

# The Tampa PCC Suncoast District Newsletter



## November / December 2010



# National PCC Day 2010

The Tampa PCC® worked and planned for a great year. We came together with our postal partners, vendors and membership to put together a fantastic National PCC DAY on Wednesday September 15, 2010. We could not have hoped for a more amazing year or a better day. We celebrated the day with over 200 postal councils across the country. Local mailers and USPS employees came together to network, meet new vendors, and attend formal training on the NCSC, SOX Overview and the Business Customer Gateway.

National PCC Day culminated with a live broadcast of the USPS Postmaster General, Jack Potter and was followed by a live keynote address from the USPS CFO, Joseph Corbett. During the live broadcast, PCC's across the country were recognized for their efforts in Communication and Education. Postmaster General Potter announced the PCC of the Year for 2010... TAMPA! The room went wild! People were cheering and clapping throughout Higgins Hall. The Tampa PCC was recognized as the best of the best!

The Tampa PCC Executive Board would like to thank our corporate sponsors, PCC members and local USPS employees

and managers because without you, we couldn't have won PCC of the Year! In addition to PCC of the Year, Tampa was also recognized as a Premier Gold PCC, National Gold in Education, Silver Communication for the Southeastern United States, and Amy Rocha our past Industry Co-Chair of the Tampa PCC Executive Board was recognized as Industry Member of the Year for the Southeastern United States.

As PCC of the Year, we will be hosting the USPS Postmaster General live in Tampa, Florida on Wednesday, September 21, 2011. Mark your calendars because you will not want to miss this fantastic event for 2011!



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Promoting Communication & Education Between The Mailing Industry & The USPS

# Thank You PCC Day Vendors



**Time Customer Service, Inc.**



**National Envelope**



**TC Delivers**



**Automated Mailroom**



**Pango Sales, Inc.**



**Modular Mailing Systems, Inc.**



**Pitney Bowes**

**Mailing and Bindery Systems, Inc.**

**Bebete's Pearls**

**ThinkShapes Mail**

**Gulf Coast Imprinting**

**Postalrubberband.com**

**Pure Postcards**

**Direct Mail Systems Inc.**

**APC Postal Logistics**

**Hughes Commercial Printing**

**And a special thank you to Access Mail Processing for sponsoring our Breakfast and Access Worldwide for sponsoring our desserts!**

**We would like to give special recognition to the two most spirited pirates- Direct Mail Systems, Inc. and postalrubberbands.com.**

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# Thank you PCC Members!



## Our Sponsors

### Gold Sponsorship

**Access Mail Processing Services, Inc.** Access Mail presorts First Class and Standard Class/ NonProfit mail for automation postage discounts, serving the 5 county Tampa Bay area. Our drivers pick up mail from our customers daily and deliver it to our 15,000 sq. ft. air conditioned facility. The Post Office provides a dedicated mail clerk to clear our mail each evening, then it is transported to the Tampa processing facility at the airport. Access Mail provides NCOALink® processing for each letter, ensuring our customers remain in complete compliance with Move Update requirements. Our dedicated customer service staff stays on top of USPS mailing requirements and changes and helps our customers take full advantage of Postal Service discounts.

**FIS Output Solutions** FIS' comprehensive solutions meet the large-scale, multifaceted needs of financial institutions and the unique needs of the loan service, utility, telecommunications, healthcare and industrial/retail industries. A full-service provider of computer output solutions, FIS delivers unequalled expertise and service to clients who outsource essential but non-core business operations, from data processing and automated mail services, to statement archiving and electronic statement presentation.

**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 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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(727) 539-6245 ■ (800) 711-6245 ■ Fax: (727) 531-5353  
Email: Info@AccessMail.biz ■ www.AccessMail.biz

11601 Roosevelt BLVD N., St. Petersburg FL 33716-2202  
Mr. Walter B. Riddock, CMDSM, M-EDP, EMCM Vice President  
Manager of Postal Relations – Karla.Danielson@fisglobal.com  
Phone: (727) 227-5620

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

4913 W Laurel Street, Tampa, FL 33607  
Phone: (813) 876-6245 ■ Fax: (813) 348-0017  
Debbie Scott – dscott@modularmailing.com  
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Rick Thompson – rickt@modularmailing.com

5610 W Sligh Ave Suite 100, Tampa, FL 33634-4468  
Phone: (813) 881-1830 ■ Sales: Rheemi Spiess  
www.tcdelivers.com

### Silver Sponsorship

**BÖWE BELL + HOWELL** At BÖWE BELL + HOWELL (BBH), we design and deliver flexible, high-performance mail production solutions and services that help our customers reduce costs, increase productivity and prepare for change. Our expertise in high-speed inserting systems, postal and sorting systems, ADF software and vision systems, backed by an award-winning service organization, have earned BÖWE BELL + HOWELL a reputation for innovation, reliability and quality. In 1936 Albert Williams, founder of what would become Bell + Howell, invents, patents and produces the first automated mailing machine in Tatamy, PA. BÖWE BELL + HOWELL was formed in 2003 through a transaction between BÖWE SYSTEC Inc. and BELL + HOWELL Company, two respected leaders in the production mail and document processing industries.

**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.

**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

**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.

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Main Number: 800-220-3030 ■ Fax Number: 800-949-6694  
Tim Washburn – Account Executive ■ 813-333-5101  
David Riscile – Sorting Sales Manager ■ 813-649-9129  
www.bowebellhowell.com

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

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  
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## Our Sponsors

### Silver Sponsorship Continued...

**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.

Bill Shireling n P.O. Box 390, Lithia, FL 33547  
Phone: (813) 495-0212 xt. 2264 Fax: (888) 566-2353  
bills@gbscorp.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](http://www.fnbr.com) or call (813) 988-8148.

1907 N. U.S. Highway 301, Suite 150, Tampa, FL 33619-2639  
Phone: (813) 988-8148

### Priority Sponsorship

**POSTALRUBBERBANDS** [www.Postalrubberband.com](http://www.Postalrubberband.com) is a division of Bramlett Direct Mail Services. We began stocking and distributing Alliance postal grade rubber bands when the US Postal Service announced that they would no longer provide rubber bands to the mailing industry. We are committed to providing the Direct Mail Industry with American-made Alliance postal grade rubber bands at a reasonable price. We have expanded our inventory to include #33, #19 and #117B rubber bands to accommodate the printing and bindery industry. You may request a catalog, samples or a quote for custom-printed rubber bands by contacting us today.

6301 N. Florida Ave.  
Tampa, FL 33604  
Phone: 813-234-2206  
Fax: 813-234-2216  
Email [bsvcs@tampabay.rr.com](mailto:bsvcs@tampabay.rr.com)  
Beth Bramlett

## TC Delivers Sponsor Highlight Article

Tampa, October 2009: TC Delivers, 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.com](http://www.tcdelivers.com)) 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.





## Save the Date

# The Tampa Postal Customer Council cordially invites you to attend our **Annual Holiday Luncheon**

Friday, December 3, 2010

**The Rusty Pelican** 11:00 am – 1:30 pm

2425 N Rocky Point Dr., Tampa, FL 33607

**Opening remarks from**

David Patterson - USPS Suncoast District Manager

Gary Sawtelle - Communications Programs Specialist

**Register online at [www.tampapcc.org](http://www.tampapcc.org).**

Space is limited so register today. Registration deadline is December 1st.



**TOYS FOR TOTS**  
BRING A TOY

## USPS Postmaster General Jack Potter Retires and Patrick R. Donahoe is Named His Successor.

### Patrick Donahoe was named Deputy Postmaster General and Chief Operating Officer

in April 2005. The second-highest ranking postal executive, and the 19th Deputy Postmaster General, Donahoe is a 35-year postal veteran. He reports to the Postmaster General and is a member of the Postal Service Board of Governors.

In addition to his Board duties, Donahoe has responsibility for the day-to-day activities of 599,000 career employees working in more than 33,000 facilities supported by a fleet of nearly 219,000 vehicles. He also is responsible for mail processing, transportation, field operations, engineering, delivery, retail, facilities and network operations. Reporting to Donahoe are the senior vice president of Operations, the senior vice president of Intelligent Mail and Address Quality, the vice president of Global Business and eight area vice presidents.

As Chief Operating Officer, Donahoe has been instrumental in the Postal Service achieving record levels of service and customer satisfaction, significant workplace improvements and a cumulative increase of productivity of over 8 percent since 2001 including seven straight years of productivity

gains. The Postal Service has annual revenues of \$68 billion and delivers nearly half the world's mail.

Donahoe entered the Postal Service as a clerk in Pittsburgh, PA. He has a long and distinguished career in postal operations. His previous officer positions include chief operating officer and executive vice president, senior vice president of Operations, senior vice president of Human Resources and vice president of Allegheny Area Operations.

Donahoe earned a Bachelor of Science degree in economics from the University of Pittsburgh and a Master of Science degree as a Sloan Fellow at the Massachusetts Institute of Technology.

A native of Pittsburgh, Donahoe and his wife have two children.



# PCC Industry Member of the Year SE Area

## Congratulations to Amy Rocha, Industry Member of the Year for the Southeastern United States

During 2009-2010, Amy had the Executive Board focus on several key areas that secured our growth in sponsorship, brand identification, and an increase in PCC event attendance.

**Sponsorship Growth** Our sponsors allow us to keep costs down throughout the year. According to Amy, these corporate partners are true treasures! By highlighting our sponsors in our bi-monthly newsletter, we have been able to raise our sponsor profile and show added benefit and value in supporting the Tampa PCC. This has allowed us to increase sponsorship by 18 percent from 2009 to 2010. Amy offered leadership and guidance to our Sponsorship Committee; they were given the tools and encouragement to fund raise early. She also spearheaded special sponsorship on National PCC Day by offering the opportunity to underwrite the gourmet desserts and the continental breakfast. This allowed us to generate an additional \$600 in funds. She suggested utilizing sponsor office space for educational seminars to avoid site fee rentals and helped to promote our sponsors businesses. Her creative thinking is one of the main reasons sponsorship has been so successful.

**Brand Identification** The 2009 National PCC Day theme was set by USPS Headquarters and the topic was Package Services. In preparation for our biggest event of the year, Amy created a brand that would dovetail off the national theme. With the help of our communications committee and pro bono ad agency, our "Priority Event" was well under way. Two National PCC Day logos were created and utilized on every piece of mail sent out over the course of 3 months. Centerpieces for the event were priority mailboxes with red and blue decorations. Invitations were mailed out in Priority Mail envelopes and Priority Mail Boxes. Everything involving the event followed the brand. Through Amy's great branding strategy, we had a record turnout at PCC Day 2009.



### Anchors Away, Set Sail for National PCC Day 2010

As we entered the 2010, Amy suggested a new theme to run through PCC Day 2010 that would be relevant to our area. Gasparilla! Jose Gaspar was a Spanish pirate that prowled the waters of Tampa Bay, Florida and buried treasure in numerous places throughout the west coast of Florida. Amy believes the Tampa PCC is THE treasure for mailers. Feedback on this campaign has been extraordinary. Our newsletter, as well as our postcards, received a makeover to reflect the pirate theme. Our members love it, and have even been overheard talking about it at our educational events. In addition, despite the slow economy, we saw an increase in event attendance.

**Education** Amy argued that our member base, based on their production environment, cannot always get away from the office. Amy believed a webinar was the solution. She worked tirelessly and single-handedly to create two webinars. She was a determined Captain to offer another solution to our members for PCC Education. She also felt that many customers specifically come to events to network with peers and talk with USPS personnel. She impressed upon us that not only a webinar was necessary, but also a host site. With that, our member base had the option to login to join in or could join in person. Over 100 people attended the two webinars this spring. We applaud Amy for recognizing and fulfilling that member need. In addition, she created a special logo for the webinar series.



Amy Rocha has steered our ship into the sunny calm waters of Tampa Bay. She has been able to motivate the various committees and Executive PCC Board Members. She has been a tireless leader for our Tampa PCC this past year and she deserves every ounce of recognition. Every PCC in the United States would be lucky to have a leader like Amy Rocha.



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## Tampa PCC Executive Board

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U.S.P.S.

**Debbie Scott - Industry Co-Chair** . . . . . (813) 876-6245  
Modular Mailing Systems, Inc.

**Amy Rocha - Industry Co-Chair Emeritus** . . . . . (813) 545-1434  
Time Customer Service

**Ann Elliott - Vice Co-Chair / Communications Chair** . . (813) 234-2206  
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**David A.H. Kinghorn - Treasurer, Budget Chair** . . (813) 228-4879  
TECO

**Tom Kelly - Secretary** . . . . . (813) 787-2755  
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**Maddie Ahrens, Customer Relations Coordinator** . . . (813) 877-0866  
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**Craig Goldberg** . . . . . (813) 887-3838  
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**Melissa Bradshaw** . . . . . (727) 441-4704  
Postcard Mania

**Kevin McMahon** . . . . . (813) 881-1830  
TC Delivers

### 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

## 2010 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.

- PCC of the Year
- Premier PCC – Gold
- Education Excellence – National Bronze
- Communications Excellence – Silver Southeast Area
- PCC Industry Member of the Year for the Southeast Area – Amy Rocha

