



Tampa Bay PCC Suncoast District



FALL 2013

Newsletter

NATIONAL PCC WEEK

IMb: MISSION POSSIBLE

NATIONAL PCC DAY 2013

The Tampa Bay PCC hosted National PCC Day on September 18th at Higgins Hall as part of National PCC Week 2013. Our theme IMb:Mission Possible set the stage for a day full of educational offerings and networking. Close to 175 PCC members attended the event representing the Tampa Bay, Orlando and Manasota PCCs. As part of our vendor showcase, almost twenty businesses exhibited their products and services.

To prepare our members for the upcoming January 2014 IMb Full Service implementation deadline, the Tampa Bay PCC offered four educational classes all relating to the Intelligent Mail Barcode. In an effort to accommodate the varying levels of mailers present at the event, the classes were divided into two distinct tracks. One track was offered as a Beginner level for those mailers just starting to implement the IMb. The second track was offered as an Advanced level and was designed to provide more sophisticated mailers with information on Mail Quality Reporting and the Mailer Scorecard.



Promoting Communication & Education Between The Mailing Industry & The USPS



The Tampa Bay PCC Newsletter

NATIONAL PCC WEEK CONTINUED



A special presentation by Garrett Hoyt, Manager of Mail Entry, rounded out the educational offering. His presentation "Mail Acceptance Today and Tomorrow" covered topics ranging from Seamless Acceptance to induction. The Tampa Bay PCC welcomed two special guests to the event; Nancy Rettinhouse, Suncoast District Manager, and Jo Ann Feindt, Southern Area Vice President both spoke at the event and had an opportunity to spend time with attendees.



The program also included the taped broadcast of Postmaster General Pat Donahoe. The PMG's message related directly to the theme of National PCC week "Innovating Together". Donahoe relayed that by working together, the Postal Service and the mailing community have a bright future. Through innovation, we can make mail more competitive by making it more functional, actionable, creative and personally relevant.

As the day came to a close, Jo Ann Feindt and Nancy Rettinhouse presented awards to the Tampa Bay PCC as part

of the Premier PCC Program. Tampa was awarded the prestigious Platinum PCC award. This is the first year this award has been given and it is awarded to PCCs that have achieved Gold Level status for the last five consecutive years. In addition, the Tampa Bay PCC was also awarded the National Gold Leadership Award for Education Excellence and the National Bronze Award for Innovation of the Year. A special award was presented to David Kinghorn from Tampa Electric. David received the National Bronze Industry Member of the Year award for his dedication and service to the Tampa Bay PCC. David served as an Officer on the Executive Board and Treasurer for the last seven years. David will be greatly missed as he retires from the board this year.

Each attendee received a thumb drive containing each of the five presentations given that day. The mission of the Tampa Bay PCC to host a successful National PCC week educational and networking event was complete...

IMb:Mission Possible!



2014 USPS PROPOSED PRICE CHANGES



The United States Postal Service announced proposed price changes including an increase in the price of a First-Class Mail single-piece letter from 46 cents to 49 cents. The proposed changes, which would go into effect in January 2014, are intended to generate \$2 billion in incremental annual revenue for the Postal Service.

Highlights of the new single-piece First-Class Mail pricing, effective Jan. 26, 2014 include:

- **Letters (1 oz.) — 3-cent increase to 49 cents**
- **Letters additional ounces — 1-cent increase to 21 cents**
- **Letters to all international destinations (1 oz.) — \$1.15**
- **Postcards — 1-cent increase to 34 cents**

The Governors of the Postal Service voted Sept. 24 to seek price increases above the typical annual increases associated with changes in the Consumer Price Index (CPI). Except in exceptional or extraordinary circumstances, postage price increases are capped at the rate of inflation as measured by the CPI-U. The Postal Service is filing a price increase above CPI-U due to extraordinary and exceptional circumstances which have contributed to continued financial losses. The Postal Service recorded a \$15.9 billion net loss last fiscal year and expects to record a loss of roughly \$6 billion in the current fiscal year, and has an intolerably low level of available liquidity even after defaulting on its obligation to make prefunding payments for retiree health benefits. The Postal Regulatory Commission will review the prices before they become effective Jan. 26, 2014, and must agree the prices are consistent with applicable law. The new price proposals are scheduled to be filed Sept. 26 and will be available on the PRC website at www.prc.gov and also will be available at <http://pe.usps.com>.

2014 PROPOSED USPS MAILING PROMOTIONS AND INCENTIVES

The general intent of all promotions is to increase the value of transactional and direct mail and to retain or sustain its long-term growth. These promotions create excitement about mail, keep mail top-of-mind for marketers, reward innovative customers, show customers we want their business and encourage others in the mailing industry to provide similar sale initiatives for customers. Additionally, the promotions may include features that encourage businesses to use USPS shipping products. ON SEPTEMBER 26, 2013 THE PROPOSED CALENDAR WAS FILED WITH THE PRC. THESE PROPOSED PROMOTIONS ARE SUBJECT TO PRC APPROVAL.

Mobile Technology Promotions

These promotions will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with mobile technology using best practices in mobile marketing.

- **Branded Color Mobile Technology Promotion**
- **Emerging Technology Featuring NFC (Near Field Communication) Promotion**
- **Mail Drives Mobile Commerce Promotion**

Technology Drives Relevance

These promotions leverage the value of innovative direct mail techniques that are less widely used, but have been shown to increase the effectiveness of mail campaigns.

- **Color Print in First-Class Mail Transactions Promotion**
- **Mail and Digital Personalization Promotion**

Leverage Value of FCM

These promotions are intended to slow the declining volume trends for First-Class Mail®. As technology continues to disrupt the mail volume, the Postal Service will ensure reply mail, transactional mail, and First-Class Mail advertising remain a relevant part of the First-Class Mail marketing mix.

- **Premium Advertising Promotion**
- **Earned Value Promotion**



Congratulations!

David Kinghorn



The Postal Customer Council Leadership Awards Program recognizes outstanding performance in various categories of PCC Leadership. The Tampa Bay PCC nominated David Kinghorn for 2013 PCC Industry Member of the Year to recognize his contribution to the Tampa Bay PCC and to honor his service. David has served as an Officer on the Executive Board in the role of Treasurer for the last seven years.

During this period the Tampa Bay PCC experienced tremendous growth and success and became nationally recognized as PCC of the Year in 2010. The Tampa Bay PCC relied heavily on the input and guidance David provided during this critical time. During David's tenure as Treasurer, the Tampa Bay PCC accomplished many milestones and he is credited with playing an integral role in the execution of our PCC Operations. His strong influence and sound judgment made him an excellent board member and a trusted Officer on the Executive Board.

David was nominated for PCC Industry Member of the Year and he was recently honored with national recognition as the National Bronze winner of this prestigious award.

Congratulations David on your National Bronze PCC Industry Member of the Year Award and thank you for your outstanding service to the Tampa Bay PCC.

DOUBLE ENVELOPE

DOUBLE ENVELOPE is an Envelope Manufacturer with over 95 years of experience. Founded in 1917, DOUBLE ENVELOPE currently has 4 locations and has grown to be the 4th largest envelope manufacturer in the United States, producing over 5 billion envelopes annually!

DOUBLE ENVELOPE is proud of its reputation for courteous service and uncompromising dedication to quality envelope manufacturing for over 95 years. From the paper mills' roll stock, through the various processes of uniquely cutting, printing (flexo or Litho), gumming and folding—Double's special attention to each order provides a truly "custom" approach to the marketplace.



FOR MORE INFORMATION PLEASE CONTACT:

Shawn Grimm, EMA CPP, Senior National Account Manager
Cell: 813-767-7560
Fax: 352-376-5025
email: sgrimm@double-envelope.com
www.double-envelope.com



SPONSOR SPOTLIGHT

Consolidated Mailing Services, established in 1980, is the original mail processing company located in Tampa Florida. Our many years in business has provided CMS with the knowledge and understanding to provide our clients with exceptional products, exceptional services and the highest postage savings in the industry.

Our services include:

- ▶ First class mail commingling
- ▶ Standard class mail commingling including non-profit
- ▶ Move Comply, the most state-of-the-art Cloud Processing Address correction system available from Bell & Howell
- ▶ IMB tracing of your first or standard class mail- Track where your mail is located within the Postal System
- ▶ Standard Class Drop Shipment, including non-profit standard class
- ▶ Flat Mail barcoding and discounting
- ▶ Five digit discounts available on your Flat mail pieces
- ▶ Statement printing, inserting and mailing
- ▶ Mail Room Out Source - We will meter your mail for you
- ▶ We are fully intelligent Mail barcode compliant

Consolidated Mailing Services, Inc. strives to be the industry leader, taking advantage of new technology, its 32 years of experience and superior mail processing systems to provide you with the capability to take advantage of every postage discount and process your mail at the lowest possible cost.

From concept to delivery at the United States Postal Service, Consolidated Mailing Services, Inc. is available to meet your mailing needs. We have hundreds of satisfied customers who can attest to our performance, and our customer service team is looking forward to working with you on your mailing projects.

CRAIG GOLDBERG

Craig.cms@verizon.net

813-888-5836

6015 Benjamin Rd., Ste. 330

Tampa, FL 33634

GARRY BROWNE

Garry.cms@verizon.net

813-888-5836

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PRIORITY

AAA Auto Club South
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Could **you** or **your company** benefit from the **Executive Mail Center Manager (EMCM) Program?**

The Tampa Bay PCC may be able to help.



Typically the EMCM program requires participants to spend 5 days in the residency program at the training facility in Norman, Oklahoma. As a Tampa Bay PCC sponsored event, our members can take advantage of this valuable educational offering right here in Tampa. ***Tentative course dates will be April 1–3, 2014.***

The course will be taught by a trainer from the National Center for Employee Development (NCED) out of Norman, Oklahoma. The Tampa Bay PCC will offer this program locally at a cost of \$999 per person. This includes the full training program which consists of eight modules taught over a three day period. Breakfast, lunch and all course material will be provided to each participant.

Executive Mail Center Management Program—Program Overview

The Executive Mail Center Management (EMCM) program is a comprehensive training program sponsored by the USPS designed for individuals who wish to develop Mail Center Management skills.

The EMCM program provides training specifically designed for mailing industry professionals. The program teaches skills needed to:

- ✓ Manage more effectively
- ✓ Improve mail center safety and security
- ✓ Increase productivity
- ✓ Cut costs
- ✓ Justify new equipment purchases
- ✓ Measure results more effectively

Upon completion of this course the student will be able to:

Identify and utilize various tools in nine key operational areas, People Management, Sales and Marketing, Managing Mail Center Operations, Managing Mail Center Finances, Mail Center Safety and Security, Planning and Managing Technology, Tools and Resources, and Quality Management. At the end of the course a comprehensive open book test is administered. The EMCM designation does not have to be renewed.

Visit www.nced.com/content/executive-mail-center-manager for additional information about the EMCM.

In order to facilitate this educational program the Tampa Bay PCC must meet a minimum enrollment number and is seeking a commitment from interested companies/participants. **If you are interested in receiving the EMCM certification for you or your employees, please email us expressing your interest no later than December 31, 2013 at info@tampapcc.org.**

Mailpiece Design Professional

In the summer of 2012 many PCC members earned their **MDP** (Mailpiece Design Professional) certification through the classes offered by the Tampa Bay PCC. Since the certification is valid for two years, these *members will need to recertify in 2014*. The Tampa Bay PCC has made arrangements to hold the recertification course **May 13–14** here in Tampa. The two-day course will be taught by **Kyle Moore** with the NCED (National Center for Employee Development) and is open to members who need to recertify and also to members who would like to become certified for the first time. **Space is limited** so mark your calendars for this valuable offering. More details regarding registration will be available early next year.

FALL 2013



Holiday Luncheon & Inaugural Awards Banquet

The Tampa Bay PCC Holiday Luncheon and Inaugural Awards Banquet will be held on

*December 6th from 11:00am -1:30pm
at The Rusty Pelican in Tampa.*

The format will be a little different this year as the PCC rolls out the red carpet to honor its members and corporate sponsors. The Tampa Bay PCC will unveil the 2014 Calendar of Events and explain how to get an ROI from your PCC membership. Each attendee will receive a special gift from the newly crowned Prestigious Platinum Tampa Bay PCC. Surprise awards will be given to select PCC members as part of our Inaugural Awards Banquet.

**When: December 6, 2013
Time: 11:00 am–1:30 pm
Where: The Rusty Pelican
2425 Rocky Point Drive
Tampa, FL 33607**

\$35 per person

You must register in advance. Space is limited so register today! www.tampapcc.org.

INTELLIGENT MAIL BARCODE

Effective January 26, 2014, the use of Full-Service Intelligent Mail is required to qualify for automation prices for First-Class Mail® postcards, letters and flats, Standard Mail® letters and flats, Periodicals® letters and flats and Bound Printed Matter® flats.

The United States Postal Service is offering a series of webinars designed to assist Mail Owners and Mail Preparers in moving to Full-Service. **The webinars are offered every Thursday in November and December from 1:30pm–3:00pm.** Additional resources and webinar information is posted on the RIBBS website at www.ribbs.usps.gov/index.cfm?page=intellmailpresentations.





www.TampaPCC.org

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

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First Class Mail
Postage & Fees
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RETURN SERVICE REQUESTED

Tampa Bay PCC Executive Board

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PrimeNet Direct Marketing Services

Important Phone Numbers

Tampa BMEU (813) 243-5939

Mailing Requirements (813) 243-5938

Mailing Standard Specialist. (813) 243-5933



TAMPA BAY PCC AWARDED THE PRESTIGIOUS PLATINUM PCC AWARD

The Premier PCC Program provides PCCs with a set of national standards that serve as benchmarks for PCC excellence. Based on the national standards, PCCs are recognized for performing at a Bronze, Silver, or Gold Level of excellence. In 2013 a new award "Prestigious Platinum" was approved for PCCs that have achieved the Gold Level for five consecutive years. The Tampa Bay PCC was honored to receive this prestigious award.

Notable Tampa Bay PCC Accomplishments:

2013 Prestigious Platinum PCC
2013 National Gold Education Excellence
2013 National Bronze Innovation of the Year
2012 Gold PCC Premier Award
2012 National Gold Communication Excellence
2012 National Silver Education Excellence
2011 National Gold Education Excellence
2011 Gold PCC Premier Award
2010 PCC of the Year
2010 Gold PCC Premier Award
2010 National Bronze Education Excellence
2009 Gold PCC Premier Award

