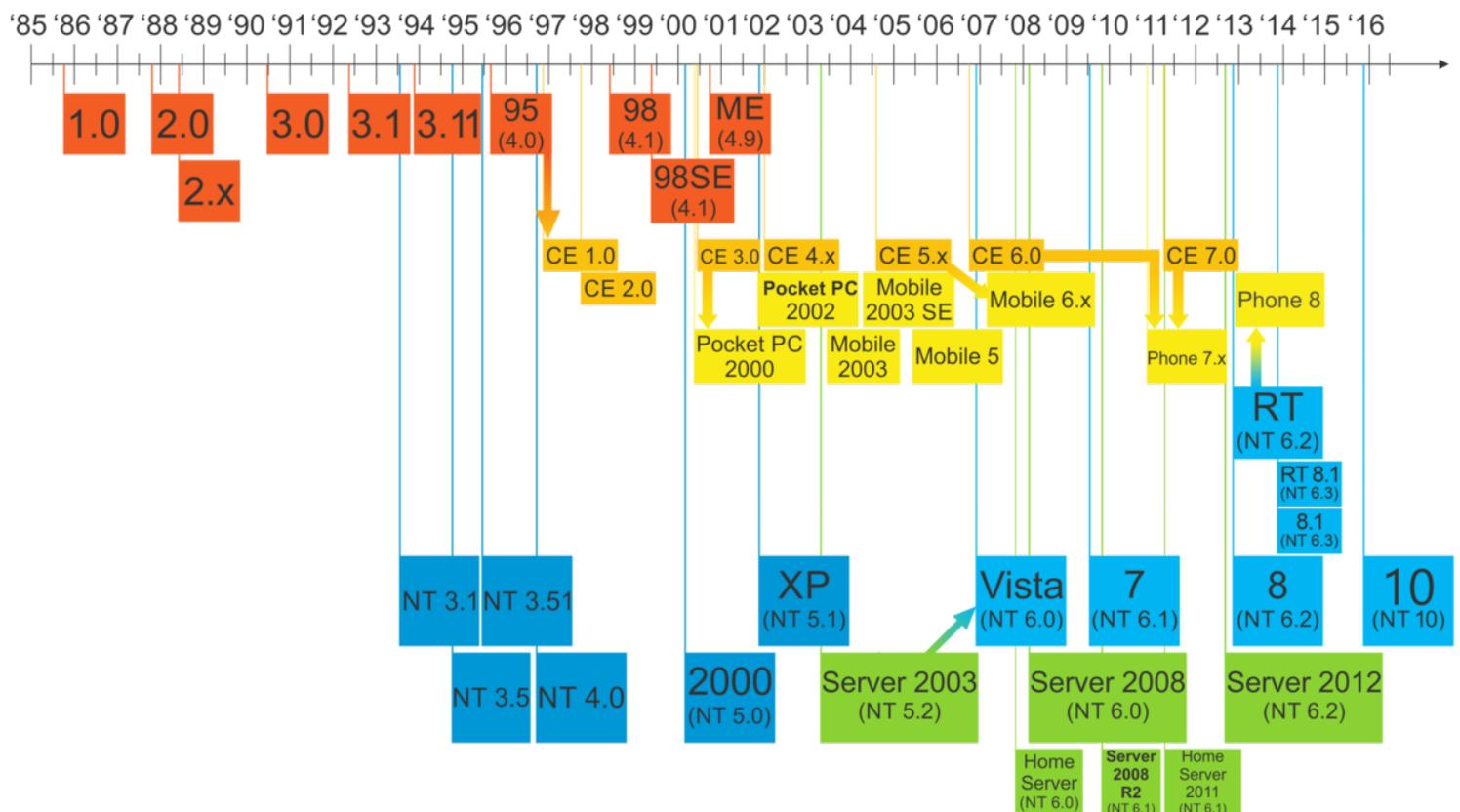
PEC heard this a lot when we designed and programmed our own shipping software and offered the necessary hardware to our National Network of shippers back in 1999. As a matter of fact, 18 years later, we still have some accounts processing packages manually. Can you even imagine trying to look up Zones, Delivery Area Surcharges, calculate Dimensional Weight and Fuel Surcharges by hand?

Our shipping software was originally designed to run on a DOS-based system. As years went by and technology progressed, we had to reprogram the Total System and rebuild it to also run on Microsoft's new Windows products. The difficult part of redesigning the Total System software was not coding in the requirements for the new operating systems, but avoiding changing too much, as to not confuse users and also ensuring the ability to let users use old operating systems. Many cost conscience stores will not upgrade their operating systems or hardware. This forces PEC to ensure that the Total System Software runs on many different

operating systems. At one point, prior to UPS decertifying Windows 95 and Windows 98, PEC's

Total System software was compatible with 5 different operating systems. By having this capability, we were able to let our customers use what they want, opening up more opportunities for stores to add this service and allowing existing stores to avoid any upgrade costs.

From a technical support aspect, tech'ing the Total System software on multiple operating systems is an ongoing educational process for our technical support team to know older operating systems as well as newly released ones. In terms of 3rd party software, new Windows operating systems and Windows updates typically create new issues rather than fix them. That is why our programmers must be ready to code a fix and testers must be ready to provide quick and adequate testing, so we're able to release a fix on the same day an issue is discovered.



Can You Advertise Your PEC “Package & Processing Center” Inexpensively?

When we talk to new or existing accounts, a lot of accounts tell us they don't advertise their store at all. I find this hard to believe. We know advertising works and there is an old saying “I know advertising works, I just don't know which one”. Traditional advertising used to be the big three: TV, radio and newspaper.

Now there are many more advertising options such as: Facebook, Twitter, Every Door Direct (USPS), register receipt coupons, Val-Pak, sponsorships, billboards, Advertising inflatables, Rewards cards, email sign-up coupons, referrals, website, google ad words, and the list goes on.

How can you advertise your PEC Package Processing and Shipping Center Inexpensively?

- Most stores have a Facebook page for their store. Under list of products and services, mention that you offer UPS Shipping. Better yet, include a store picture showing your UPS Branded signage.
- There are full page flyers and half page flyers contained in your Total System Software under the advertising tab. Print these out and hand them out where you go....
- Print the bag/statement stuffers contained in the software. Put one in every bag that month or stuff one and mail with every monthly charge account bill.
- If you do use traditional advertising, take up 5-10% of that space and tag-line we also “Ship UPS, Ship where you shop, etc....”
- Take the 160 Bar-coded store coupons in your software and change every week for something in your store, or make your own.
- Have you thought about packing for Senior Citizens or Military Personnel?
- Register your store with Google to include UPS shipping as a service
- Check your store listing on UPS.com to make sure it contains the correct store information
- Have you thought about taking your Shipping Center on the road? Almost every town every year has a Christmas Bazar with booths. You store could set-up shipping center for people to ship what they bought there and it also would be great advertising. Hand out rolls of tape with a Christmas Shipping coupon.

A lot of these items would require very little money, but you can target shipping customers that would probably be a mix of existing and new customers. If you don't put any customer awareness into your Shipping Service it will probably not sit there and grow on its own.



2017 Year-End Holiday Schedule

THANKSGIVING	CHRISTMAS	NEW YEAR'S
<p>Tuesday, Nov. 21 Normal pickup and delivery service. All UPS 2nd Day Air® packages picked up today will be delivered on Friday, Nov. 24.</p> <p>Wednesday, Nov. 22 Normal pickup and delivery service. All UPS Next Day Air® packages picked up today will be delivered on Friday, Nov. 24. UPS 2nd Day Air packages picked up today will be delivered on Monday, Nov. 27 (except those processed and labeled for delivery on Saturday, Nov. 25).</p> <p>Thursday, Nov. 23, Thanksgiving Day (UPS Holiday) No UPS® pickup or delivery service. UPS Express Critical® service available.</p> <p>Friday, Nov. 24 Normal pickup and delivery service in all areas.</p> <p>Saturday, Nov. 25 Delivery of UPS Worldwide Express®, UPS Next Day Air and UPS 2nd Day Air packages processed and labeled for Saturday Delivery.</p> <p>Pickup service available for UPS Air and international Air packages* for regular Saturday pickup customers. UPS On-Call Pickup® service is available to all customers for UPS Air and international Air packages. Pickup and delivery of UPS® Ground on Saturday** packages will be available in many metro area ZIP codes.</p>	<p>Monday, Dec. 18 Normal pickup and delivery service. This is the last day to ship UPS 3 Day Select® service for delivery before Christmas Day (delivery on Friday, Dec. 22).</p> <p>Tuesday, Dec. 19 Normal pickup and delivery service. UPS 3 Day Select shipments picked up today will be scheduled for delivery on Tuesday, Dec. 26.</p> <p>Wednesday, Dec. 20 Normal pickup and delivery service. This is the last day to ship UPS 2nd Day Air packages for delivery before Christmas Day (delivery on Friday, Dec. 22).</p> <p>Thursday, Dec. 21 Normal pickup and delivery service. UPS 2nd Day Air service is available for delivery before Christmas Day (delivery on Saturday, Dec. 23). Please note that these packages must be processed and labeled for Saturday Delivery. Saturday Delivery is not available to all ZIP codes. All UPS Next Day Air packages picked up today will be delivered on Friday, Dec. 22.</p> <p>Friday, Dec. 22 Normal pickup and delivery service. This is the last day to ship UPS Next Day Air packages to be delivered before Christmas Day (delivery on Saturday, Dec. 23). Please note that these packages must be processed and labeled for Saturday Delivery. Saturday Delivery is not available to all ZIP codes.</p> <p>Saturday, Dec. 23 Delivery of UPS Worldwide Express, UPS Next Day Air and UPS 2nd Day Air packages processed and labeled for Saturday Delivery.</p> <p>Pickup service available for UPS Air and international Air packages* for regular Saturday pickup customers. UPS On-Call Pickup service is available to all customers for UPS Air and international Air packages. Pickup and delivery of UPS Ground on Saturday** packages will be available in many metro area ZIP codes.</p> <p>Sunday, Dec. 24, Christmas Eve No UPS pickup or delivery service. UPS Express Critical service available.</p> <p>Monday, Dec. 25, Christmas (UPS Holiday) No UPS pickup or delivery service. UPS Express Critical service available.</p> <p>Tuesday, Dec. 26 Normal pickup and delivery service resumes. UPS 3 Day Select packages picked up today will be delivered on Friday, Dec. 29.</p>	<p>Wednesday, Dec. 27 Normal pickup and delivery service. All UPS 2nd Day Air packages picked up today will be delivered on Friday, Dec. 29.</p> <p>Thursday, Dec. 28 Normal pickup and delivery service. All UPS Next Day Air packages picked up today will be delivered on Friday, Dec. 29. UPS 2nd Day Air packages picked up today will be delivered on Tuesday, Jan. 2 (except those processed and labeled for delivery on Saturday, Dec. 30). Saturday Delivery is not available to all ZIP codes.</p> <p>Friday, Dec. 29 Normal pickup and delivery service. UPS Next Day Air packages picked up today will be delivered on Tuesday, Jan. 2 (except those processed and labeled for delivery on Saturday, Dec. 30). Saturday Delivery is not available to all ZIP codes.</p> <p>Saturday, Dec. 30 Delivery of UPS Worldwide Express, UPS Next Day Air and UPS 2nd Day Air packages processed and labeled for Saturday Delivery.</p> <p>Pickup service available for UPS Air and international Air packages* (excludes UPS Worldwide Express Freight®) for regular Saturday pickup customers. UPS On-Call Pickup service is available to all customers for UPS Air and international Air packages. Pickup and delivery of UPS Ground on Saturday** packages will be available in many metro area ZIP codes.</p> <p>Monday, Jan. 1, New Year's Day (UPS Holiday) No UPS pickup or delivery service. UPS Express Critical service available.</p> <p>Tuesday, Jan. 2 Normal UPS pickup and delivery service resumes.</p>

***References to "UPS Air and International Air packages"** in the schedule include the following UPS service options: UPS Next Day Air® Early, UPS Next Day Air®, UPS Next Day Air Saver®, UPS 2nd Day Air A.M.®, UPS 2nd Day Air®, UPS Worldwide Express Plus®, UPS Worldwide Express®, UPS Worldwide Saver®, UPS Worldwide Expedited® and UPS Worldwide Express Freight®.

****UPS 3 Day Select® Service, UPS Ground, UPS Ground with Freight Pricing, UPS Hundredweight® Service, UPS 3 Day Select and UPS Hundredweight Service Ground shipments are included.**

Time-in-transit notes: On UPS holidays—Nov. 23, Dec. 25 and Jan. 1—there is no movement of any packages tendered to UPS. UPS Express Critical® service is available for urgent packages every day of the year, including UPS holidays. Call 1-800-714-8779 or visit upspresscritical.com.

Additional time-in-transit: From Nov. 20 to Dec. 30, a limited number of UPS® Ground and UPS® Standard packages, with transit times of three or more days, and with specific origins and destinations, will require an additional day in transit. Visit ups.com/holidays beginning June 30 to see the Holiday Ground Impact Tool to identify changes by ZIP code pairs. All UPS 2nd Day Air and UPS 3 Day Select® packages tendered Dec. 18-19 will require an additional day in transit. UPS 3 Day Select packages tendered on Dec. 19 will be delivered after Christmas.

The most up-to-date time-in-transit details will be available at ups.com/ctc at the time of shipping.

Holiday season service guarantees: UPS Air and international Air packages* picked up or delivered within the United States are guaranteed throughout the holiday season. Commitment times for Air and international Air packages scheduled for delivery Nov. 24 and Dec. 18-23 will be extended as follows: UPS Next Day Air Early and UPS Worldwide Express Plus services will be extended by 90 minutes and all other Air and international Air services will be extended to end-of-day. The guarantee is suspended for all UPS Ground shipments, including shipments to and from AK, HI and PR, and UPS Standard shipments picked up or scheduled for delivery Nov. 27-Dec. 24. Visit ups.com for the **UPS Tariff/Terms and Conditions**. Service guarantees are subject to change.

Peak charges: To learn more about peak charges and when they apply, visit ups.com/rates.

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