

The Tampa PCC Suncoast District **NEWSLETTER**



RECAP OF 2008

SPECIAL EDITION

The Tampa Postal Customer Council had many successes in 2008. Highlights from National PCC Day at the Seminole Hard Rock Cafe were the educational classes offered on Intelligent Mail, Address Quality and Move Update. Earlier in the year, mail piece design classes were offered, seminar on Xtreme Green,

and a round table with postal executives to name a few. Our partnership with the BMEU and Business Development Team continues to provide the expertise necessary.

The year 2009 brings many more challenges for the Postal Service such as open issues with the new law and rate regulations. A deteriorating economy has had a real effect on the Postal Service and all the businesses we depend upon. However, the Postmaster General will be sharing rate strategies and how the Postal Service intends to use greater pricing flexibility to grow volume and revenue.

The PCC goal is to provide the information and tools that will help manage costs and grow business. We will continue to strive to provide what is necessary and important to your businesses. Your feedback has been and will continue to be vital to our success.

Sincerely,

Nancy Fryrear, Tampa Postmaster



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PROMOTING COMMUNICATION & EDUCATION BETWEEN THE MAILING INDUSTRY & THE USPS

DESIGN DONATED BY www.mitymo.com

PERSONAL CERTIFICATES FOR 2008

The Professional Certificate Program is an educational program that formally recognizes customers' participation in educational sessions offered by their local PCC. This program encourages customers to attend PCC events and rewards participants with a certificate after completing the required number of sessions. Through participation in the program, customers can walk away from an event with a Professional Certificate that recognizes their participation and knowledge of the mailing industry.

Congratulations to the recipients listed below:

MAIL ACCEPTANCE, PREPARATION & ENTRY

Bess Brunick, Valpak
Sally Mesen, Valpak
Ann Elliott, Bramlett Direct Mail Services, Inc.
Michael Gonzalez, Fidelity National
Information Services
Roberto Santana, Grow Financial FCU
John Whittington, Time Customer Service

INTELLIGENT MAIL BARCODE

Peter Fleeman, Bob Hogue School of Real Estate
Ann Elliott, Bramlett Direct Mail Services, Inc.
Sally Mesen, Valpak
Bess Brunick, Valpak
Ariane Alford, National Exemption Service, Inc
Peter Lynn, USPS
Ed Woods, Web Solutions of America

XTREME GREEN

Ann Elliott, Bramlett Direct Mail Services, Inc.
Elizabeth Bramlett, Bramlett Direct Mail Services, Inc.
Charles Quiroz, City of St. Petersburg
Tonika, City of St. Petersburg



Congratulations:

Bess Brunick –
first to complete
a Professional
Certificate.

XTREME GREEN CONTINUED

Connie Rogers, City of St. Petersburg
Candy Gilley, Coca Cola Enterprises
Paulette Smith, Coca Cola Enterprises
Joe Klay, Free Press Printing and Publishing
Mike McNally, Genesis Direct
Randy Lingelbaugh, Genesis Direct
Nicki Crowell, MLI Integrated Graphic Solutions
Debbie Scott, Modular Mailing Systems, Inc.
Dick Page, Page & Associates
Irma Jeans, Pure Postcards, Inc.
Kathy Grams, Pure Postcards, Inc.
Mario Patrinostro, Tampa Electric Company
Ellen Janicke, Time Customer Service
Trish Perri, USPS
David Diaz, USPS
Nancy Fryrear, USPS, Tampa Postmaster
Rick Tauceda, Valpak
Bess Brunick, Valpak

2008 PCC HOLIDAY LUNCHEON

The Annual Tampa PCC Luncheon, held at The Rusty Pelican was full of holiday cheer and perfect Florida weather. Many of the attendees brought in unwrapped toys for Kids Charity to benefit the foster children of Tampa Bay. We were honored to have Terry Wilson, Southeast Area Vice President, and Tim Healy, Suncoast District Manager, speak at the luncheon. Both spoke about consolidations within the post office and increasing efficiency. Nancy Fryrear, Postmaster for Tampa gave away a variety of Stamped Post Office Collectibles. Sponsors were recognized for supporting The Tampa PCC and it's mission throughout the year. Everyone thoroughly enjoyed watching the "Bad Santa" game as players stole gifts from one another. To no one's surprise, the wine glasses were the most sought-after gift!



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

391 Roberts Road, Oldsmar, FL 34677-4918
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 ■ E-mail: GailK@AccessMail.biz

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 – rict@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
Fax: (770)944-8039 ■ BJ Rhodes ■ Tom Kaiser
Certified Postal Partner ■ Phone: (813) 833-7582
Phone: (813) 453-6607 ■ 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

4305 Enfield Ct., Palm Harbor, FL 34685
Phone: (727) 934-8091, ext. 9530 ■ (800) 551-2852
Fax: (727) 934-4494 Jim Mahoney ■ jpm7@meadwestvaco.com

LOOKING BACK OVER 2008



CLASSES

DO YOU MAIL FLATS AND DO YOU WANT TO KNOW DETAILS ON THE POSTAL RATE INCREASE SET FOR MAY 2009?

Effective March 29, 2009, the post office will require new delivery address placement standards for Periodicals, Standard Mail, Bound Printed Matter (BPM), Library Mail and Media Mail flat-size mailpieces prepared and mailed at automation, presorted and carrier route prices. Additionally, new formatting standards will apply to all flats not mailed at retail (single-piece) prices, including First-Class Mail.

Register online at www.tampapcc.org OR make checks payable to Tampa PCC and mail along with this form to: February 26th Seminar/Tampa PCC

PO Box 23262, Tampa FL 33623-3262

PCC Hotline 813-877-0754

You must register no later than February 24th.

BULK MAIL 101 - 9AM - 11AM

Cheryl Brimson, Mailing Requirement Specialist, for the United States Postal Service, will be conducting monthly seminars on Presorted Standard Mail (Bulk Mail 101). Topics will include:

- When to use Presorted Standard Mail.
- Postage payment options.
- How to determine the processing category and sortation of your mailpiece.
- Machinable, non-machinable and automation letters.
- Automation and non-automation flats.
- Not Flat-Machinable.
- Parcels.
- How to navigate our website.
- Postal Explorer 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	February 25th, 2009	Los Cien Bldg 4107 N. Himes Ave. Ste. 203	9am or 1pm	45

In addition to the classes, we will offer six sessions for those of you that want a "FREE" consultation on achieving your mailing objective.

**ARE YOU A FIRST TIME "BULK" MAILER? - WHO ARE YOU MAILING TO?
WHAT IS YOUR MAILING GOAL? - YOUR ADVERTISING NEEDS?**

Two 15-minute sessions before and after each class will be available. Contact Cathy for more information.

WHAT: Two classes on new address requirements for flat size mailpieces, postal updates on mailing requirements and a review of upcoming postal rate changes.

WHEN THURSDAY, FEBRUARY 26TH

WHERE: Pitney Bowes Inc.
6297 W. Linebaugh Avenue
Tampa, FL 33625

COST: \$10 per person
(SEATING IS LIMITED)

8:00-8:30: Registration / Continental Breakfast
Postal Consultation

8:30-9:30: CLASS-FSS
Cathy Buchanan, Mailpiece Design Analyst

9:30-9:45: Break/Postal Consultation

9:45-10:45: CLASS-RATE CHANGE
Bill Nye, Supervisor Manasota BMEU

MAILPIECE DESIGN - 1PM - 3:30PM

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...



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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- Brad Krantz (813) 875-7083
Tampa Print Services, Inc.

IMPORTANT USPS PHONE NUMBERS

- TAMPA BMEU (813) 243-5938
- Mailing Requirements..... (813) 243-5939
- Cathy Buchanan, Mail Design Analyst..... (813) 243-5944

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

