

# The Tampa PCC Suncoast District **NEWSLETTER**



## NOVEMBER/DECEMBER 2009

### NATIONAL PCC DAY A HUGE SUCCESS .....

On September 16th over 150 people gathered at Higgins Hall in Tampa for National PCC Day 2009. The Tampa and Manasota PCC's came together to host this annual event which brings together postal customers and the USPS providing educational classes, postal consultation and a vendor showcase. The day culminated with a live satellite broadcast featuring Postmaster General John Potter.

For the first time ever the National Postal Customer Council will award a professional certificate, the Mailing and Shipping Services Professional Certificate, to participants that attended the educational classes offered at the event. Cathy Buchanan, Mailpiece Design Analyst for the Suncoast District, presented "Let's Talk Tabbing", an overview of the latest tabbing

requirements. Kendall Stahl, USPS Mailing Solutions Specialist, presented "Results Driven Marketing", an overview of how advertising mail can be a cost effective means of targeting customers and prospects. The third class offered was "Package Services" presented by Regina Hernandez, USPS Shipping Solutions Specialist. This class highlighted the cost effective shipping options the USPS offers. Over 60 participants will be awarded the professional certificate for attending all three of the classes offered.

Close to 25 vendors exhibited as part of the vendor showcase providing an opportunity for businesses to showcase their products and services. Many door prizes were awarded by the PCC's and the many vendors that participated.

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PROMOTING COMMUNICATION & EDUCATION BETWEEN THE MAILING INDUSTRY & THE USPS

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## NATIONAL PCC DAY A HUGE SUCCESS (CONT'D) . . . . .

Postmaster General John Potter addressed the group via a live satellite broadcast and spoke about the many challenges facing the USPS and all businesses in this current economic climate. The Tampa PCC was fortunate to have in attendance Terry Wilson, Vice President of Area Operations for the Southeast Area and Dave Patterson, Suncoast District Manager. Terry Wilson delivered the key note address and awarded the Tampa PCC with several awards as part of the PCC Leadership Awards Program.

The Tampa PCC was recognized as Gold Level for both Communications Excellence and Education Excellence. The Tampa PCC was also awarded PCC of the Year for the Southeast Area and Cathy Buchanan received PCC Postal Member of the Year for the Southeast Area. In addition, the Tampa PCC also received the Gold Level Certificate Award for the Premier PCC Recognition Program which is the highest level of achievement awarded. "WE BE GOLD!"



U.S.P.S. Postal Consultation Table



Terry Wilson, AVP Southeast Area U.S.P.S.



Joe Gerace, Postmaster Manasota and Dave Patterson, DM Suncoast District



Dave Patterson - DM Suncoast District, Amy Rocha - Industry Co-Chair Tampa PCC, Nancy Fryrear - Postal Co-Chair, Eric Chavez - Plant Manager Suncoast District





**Membership is FREE! Become a member of the Tampa PCC today. Attend one of our \$10.00 seminars and bring a non-member FOR FREE. This is a great way to get valuable training with no cost.**

Bring a business associate, friend or colleague that you think will benefit from becoming a PCC member. The Tampa PCC offers great training, informative mailings and great networking opportunities for its members. Please visit our website [www.tampapcc.org](http://www.tampapcc.org) to register for an event. Membership Information is also available.

## OUR SPONSORS

### GOLD SPONSORSHIP

#### Fidelity Output Solutions

A division of Fidelity Integrated Financial 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 Delivers

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

A division of Fidelity Integrated Financial Solutions

11601 N Roosevelt Blvd TA-34

St. Petersburg, FL 33716-5259

Phone: 1 (800) 215-6280

#### 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 Delivers

5610 W Sligh Ave Suite 100, Tampa, FL 33634-4468

Phone: (813) 881-1830 ■ Sales: Rheemi Spless

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 .....

Tampa, October 2009: TC Specialties, Florida's largest mail presort bureau, has a new name - TC Delivers Mail "Solutions & Savings".

According to owner Terry Freeman, the new name more accurately reflects the company's leadership position in the mail processing and statement rendering industry. This year along TC Delivers is expected to process over 200 million pieces of mail and over its 40 year history has processed over 5 billion pieces of mail. When asked how the current economic circumstances were affecting their business Terry Freeman responded "our business continues to grow due to the great savings and efficiencies we provide businesses in all areas of customer communications". He went on to state that this year along TC Delivers will save its clients over 15 million dollars. TC Specialties was founded in 1958 by famous fighter Elliot Ness in Coudersport, PA. The company has grown and expanded to become Florida's leading mail processing company with locations in Jacksonville, Tampa and Orlando. The original company was involved in a variety of printing operations and has evolved into a major force in mail processing including being designated as an official work share vendor of the United States Postal Service.

TC Delivers- Mail Solutions & Savings has a completely redesigned website ([www.tcdelivers](http://www.tcdelivers)) which provides a complete description of all the diverse mail solutions services that are offered in the three facilities. Included on the website is a Client Center page that allows clients to upload data directly to a secure ftp site. The site will have continuous update on relevant industry changes as well as highlight addition of new technologies and services to TC Delivers processing platform.

Dan Lawlor, Senior Vice President at TC Delivers, notes that "this is a very exciting time for our company and we have been looking forward to sharing it with our clients". He went on to state, "his name change will have no major impact on our day to day operation and therefore our clients can rest assured that our company will continue to "deliver" the same timely and quality work that they have come to expect from us".

If you have any questions, concerns or would like more information on TC Delivers, contact Rheemi Spiess at TC Delivers Tampa.



## ASK THE EXPERTS .....

### I can't find the MQC program - what is it, where is it located and how much does it cost?

**Answer:** The Mailpiece Quality Control program is also known as MQC. "This course is designed to assist the individual (or group of individuals) responsible for creating mailpieces for entry into the U.S. Postal Service's Mailstream. This program will help graphic artists, administrators, sales representatives or anyone else involved in the preparation of large mailings, accomplish their job with proficiency and confidence. After completing this course, you will better understand the acceptance requirements of the U.S. Postal Service as they relate to mailpiece design. In addition, you will have enough understanding of the requirements of the presorted mailing process to analyze discount and payment options for your clients. You will also have sufficient understanding to consult reference materials to help make your job easier. Poor mailpiece design can cause delays in the processing and delivery of your mail. Mailpiece quality control is a systematic method of ensuring that designs coming from individuals in your company are acceptable for mailing and are eligible for worksharing discounts from the Postal Service. Good designs give you the confidence that your time and effort will pay off in postal "worksharing" discounts and successful postal processing of your mail."

**At the present time, the MQC program is suspended. HQ is working on a new method of dissemination. No price or date is available.**

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 Blvd.  
Tampa FL 33609 (between MacDill & Armenia)  
**Cost: \$10 per person**


The cost is **\$10 for the breakfast and 2 classes** and **\$10 for the Roundtable Luncheon**, or **everything for \$15!**  
**What an Incredible Value!**  
Register online **NOW** at [www.tampapcc.org](http://www.tampapcc.org).

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

For name or address change information, please email [info@tampapcc.org](mailto:info@tampapcc.org)

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

**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](mailto:info@pcc.org) so we can have the answers and appropriate postal employees on hand at this great event.



## Annual PCC Holiday Luncheon

**Friday, December 11, 2009**

Rusty Pelican. Details to follow.



## USPS Sponsored Classes: Email or call Cathy direct for upcoming dates and locations.

### Free Class on Mailpiece Design

Cathy Buchanan, Mailpiece Design Analyst for the United States Postal Service, will be conducting 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 ■ Nonmachinable criteria's ■ Mailing with colored background paper and more ...

Seats are limited so reserve your spot today. RSVP directly to Cathy at [cathy.m.buchanan@usps.gov](mailto:cathy.m.buchanan@usps.gov) or leave a message at 813-243-5944. Need name(s) – company name – email contact - which class you will be attending

### Free Webinars shows you how to Create and send Direct Mail from your computer.

The U.S. Postal Service is co-sponsoring a series of free customer webinars highlighting the benefits of Direct Mail with five online Direct Mail Service Providers. Delivered by industry experts, the webinar series is designed to provide customers with smart and imaginative solutions on how to plan, design, and launch an effective direct mail campaign.

*To participate in the webinars, customers must register using the "reserve a seat" link provided below.*

**The topics to be covered are: Mail Piece Design - November 4, 2009 @ 1:00 - 2:00 PM EST**

Learn how to create effective headlines, write effective copy and select graphics that get you the best response possible.

To reserve: <https://www2.gotomeeting.com/register/572697466>

**Mailing List, The Key To Better Response - November 18, 2009 @ 1:00 - 2:00 PM EST**

This webinar will cover the basics of choosing, using and managing mailing lists for direct mail campaigns.

To reserve: <https://www2.gotomeeting.com/register/858339994>

## PCC POSTAL MEMBER OF THE YEAR FOR THE SOUTHEAST AREA . . . . .

### Cathy Buchanan awarded PCC Postal Member of the Year for the Southeast Area.

It was with great appreciation that the Tampa PCC nominated Cathy Buchanan for PCC Postal Member of the Year for 2009. During the national broadcast at National PCC Day the winners were announced and what a great surprise to learn that Cathy Buchanan was awarded PCC Postal Member of the Year for the Southeast Area. Terry Wilson, Vice President of Area Operations for the Southeast Area was on hand to present Cathy with her award.

In spite of the many challenges facing the USPS and the many changes in the Suncoast District which is now the largest in the United States, Cathy has demonstrated dedication and commitment to the promotion of the PCC. She has been an invaluable resource and an active participant in PCC events. Not only does Cathy promote the benefits of the PCC, she exemplifies our mission by reaching out to business mailers across a large geographical area encompassing PCC's represented by Tampa, Orlando, Pinellas, Manasota and Ft. Myers.

Cathy has been a driving force in our membership growth and her involvement has enhanced our educational programs. Her ability to teach complex topics and concisely explain postal policies and changes with ease has made her our speaker of choice. The Tampa PCC was honored to nominate Cathy for this award and we are thrilled that she has been recognized for her efforts.



## NEWS & RUMORS . . . . .

**RUMOR...** the Tampa BMEU will be closed on Saturday. **True**, although the BMEU has been on an appointment only schedule since August, the need for Saturday operations has steadily declined over the past year. The last day for mail acceptance will be on Saturday, November 14, 2009.

## HEARTLAND HAPPENINGS . . . . .

As part of the USPS effort to reduce costs, post offices across the United States have been targeted for closure including the Dixieland Post Office located at 1507 South Florida Avenue in Lakeland. The Dixieland station is located in the historic district of Lakeland and has been serving the community since 1948. It is the only Polk County station included in the closure list which is now down to 413 locations nationwide. The post office will remain open through 2009 and there is not a definite decision as to its potential 2010 closure date.



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## TAMPA PCC EXECUTIVE BOARD .....

### OFFICERS

- Nancy Fryrear - Postal Co-Chair ..... (813) 872-5751  
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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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Access Worldwide
- Danna Klemmer - Membership Chair ..... (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 - Five (5) awards from the Southeast Area.

- Premier PCC – Gold
- Education Excellence – Gold
- Communications Excellence – Gold
- PCC of The Year – Southeast Area
- PCC Postal Member of the Year for the Southeast Area – Cathy Buchanan

