

The Tampa PCC Suncoast District **NEWSLETTER**



MAY / JUNE 2009

A note from the Industry Co-Chair

Although I haven't had the pleasure to meet all of you, I have been in contact with Amy Rocha and have been keeping up with the goings on within the PCC. I wanted to take the opportunity to keep you updated on the changes within the Postal Community that may directly or indirectly affect the PCC.



You may have heard that our former District Manager Tim Healy has recently accepted the position of VP of Retail Products and Services for Headquarters. It's our loss for the Suncoast District, however we'll try to use our new HQ contact to help our PCC!

It didn't take long; we already have Mr. Healy's replacement. David Patterson, formerly Manager, Operations Support at our Southeast Area office, has been named as the new District Manager for the Suncoast District. We'll try to have Mr. Patterson as a guest speaker at an upcoming meeting.

Other recent changes include the Suncoast District expanding. Recent cost savings measured within the Postal Service included the reduction of six of our eighty Districts.

The Central Florida District has been absorbed. We now have the Orlando and Melbourne areas added to the Suncoast District. This makes the Suncoast District the largest District in the country, with the responsibility for over 4 million deliveries.

As I'm sure you are all aware, volume over the past six months continues to decline.

Total delivered volume in Tampa is down 17% from the same period last year. On May 11, 2009 the new rates take effect. In an effort to increase volume over the normally low volume period of the summer months, the Postal Service will announce a "Summer Sale". A reduction of up to 30% on Standard Mail will take place from July 1 – September 30.

More to come...

Mike Figlia
Postmaster

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PROMOTING COMMUNICATION & EDUCATION BETWEEN THE MAILING INDUSTRY & THE USPS

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INDUSTRY CO-CHAIR CORNER



“Become a student of change. It is the only thing that will remain constant.” This quote by Anthony J. D’Angelo couldn’t be more relevant than it is today. It seems like change is all around us whether we like it or not. Changes in personnel, changes in policy, and yes changes in costs are affecting the way businesses operate. It is important to keep in mind that change can also be positive.

Companies are streamlining and discovering new ways to increase productivity and revenue. The recent USPS rate change implemented on May 11th presents both challenges and opportunities. Remember shape based rating? Many mailers scratched their heads at first but soon adapted to the new mailing rules. You can look to this rate change as an opportunity to mail smarter. There are many cost saving strategies available for mailers who are engaged and educated. How do you manage your address lists? Do you have the right addresses? Are you taking advantage of postal discounts?

Earlier this year the USPS began offering Commercial Base and Commercial Plus pricing for Priority and Express Mail. The cost savings

can be substantial. This is only one area where savings can be realized by staying informed. The Tampa PCC is planning future seminars to assist mailers and educate our base on ways to mail and ship smarter. The better informed and educated you are, the better equipped you are to make improvements and changes that can improve not only your bottom line but your value to the organization you work for. Now wouldn’t that be a welcome change!

Best Regards and Best Mailing,
Amy Rocha
Industry Co-Chair

USPS GENERATING NEW IDEAS TO PROMOTE MAIL GROWTH

The US Postal Service under PAEA (Postal Accountability and Enhancement Act) passed in December 2006 is now able to take advantage of the flexibility this act has allowed. In February, the postal service announced a Saturation Mail Incentive Program that is effective May 11, 2009 for all current Standard Mail Saturation mailers. In addition, on May 1, 2009 the USPS submitted to the PRC (Postal Regulatory Commission) a notice of Price Adjustment for what they are calling the Standard Mail “Summer Sale”. The Summer Sale (which is providing a 30% rebate on volume growth for the mailers that qualify for the program) is for any standard mailer (owner – Mail Service Provider’s do not qualify) that has mailed at least 1 million pieces in the October 2008 – March 2009 timeframe.

Please visit <http://prc.gov/Docs/63/63005/Notice%20of%20Price%20Adj.SummerSale.pdf> for complete details on the Summer Sale Program. For more information on either program please contact your Business Service Network Representative or you can e-mail summersale@usps.gov with your contact information and a USPS representative will follow up with you to discuss.

While not everyone in the mailing industry qualifies for these incentives, if they are successful it will allow the postal service to implement more ideas like these moving forward for the different products it has to offer. The Summer Sale idea was a result of an industry recommendation through an MTAC (Mailers Technical Advisory Committee) workgroup to the postal service to offer peak/off peak rates. The success of these incentives is critical to the long term success of the USPS and the mailing industry as a whole.

**JOIN THE TAMPA POSTAL CUSTOMER COUNCIL
FOR A FUN DAY AT THE RAYS!**



VS



Members, Family and Friends are welcome.
Saturday, June 13th 6:08pm

ONLY \$20 PER TICKET

Price includes the game and

LUDACRIS LIVE IN CONCERT

Proceeds to benefit The Tampa Postal Customer Council
Free Parking for Cars with 4 or more people

Order tickets online at www.tampapcc.org
Registration deadline is May 31st.



Children under 2 are FREE. Offer not available through Tropicana Field Box Offices,
International Plaza Ticket Outlet or Ticketmaster. Tickets subject to availability. No refunds or exchanges.

OUR SPONSORS

GOLD SPONSORSHIP

Access Mail

Access Mail is the premiere First Class Mail Presort Bureau in the Suncoast – a “work-sharing” partner to the USPS. Daily mailers who use Access Mail can benefit with more accurate delivery of their mail, better postage discounts and, overall, better response rates from the recipients of their mail. Because we process mail virtually identically to USPS processing, certain standards are required of our clients to allow a seamless transition from our mail facility to the USPS on a daily basis. Meeting these standards results in savings for our clients – time and money.

Aegis Mail Services, Inc.

Aegis Mail Services is a leading provider of mail processing services in the Tampa Bay Area. Our services include laser printing, intelligent folding and inserting, inkjet addressing/direct mail, metering (mail room out source) and complete barcoding and sorting services. Aegis Mail Services is proud to be a Gold Sponsor of the Tampa Postal Customer Council.

Fidelity Output Solutions

Genesis Direct

Genesis Direct is a full-service Direct Mail Marketing Service Bureau dedicated to providing unparalleled customer service while helping our clients create successful marketing programs that achieve their goals. We will help you advance your direct marketing initiatives with: strategic planning, database management, creative development, production services, and response analysis.

Micro Computer Solutions

National Parcel Logistics, Inc.

National Parcel Logistics offers diversity in freight transportation and drop shipping of all U.S. Mail, parcels and other printed materials. With our Consolidation & Distribution being located in Tampa, FL, we offer daily service to all US Mail postal facilities nationally and within the State of Florida.

New York Life Insurance Co.

TC Specialties

TC Specialties is a comprehensive automated mail service bureau with three facilities in Florida. Our mail platform includes: programming, data processing, laser printing, folding, intelligent inserting, metering, stamping, tabbing, inkjet addressing and presorting. It is our personalized client service and our unwavering commitment to postal standards that makes us unique.

Access Mail Processing Services, Inc.

14240 62nd St N, Clearwater, FL, 33760-2717
Phone: (727) 539-6245 ■ (800) 711-6245
Fax: (727) 531-5353 ■ E-mail: GailK@AccessMail.biz

Aegis Mail Services, Inc.

5477 Jet Port Industrial Blvd., Tampa, FL 33634
Phone: (813) 887-3838 ■ Fax: (813) 813-249-0314
www.Aegismailing.com ■ Craig Goldberg
Sabrina Lawson ■ Anthony Taylor

Genesis Direct

8514 Sunstate St, Tampa, FL, 33634-1312
Phone: (813) 855-4274 , ext. 265
Fax: (813) 855-0969

National Parcel Logistics

5415 W Sligh Ave #110, Tampa, FL 33634
Toll Free: 1-800-564-5510 ■ Phone: (813) 886-4220
Fax: (813) 886-4221
Erik Larsh ■ E-mail: elarsh@nationalparcel.com

TC Specialties

5610 W Sligh Ave Suite 100, Tampa, FL 33634-4468
Phone: (813) 881-1830 ■ Sales: Rheemi Spiess
www.mailwithtcs.com

SILVER SPONSORSHIP

Express Messenger International

EMI is an international mail provider working directly with the USPS as a International Postal Qualified Wholesaler. We offer the highest postal discounts for IPA and ISAL services. Along with our postal discounts we process and directly inject mail into every country.

McNichols Co.

Headquartered in Tampa, McNichols Company has more than 25 steel service centers and field sales offices in North America. At McNichols, you’ll find the most complete and diverse selection of “Hole Products” in popular styles and material types for all your needs. Products include Perforated Metal, Expanded Metal, Wire Mesh, Bar Grating, Grip Strut® Grating, and Perf-O Grip® Grating. Materials include carbon steel, galvanized steel, stainless steel, aluminum, fiberglass, plastic, brass, bronze, copper, and other exotic metals. We are ISO 9001:2000 Certified. For your Hole Product needs, visit our website at www.mcnichols.com, email us at sales@mcnichols.com, or call us at 1-800-237-3820.

Modular Mailing Systems, Inc.

We deliver commercial and corporate mailing solutions you can count on. For more than “24 years, Modular Mailing Systems has brought high performance mail handling solutions” to Florida companies like yours. Our success is built on leading-edge technology and an uncompromising commitment to customer service. MMS provides the ultimate selection in mail center automation with more quality affordable product options than any other company. Modular is a subsidiary of Hasler, Inc.

Express Messenger International

121 5th Avenue NW, New Bright, MN 55112
Phone: (612) 845-1575 ■ Fax: (612) 636-5559
www.exmessenger.com

McNichols Company

2502 North Rocky Point Road, Suite 950
Tampa, FL 33607-1421
Phone: (813) 282-3828 ■ Fax: (813) 288-1828
Contact: Sharon Robertson

Modular Mailing Systems, Inc.

4913 W Laurel Street, Tampa, FL 33607
Phone: (813) 876-6245 ■ Fax: (813) 348-0017
Debbie Scott – dscott@modularmailing.com
Andrew Howell – ahowell@modularmailing.com
Rick Thompson – rickt@modularmailing.com

OUR SPONSORS

National Envelope

National Envelope is the largest envelope company in the world. Servicing the country with coast-to-coast manufacturing facilities which operate utilizing the most technologically advanced folding, printing, and prepress equipment, National offers its customers unparalleled product selection and service. An industry leader in environmental programs, National Envelope is both an FSC and SFI certified converter and is an EPA Leader in the use of renewable energy offering Green-e certified wind power envelopes.

Pitney Bowes

Pitney Bowes provides the world's most comprehensive suite of mailstream software, hardware, services and solutions to help companies manage their flow of mail, documents and packages to improve communication. We take an all-inclusive view of our customer's operations, helping organizations of all sizes enjoy the competitive advantage of an optimized mailstream. We created an industry in 1920 when we introduced the postage meter and continue to lead the development of mainstream products including a full line of tabletop and production mail and paper handling systems. Nobody understands how changes to postal regulations can impact your business better than Pitney Bowes. Find out how we can save you \$1.20 on each piece of certified mail. Contact Tom Kelly at tom.kelly@pb.com.

Valpak®

Since 1968, Valpak been a leader in the direct marketing industry through "mass targeting" – using sophisticated research and analytic tools to help 60,000+ businesses a year cost-effectively reach households across North America. Best known for the familiar Blue Envelope and Valpak.com, consumers and businesses love what Valpak does for them.

National Envelope

Corporate Office: 333 Earle Ovington Blvd. Ste. 1035
Uniondale, NY 11553 ■ Phone: (516) 699-4000
Certified Postal Partner
BJ Rhodes ■ Phone: (813) 453-6607 ■ Fax: (770)944-8039
Tom Kaiser ■ Phone: (813) 833-7582 ■ Fax: (813) 839-0979
Email: tkaiser@natenv.com ■ bjrhodes@natenv.com

Pitney Bowes Inc.

6297 W. Linebaugh Avenue, Tampa, FL 33625
Phone: 1-800-322-8000 ■ Fax: (813) 969-0699
Amy Rocha ■ amy.rocha@pb.com
Tom Kelly ■ tom.kelly@pb.com
www.pb.com

Valpak

1 Valpak Ave. N, St. Petersburg, FL 33716
www.valpak.com

BRONZE SPONSORSHIP

FNBR Inc.

Since 1977, FNBR has helped organizations throughout the country improve their marketing. We specialize in providing outstanding sales leads, printing and mailing services at budget-friendly prices. If you'd like to learn more about our products and services, please visit our website at www.fnbr.com or call (813) 988-8148.

GBS

GBS provides clients with an array of printing and document management solutions with envelopes, labels, brochures, forms, and promotional products. GBS has local warehousing and a web based inventory control system that allows clients to access and requisition products as needed. Our services increase efficiencies, and allow clients to focus on their primary business. GBS has been in business for 38 years.

MLI Integrated Graphic Solutions

MLI Integrated Graphic Solutions is recognized for customized customer service and professional distinction in fulfillment, printing, marketing and direct mail. MLI is an industry award winning FSC certified printer with the merit of winning the Earth Charter US award for Green Sustainability. Please contact us and visit www.mlicorp.com; and www.intentmail.com.

FNBR Inc.

1907 N. U.S. Highway 301, Suite 150, Tampa, FL 33619-2639
Phone: (813) 988-8148

GBS

Greg Marchant ■ Senior Account Executive ■ GBS
Phone: (877) 301-0371 xt. 2264 ■ Fax: (813) 684-1239

MLI: Intent Mail Division

505 N Rome Avenue, Tampa, FL 33606
Phone: (813) 254-1553

PRIORITY SPONSORSHIP

Handy Ladies

Handy Ladies, Inc. serves the printing, advertising, and various other industries all over the United States. We do fulfillment, handwork, assembly, and other related services. We're experts on postal rules and regulations, presorting, and postage discounts, so you'll get the best possible mailing rates. We also provide mail merging services. We use USPS-certified CASS address standardization software to provide significant postal rate discounts and maximize delivery.

Meadwestvaco Envelope

Meadwestvaco Envelope Division is an envelope manufacturer with facilities located across the United States. The Atlanta manufacturing plant and the Southeast Print Center provide a broad spectrum of high quality envelopes to meet the needs of businesses in the Southeast United States.

Handy Ladies, Inc.

6553 46th St N Unit 908, Pinellas Park, Florida 33781
Phone: (727) 520-8801 ■ Fax: (727) 521-4521
Susan Wilson ■ Dawna Dael ■ Judy McCleskey
Pepper White ■ Email: susan@handyladiesinc.com
mailcenter@handyladiesinc.com

Meadwestvaco Envelope

1421 Dauphin Lane Orlando, FL, 32803
Phone: (727) 934-8091, ext. 9523 ■ (800) 551-2852
Fax: (727) 934-4494
Jessica McCord ■ Jessica.mccord@mww.com

POSTAL FACTS 2009

SIZE AND SCOPE

The U.S. Postal Service® delivers more mail to more addresses in a larger geographical area than any other post in the world. We deliver to more than 149 million residences, businesses and Post Office Boxes™ in every state, city, town and borough in this country, as well as to American Samoa, Federated States of Micronesia, Guam, Palau, Northern Mariana Islands, Puerto Rico, Republic of Marshall Islands and U.S. Virgin Islands.

By The Numbers

75 billion	Revenue in 2008, in dollars
203 billion	Total mail volume processed in 2008, in pieces
667 million	Average amount of mail processed each day
28 million	Average amount of mail processed each hour
463,000	Average amount of mail processed each minute
7,700	Average amount of mail processed each second
46	Percentage of the world's card and letter mail volume handled by the United States Postal Service
835 million	Number of pieces of international mail processed
2.1 billion	Dollar amount paid every two weeks in salaries and benefits
656,000	Number of career employees
221,000	Number of vehicles in our fleet — the largest civilian fleet in the world
1.2 billion	Number of miles driven each year by our letter carriers and professional truck drivers
121 million	Number of gallons of fuel used in 2008
32,741	Number of Post Offices™ nationwide
14	Percent of the nation's population that moves annually
46 million	Number of address changes processed every year
1.2 million	Number of people who visit usps.com® each day
442 million	Revenue from online stamp and retail sales at usps.com
8.5 million	Number of passport applications accepted in 2008
597,000	Average number of Postal Service Money Orders issued daily
510 million	Revenue from nearly 92 million transactions on 2,500 Automated Postal Centers® in 2008
56,659	Number of stores and banks that sell postage stamps
1.2 million	Number of new delivery points added to the network in 2008
0	Tax dollars received for operating the Postal Service

MAIL IS BIG BUSINESS

The U.S. Postal Service is the core of the trillion dollar mailing industry that employs more than 8 million people.*

In 2008, these classes of mail brought in most of the \$75 billion in revenue:

**First-Class Mail®
\$38.2 billion**

**Advertising Mail
\$20.6 billion**

**Shipping Services
\$8.4 billion**

**International Mail
\$2.4 billion**

**Periodicals
\$2.3 billion**

**Package Services
\$1.8 billion**

If it were a private sector company, the U.S. Postal Service would rank 26th in the 2008 Fortune 500. First-Class Mail, Advertising Mail and Shipping Services would each make the list as individual businesses — ranking 61st, 119th, and 310th respectively.

*The Envelope Manufacturers Association reported in the "2008 Economic Jobs Study for the Mailing Industry" that there are 8.4 million jobs and over \$1 trillion in revenue attributed to the mailing industry

PCC EVENTS

SAVE THE DATES

USPS L&DC Tour in Ybor City*

July 22, 2009

Have you ever been to the L&DC in Ybor City?
Don't miss your chance to tour this facility.
USPS employees will be on hand to answer your questions.

National PCC Day*

Wednesday, September 16, 2009

See Postmaster General Jack Potter
during a live satellite feed.

*Details to follow.

USPS CLASSES

MAILPIECE DESIGN - 8:30PM - 10:30PM

Cathy Buchanan, Mailpiece Design Analyst for the United States Postal Service, will be conducting monthly seminars on Mailpiece Design. Topics will include:

- Tabbing for booklets and folded self-mailers.
- Postcard and envelope layouts.
- Basic Addressing.
- Requirements for the return address.
- New addressing standards for flat-size mailpieces.
- How to use our templates.
- Nonmachinable criteria.
- Mailing with magnets.
- Mailing with colored background paper.
- Business and Courtesy Reply and more...

Seats are limited per session. RSVP directly to Cathy via email - cathy.m.buchanan@usps.gov or leave a message at (813) 243-5944.

NEED NAME(S) – COMPANY NAME – DATE YOU WILL ATTEND – CLASS INTERESTED IN.

LOCATION	DATE	ADDRESS	TIME	SEATS LIMITED
Tampa	June 24, 2009	The Tampa BMEU 5433 W Sligh Ave Ste A Tampa, FL 33634	8:30pm	45



Visit our website at www.tampapcc.org

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Tampa Postal Customer Council
P.O. Box 23262
Tampa, FL 33623-3262

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- TAMPA BMEU (813) 243-5939
- Mailing Requirements..... (813) 243-5938
- Cathy Buchanan, Mailpiece Design Analyst (813) 243-5944
- Mailing Standard Specialist (813) 243-5933

PREMIER PCC RECOGNITION PROGRAM GOLD LEVEL CERTIFICATE AWARD

This award indicates our PCC is operating in a manner consistent with the guidelines and requirements set by Pub 286 to include the mission of the PCC network. GOLD Level award is the highest level of achievement!! "We be GOLD"

PCC Leadership Awards Program - Three (3) awards from the Southeast Area.

- Education Excellence - GOLD
- Communications Excellence - Bronze
- PCC Industry Member of the Year - Joy Franckowiak

