

# The Tampa PCC Suncoast District Newsletter



## SUMMER ISSUE 2011

**2010**  
**PCC**  
of the Year  
**TAMPA**

## Pinellas and Tampa PCC's join forces!

Pinellas and Tampa PCC's have successfully merged into one powerhouse PCC. This merger allows us to combine resources and double our geography. We look forward to an exciting year ahead with our new Executive Board Members and PCC Members. Future events will be held in both Pinellas and Hillsborough County and we look forward to seeing you there!



(left to right) Gary Vaccarella, Debbie Scott, Russ Racine, Ann Elliott, Debbie Gornik, Amy Rocha, Maddie Ahrens, Tracie Finley, David Kinghorn, Tom Kelly, BJ Rhodes, Linda Orcutt, Ian Porter, Jennifer Nachuk, Kathy Grams, Craig Goldberg, Ellen Janicke, Rodger Landers, Mike Guenther, Danna Klemmer, Melissa Bradshaw, Kevin McMahon, Flat Mail Stanley

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Promoting Communication & Education Between The Mailing Industry & The USPS

## PCC Event Recaps

### National Postal Forum, May 2011

The Tampa Postal Customer Council, 2010's PCC of the Year, was well represented at the 2011 National Postal Forum in San Diego California.

In attendance from the year's top PCC were the following:

- Industry Co-Chair, Debbie Scott • Postal Co-Chair, Gary Vaccarella • Industry Vice-Chair, Ann Elliott
- Industry Co-Chair Emeritus, Amy Rocha • Board Member, Mike Guenther
- Board Member, Melissa Bradshaw • Board Member, Jennifer Nachuk • Board Member, Ellen Janicke

In addition, the following local Tampa area companies exhibited their products in the Exhibit Hall;

- Neopost • Time Customer Service • Pitney Bowes • ThinkShapes Mail

We kicked off the event by attending the PCC Leadership Conference Opening Session where Postmaster General Patrick Donahoe and Deputy Postmaster General Ronald Stroman reaffirmed their commitment to the success of the Postal Customer Council.

We were proud to be recognized as the PCC of the Year by Sharon Owens when she reminded everyone that National PCC Day will be held in Tampa on September 21, 2011.

Postal Co-Chair Gary Vaccarella, Industry Co-Chair Debbie Scott and Industry Vice Co-Chair Ann Elliott followed the PCC Track, attended 5 PCC workshops and each qualified for their Professional Certificate. In addition to the PCC workshops, Debbie Scott and Ann Elliott attended peer-to-peer roundtable discussions while Gary Vaccarella attended a PCC Postal Co-Chair Focus Group Meeting. The ideas shared in both of these sessions were beneficial to all.

Tampa PCC Industry Co-Chair Emeritus Amy Rocha facilitated a workshop titled "2011 PCC Awards – An Excellent Tutorial". Being an integral member of the PCC who completed the 2010 PCC of the Year Award submission that helped win PCC of the Year, Amy was an excellent choice to facilitate this workshop and she did an outstanding job.

Another proud moment for us was when a Tampa area company, and member of our PCC, was presented the Creative Business Solutions Award which honors companies that use the mail in new and different ways to help achieve their company's business objectives. Joy Gendusa, CEO and Founder of PostcardMania accepted the award from Postmaster General Patrick Donahoe.

PostcardMania is a full-service postcard direct mail marketing company and the leader in innovation in the postcard marketing industry. The company's services include graphic design, printing, mailing, list acquisition and mailing services. PostcardMania is widely recognized through numerous awards for its highly effective marketing advice. Senior Vice President of Production, Melissa Bradshaw serves as a Tampa PCC board member.

Networking and sharing ideas was paramount, as evident in the picture to the right. After sharing ideas with the Atlanta PCC, Atlanta Postmaster Sal Vacca was so excited; he was seen chauffeuring Tampa Co-Chairs Gary Vaccarella and Debbie Scott in a rickshaw.



## PCC Event Recaps

### Tabbing & Business Customer Gateway

On June 9th, Don Dease and Cathy Buchanan gave a great presentation on the Business Customer Gateway and Tabbing Regulations. Don walked everyone through the steps on how to create an account in the Business Customer Gateway. Cathy talked about the new tabbing regulations that have been approved and also touched on future changes. Thank you to TechData for holding this seminar at their beautiful facilities and for the informative tours given after the seminar. We had a special guest, Flat Mail Stanley who recently left on his Road Trip where he will visit 72 Premier Postal Customer Councils across the country to learn of their accomplishments. To follow Flat Mail Stanley's road trip, visit [www.TampaPCC.org/flat-mail-stanley](http://www.TampaPCC.org/flat-mail-stanley).



### St. Petersburg Plant Tour

On June 22nd, a tour was given at the St. Petersburg Plant reviewing how the mail is processed and the steps they take to get the mail out the door as fast as possible. St. Petersburg handles all the mail for the 337 area and delivers mail to over 400,000 homes.

## Save the Dates

### Wednesday, September 21, 2011 National PCC Day

Register online now - limited space available [tampapcc.org](http://tampapcc.org)

### Friday, November 4, 2011 E-Waste and Recycling

#### Tampa Main Post Office

3501 Bessie Coleman Room 203 Tampa, FL

9:00-11:00

\$5 per person and bring a friend or colleague for FREE! Register online at [tampapcc.org](http://tampapcc.org).

We will have recycling companies at the event so bring recyclables with you!

Additional details to come. **Speaker:** Tal Pinson began with the Postal Service in 1977 as an LSM operator at the Alabama P & DC. He held numerous craft then management positions in Plant operations, Customer Service offices, Maintenance and Administrative Services. He has also held management positions in all three maintenance areas including Plant, Field and Vehicle Maintenance. Tal came to the Suncoast District in 2004. Currently detailed to Headquarters as Project Integration Specialist with Sustainability (EAS-23) promoting Green Teams including Recycling efforts throughout the organization. He is also the Green Team Champion in Suncoast as well as the District Recycling Coordinator.



### Friday, December 2, 2011-Annual Holiday Luncheon and Sponsor Recognition

#### Rusty Pelican

\$35 per person-register online at [www.tampapcc.org](http://www.tampapcc.org)

### Golf Tournament

Details to come. Those interested in sponsorship opportunities for this event, please email [info@tampapcc.org](mailto:info@tampapcc.org).



## 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](mailto:Info@AccessMail.biz) ■ [www.AccessMail.biz](http://www.AccessMail.biz)

**Fidelity** 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 presentment.

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

**GBS** GBS Document Management is focused on providing dynamic single-source solutions which enable our customers to deliver their information in a cost-effective manner.

Bill Shireling at 813.495.0212 or [bills@gbscorp.com](mailto:bills@gbscorp.com)

#### Our services include:

**Print Management** – Cost-effective print, warehousing, inventory management, distribution.

**MyGBS On-line Portal** – Increased control of inventory and reduced administrative burdens associated with printing, ordering, and managing printed materials.

**Custom Communications** – Marketing that is personalized, relative and engages people 1-to-1.

**Database Management** – Including merge / purge processing, NCOA and deceased file processing, demographic overlays and comprehensive file audits.

**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](mailto:dscott@modularmailing.com)  
Rick Thompson – [rickt@modularmailing.com](mailto:rickt@modularmailing.com)

**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.

Tom Kaiser n 15111 Alexis Dr Tampa, FL 33624-2344  
Phone: (813)833-7582 n Fax: (770)944-8039  
[tkaiser@natenv.com](mailto:tkaiser@natenv.com)  
[www.nationalenvelope.com](http://www.nationalenvelope.com)

Special Edition PCC Day 2011

National PCC Day  
50's Florida Style



Tampa 2011



## Special Edition National PCC Day 2011

### Naitonal PCC Day 2011 Itinerary

- 7:00 – 8:00 . . . . . **Registration, Vendor Show, Continental Breakfast, Postal Consultation**
- 8:00 – 8:30 . . . . . **KickOff – Presenting of the Colors, National Anthem and Opening Comments**
- 8:30 – 9:00 . . . . . **Vendor Show/Postal Consultation**
- 9:00 – 10:00 . . . . . **Classes – Value of Mail  
Cracking the Code: All you need to know about QR Codes**
- 10:00 – 10:30 . . . . . **Vendor Show/Postal Consultation**
- 10:30 – 11:30 . . . . . **Classes – Value of Mail  
Cracking the Code: All you need to know about QR Codes**
- 11:45. . . . . **Everyone must be seated for Live Broadcast  
(no movement from 11:45 – 12:45 while broadcast is in progress)**
- 12:45. . . . . **Lunch is served**
- 1:00 – 2:30 . . . . . **Recognition, Door Prizes, Vendor Prizes, Closing**

**Limited Space Available. Register online now at [www.TampaPCC.org](http://www.TampaPCC.org)**

### Participating Vendors

**Don't miss the chance to see the companies exhibiting at National PCC Day 2011.  
Visit each company and be entered to win the Grand Prize.**

Access Worldwide	GBS Document Solutions	Modular Mailing Systems, Inc.	ThinkShapes Mail
Automated Mail Room	Genesis Direct	National Envelope	Time Customer Service, Inc.
Bunn and Company	Gulfcoast Imprinting	National Parcel Logistics	Tribune Direct
Certified Mail Envelopes	Hughes Printing	Pango Sales	USPS Consultation Table
Direct Mail Systems	Intec Printing Solutions	Pitney Bowes	Xplor
Express Messenger	Intelligent Targeting	PostalRubberBand.com	Zeno Office Solutions, Inc.
GBR Systems Corporation	Mailstream Solutions, Inc.	TC Delivers	

### DO YOU WANT TO MAKE A DIFFERENCE? BECOME A POTENTIAL MARROW DONOR!

On any given day, the Be The Match Registry®, operated by the National Marrow Donor Program, is being searched on behalf of thousands of patients—men, women and children—to find a life-saving potential donor. These patients have leukemia, lymphoma, sickle-cell and other life-threatening diseases that can be treated by a marrow or cord blood transplant. For many of these patients, a transplant may be the best and only hope of a cure. Seventy percent of people do not have a donor in their family.

All it takes is completing a simple donor application and swabbing the inside of your cheeks. The Tampa PCC is proud to support this program on National PCC Day as we host a Bone Marrow Drive in conjunction with Be The Match Foundation. For more information, visit [www.bethematch.org](http://www.bethematch.org).



# Special Edition National PCC Day 2011

## National PCC Day Sponsors

### National PCC Day Sponsorship Opportunities September 21, 2011

The Tampa PCC was honored to be named the 2010 PCC of the Year. As recipient of this coveted award, Tampa will be the host city for National PCC Day 2011 and will welcome the new Postmaster General Pat Donahoe as he broadcasts to the nation on September 21, 2011.

Hosting an event on this scale will require our corporate sponsors and members of the Tampa business community to come together like never before. Previous National PCC Day events in host cities have attracted close to 400 attendees and offered area companies a unique opportunity for exposure and involvement. The success of the Tampa PCC is a direct result of the participation and cooperation of our members and corporate sponsors. We are excited to share our success with the Tampa Bay business community and look forward to renewed commitments from current sponsors and increased involvement from new contributors.

Let's ride this wave of success together all the way to the big day!

The following sponsorships are your unique opportunity to reach out to all Tampa PCC Day attendees. Combine sponsorship recognition with PCC exhibition participation and increase the success of attracting your target audience.

#### Sponsorship recognition includes:

- Recognized by advertisement in the on-site National PCC Day Program
- Special designation by company listing in the Exhibit Hall Guide
- Company logo displayed on the "Wall of Honor" in the registration area
- Prominent on-site signage
- Special designation on name tags

## National PCC Day Sponsors

Neopost - Luncheon Sponsor - \$10,000	Pitney Bowes - Reception Sponsor - \$5,000
Pitney Bowes - Attendee Tote Bags - \$1,000	Pitney Bowes - Program Printing Sponsor - \$3,000
MityMo Design - Program Design/Layout Sponsor - \$3,000	New York Life - Continental Breakfast Sponsor - \$3,000
GrayHair Software - Dessert and Coffee in the exhibit Hall - \$2,000	
Time Customer Service - Lanyards - \$1,000	
TC Delivers - Grand Finale Prize Drawing in the Exhibit Hall - \$1,000	
PostcardMania - National PCC Day Commemorative Photo - \$1,000	
Modern Mail & Print Solutions, Inc. - National PCC Day Signage - \$1,000	
Stetson University-Floral Arrangements - \$1,000	Coca-Cola - Refreshments - \$1,000
PostalRubberBand.com-PCC Commemorative Postmark Giveaway - \$1,000	

#### Sponsorship Opportunities still available:

In addition to the sponsorship recognition package, signage will be placed at food and drink stations, and special seating for two guests at the live National PCC Day telecast and luncheon. Support also includes half page color advertisement in the National PCC Day program.

Session Sponsor - \$5,000 each (2 Sessions Available)

In addition to the sponsorship recognition package, sponsorship includes special seating for five guests at the live National PCC Day telecast luncheon. Verbal recognition and signage will be given at the beginning of the session that will highlight the sponsorship to the people in attendance. Support also includes full page color advertisement in the National PCC Day program.

## Our Sponsors

### Gold Sponsorship Continued

**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.

**Pitney Bowes** Delivering more than 90 years of innovation, Pitney Bowes provides software, hardware and services that integrate physical and digital communications channels. Long known for making its customers more productive, Pitney Bowes is increasingly helping other companies grow their business through advanced customer communications management. Pitney Bowes is a \$5.4 billion company and employs more than 30,000 worldwide. Pitney Bowes: Every connection is a new opportunity™. [www.pb.com](http://www.pb.com)

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

**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](http://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](mailto: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](http://www.xplor.org).

[www.xplor.org](http://www.xplor.org)



# Our Sponsors

## 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.

121 5th Avenue NW, New Brighton, MN 55112  
 Phone: (612) 845-1575 ■ Fax: (612) 636-5559  
[emiworldwide.com](http://emiworldwide.com) ■ Kim Hillman,  
[khillman@exmessenger.com](mailto:khillman@exmessenger.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](mailto:lorcutt@aaasouth.com)  
 813-289-5848

[www.PostalRubberBand.com](http://www.PostalRubberBand.com)

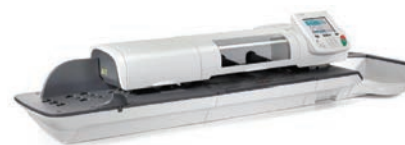
Beth Bramlett ■ [bethbramlett@tampabay.rr.com](mailto:bethbramlett@tampabay.rr.com)  
 813-234-2206

## Modular Mailing Systems, Inc. Proud sponsor of National PCC Day 2011 Tampa!

### Providing cutting-edge mailing and document management technology

- |                            |                       |                             |
|----------------------------|-----------------------|-----------------------------|
| ■ Mail Management Software | ■ Addressing Printers | ■ Mail Processing Systems   |
| ■ Tabbers                  | ■ Inkjet Systems      | ■ Postal Scales             |
| ■ Folders and Inserters    | ■ Letter Openers      | ■ Postal Accounting Systems |

Modular Mailing Systems was founded in 1984 by Tom Ferrante, an ex-Pitney Bowes salesman. Tom's vision was to be different, offering a better overall customer experience. The Hasler Postage Meter product line was introduced to the Tampa area market by Modular. Hasler became the industry standard as rated by Buyers Lab for overall quality. With the highest quality products available and Modular's unsurpassed commitment to customer service, Modular became the largest independent dealer in the nation.



In 2003, the European Postage Meter Manufacturers Hasler and Neopost combined to become a publicly traded powerhouse in the industry. Modular continued growing by acquiring Neopost branches and Hasler dealers across Florida. In 2007, Modular Mailing Systems was purchased by Neopost. Modular today runs independent as a Company Owned Dealer, leading the market by providing the best overall customer experience, solving both complex and basic industry needs.



**Debbie Scott**  
**Andrew Howell**  
**Rick Thompson**

[dscott@modularmailing.com](mailto:dscott@modularmailing.com)  
[ahowell@modularmailing.com](mailto:ahowell@modularmailing.com)  
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4913 W. Laurel Street  
 Tampa, FL 33607  
 Phone: 813-876-6245  
 Fax: 813-348-0017

## Sponsor Highlight

### Adding Web Content to Any Print Communication with QR Codes

#### Build a competitive advantage by blending digital with print marketing

We have all been told that when opportunity knocks, we need to answer. In the last eight months, a loud 'knock' has come to our industry in the form of an odd looking, dotted square called a "QR Code." The Quick Response Code, which has proliferated on printed material all over the world, can give a marketer the leverage needed over the competition to expand its business. If you haven't heard the loud knock, read on.



QR Codes now dot the printed landscape on posters, billboards, and print ads. Even mail pieces are being printed with QR Codes – from postcards to envelopes for transactional and direct mailings. The QR Code is simply a barcode that can be read by a Mobile phone and link the Smart Phone user to deeper content on the web. Why should the printing industry care about this technology that seems directed at a younger generation?

A QR Code can draw a target audience to your website or to personalized content, and that is most effective in engaging customers. When a customer opts in to an experience, it stands out over the vast array of offers we are all subjected to daily. The QR code bridges the physical world of print media with the digital space of the web; it allows print to be more relevant in a digital world and extends the reach of physical media. Most importantly, for you in the printing industry, the knowledge of how to use and leverage the QR Code gives you an advantage over your competitors, and over the alternatives people seek when needing printed material or marketing services.

At Pitney Bowes, the new Connect+™ Series transforms the way most people think about a mailing system – with its capability to print QR Codes and customized graphics for more effective communications. It is one example of a new printing technology that can easily print marketing messages, including custom QR codes, on the outside of an envelope at the moment of mailing - no waiting, no lead times. Equally versatile and easy to use, the just introduced pbSmart Codes QR offering allows a business to create a single QR code that can be added to an email, a poster, even uploaded to a Connect + printer and used in direct mail. A business's choices to effectively reach customers now must include these digital options to remain competitive.

In a survey conducted of small businesses in April by Pitney Bowes, while only 9 percent of respondents used QR Codes in the last year, 45 percent of those who did are already using them on business cards, print ads and direct mail. And the trend is growing fast. According to USA Today, use of QR Codes is up 4,000 percent in the last year.

Many businesses don't have the resources or knowledge to maximize the effectiveness of their marketing communications or begin to know how to integrate QR codes in the mix. They often look to outsource. By understanding the power of using QR codes and having the equipment and services in place to easily design and integrate them on marketing communications and mail pieces, the mailer then becomes more of a valued marketing services consultant who happens to do printing.

That can be the sustainable competitive advantage you need to earn your customer's business. With the right tools, you can offer clients new expertise on how to leverage QR Codes in their marketing, and print their customized documents and envelopes quickly and efficiently with new technology.

With the Connect+™ Series, the placement of a QR Code on an envelope transforms a mail piece from a static message with limited shelf life to one that opens the door to a deeper exposure to the product, service or company that sends it. It is a way to get the recipient to link back to the business to see the full breadth of the services it offers. The QR Code is engaging and immediate. It is the door to expanded opportunity and it's time to knock.

To find out more about leveraging QR codes and the Connect+ Series, contact Tom Kelly at [tom.kelly@pb.com](mailto:tom.kelly@pb.com) or (813) 400-7317.



**Be sure to visit our booth September 21, 2011 at National PCC Day 2011 in Tampa!**

# Flat Mail Stanley



**Hi, I'm Flat Mail Stanley.** I am on a road trip visiting Premier PCC's across the country. My goal is to meet different PCC's and learn about their 3 most recent accomplishments. If you want to find out where I am, what I have been up to, and what other PCC's are accomplishing, be sure to check back here often at [www.tampapcc.org/flat-mail-stanley](http://www.tampapcc.org/flat-mail-stanley).

## Greater Atlanta PCC

Published: Wednesday, July 13, 2011

### Greater Atlanta PCC's most recent accomplishments

- Won Gold Level Certificate Award - 2010 Premier PCC Recognition Program
- Won PCC Leadership Award(s) Southeast Area for:  
PCC of the Year 2010  
2010 PCC Communication Excellence Award - Gold  
2010 PCC Education Excellence Silver Award - Silver

One of the comments shared by one of our board members, Wanda Senne, says it best, "I think this is a very creative and innovative way for the #1 PCC in the U.S. (Tampa) to learn what other PCCs are doing and to incorporate their Flat Mail Stanley efforts in next year's PCC Award nomination".

"Nice attempt to establish best practices and for their PCC to surpass them".

Flat Mail Stanley is leaving Atlanta en route to the Greater Portland PCC.

## Tampa PCC

Published: Friday, June 10, 2011

### Tampa PCC's most recent accomplishments

Won PCC of the Year 2010 for a large market

Merged with Pinellas PCC and doubled our geography and increased our membership 150%. Now we are able to consolidate our resources, sponsors and members.

We doubled our gold sponsors from last year to this year.





www.TampaPCC.org

PRESORTED  
First Class Mail  
Postage & Fees  
**PAID**  
USPS  
Permit No. G-10

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

RETURN SERVICE REQUESTED

## Tampa PCC Executive Board

### Officers

**Gary Vaccarella - Postal Co-Chair** ..... (813) 877-0602  
US Postal Service  
**Debbie Scott - Industry Co-Chair** ..... (813) 876-6245  
Modular Mailing Systems, Inc.  
**Russ Racine - Postal Vice Co-Chair** ..... (727) 323-6501  
US Postal Service  
**Ann Elliott - Vice Co-Chair / Communications Chair** .. (813) 234-2206  
Bramlett Direct Mail Services, Inc.  
**David A.H. Kinghorn - Treasurer, Budget Chair** .. (813) 228-4879  
TECO  
**Tom Kelly - Secretary** ..... (813) 787-2755  
Pitney Bowes, Inc.  
**Amy Rocha - Industry Co-Chair Emeritus** ..... (813) 545-1434  
Time Customer Service

### Board Members

**Debbie Gornik** ..... (727) 584-1530  
US Postal Service  
**Linda Orcutt - Education Chair** ..... (813) 289-5848  
AAA Auto Club South  
**Jennifer Nachuk** ..... (813) 352-6979  
Access Worldwide  
**Craig Goldberg** ..... (813) 887-3838  
Aegis Mail Service, Inc.  
**Rodger Landers** ..... (813) 769-5291  
Healthesystems  
**Mike Guenther - Sponsorship Chair** ..... (813) 288-5767  
New York Life Insurance Company  
**Danna Klemmer - Membership Chair** ..... (813) 367-4040  
The Florida Aquarium  
**Melissa Bradshaw** ..... (727) 441-4704  
Postcard Mania  
**Kevin McMahon** ..... (813) 881-1830  
TC Delivers  
**Ellen Janicke** ..... (813) 878-6194  
Time Customer Service  
**Maddie Ahrens** ..... (813) 877-0865  
US Postal Service  
**Tracie Finley** ..... (727) 328-6633  
US Postal Service  
**BJ Rhodes** ..... (813) 453-6607  
IKON Office Solutions, Inc.  
**Ian Porter** ..... (813) 261-2000  
IKON Office Solutions, Inc. ext 4337  
**Kathy Grams** ..... (727) 373-9019  
Pure Postcards

### Important Phone Numbers

**Tampa PCC Hotline** ..... (813) 877-0754  
**Tampa BMEU** ..... (813) 243-5939  
**Mailing Requirements** ..... (813) 243-5938  
**Chuck Linton, Mailpiece Design Analyst** ..... (850) 216-4267  
**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

