

The Tampa PCC Suncoast District **NEWSLETTER**



JULY / AUGUST 2009

Highlights from the National Postal Forum...

This year's National Postal Forum was nothing short of spectacular. As a first time attendee, I was very overwhelmed by all it had to offer! I attended 14 classes in 4 days and was able to increase my knowledge on a variety of subjects. And, despite the mail volume decline nationwide, the energy level and excitement was absolutely contagious! One of the highlights for me was the chance to meet and have my picture taken with Postmaster General Jack Potter. I must admit, I was a bit star struck!



The theme this year was Embracing New Technologies...finding better ways to service customers! The Opening Session with Postmaster General Jack Potter offered insight on the direction of the post office during these difficult economic times. Similar to many companies across the country, the post office is tightening its belt. Potter said, "We are not going to back down on service, and you have my word on that! Service is the heart of our brand. We can't panic and must stick to our foundation." He suggested we all do the same.

Pricing initiatives from the USPS was the talk of the town which included the Summer Sale for Saturation Mail, offering additional postage discounts to qualified mailers for a specified period of time. Once this sale is over, the USPS will determine whether or not to open it up to additional mailers.

Package Services was another hot topic in DC. The USPS is hoping to grow Package Services with a

simple message for the Priority Mail Flat Rate Box; if it fits, it ships.

The Forum provided a variety of educational seminars and symposiums, including peer to peer workshops. It was a great opportunity for me to grow professionally and personally. As the Industry Vice Co-Chair for the Tampa PCC, I was able to bring back many great ideas that we hope to implement in the coming year. Stay tuned for new and exciting things from your local Tampa Postal Customer Council.

Ann Elliott

Ann Elliott
Industry Vice Co-Chair

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TABLE OF CONTENTS

Industry Notes from Postal Co-Chair	2	Save The Dates	6
Industry Co-Chair	2	Rays 8, Nationals 3	7
L&DC Tour	3	News & Rumors	7
PCC Sponsors	4 - 5		

PROMOTING COMMUNICATION & EDUCATION BETWEEN THE MAILING INDUSTRY & THE USPS

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INDUSTRY CO-CHAIR CORNER



Make it a Priority!

If you looked up the word priority in the dictionary, you'd find a few different meanings. Most

of us would agree that a priority is something that we give attention to over a competing alternative. We all face challenges both personally and professionally completing all of the necessary duties and responsibilities required of us. Most people are working harder and longer than ever before just to keep up. This sometimes means we have to make tough decisions as to what we focus our energy on and what we put on the back burner. On a daily basis, we are constantly "prioritizing".

You may have heard or even utilize

the old A,B,C file system where the tasks with the highest priority are put in file folder A and given the most attention. Items not as pressing are classified as B tasks and placed in that folder. Then the not so important items are left for file C. One may think then that the items in folder C merit the least priority and these tasks are often overlooked or never completed at all. I challenge you to take a look into that C file and make an effort to complete one of the items that's been overlooked. Unfortunately, deadlines tend to dictate how we prioritize our time and efforts and we often overlook the more important things that we think can wait.

You'll be seeing the word "Priority" quite a bit over the next few months from the Tampa PCC. We are making it a "priority" to keep you informed and educated about mailing topics and changes that affect you. We have

"prioritized" our efforts and have some exciting and valuable events planned for you over the next few months. Please join us for the L & DC tour on July 22nd where you'll see first hand how the USPS is processing a variety of mail including parcels and Priority Mail.

We've given a lot of attention to the planning of National PCC Day and the Vendor Expo scheduled for Wednesday, September 16th. You will not want to miss this Priority Event! Watch for priority mailings from the Tampa PCC and put them in your A file. Make it a priority to take advantage of the great upcoming events we have planned for you.

See you soon.

Amy Rocha
Tampa PCC Industry Co-Chair

FACT SHEET POSTAL SERVICE FY 2009

The country's second-largest employer, the U.S. Postal Service's mail volume fell from 212 billion pieces of mail delivered in 2007 to 203 billion delivered in 2008.

"Despite the challenging economy, this is not a time for panic, but rather a time for us to continue focusing on the things that matter," Mr. Potter explained that service, affordable pricing, growth and structural changes within the Postal Service would position USPS and the mailing industry for a stronger future.

"The ability to suspend delivery on the lightest delivery days could save dollars in both our delivery and our processing and distribution networks," Mr. Potter said in a congressional hearing earlier this year. "I do not make this request lightly, but I am forced to consider every option given the severity of our challenge." If such a proposal is passed, it could save the USPS about \$3.5 billion annually.

The Postal Service is aggressively reducing work-hours and other costs to limit losses, preserve cash and improve productivity.

Initiatives designed to match work-hours to reduced volume have resulted in a work-hour decline of 58 million hours – the equivalent of a reduction of 33,000 full-time employees – in the first half of FY 2009 despite an increase in the number of delivery points by 1.1 million from the same period last year. Work-hour reductions are the result of reductions in overtime, voluntary early retirements and other attrition.

Other savings are coming from consolidating excess capacity in mail processing and transportation networks, realigning carrier routes, halting construction of new postal facilities, renegotiating contracts with major suppliers, freezing Postal Service officer and executive salaries at 2008 pay levels, reducing travel budgets and similar

measures.

The Postal Service continues to support H.R. 22, a House bill that would redirect a portion of the Postal Service's prior payments to the Postal Service Retiree Health Benefits Trust Fund to pay its share of contributions for current retiree health benefits through 2016. If enacted, the legislation would reduce the projected 2009 net loss by approximately \$2 billion and help enable the Postal Service to meet its 2009 financial obligations. The bill was introduced by Rep. John McHugh (R-NY) and co-sponsored by Rep. Danny Davis (D-IL).

The USPS provides a unique service to Americans that he hopes it can continue to provide. "We're one of the only government agencies Americans get to see every day. We take great pride in serving the American public and there's a collective hope we can continue."

L&DC TOUR

Join the Tampa PCC for a tour of the USPS L&DC (Logistics & Distribution Center). The Tampa L&DC is a large processing plant which originally opened for operations in November of 2005.



The L&DC is open 24x7 and dedicated to the processing of parcels and bundled mail for the eastern half of the Suncoast District. The area of responsibility includes the offices of Fort Myers, Manasota, St Pete, Lakeland, and Tampa and their respective SCFs.

The L&DC processes Standard Mail, Periodicals, First Class and Priority Mail. The facility has more than 250 people and processes about 250,000 bundles and parcels per day.

The primary equipment is two Automated Package Processing System (APPS). These machines can process up to 10,000 pieces per hour each and sort those pieces to two hundred different holdouts. In addition to the APPS, they also use a Small Bundle Parcel Sorter, High Speed Tray Sorter and manual operations.

When: WEDNESDAY JULY 22nd

Cost: \$5 per person

Where: 1801 Grant Street Tampa, FL 33605

Proceeds benefit the Tampa Postal Customer Council. Registration begins at 10:30 am and the first tour will start at 11 am. Tours will be staggered based on arrival times and number of attendees.

**PROMOTING COMMUNICATION & EDUCATION
BETWEEN THE MAILING INDUSTRY & THE USPS**

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

July 22nd Seminar/Tampa PCC

P O Box 23262

Tampa FL 33623-3262

PCC Hotline 813-877-0754

You must register no later than July 20th.

Company Name _____

Attendee _____

Attendee _____

Address _____

City, State Zip _____

Phone _____

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of people _____

Amount Enclosed – (\$5 per person) _____

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- An article in the PCC newsletter spotlighting your company
- One complimentary ticket to the December Holiday Luncheon
- Recognition in PCC newsletter and on Web Site
- Company name displayed on sponsor marquee
- Appreciation plaque to display in your office
- Company logo and bio on the Tampa PCC website Sponsorship page to include a hyperlink to your company website.

SILVER SPONSORSHIP \$350

- Recognition in PCC newsletter and on Web Site
- Appreciation plaque to display in your office
- Company name displayed on sponsor marquee
- Company logo and bio on the Tampa PCC website Sponsorship page to include a link to your company website.

BRONZE SPONSORSHIP \$250

- Recognition in PCC newsletter and on Web Site
- Company name displayed on sponsor marquee
- Appreciation plaque to display in your office

PRIORITY SPONSORSHIP \$100

- Recognition in PCC newsletter and on Web Site
- Company name displayed on sponsor marquee

With your help and support, we promote activities and seminars that benefit mail users and associated services. Thank you for your support! All sponsorships are effective through March 31st of the year following receipt of your contribution. The information you provide below will be the information we use in the newsletter.

YES, count on us to participate in the PCC sponsorship program.
Enclosed is our check made payable to the Tampa Postal Customer Council.

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**Gold Sponsors, please submit a 40 to 50 word article for the Newsletter.

Please Mail to: Tampa PCC Corporate Sponsorship Program, P.O. Box 23262, Tampa, FL 33623-3262

PCC EVENTS

SAVE THE DATES

National PCC Day

Wednesday September 16, 2009

Calling all vendors....Don't miss the opportunity to promote your business at this year's vendor show. Visit www.tampapcc.org for details and registration.

Higgins Hall-Tampa (corner of Himes and Hillsborough)

Educational workshops, Vendor Show, Lunch and a Live satellite feed from Postmaster General Potter

Class #1 Package Services

See what shipping options the USPS has that can help you streamline your operations while increasing customer service and lowering cost. Whether you're shipping across the street or around the globe, this session will prepare your business for the future of package shipping.

Explore all the shipping options the USPS has available from Express Mail to Media Mail. We'll fill you in on the benefits of each service.

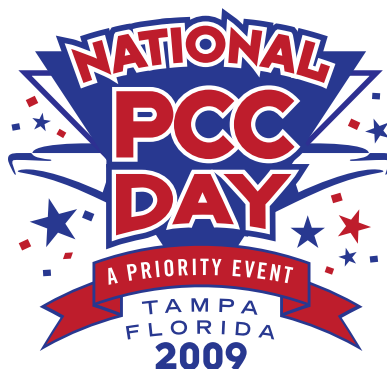
It's an exciting time for shippers. See how easy shipping can be and learn about new products and services the Postal Service has brought to the marketplace. Not knowing what options are available is like throwing money away. If your business ships even one package, you can't afford to miss this session.

Class #2 Results Driven Marketing

Marketers from various industries are feeling the pinch of belt-tightening with their budgets.

Learn how many companies are using Advertising Mail as a cost-effective means to target current customers and prospects -- even in a down economy.

\$35 per person. Vendor space available. Contact info@tampapcc.org for additional information.



Identity Theft/Mail Fraud Seminar

November 2, 2009

Speakers from the United States Postal Inspection Service

Greater Tampa Association of Realtors
2918 W Kennedy Boulevard
(between MacDill and Armenia)
Tampa FL 33609

Cost: \$10 per person



Annual PCC Holiday Luncheon

Friday, December 11, 2009

Rusty Pelican

Details to follow.



RAYS 8, NATIONALS 3

The Rays vs. The Nationals on June 13th - a good time had by all! PCC Members, families and friends came out in their best Rays gear to cheer them on to a win. The outfield was the place to be. Three homeruns right at us along with the best cheering section and wave starters in the TROP! The night was topped off with a Summer Series Concert starring Ludacris. Thanks to all the PCC members, families and friends that came out to support the Rays and the Tampa PCC.



NEWS & RUMORS

News... Timothy Pickering has been promoted to BMEU Supervisor. Stop by and tell him congratulations!

Rumor... Tampa MTE (Mail Transport Equipment) has been moved to the Ybor City L&DC located at 1801 Grant Street.
TRUE

Rumor... The First-Class Mail Critical Acceptance Time (CAT) has been advanced to 6:30 pm. **FALSE.** The First-Class Mail CAT has only been changed for small mailers. This does not affect our business partners. Business Partners (Mailing Agents) are entities that mail on behalf of a third party and as such service a mutual customer along with the USPS. Mailing Agents can still drop First-Class Mail until 7:00 pm.

Many BMEUs have changed operational hours in an effort to reduce USPS expenses. Some have started a policy similar to the one instituted in the old Central Florida District where non-business partner mailers have a 3:00 pm cut-off. Rather than taking this approach, our new hours allow for the BMEU to meet mail processing deadlines because of the decrease in mail volume.

Direct Mail... A GREAT BARGAIN. A survey by direct mailer Vertis Communications reports 85 percent of women in the 25-44 age bracket read their direct mail, especially if they're bargain hunting.

Among total adults who responded to the survey, 72 percent said they have replied to "buy one, get one free" direct mail offers. And 63 percent said they have responded to direct mail discount offers.

Meanwhile, the Direct Marketing Association says the return on investment for each dollar spent on direct marketing — including direct mail — is almost \$12 compared with \$5.24 from non-direct marketing expenditures.

Advertising Mail is less than 2% of solid waste.



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- Mailing Requirements..... (813) 243-5938
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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

