

The Tampa PCC Suncoast District Newsletter



SPRING ISSUE 2011



What is a QR Code?

One of the newest and most intriguing ways marketers are integrating mobile with the traditional power of direct mail is through QR codes, or Quick Response codes. These two-dimensional barcodes can feature PURLs that drive users from printed material to the Web via smartphones. It's a simple process to turn your direct mail piece into an interactive mobile call to action, allowing static messages to become a quick-scan hyperlink to just about anything online. Integrating these two marketing channels will help companies achieve a higher return on investment in their campaigns.



Curious how one works? Download the free QR code reader app on your smartphone and scan the image to see what happens.

For additional information on QR codes, contact Kendall T. Stahl | Mailing Solutions Specialist | U.S. Postal Service - Headquarters Field Office at (813) 889-3941 or via email at kendall.t.stahl@usps.gov

Every Door Direct Mail™ (Simplified Addressing)

Every Door Direct Mail™ from the U.S. Postal Service® is an option that can revolutionize the way you use Direct Mail. The idea has been used for years on rural routes. Now, it is available on city routes where you can reach a much higher concentration of customers and prospects and is available only for Saturation Standard Mail flat size pieces and irregular parcels. Simply put, Every Door Direct Mail™ allows you to target specific areas without the need of a mailing list. And since you don't have to buy customer addresses or pay to have names and addresses printed on your mail pieces, Every Door Direct Mail™ can save you time and money. For additional information on this program, sign up for the Tampa PCC Class on April 28th at tampapcc.org or contact Paul Sickmond, Business Solutions Specialist, Headquarters Field Office, USPS at (813) 889-3977.

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Promoting Communication & Education Between The Mailing Industry & The USPS

Intelligent Mail Barcode Seminar Recap

On February 3rd, the Tampa PCC hosted an in-depth seminar on the IMB at The Florida Aquarium. Over 90 people received Professional Certificates. We would like to extend a special thanks to our speakers; Cathy Buchanan, Mailpiece Design Analyst for the Suncoast District, USPS and Richard Lander, Mail Processing Manager, PostcardMania. Also thank you to the Florida Aquarium for providing a great location for the event!!

Non Profit Seminar Recap

On March 15th, That Tampa PCC hosted an in-depth seminar on Non Profit Mail. 64 attendees received Professional Certificates. One member said, "I just wanted to let you know how much I enjoyed the Non-Profit Standard Mail Seminar on March 15, 2011. I work in the direct mail field and am always looking for ways to save my clients money. I learned a lot about how to help my smaller customers, particularly the churches I mail for, and now know how to advise them to save money even on their weekly mail outs! Don Dease was a wonderful presenter and I truly appreciated his time".

Thank you Don Dease for helping to make this seminar a success!



USPS Mail Service Provider Program

We want to thank all companies that supported and participated in the **Mail Service Provide (MSP) Program**. Previously, this program was hosted on the National Postal Customer Council (PCC) Website for customers looking for help in preparing and sending their mailings. To enable customers easier access to the valuable information that the MSP provides and to allow MSPs more exposure, the National Postal Forum organization will now be the host provider.

The National Postal Forum organization is excited to host your company's listing on the **Mailing Industry Product Guide**, the premier online resource directory for the industry. This comprehensive buyer's guide is the go-to destination for decision makers to find all of the mailing-related products and services they need to run their businesses. The information about your company that is currently listed in the Guide is at no additional cost, including no annual renewal fees. To explore the Guide and view your new listing, please visit <http://mailingindustryproductguide.com>.

The Mailing Industry Product Guide was created in 2010 through a partnership between the National Postal Forum and MultiView, Inc., the leading publisher of industry-specific electronic supplier guides. If you have any questions about your new listing, or wish to increase your level of exposure within the resource, please contact MultiView at 800-816-6710 or NPF@MultiView.com.

*Seamlessly Collaborating
with Your Business*

NPF
NATIONAL POSTAL FORUM

**UNITED STATES
SERVICE**

**National Postal Forum
San Diego
May 1-4
2011**

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.

14240 62nd Street North, Clearwater, FL 33760-2717
(727) 539-6245 ■ (800) 711-6245 ■ Fax: (727) 531-5353
Email: Info@AccessMail.biz ■ www.AccessMail.biz

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.

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

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.

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

National Parcel Logistics National Parcel Logistics, Inc. (NPL) is a ground and air freight expeditor of mail, parcels, and printed matter. Started in 1997, the company has provided expedited and time definite drop shipments and delivery services for a number of major Printers and Direct Mailers. The collective transportation experience of NPL's team allows it to optimize transportation and logistical decisions, being most beneficial to the mailer. With service options ranging from overnight delivery to a national distribution network for all NDC's, ASF's, and SCF's, NPL can effectively meet the demanding and timely needs of its customers.

5415 W Sligh Ave, Suite 1110 Tampa, FL 33634
Phone: (813) 886-4220
Dave Miller
Dmiller@nationalparcel.com

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.

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

Time Customer Service Time Customer Service is a Time Inc. Subsidiary and a non-exclusive Full Service Provider Licensee of the United States Postal Service for NCOALink® as well as the DSF² services. Our range of experience covers large and small Mailers and Resellers in a variety of industries. Our comprehensive address hygiene services along with NCOALink® and DSF² are LACSLink™, DPV², SuiteLink, Deceased Screening, Apartment Append, PCOA (Proprietary Change of Address), Prison Suppression, AEC and AEC II. Our clients have come to rely on us for our incredibly fast processing speed, our knowledge of Postal issues, our customer service and our technical support.

Bill McGlynn
Bill.McGlynn@custserv.com or (813) 226-7234

Xplor International Xplor International, also known as Xplor® and as The Electronic Document Systems Association®, is a worldwide association whose members engage production and distribution of high volumes of statements, bills, and personalized direct mail. Xplor provides its members with education, information and networking opportunities via seminars, its annual conference and the web. For more information on Xplor, visit www.xplor.org.

www.xplor.org

Our Sponsors

Gold Sponsorship Continued

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.

6297 W. Linebaugh Avenue, Tampa, FL 33625
Phone: 1-800-322-8000 ■ Fax: (813) 969-0699
Tom Kelly ■ tom.kelly@pb.com
www.pb.com

Bronze Sponsorship

FNBR Inc.

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

Priority Sponsorship

AAA Auto Club South

Linda Orcutt
lorcutt@aaasouth.com
813-289-5848

Access Mail Sponsor Highlight Article

Access Mail Processing Services, Inc. has served the Tampa Bay area for 25 years, providing postage discounting services for First Class and Standard Class letter and flat size metered and permit mail.

Customer service personnel provide on-site mailing seminars

and individual consultation on mailing projects from starting art design to barcoding the finalized mail pieces, ensuring the maximum postage discounts.

Access Mail was a pioneer in the use of FastForward to comply with the US Postal Service move update requirements, implemented in 1997. Currently, our customers enjoy the newest product, UMove, which provide forwarding services when recipients have moved, with physical or electronic return of new address information to our customers.



In 2000, Access Mail added daily flat-size mail presorting and barcoding, enhancing our customers' postage savings.

Concentrating on presort services has allowed Access Mail professionals to stay on top of US Postal Service regulations and requirements, providing excellent customer service to over 150 local customers. Access Mail employees serve on Mailer's Technical Advisory Council (MTAC) workgroups in Washington, DC, ensuring a thorough knowledge of current and future Postal information.

We also provide lettershop services including mail/data merging, ink jet addressing, folding, inserting, and tabbing.

When your company wants to save postage on your everyday mail, or if you have a mailing problem and need assistance, call Access Mail, (727) 539-6245, or visit our website at www.AccessMail.biz.

Save the Date

Every Door Direct Mail™ (Simplified Addressing)

Learn how this program can help grow your business and save you money!

Speaker: Paul Sickmond

When: Wednesday, April 27th

Where: 3501 Bessie Coleman Blvd Tampa FL 33630

Registration and Continental Breakfast 8:30-9:00

Class 9:00-10:30

Cost: \$5 per person. Bring a friend for FREE!

Register online at tampapcc.org

Tabbing Regulations and Business Customer Gateway

When: Thursday, June 9th

Where: TechData

Registration 8:00 – 8:30

Tabbing class: 8:30 – 10:00, Speaker Cathy Buchanan, MDA Suncoast District

Break: 10:00 – 10:15

Customer Gateway: 10:15 – 11:45, Don Dease, Mailing Standards Specialist, Suncoast District

TechData Tours: 11:45-1:00.

COST: \$5 per person. Bring a friend for FREE!

Register online at tampapcc.org

National PCC Day 2011

When: September 21, 2011

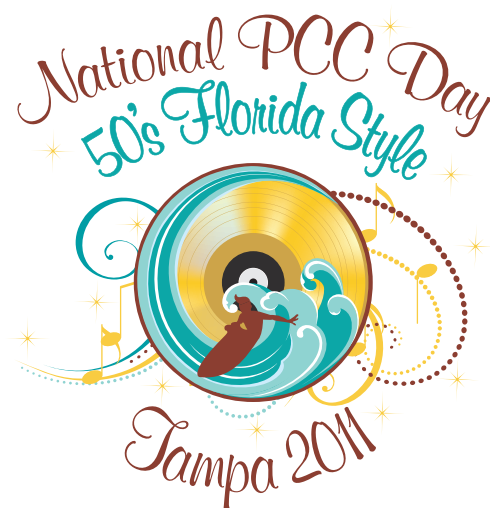
Join the Tampa PCC as the USPS Postmaster General, Patrick Donahoe broadcasts to the nation live from Tampa!

Details to come.

Vendor Space now available.

Register online at www.tampapcc.org.

ONLY 12 SPOTS LEFT (as of 4/8/11)



Sponsorship Opportunity 2011

Gold Sponsorship \$500

Sponsors Receive

- ▶ An article in the PCC newsletter spotlighting your company
- ▶ One complimentary ticket to December Holiday Luncheon
- ▶ Recognition in PCC newsletter and on website
- ▶ Company name displayed on sponsor marquee
- ▶ Company logo & bio on the Tampa PCC website Sponsorship page to include a hyperlink to your company website
- ▶ Appreciation plaque to display in your office

Silver Sponsorship \$350

Sponsors Receive

- ▶ Recognition in PCC newsletter and on website
- ▶ Company name displayed on sponsor marquee
- ▶ Appreciation plaque to display in your office
- ▶ Sponsorship page to include a link to your company website

Bronze Sponsorship \$250

Sponsors Receive

- ▶ Recognition in PCC newsletter and on website
- ▶ Appreciation plaque to display in your office
- ▶ Company name displayed on sponsor marquee

Priority Sponsorship \$100

Sponsors Receive

- ▶ Recognition in PCC newsletter and on website
- ▶ Company name displayed on sponsor marquee

With your help and support, we promote activities and seminars that benefit mail users and associated services. Thank you for your support! All sponsorships are effective through March 31st of the year following receipt of your contribution. The information you provide below will be the information we use in the newsletter.

****Gold Sponsors, please submit a 40 to 50 word article for the Newsletter.**

Please Mail to: Tampa PCC Corporate Sponsorship Program, P O Box 23262, Tampa, FL 33623-3262

YES, count on us to participate in the PCC sponsorship program.

Enclosed is our check made payable to the Tampa Postal Customer Council.

☐ Gold Sponsor \$500.00 ☐ Silver Sponsor \$350.00 ☐ Bronze Sponsor \$250.00 ☐ Priority Sponsor \$100.00

Date _____

Name _____ Title _____

Company _____

Address _____ City _____

State _____ ZIP _____ Telephone () _____ E-Mail _____



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

RETURN SERVICE REQUESTED

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US Postal Service

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

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

