

The Tampa PCC Suncoast District
NEWSLETTER



SEPTEMBER/OCTOBER 2009



Hurry, Register Today!
Space is Limited!
Wed., Sept. 16, 2009

Continental Breakfast,
Educational Workshops,
Vendor Show, Lunch,
and a live satellite feed
from Postmaster General Potter.

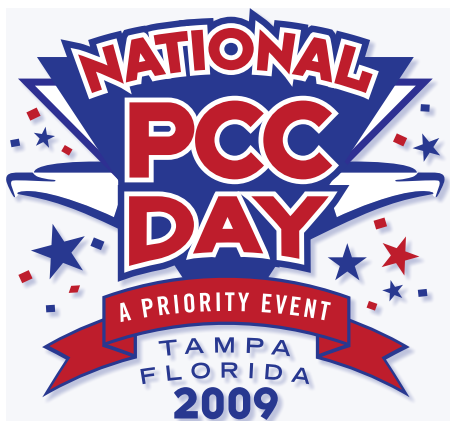
Details and registration information on next page

TABLE OF CONTENTS

PCC Day Attendee Registration.....	2	Save The Dates	6
PCC Day Vendor Registration	3	L&DC Tour recap	7
PCC Sponsors	4	News & Rumors.....	7
Genesis Direct Sponsor Highlight Article	5		
Ask The Experts.....	5		

PROMOTING COMMUNICATION & EDUCATION BETWEEN THE MAILING INDUSTRY & THE USPS

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CONFERENCE & VENDOR SHOW

Wednesday, September 16, 2009

7:30 AM - 2 PM

National PCC Day is an annual event bringing together postal customers and the U.S.P.S. providing educational classes, postal consultation, Vendor Showcase, culminating with a satellite broadcast featuring Postmaster General John Potter. People gather at over 150 sites across the country every year to participate in this exciting event. You won't want to miss what we've got planned for Tampa!

DON'T DELAY, REGISTER TODAY SPACE IS LIMITED!
VISIT TAMPAPCC.ORG FOR DETAILS AND REGISTRATION

EARN A PROFESSIONAL CERTIFICATE DURING THIS ONE DAY EVENT

Two educational classes will be offered and each attendee will be awarded a professional certificate for their participation. For the first time ever, members can earn a *Mailing and Shipping Services Professional Certificate* awarded directly from the National Postal Customer Council.

Class #1 Package Services

See what shipping options the U.S.P.S. has that can help you streamline your operations while increasing customer service and lowering costs. Whether you're shipping across the street or around the globe, this session will prepare your business for the future of package shipping. If your business ships even one package, you can't afford to miss this session.

Class #2 Results Driven Marketing in a Down Economy

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. Useful information for every business will be discussed.

VENDOR SHOWCASE

Area vendors will be exhibiting their products and services throughout the day as part of our Vendor Showcase. Learn about the many products and services offered locally to assist you and your mailing operations. Now more than ever, it's critical for your business to stay informed on the latest U.S.P.S. requirements and know what resources are available to assist you. Come meet the many local vendors ready to help you!

LIVE SATELLITE BROADCAST FEATURING THE POSTMASTER GENERAL

Hear the national address from Postmaster General John Potter. Terry Wilson, U.S.P.S. Southeast Area Vice President will be on hand to deliver the key note address.

Door prizes galore will be awarded and our grand prize will be a show stopper! Don't be left out!

Registration Fee of \$35.00 includes: continental breakfast, snacks, lunch, the educational classes and all of the day's activities!

Event will be held at Higgins Hall located at 5225 Himes Avenue, Tampa, FL

Please register and pay online at www.tampapcc.org or mail this form with the appropriate payment amount to:

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

ATTENDEE REGISTRATION

COMPANY: _____

ATTENDEES: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ FAX: _____

E-MAIL ADDRESS: _____

NUMBER ATTENDING (\$35.00 each): _____ TOTAL ENCLOSED: _____



2009 NATIONAL PCC DAY CONFERENCE & VENDOR SHOW

Wednesday, September 16, 2009
7:30 AM - 2 PM

**Don't Delay, Register Today — Space is Limited!
Two Exhibit Options to Choose From**

- Choose a six foot vendor exhibit table for \$350. Includes free registration for two attendees (\$70 value)
- Choose a three foot vendor exhibit table for \$175. Includes free registration for one attendee (\$35 value)

Don't miss the opportunity to promote your business to mailers from Polk, Hillsborough, Pinellas, and Manatee County. We anticipate a great turnout and have an exciting day planned with several set times for attendees to spend visiting the vendor booths. Our Vendor Passport book requires each attendee to visit each booth to qualify for our grand prize. The Vendor Showcase area will be the heart of the event! Great Value as this event begins at 7:30 am and ends around 2 pm. The day includes continental breakfast, snacks, lunch, educational classes, postal consultation, and a live broadcast from the Postmaster General. **Event will be held at Higgins Hall located at 5225 Himes Avenue, Tampa, FL**

Corporate Sponsorship Opportunities Also Available

Sponsorships provide special recognition in printed event program, vendor directory and table tent cards. Price also includes registration for one attendee. Please e-mail interest to info@tampapcc.org. First-come, first-served basis.

**Continental Breakfast Sponsor for \$350
Gourmet Dessert Sponsor for \$250
Satellite Broadcast Sponsor for \$650**

VENDOR REGISTRATION

PLEASE SELECT: ☐ Six foot exhibit table \$350 (includes two attendees)
☐ Three foot exhibit table \$175 (includes one attendee)

COMPANY: _____

ATTENDEES: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

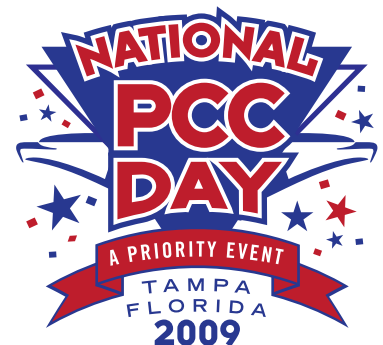
PHONE: _____ FAX: _____

E-Mail Address: _____

Electric Service Needed? (six foot table only) ☐ YES ☐ NO

Vendor Directory — Please attach your company bio with this form and mail it to the above address. Each attendee will be provided with a Vendor Directory to keep that will include a bio of each vendor and all contact information you provide.

Please register and pay online at www.tampapcc.org or mail this form with the appropriate payment amount to:



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

OUR SPONSORS

GOLD SPONSORSHIP

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.

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.

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.

Fidelity Output Solutions

Genesis Direct

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

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

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.

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.

Express Messenger International

121 5th Avenue NW, New Brighton, MN 55112
Phone: (612) 845-1575 ■ Fax: (612) 636-5559
www.emiworldwide.com ■ Kim Hillman
khillman@exmessenger.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

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.

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

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.

AllPro Printing Direct Mail

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

AllPro Printing Direct Mail

Tom Degroot ■ 11626 Prosperous Drive, Odessa FL 33556
(727) 494-0707 ■ www.allproprinting.com

SPONSOR HIGHLIGHT ARTICLE

Genesis Direct is a strategic Direct Marketing Service Bureau

that specializes in helping our clients effectively acquire and retain profitable customers. Count on us to develop direct marketing strategies that focus on database development, creative and copy, direct mail production and response management. Fellow PCC members can help fill a client's specialized need or request by outsourcing to Genesis Direct; be it capacity/schedule concerns, or being able to offer the newest variable data printing applications. Genesis Direct has ten high speed laser printing systems (including three Xerox iGen full color digital laser printing systems), ten inserters, and is a DMEU (Detached Mail Entry Unit).

Utilizing new 4-color digital laser technology now you can offer your clients more relevant DM touches where their text and graphics can change in color on the fly based on data driven variables; i.e., previous transactions or demographics. These more relevant offers will increase your customers' response and ultimately their ROI. Genesis Direct recently moved in to their new 58,000 sq ft facility where their clients will benefit from their INTEGRATED SOLUTION combining Client Services, Creative Services, Production, and Data Services.

Contact: Mike McNally, (813) 855-4274x1265, mmcnelly@genesisdirect.com



ASK THE EXPERTS

Do you ever get stumped with a mail rule or regulation?

Do you ever have a question, but you aren't sure who to ask? Now you can submit your questions to us at info@tampapcc.org. If we don't have the answer, we will find the answer for you! And, you may even see your question in a future newsletter issue. In future, issues, this section will be dedicated to answering your questions.



HEARTLAND HAPPENINGS

The Tampa PCC is dedicated to providing all of its members with timely and relevant information and is happy to have added over 600 new members from the Heartland PCC. We will be dedicating space in every newsletter for announcements and or articles relating specifically to the Heartland geographical area. We will also make an effort to conduct educational workshops in that area so members from Polk County have an opportunity to participate and stay informed. If you have a relevant story or item you wish to share please send an email to info@tampapcc.org.

SAVE THE DATES.

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

2nd Annual Roundtable Luncheon

November 2, 2009

with key post office employees, including our new District Manager, Dave Patterson

Submit your questions or concerns to info@pcc.org so we can have the answers and appropriate postal employees on hand at this great event.

The cost is \$10 for the breakfast and 2 classes and \$10 for the Roundtable Luncheon, or EVERYTHING FOR \$15.

WHAT A VALUE!

8:30-9:00: Registration/Continental Breakfast

9:00-10:00: Identity Theft Class

10:00-10:15: Break

10:15-11:15: Mail Fraud Class

11:15-11:30: Break

11:30-1:00: Roundtable Luncheon

Annual PCC Holiday Luncheon

Friday, December 11, 2009

Rusty Pelican. Details to follow.



USPS Sponsored Classes

Deliver Webinar Series: Marketing In A Recession

Delivermagazine.com, the web-based companion to Deliver, the Postal Service publication aimed at marketing professionals, will host a series of Web-exclusive seminars focused on successful marketing practices and strategies in the face of a souring economy. The Webinars will present tips, insights and ideas from respected marketing experts from throughout corporate America. All webinars will be held at 2:00pm EST. To register, go to delivermagazine.webex.com.

September 9th: Tough Industry, Tough Times – Pat McGrew (Kodak)

Surviving a downturn is no picnic, but it's even tougher when your industry is already in tough straits. But even in this tough environment, some companies continue to thrive. In this segment, our presenter will talk about taking advantage of tough times and how to seize the opportunities they present.

September 23rd: Marketing You Can Measure – Marjorie Kalter (NYU)

Because you can't afford to squander marketing dollars, you need to be sure your campaigns are having maximum impact. How do you do that? Through measurement. By accurately assessing the effect your marketing is having on customers and prospects you know where to put your dollars for the most impact. We'll feature a senior-level marketer whose company is big into ROI to talk about the returns they see on their marketing efforts (especially mail), what they measure and how they use this knowledge to improve what they do.

L&DC TOUR RECAP

The Tampa PCC would like to thank the staff of the Logistics and Distribution Center for allowing the Tampa PCC to host a tour of the facility. There was a great turnout at the event held on July 22nd, and PCC members were able to see first hand the processing of standard mail, periodicals, parcels and Priority Mail. The mere size of the facility was astounding. The L&DC operates around the clock and processes over 250,000 parcels and bundles daily from Fort Myers, Manasota, St. Petersburg, Lakeland, Tampa, and their respective SCF's. A special thanks to Tom Parrish and his staff for a job well done.

James Chiarella, Manager of the L&DC, took time out of his very hectic day to be a tour guide for one of the groups of customers. The second group of customers had Toni Rountree, Operations Support Specialist, as their guide. In addition to explaining how each piece of equipment worked and it's role in processing the mail, customers were also informed as to what type of packaging causes problem on this equipment.

Cathy Buchannan, Mailpiece Design Analyst; Timothy Pickering, Supervisor Business Mail Entry; and Business Service Representatives, Linda Racine, Steve Pilalas and Pete Lynn from the BSN were all available to talk with customers one on one to answer any questions. They also accompanied the customers on the tour to answer any questions that came up along the way.



NEWS & RUMORS

RUMOR... The BMEU is closed on Saturday. **FALSE** Mail will still be accepted on Saturday by appointment only. Appointments must be scheduled no later than 5:30 Thursday. To make an appointment, contact Timothy Pickering at 813-243-5935.

RUMOR... The U.S.P.S. has requested an emergency postal rate increase. **FALSE**. On August 11th, the U.S.P.S. filed a notice with the Postal Regulatory Commission for a First-Class Mail Incentive Program. This program will provide mail owners, of qualifying incremental cards, letters, and flats volume, a 20 percent reduction in postage for First-Class Mail. The First-Class Mail Incentive Program will run from October 1 through December 31, 2009 and is subject to regulatory review for 45 days from August 12. To subscribe to the DMM Advisory, send an e-mail to dmmadvisory@usps.com. Simply indicate "subscribe" in the subject line.

RUMOR... The Clearwater BMEU has closed. **TRUE**. The Clearwater BMEU closed on July 17, 2009. It was closed because of the redundancy of having major BMEU's in Tampa ,FL; St Petersburg, FL; & Clearwater, FL. All of these units were in a 15 mile radius of one another.



Visit our website at www.tampapcc.org

First Class Mail
Postage & Fees
PAID
USPS
Permit No. G-10

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

TAMPA PCC EXECUTIVE BOARD

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- Nancy Fryrear - Postal Co-Chair (813) 872-5751
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- Debbie Scott - Industry Co-Chair Emeritus..... (813) 876-6245
Modular Mailing Systems, Inc.
- Ann Elliott - Vice Co-Chair..... (813) 234-2206
Bramlett Direct Mail Services, Inc.
- David A.H. Kinghorn - Treasurer, Budget Chair (813) 228-4879
TECO
- Shana Powers - Secretary (813) 627-6737
Lebhar Friedman

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T C Specialties
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- Linda Orcutt - Education Chair (813) 289-5848
AAA Auto Club South
- Craig Goldberg (813) 887-3838
Aegis Mail Service, Inc.
- Jennifer Nachuk (813) 352-6979
Access Worldwide
- Danna Klemmer (813) 367-4040
The Florida Aquarium
- Madeleine Ahrens, Customer Relations Coordinator... (813) 877-0866
U.S.P.S.

IMPORTANT PHONE NUMBERS

- Tampa PCC Hotline (813) 877-0754
- TAMPA BMEU (813) 243-5939
- Mailing Requirements..... (813) 243-5938
- Cathy Buchanan, Mailpiece Design Analyst (813) 243-5944
- Mailing Standard Specialist (813) 243-5933
- Lakeland BMEU..... (863) 802-2005

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

