

The Tampa PCC Suncoast District

NEWSLETTER



JANUARY/FEBRUARY 2010



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PROMOTING COMMUNICATION & EDUCATION BETWEEN THE MAILING INDUSTRY & THE USPS

ALL HANDS ON DECK

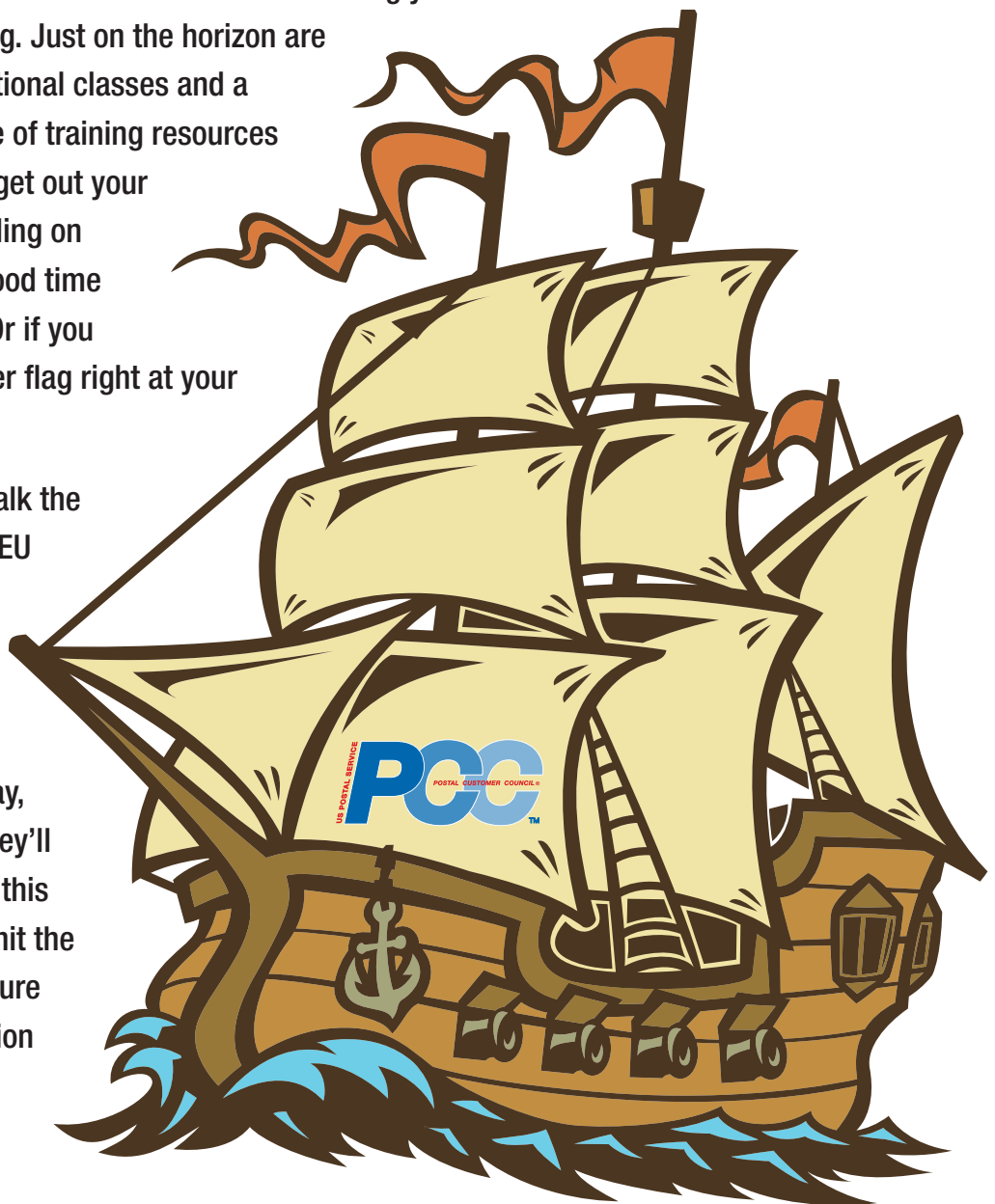


Most Tampa Bay residents have heard the story of Jose Gaspar, the legendary pirate who supposedly left an untold fortune buried somewhere along the Florida coast. Though the treasure has never been discovered the legend lives on and every January “Gasparilla” is celebrated with a mock invasion complete with boats, pirates, and parades. In keeping with this Tampa tradition, the Tampa PCC is raising the sails and mapping a course for a 2010 adventure.

We’ve gathered our crew and are asking you to come along. Just on the horizon are new educational classes and a treasure trove of training resources

we’ll share with our members. So get out your compass and head to Modular Mailing on March 24th for a swashbuckling good time as we launch our webinar series. Or if you are marooned at the office wave yer flag right at your own desk and join us online.

Next, we’ll hit the high seas and walk the plank on May 5th at the Tampa BMEU tour and open house. Avast, further on the horizon is National PCC Day. We invite all our captains, buccaneers, and buckos to join us on Wednesday, September 15th at Higgins Hall. They’ll be no need to pillage or plunder at this event. Vendors and attendees will hit the motherload as we unlock our treasure chest and share the growing tradition of the Tampa PCC – time, talent, teaching, and training. Fair Winds!



HOLIDAY LUNCHEON RECAP

On December 11, 2009 the Tampa PCC hosted its annual Holiday Luncheon at The Rusty Pelican. Many PCC members enjoyed the holiday cheer while catching up with old friends and business associates. The U.S.P.S. was well represented with many station managers and plant staff on hand. Dave Patterson, U.S.P.S. District Manager for the Suncoast addressed the group sharing information about the postal service and the initiatives underway.



Gary Sawtelle, Communications Programs Specialist U.S.P.S. prepared a lively presentation explaining the history of letters to Santa and how the postal service handles Dear Santa letters today. He also recognized Nancy Fryrear, Maddie Ahrens, and Tracie Finley for their efforts with the Dear Santa letters in 2009. A special santa cap was presented to Ann Elliott recognizing her for her contributions to the Tampa PCC during the last year.

The Tampa PCC was thrilled with the number of toys brought by the attendees for our Toys for Tots gift drive. Staff Sgt. Sadi Workman and Staff Sgt. Dona attended the luncheon representing the Toys for Tots organization. Sgt. Workman addressed the group thanking them for their donations. Herb Donica with Toys for Tots was also in attendance and spoke briefly about the Toys for Tots campaign.



The Corporate Sponsors of the Tampa PCC were recognized and awarded a recognition plaque for their contribution to the PCC. A special thanks to all of our 2009 corporate sponsors: Modular Mailing Systems Inc., Fidelity Output Solutions, Genesis Direct, New York Life Insurance, TC Delivers, Express Messenger International, Pitney Bowes, FNBR Inc., GBS, Handy Ladies, and AllPro Printing Direct Mail.

The attendees were also able to write their own grown up letters to Santa. The group had a lot of laughs reading through some of the submissions and many door prizes were awarded to those who participated. The Holiday Luncheon was a great way to celebrate the many accomplishments of the PCC during 2009 and we look forward to a great 2010!



THE TAMPA PCC SUNCOAST DISTRICT NEWSLETTER

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Phone: (813) 876-6245 ■ Fax: (813) 348-0017

Debbie Scott – dscott@modularmailing.com

Andrew Howell – ahowell@modularmailing.com

Rick Thompson – rickt@modularmailing.com

New York Life Insurance Co.

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TC Delivers 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.

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Amy Rocha ■ amy.rocha@pb.com

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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.

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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. Call us today for assistance in the areas of Mail Creation, Paper Handling, Digital Mail Finishing, and Inbound & Outbound Shipment Management. Modular is a subsidiary of Hasler Inc.



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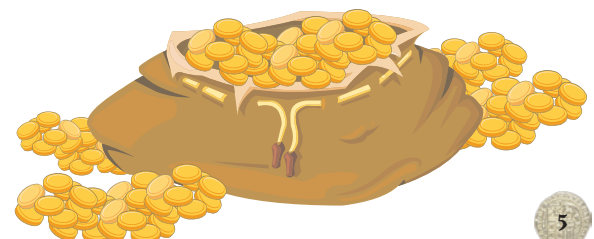
SPONSORSHIP ARTICLE.

TAMPA PCC CORPORATE SPONSORSHIP PROGRAM 2010 - 2011

The success of the PCC is directly impacted by the support and participation of our corporate sponsors. Without their generous contributions the Tampa PCC would not be able to host the seminars that benefit the mailing industry in our community.

In March the PCC will kick off its annual sponsorship drive. Please watch for program details in our next newsletter as well as information in the mail. You may also find sponsorship information on our website at www.tampapcc.org

We appreciate the contribution of our 2009 Corporate Sponsors: Fidelity Output Solutions, Genesis Direct, Modular Mailing Systems, New York Life, TC Delivers, Express Messenger International, Pitney Bowes, FNBR Inc., GBS, Allpro Printing, and Handy Ladies.



THE TAMPA PCC SUCOAST DISTRICT NEWSLETTER

SAVE THE DATES

WEBINAR EDUCATIONAL SERIES LAUNCH

March 24th the Tampa PCC will launch a new webinar series. Join us at Modular Mailing in person or if you can't make it live, log in from your desk and learn from there! More details to follow.

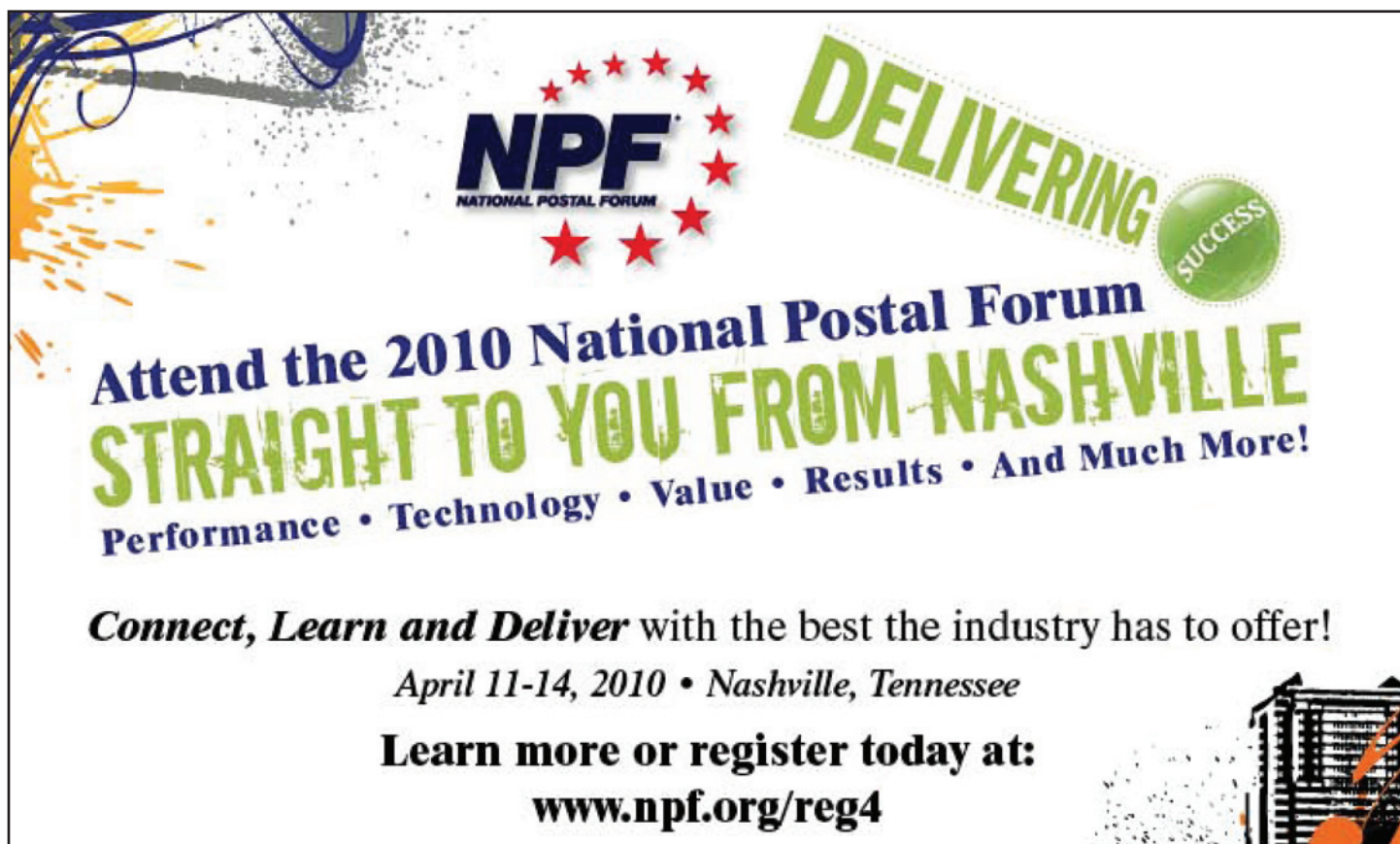
TAMPA BMEU TOUR AND OPEN HOUSE

May 5th the Tampa BMEU open its doors and welcomes the Tampa PCC. Take advantage of this great opportunity to tour the Bulk Mail Entry Unit and meet many key USPS employees who will be on hand to meet and greet our members. Postal Consultation will also be available!

NATIONAL PCC DAY

September 15th the Tampa PCC will host National PCC Day which will include a Mailers Conference and Vendor Show. You won't want to miss this exciting day filled with educational classes, a vendor showcase and a live satellite broadcast from Postmaster General John Potter. Last year the event drew over 150 people to Higgins Hall. Frank Hogan with Mail Stream Solutions participated in the vendor show and was pleased with the choice of venue, "That was my first time at Higgins Hall and it was a perfect fit...well done PCC." Mark your calendars for Wednesday, September 15th and join us at Higgins Hall for National PCC Day 2010.

NATIONAL POSTAL FORUM



The graphic features the NPF logo (National Postal Forum) with a circular arrangement of red stars above it. To the right, the word "DELIVERING" is written in large, green, slanted letters, with a green circular seal containing the word "SUCCESS" below it. The main text reads "Attend the 2010 National Postal Forum" in blue, followed by "STRAIGHT TO YOU FROM NASHVILLE" in large, green, slanted letters. Below this, the text "Performance • Technology • Value • Results • And Much More!" is written in blue. At the bottom, it says "Connect, Learn and Deliver with the best the industry has to offer!" in bold black, followed by "April 11-14, 2010 • Nashville, Tennessee" in a smaller black font. The final line reads "Learn more or register today at: www.npf.org/reg4" in bold black. A small illustration of a building is visible in the bottom right corner.

NPF
NATIONAL POSTAL FORUM

DELIVERING **SUCCESS**

Attend the 2010 National Postal Forum
STRAIGHT TO YOU FROM NASHVILLE
Performance • Technology • Value • Results • And Much More!

Connect, Learn and Deliver with the best the industry has to offer!
April 11-14, 2010 • Nashville, Tennessee
Learn more or register today at:
www.npf.org/reg4

U.S.P.S. MAIL SERVICE PROVIDER PROGRAM

For \$100, you receive:

- Listings of Mail Service Providers (MSPs) on USPS.com, National PCC Web page
- To connect new and existing customers to mail related services that can be provided by participating PCC members in order to enhance the use of the mail and services offered by the Postal Service.

General Enrollment Criteria:

- Be a PCC member and a Mail Service Provider
- Pay an annual flat-rate fee – Local MSP (\$100 – less than \$0.28 per day)
- MSP Acceptance of Listing Terms
- Local MSPs must meet the specific criteria for selection (as determined by the Postal Service in its discretion). Please contact your local PCC for more information on the enrollment and selection criteria.

Key Benefit:

- U.S. Postal Service web site receives over **800,000 visits per day!**

To become a Mail Service Provider, go to

www.tampapcc.org and click on MSP tab on left hand side of screen or call (813) 877-0754 for more information.

NEWS & RUMORS

NEWS... The Move Update standard is not new. All known mailings of commercial FirstClass Mail pieces that did not follow address updating requirements have been subject to singlepiece FirstClass Mail prices for each piece in the mailing since 1997. When the Move Update standard was first applied to Standard Mail in 2008, the same consequence would have applied to Standard Mail mailings when addresses were found not to have been updated. This would have meant a substantial increase in postage for Standard Mail mailings. To mitigate this effect, the Postal Service announced in 2008 that it would charge \$0.07 per piece for all pieces in Standard Mail mailings which fail the Move Update PBV test. In addition, in its October 15, 2009 Notice filed with the Postal Regulatory Commission after extensive consultation with mailers, the Postal Service announced that the \$0.07 charge would apply to a portion of a mailing that fails the Move Update PBV test, and that samples with five or fewer pieces that were not updated for a COA would not be subject to the assessment, regardless of the error rate.

The Move Update standard is designed to reduce the number of mailpieces that require forwarding, return, or disposal as waste, thus reducing Postal Service costs. The standard also helps to assure that mail reaches its intended recipients in a timely manner.

The percentage of a mailing paying the additional charge is based on the percentage of failed sample pieces above the tolerance. Each assessed piece pays an additional \$0.07. As examples, with a tolerance of 30 percent exempted from the charge:

- If 40% of COAs sampled are not updated, the charge is applied to 10% (= 40% 30%) of the total mailing.
- If 80% of COAs sampled are not updated, the charge is applied to 50% (= 80% 30%) of the total mailing.

For more information on Move Update you can find it at: RIBBS.USPS.GOV click on the link to the left that says Move Update.

RUMOR... Are bulk postage rates going up in 2010? **FALSE.** No increase is planned for 2010.



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

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IMPORTANT USPS PHONE NUMBERS

TAMPA BMEU (813) 243-5939

Tampa PCC Hotline (813) 877-0754

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 - 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

