

The Tampa PCC Suncoast District

NEWSLETTER



MARCH/APRIL 2010



**WEBINAR 2
MAY 12TH**
Pitney Bowes
6297 W Linebaugh Ave
Tampa, FL 33625



**BMEU OPEN HOUSE
AND MEET AND GREET
MAY 5TH**
Tampa BMEU
5433 W Sligh Avenue
Tampa, FL 33634



**TAMPA
BAY**



**NATIONAL PCC DAY 2010
SEPTEMBER 15TH**
Higgins Hall
5225 N Himes Ave
Tampa, FL 33614

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PROMOTING COMMUNICATION & EDUCATION BETWEEN THE MAILING INDUSTRY & THE USPS

ALL HANDS ON DECK



**Captain Amy Rocha,
Industry Co-Chair**

Learning is a treasure that will follow its owner everywhere – Chinese Proverb. I believe that one of the most important things the Tampa PCC does is provide educational opportunities for our members. When we began the planning process for 2010, education was the biggest priority and we built our calendar of events with that in mind. We also wanted to take on a new challenge and offer webinars so that more members could participate in our educational events. It is becoming more difficult to get away from the office as many businesses are operating with fewer people and less resources. Offering webinars seemed like an ideal way to reach more members and provide a low cost learning opportunity.

On March 24th we successfully hosted our first webinar on Postal One also known as the Business Customer Gateway. I am happy to report that close to fifty members participated either online or by attending the launch hosted by Modular Mailing Systems. The feedback has been very positive and we've gained some insight on things we can do better next time. We will be offering a Professional Certificate tied to the webinar series. The USPS Online Services certificate will be awarded to those members who participated in the Postal One webinar if they also attend our next event on May 5th and participate in the next webinar on May 12th. If you missed the first webinar but are interested in

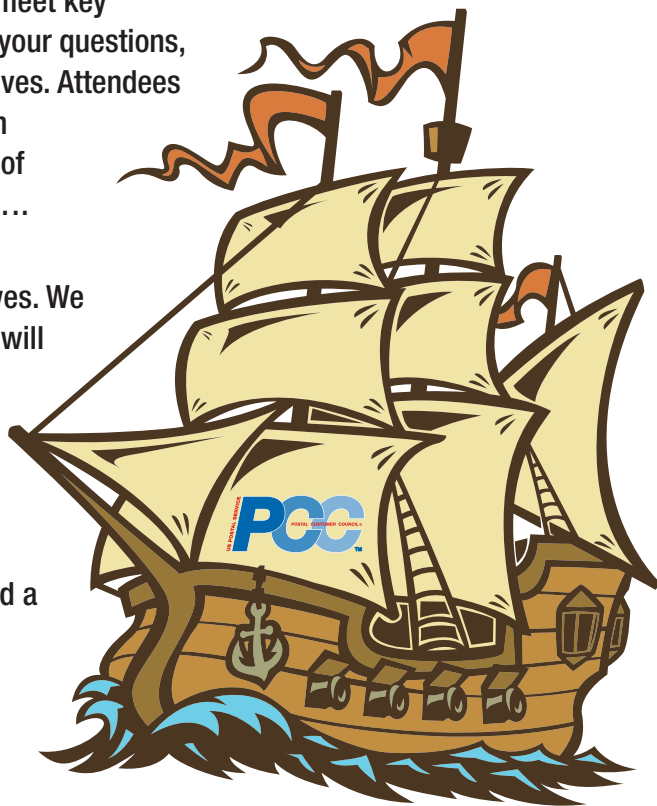
obtaining the professional certificate (USPS Online Services) we will offer a make up webinar on Postal One in the near future.

Don't miss out on a great opportunity to tour the Tampa BMEU and meet key postal employees at our May 5th Tampa BMEU Meet & Greet. Bring your questions, mailpieces and inquiries and talk face to face to postal representatives. Attendees will be able to tour the BMEU and see mail being processed through Merlin. This is also a great networking opportunity and will be a lot of fun. Drop in for a few minutes or stay for a couple of hours..... it's an Open House!

Mark your calendar for the next webinar on May 12th at Pitney Bowes. We will offer the 1-2-3 of Electronic Documentation. Timothy Pickering will pick up where the last webinar left off and dive deeper into the electronic documentation available from the USPS.

We are also busy with initial preparations for National PCC Day 2010 which will take place on Wednesday, September 15th at Higgins Hall. The Tampa, Manasota and Pinellas PCC's will be teaming up to offer a full day of networking, educational classes and a top notch Vendor Showcase. Please plan to join us.

I would like to thank the Tampa PCC members who continue to be the inspiration for all we do. Thank you for continuing to support our efforts and attending our events. It is a pleasure to serve you.



BMEU OPEN HOUSE AND MEET & GREET 11AM-1PM

Join us on Wednesday, May 5th for an Open House at the Tampa BMEU. Take a tour, see Merlin in action, and meet some of the staff that verifies and clears your mail. Have a mail regulation question? Bring your mail pieces and stop by Mailing Requirements while you're there! The cost is \$10 per person and includes a box lunch.

Register online now at www.tampapcc.org. Deadline for registration is Monday, May 3rd.



Do you know these people?

If so, email info@tampapcc.org and tell us their first and last names. Be sure to include your full name, company name, address and phone number. If you are correct, you will be entered to win a cash prize of \$50.00. Drawing will be held at the Open House on May 5th at noon. You do not need to be present to win. Postal employees are not eligible for the drawing.

THE TAMPA PCC SUNCOAST DISTRICT NEWSLETTER

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Modular Mailing Systems, Inc.

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Debbie Scott – dscott@modularmailing.com
Andrew Howell – ahowell@modularmailing.com
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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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National Envelope

National Envelope (NEC) was started in 1952 by William Ungar, a Holocaust survivor, and has grown to become the world's largest envelope company. It is now owned and operated by his 4 daughters. Servicing North America with coast-to-coast manufacturing facilities which utilize the most technologically advanced folding, printing, and prepress equipment, NEC offers unparalleled product selection and service. They are also an industry leader in environmental programs and an EPA Leader in the use of renewable energy. NEC is the official converter for every major North American paper company as well as some of Europe's most prestigious mills. With over 8 billion envelopes in stock and a base of over 600 folding machines, NEC is sure to have the envelopes its customers need, when they need them. Please contact us to find out more about how envelopes can become a success story at your company

National Envelope

BJ Rhodes ■ 5019 W Homer Ave Tampa, FL 33629-7520
Phone: (813) 453-6607 ■ Fax: (813)839-0979
bjrhodes@natenv.com
Tom Kaiser ■ 15111 Alexis Dr Tampa, FL 33624-2344
Phone: (813)833-7582 ■ Fax: (770)944-8039
tkaiser@natenv.com
www.nationalenvelope.com

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.

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
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NATIONAL POSTAL FORUM 2010 RECAP

2010 NATIONAL POSTAL FORUM "DELIVERING SUCCESS"

The 2010 National Postal Forum was held April 11th through April 15th in Nashville Tennessee at the magnificent Gaylord Opryland Hotel and Convention Center. The forum lived up to its theme of "Delivering Success" by bringing together thousands of mailing professionals from across the country for invaluable networking and educational opportunities. The NPF featured over 100 educational workshops offering a Professional Certificate in 14 different tracts. Topics ranged from Intelligent Mail and Quality Addressing to Expedited Shipping Solutions and Mail Center Management.

Postmaster General Jack Potter kicked off the event with a keynote speech highlighting the continuing innovations in products, pricing, and technology. Bob Bernstock, President of Mailing and Shipping Services also spoke about the incredible challenges facing the postal service. Attendees got to hear about innovative partnerships and exciting opportunities with recognizable companies such as Hallmark and Walmart. Watch for an impressive television advertising campaign in coming months which will feature the Priority Mail product line and characters from the movie Toy Story 3.

The Exhibit Hall featured close to 100 companies providing mailing technology, innovations and services to the mailing industry. The USPS Exhibit and Theater offered live presentations and countless vendors provided production demonstrations including newly launched product lines. Experts shared tips and best practices. The Suncoast District was well represented with well over thirty corporate attendees and many USPS key employees. Plan to attend the next National Postal Forum which will be held in sunny San Diego, California in May 2011.



Amy Rocha, Susan Thomas, and Eric Chavez with Postmaster General Jack Potter at the 2010 National Postal Forum.

SAVE THE DATES

AHOY MATEYS!

The Award Winning Tampa PCC proudly presents our second WEBINAR!
The 1 2 3 of Electronic Documentation!
Attend online or in person... the choice is yours!

WEBINAR TREASURE MAP

**WEBINAR 2
PITNEY
BOWES**
6297 W. Linebaugh Ave.
Tampa, FL 33625



**POSTAL WEBINAR
WEDNESDAY, MAY 12TH
10AM - 11:30AM
\$5 PER PERSON**

Way too busy to leave the office? No problem.
Just login to join in. Or drive in and join us in person.

Key post office employees will be on hand to answer your questions
both online and in person. Pirates dialing in will receive login information via email.

Register now at www.tampapcc.org

Pitney Bowes
6297 W. Linebaugh Ave.
Tampa, FL 33625



**LOGIN and
LEARN**

**REPORT TO US
IF HE IS COMING!**

Register now online at www.tampapcc.org.
Deadline for registration is Friday May 10th.

ARGHHH!!!

NEWS & RUMORS.

RUMOR... Postnet barcodes will be allowed in May of 2011 FALSE!**Change in USPS Barcode Requirements for Automation Priced Mail**

The Intelligent Mail Barcode (IMb) will become the only barcode acceptable for mailers to use on their mail pieces to claim automated prices in May 2011. At that time, the POSTNET barcode will no longer be acceptable.

Change in Barcode Requirements for Courtesy Reply Mail & Business Reply Mail

In addition, the IMb will be required on all Courtesy Reply Mail (CRM), Meter Reply Mail and Business Reply Mail (BRM) in May 2011. Customers need to make sure that these reply mail pieces meet the requirements prior to the upcoming change. Therefore, customers will need to plan ahead since they often print large quantities of Reply postcards and envelopes.

How to Obtain a Mailer ID

Customers must obtain a Mailer ID (MID) number in order to utilize the IMb, if they do not have one. To apply for a MID, please access the Business Customer Gateway at <https://gateway.usps.com/bcg/login.htm>.

Printing the IMb

Customers need to confirm if their system can generate an IMb. To review additional information on the specifications of the IMb, you can access the Rapid Information Bulletin Board (RIBBS) at <http://ribbs.usps.gov> and click on the Intelligent Mail tab on the left hand side of the page.

To obtain the artwork request form, contact:

For Tampa, contact Mailing Requirements at 813-243-5938

For Orlando, contact Kathy Locke at 407-812-1188

For St Pete, contact Ella McCalpin at 727-323-6520

For ZIP Codes beginning with, 327, 329, 347, contact Lisa Spikes at 407-333-4879.

For ZIP Codes beginning with 335, 336, 337, 338, 339, 341, 342 contact Cathy Buchanan at 813-243-5944.

For other areas, insert this link into your browser, hit the enter key and type in the first three digits of the zip code.

http://pe.usps.gov/mpdesign/mpdfr_mda_lookup.asp

Rumor...The Postal Service is offering an online professional certificate option called MDP (Mailpiece Design Professional)? TRUE!

The MDP course is offered through the National Center for Employee Development in Norman, OK. The coursework will be posted on the NCED website. You can take the course anytime at your convenience.

Register online at <http://nced.com/bma>



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SEE CONTEST PAGE 3!

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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

