



Tampa Bay PCC Suncoast District

SUMMER 2013

Newsletter

# IMb: MISSION POSSIBLE

NATIONAL PCC DAY 2013

POSTAL

CO-CHAIR CORNER

INDUSTRY

I am thankful for the opportunity to serve as Officer in Charge of Tampa. I began my postal career in 1994 as a letter carrier in New York City. Over the years I have supervised and managed in delivery operations and mail processing. I relocated to the beautiful state of Florida in 2005, where my duties have included Manager of Operations Program Support and Manager of Post Office Operations. The knowledge and experience this great organization has provided me cannot be overstated. In that light, I believe I can elevate an already developed postal team in Tampa to even greater heights.

I am excited to be a part of the Tampa Bay Postal Customer Council (PCC). The reputation of this PCC precedes itself and I am privileged to be associated with it. The pinnacles this team has achieved nationally will be difficult to replicate; however, I am up for the challenge.

After my first PCC Board Meeting, I clearly ascertained that all involved are committed to working hard in maintaining their Premier PCC status. I have no doubt that collectively we will fulfill the mission of this PCC, provide excellent communication to our customers while educating them on postal products and services to afford them the most effective way to help grow their business. This industry and the relationship the USPS has with its customers will continue to evolve. The PCC plays an integral role in communicating mail industry standards and in ensuring we adapt to our customers' expectations. I am looking forward to what lies ahead for the USPS and working with the Tampa Bay PCC to increase the level of service to our customers.

I want to take this opportunity to say "thank you" to the PCC board for all their hard work and to express my gratitude for the warm welcome I have received in Tampa.

*Sincerely,*  
—Ernie Onody, Officer in Charge, Tampa

Dear Tampa Bay PCC Members,

**"Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has."** This quote by Margaret Mead reminds me of how important and impactful a small group of people can be. I am happy to return to the role of Industry Co-Chair of the Tampa Bay PCC and feel very fortunate to be surrounded by a strong and dedicated Executive Board. Your PCC is busy at work planning some awesome events for the second half of 2013. Mark your calendars for September 18th for our National PCC Day event and Vendor Showcase. We will be hosting this event in conjunction with the Central Florida PCC and the Manasota PCC. Our focus will be the Full Service Intelligent Mail Barcode and we plan to provide a full line-up of classes and USPS resources to assist mailers prepare for the January 2014 deadline. Staying true to the Tampa Bay PCC tradition of making this event fun and exciting, a super, top secret, confidential mission will be yours if you choose to accept it...stay tuned for further instructions!

*Best Mailing,*  
—Amy Rocha

Promoting Communication & Education Between The Mailing Industry & The USPS

## National PCC Day

SAVE THE DATE!

The Tampa Bay PCC is busy planning for **National PCC Day 2013** which will be held on **Wednesday, September 18, 2013** at Higgins Hall in Tampa. A full day of educational classes and our annual vendor show will be held in conjunction with National PCC Day events across the country. With the deadline of implementation of the **Full Service IMb** quickly approaching our mission is to provide our members with the latest information on meeting this requirement. The Tampa Bay PCC is proud to host this exciting event along with the Central Florida PCC and the Manasota PCC. **Mark your calendars for September 18th and watch for National PCC Day 2013 mailings in the near future.**

## Tampa Bay PCC Hosts USPS P&DC Tour

On April 24th, the Tampa Bay PCC hosted a tour of the Tampa Processing and Distribution Center and many of our members took advantage of the opportunity to see the mail processing operation. The facility utilizes extensive technologically advanced equipment such as forty letter sorting machines (DBCS), eleven mail cancelling machines (AFCS), four flat sorting machines (AFSM) and four robotic container systems (RCS). The mail processing facility is responsible for providing preliminary sortation and consolidated mail service to zip codes encompassing Tampa, St. Petersburg, Clearwater, Lakeland, Sarasota and the Ft. Myers areas. **The Tampa Bay PCC is committed to providing a range of educational opportunities to our members including plant tours such as this one.**

## USPS New Product Development

### Transforming Mail Into a Powerful Communications Channel – New Product Development

Technology and changing consumer expectations are helping to transform mail into an even more powerful communications channel, Postmaster General and CEO Patrick R. Donahoe told the nation's largest annual gathering of mailing industry leaders at the National Postal Forum held in San Francisco this past March. "As the mailing industry, we must continue to work to drive innovation and leverage data and technology to improve the consumer experience and grow revenue," Donahoe said in his keynote address at the National Postal Forum. "Our challenge as an industry is to shape those moments

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when people are experiencing mail, and make them more powerful in the future. That's part of getting our game on — shaping our future and building excitement about the power of mail and the future of mail." In this article we'll discuss some of the new products and tools being developed by the United States Postal Service (USPS) that leverage data and technology.

### Product Tracking System (PTS-II)

E-commerce is expected to grow significantly over the next three years, providing a great opportunity for the Postal Service to solidify its role as an economical, valued and top-choice option for the nation's shipping needs. A big step in this direction is providing day-certain delivery information for our expedited shipping options and aligning our products with shipping industry standards. The successful launch of the latest version of Product Tracking System (PTS-II) in April tracks well with the Postal Service's goal to become the shipper of choice when providing day-certain delivery information.

USPS first launched PTS in 1997 to provide limited tracking and to confirm delivery events. Since that time, the PTS workload has expanded to include end-to-end scanning events and increased package volume. However, the expanded volume and tracking demand has exceeded the legacy system's processing capabilities, presenting an obstacle to the growth of the Postal Service's shipping services. PTS-II has rejuvenated the Postal Service's package tracking services with new customer interfaces, as well as increased capacity and performance. Product Information VP Jim Cochrane says scanning at USPS has exploded, with more than 3.1 billion additional events in fiscal year 2013 compared to the same time last year. "PTS-II offers major improvements in processing capacity to support future package growth," he said. IT Vice President John Edgar said the flexible PTS-II platform will provide higher performance for new products and enhancements as well as faster provisioning of data for customers. "It's a modern, robust tracking system that will meet and exceed the needs of our growing package business for years to come," he said. Customers were able to continue tracking their shipments during the cutover to PTS-II. Many were impressed with the seamless transfer to the new system.

### USPS Tools on Facebook

Corporate Communications and Online Development have launched USPS "Shipping Tools" on the USPS Corporate Facebook page. Now, two of the most popular tools on USPS.com, Track & Confirm and ZIP Code Lookup are accessible to Facebook users from the USPS Corporate Facebook homepage. Users can simply click on the "Shipping Tools" icon on the USPS Facebook page at <http://www.facebook.com/usps> to quickly track a package or look up a ZIP Code.



## Sponsor Spotlight

## Membership



**Tim Ryan, VP Sales**  
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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.

### Tampa Bay Postal Customer Council Membership

Membership to our PCC provides a community of people and resources to help you and your organization leverage the power of the United States Postal Service. The PCC is made up of postal employees and volunteers from businesses, private and public companies as well as associations and organizations throughout the bay area.

The mission of our group is to promote local cooperation and support of Postal Service initiatives and foster a close working relationship between the Postal Service and business mailers. We share information and exchange ideas about new and existing Postal Service products, services, programs and procedures

**The mission of our group is to promote local cooperation and support of Postal Service initiatives...**

that affect business mailers. We strive to help PCC member organizations grow professionally through focused educational programs.

In addition to our focus on business, our organization reaches out and takes part in or initiates community activities. We have been part of blood drives, recycling programs and Toys for Tots just to name a few.

In closing, we want to thank you those of you who are already members. For those of you who would like to join in becoming a member please feel free to visit our website at [www.tampapcc.org](http://www.tampapcc.org) to sign up, as well as stay in touch with our most up-to-date activities.

If you have any questions or need any assistance, you may reach out to [paul.briody@pb.com](mailto:paul.briody@pb.com).

## Tampa Bay PCC Corporate Sponsors

### GOLD

Access Mail Processing Services, Inc.  
 FIS Output Solutions  
 GBS  
 Genesis Direct  
 Modular Mailing Systems  
 National Parcel Logistics  
 New York Life  
 Pitney Bowes  
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 Time Customer Service, Inc.  
 Xplor International

### BRONZE

Bramlett Direct Mail Services, Inc.  
 G.C.I. Printing Services, Inc.  
 OnTrac International Mail  
 Raymond James & Associates  
 Tech Data

### PRIORITY

AAA Auto Club South  
 FNBR Inc.  
 Nancy Fryrear –  
 Keller Williams Tampa Properties





www.TampaPCC.org

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Permit No. G-10

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

**RETURN SERVICE REQUESTED**

## Tampa Bay PCC Executive Board

### Officers

**Ernie Onody - Postal Co-Chair** ..... (813) 877-0602  
US Postal Service

**Amy Rocha - Industry Co-Chair** ..... (813) 979-6532  
Time Customer Service, Inc.

**John Keller - Postal Vice Co-Chair** ..... (727) 323-6501  
US Postal Service

**David A.H. Kinghorn - Treasurer, Budget Chair** ..... (813) 228-4879  
TECO

**Debbie Scott - Industry Co-Chair Emeritus** ..... (813) 927-3769  
Neopost Florida

**BJ Rhodes - Secretary** ..... (813) 453-6607  
Ricoh USA

### Board Members

**Linda Orcutt - Education Chair** ..... (813) 289-5848  
AAA Auto Club South

**Beth Bramlett - Communications Chair** ..... (813) 234-2206  
Bramlett Direct Mail Services, Inc.

**Craig Goldberg** ..... (813) 888-5003  
CMS

**Mike Guenther - Sponsorship Chair** ..... (813) 288-5767  
New York Life Insurance Company

**Danna Klemmer** ..... (813) 367-4040  
The Florida Aquarium

**Melissa Bradshaw** ..... (727) 441-4704  
PostcardMania

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

**Paul Briody - Membership Chair** ..... (813) 785-7836  
Pitney Bowes

**Maddie Ahrens** ..... (813) 877-0866  
US Postal Service

**Andrea Gestrich** ..... (813) 290-7721  
Verified Label, Print & Promotions

**Jennifer Stanczuk** ..... (727) 399-3000, ext. 3627  
Valpak Direct Marketing, Inc.

### Important Phone Numbers

**Tampa BMEU** ..... (813) 243-5939

**Mailing Requirements** ..... (813) 243-5938

**Mailing Standard Specialist** ..... (813) 243-5933



## PREMIER PCC RECOGNITION PROGRAM

### GOLD LEVEL CERTIFICATE AWARD

The Tampa Bay PCC has been awarded the Premier Gold Level Award for the last five years. 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:***

- PCC of the year 2010
- Education Excellence Award – Communication Excellence Award - National Gold, Regional Silver
- PCC Postal Member of the Year (Regional) – Debbie Gornik
- PCC Industry Member of the Year (Regional) – Ann Elliot, BramlettDirect
- PCC Partner of the year – www.MityMo.com and PostcardMania

