



Tampa Bay PCC Suncoast District

**FEBRUARY 2014**

*Newsletter*

# *Congratulations*

**to all of our Award Recipients from the  
2013 Holiday Luncheon & Inaugural Banquet!**

**2013 New Member of the Year**

Tracey Tsouris, Health Integrated

**2013 Most Active Member**

Jason Bramlett, Bramlett Direct Mail Services

**2013 Postal Member of the Year**

Don Dease, USPS Mailing Standards Specialist

**2013 Business of the Year – Small Market**

Modern Mail & Print Solutions

**2013 Business of the Year – Large Market**

The Florida Aquarium

**2013 Hall of Fame Inductee**

Debbie Scott

Promoting Communication & Education Between The Mailing Industry & The USPS



# The Tampa Bay PCC Newsletter

## HOLIDAY LUNCHEON CONTINUED...

**On December 6, 2013** the Tampa Bay PCC hosted its annual Holiday Luncheon. Tampa Bay PCC members enjoyed the red carpet event that this year also featured an Inaugural Awards Banquet. The event was held at the Rusty Pelican in Tampa; providing breathtaking views of Tampa Bay. The luncheon provided a networking opportunity for our members to meet both industry professionals and many members of the United States Postal Service.

The Calendar of Events for 2014 was announced as part of a presentation given by John Keller, Past Postal Vice Co-Chair and Amy Rocha, Industry Co-Chair. The team presented "How to get an ROI from your PCC". The presentation showcased the impressive line-up of educational classes being offered in 2014 including the Mail Piece Design Professional (MDP) certification and the highly sought after Executive Mail Center Management (EMCM) certification.

The Tampa Bay PCC unveiled its new logo highlighting its Platinum PCC status. A black mug with the new logo was given to each attendee. The mug will also be used in future membership efforts

with the launch of "Membership Has Its Perks". This new program is designed to increase awareness of the PCC and grow our membership base through use of EDDM (Every Door Direct Mail).

The Tampa Bay PCC also recognized its corporate sponsors at this event. The ability to offer timely and relevant educational courses is directly impacted by the support of our many corporate sponsors. The Tampa Bay PCC would not be successful without the generosity of these sponsors. The PCC will kick off its annual sponsorship drive in March and we look forward to adding new sponsors to the already impressive group that has supported us in the past.

In addition to the recognition of our corporate sponsors, The Tampa Bay PCC presented a number of awards to our members as part of the Inaugural Awards Banquet. These award recipients were recognized individually and each received a beautiful award to display in their workplace. A special award was given to Debbie Scott who served twice as the Industry Co-Chair for the Tampa Bay PCC. As a tribute to her twenty plus years of service to the PCC, Debbie was inducted into the Tampa Bay PCC Hall of Fame.



## Thank you to our 2013 Corporate Sponsors!

### GOLD

Access Mail Processing Services, Inc.  
Consolidated Mailing Services  
FIS Output Solutions  
GBS  
Genesis Direct  
Neopost Florida  
National Parcel Logistics  
New York Life  
Pitney Bowes  
TC Delivers  
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





# 2014 CORPORATE SPONSORSHIP KICK OFF

## 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 Web Site
- ▶ Company name displayed on sponsor marquee
- ▶ Appreciation plaque to display in your office
- ▶ Company logo & bio on the Tampa PCC website Sponsorship page to include a hyperlink to your company website

## Silver Sponsorship \$350

### Sponsors Receive

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

## Bronze Sponsorship \$250

### Sponsors Receive

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

## Priority Sponsorship \$100

### Sponsors Receive

- ▶ Recognition in PCC newsletter and on Web Site
- ▶ 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.

### 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+4 \_\_\_\_\_ Telephone ( ) \_\_\_\_\_ E-Mail \_\_\_\_\_

You may pay via our website at [www.TampaPCC.org](http://www.TampaPCC.org) or mail form with payment to:

Tampa Bay PCC Corporate Sponsorship Program, PO Box 23262, Tampa FL 33623-3262



# LOGIN *and* LEARN

## JANUARY RATE CHANGE WEBINAR A HUGE SUCCESS

**On January 15th**, the Tampa PCC offered a free webinar on the USPS Rate Changes that went into effect on January 26, 2014. Don Dease, USPS Mailing Standards Specialist, was our presenter. Over 100 PCC members registered for the webinar which provided detailed information on the price changes. The feedback was very positive and the Tampa Bay PCC plans to incorporate future webinars into our 2014 educational offering. If there are any topics you would like to see covered in a webinar please send us an email [info@tampapcc.org](mailto:info@tampapcc.org).

**If you were unable to attend the webinar you can access the presentation on our website.**

[www.tampapcc.org/education](http://www.tampapcc.org/education)

## NMMP

### *New Member Mentor Program*

This spring, the Tampa Bay PCC will launch a new program called NMMP – New Member Mentor Program. In an effort to increase our membership base, we will be utilizing EDDM to attract brand new members to the PCC. Part of this initiative will include a mentoring program which will pair up interested new members with an existing member of the PCC. The existing member will “mentor” the new member. The goal is for new members to feel welcome and have a mailing industry professional to turn to when looking for information or resources. It can be as simple as urging the new member to attend an event or educational class. Sometimes it can be difficult for a person to attend industry events when they are new to the industry and feel overwhelmed or shy. The goal of this program is to reach those new members who would benefit from a mentor and provide an avenue for existing PCC members to influence a new mailer. A true mentor is someone who teaches or gives advice to someone less experienced. The Tampa PCC has many members who would make great mentors.

**If you are interested in participating in the New Member Mentor Program, please send an email to [info@tampapcc.org](mailto:info@tampapcc.org).**

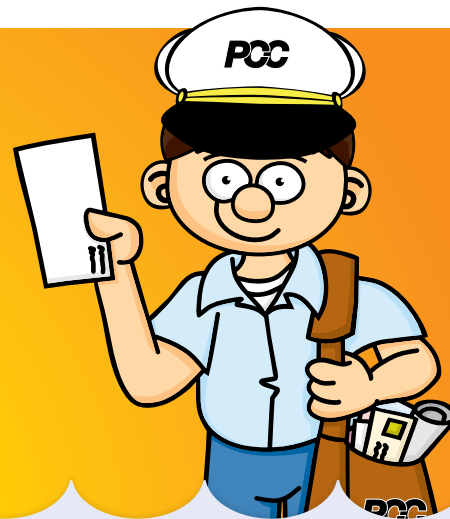
**Register Now for the 2014 National Postal Forum** The 2014 National Postal Forum will be held March 16 – 19, 2014 the Gaylord National Hotel and Convention Center located just minutes from downtown Washington, DC. The educational program offered at the NPF can provide you with the necessary tools to success in the mailing industry. Over 100 educational workshops and Executive USPS led sessions are tailored to meet the business and career needs of mailing industry professionals. The Exhibit Hall is a great place to learn about the latest technologies within the industry and provides an opportunity to connect with suppliers to learn about new products and services.

**To find out more, visit [www.npf.org](http://www.npf.org)**



# Sunset Cruise:MISSION POSSIBLE

NETWORKING EVENT FEBRUARY 2014



## What's in your net?

## Get Connected at the Tampa Bay PCC Inaugural Networking Sunset Cruise!

Join us on a private charter as we set sail on  
The Florida Aquarium's Bay Spirit II, a 72 Foot Catamaran.

### Come mingle with the local USPS Leadership:

**Suncoast District Manager:** Nancy Rettinhouse

**Sr. Lead Plant Manager:** Ivonne Gonzalez

**BME Manager:** Travis Hayes

**C&IC Manager:** Linda Racine

**BME:** Don Dease, David Golby, Bill Nye & Stephan Zlobicki

**BSN:** Steve Pilalas, Tracie Finley, Brett Hunter

**Postal Co-Chair:** Chenise Ledoux

**Postal Vice Co-Chair:** Bill Bishoff

**Treasurer:** Tim Hyers

**Postal Liaison:** Maddie Ahrens

**Date:** Thursday, February 20, 2014

**Time:** 5:30pm - 7:30pm

**Where:** Aboard the Florida Aquarium's Bay Spirit II

**Cost:** \$20 / person.

Cash Bar, complimentary ice tea and water with lemon, Hors d'oeuvres  
**Network with colleagues and local USPS employees!**



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

**Deadline to register is February 12th. Questions can be emailed to [info@tampapcc.org](mailto:info@tampapcc.org)**



## The Tampa Bay PCC Newsletter

### Registration Now Open for EMCM Certification Course

Did you know that 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!

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, Tool 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.

**Course dates will be April 1 – 3, 2014**

Classes will be held at the Tampa Airport Post Office  
3501 Bessie Coleman Blvd.  
Tampa, FL 33630-9998

**Cost is \$999.00 and includes all course materials, breakfast and lunch all three days.**

Register Today as Space is Limited!  
[www.tampapcc.org/post/events/emcm-certification](http://www.tampapcc.org/post/events/emcm-certification)

### Registration Now Open for MDP Recertification & New Certification Course

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.

**Modules for this 12 hour course include:** Different classes of mail, Mail Processing Categories, Addressing, Barcode Formats, Automation Letters First Class Mail and Standard Mail, Automation

Flats, Reply Mail, AIS Products, Move Updates, Official Election Mail Logos, Repositionable Notes, Acceptable Look Alikes, Customized Market Mail

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 register today!**

**Course dates will be May 13 – 14, 2014**

Classes will be held at the Tampa Airport Post Office  
3501 Bessie Coleman Blvd.  
Tampa, FL 33630-9998

**Cost is \$100.00 and includes all course material, fee for the 100 question test\*, breakfast and lunch both days.**

(\*An 80% or higher must be met in order to receive the certification that is valid for 24 months.)

Register Today as Space is Limited!  
[www.tampapcc.org/post/events/mdp-certification](http://www.tampapcc.org/post/events/mdp-certification)



# January 2014 New Preparation & Price Changes

*Mail preparation and price changes described here take effect January 26, 2014.*

## FIRST-CLASS MAIL®

### New Metered Mail Price

A new single-piece commercial non-presorted First-Class Mail letter price category called Metered Mail price is available.

- Price is 1 cent lower than Single Piece Stamped Machinable price in all weight categories.
- Available for single-piece retail letters and residual pieces in a commercial mailing.
- Applies to First-Class Mail letters when postage is affixed by meter, PC Postage, pre-canceled stamps, or permit imprint.

### Residual Mail

Mailers have two options to prepare their residual pieces in a commercial mailing.

- Combine 1 oz and 2 oz pieces in the same tray and receive the blended price on those pieces
- Prepare 1 oz, 2 oz, 3 oz and 3.5 oz pieces in separate trays and claim the appropriate price by ounce

Note: For a list of all First-Class Mail domestic and international price changes, reference

<http://pe.usps.gov>

## STANDARD MAIL®

### Every Door Direct Mail (EDDM)®

- EDDM Standard Mail flats must bear simplified addresses directly on the mailpiece. Detached Address Labels will no longer be accepted.
- New price category for EDDM flats presented at a BMEU. Saturation prices no longer apply.

## MULTIPLE MAIL CLASSES

### Full-Service IMb™ Discounts

- All Full Service Intelligent Mail barcode discounts remain in place for Standard Mail letters and flats, Periodicals, Bound Printed Matter flats and First-Class Mail postcards, letters and flats.

### Flats Sortation System (FSS) Mail Preparation

- With this release, bundle and pallet preparation is required for flat-size Standard Mail, Periodicals and Bound Printed Matter mailpieces prepared for delivery within the ZIP Codes™ served by FSS processing
- A new destination FSS (DFSS) price has been added for FSS sort plan pallets entered at the correct FSS facility.
- Additional information can be found at <https://ribbs.usps.gov/index.cfm?page=flat>

## PARCELS

### Intelligent Mail Package Barcode (IMpb®)

- Effective January 26, 2014, the Postal Service will now require a unique IMpb or trackable barcode on all commercial parcels, and the electronic submission of piece-level shipping information and destination delivery address or ZIP+4 Code for each package in a mailing.
- These new requirements apply to the following package products: Priority Mail Express®, Priority Mail®, First-Class® Package Services, Parcel Select®, and Parcel Select Lightweight®.
- Packages that fail to meet the requirements will be assessed a per piece non-compliance fee: however eligibility is retained for presort or destination entry prices.
- Additional information can be found at: RIBBS.usps.gov <https://ribbs.usps.gov/index.cfm?page=intellmailpackage> or Federal Register notice <http://www.gpo.gov/fdsys/pkg/FR-2013-12-18/html/2013-30023.htm>

## EXTRA SERVICES

**Collect On Delivery:** The holding period for CODs has been reduced to 10 days, eliminating the need for senders of nurse stock shipped COD, to include special instructions for auctioning off undeliverable shipments.

**Filing of Indemnity Claims:** USPS has reduced the filing periods for indemnity claims to 60 days from the date of mailing. Local post offices will no longer file indemnity claims for customers. Customers may file a claim online at <https://www.usps.com/ship/file-domestic-claims.htm> or mail **PS Form 1000** claim form to USPS Domestic Claims, PO Box 80143, St. Louis, MO 63180-0143.

**Return Receipt:** USPS will no longer offer Return Receipt for Merchandise service in July 2014. For a complete postage statement related to the January release click here:

[http://pe.usps.com/Draft\\_Postage\\_Statements\\_January\\_2014.zip](http://pe.usps.com/Draft_Postage_Statements_January_2014.zip)

## POSTAGE STATEMENTS

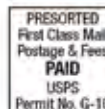
Federal Register final ruling links located on Postal Explorer at [pe.usps.gov](http://pe.usps.gov)

New Mailing Standards for Domestic Mailing Services Products: <http://www.gpo.gov/fdsys/pkg/FR-2013-12-18/html/2013-29879.htm>

Collect on Delivery (COD)--Service Features: <http://www.gpo.gov/fdsys/pkg/FR-2013-07-10/html/2013-16523.htm>



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



RETURN SERVICE REQUESTED

## Tampa Bay PCC Executive Board

### Officers

<b>Chenise LeDoux – Postal Co-Chair</b> .....	(813) 877-0602
US Postal Service	
<b>Amy Rocha – Industry Co-Chair</b> .....	(813) 979-6532
Time Customer Service, Inc.	
<b>William Bishoff – Postal Vice Co-Chair</b> .....	(727) 323-6501
US Postal Service	
<b>Ann Elliott – Industry Vice Co-Chair</b> .....	(813) 234-2206
Bramlett Direct Mail Services, Inc.	
<b>Tim Hyers – Treasurer, Budget Chair</b> .....	(813) 877-0867
US Postal Service	
<b>Debbie Scott – Industry Co-Chair Emeritus</b> .....	(813) 927-3769
Neopost Florida	
<b>BJ Rhodes – Secretary</b> .....	(813) 453-6607
Ricoh USA	

### Board Members

<b>Linda Orcutt – Education Chair</b> .....	(813) 289-5848
AAA Auto Club South	
<b>Craig Goldberg</b> .....	(813) 888-5003
CMS	
<b>Mike Guenther – Sponsorship Chair</b> .....	(813) 288-5767
New York Life Insurance Company	
<b>Beth Bramlett</b> .....	(813) 234-2206
Bramlett Direct Mail Services, Inc.	
<b>Danna Klemmer</b> .....	(813) 367-4040
The Florida Aquarium	
<b>Melissa Bradshaw</b> .....	(727) 441-4704
PostcardMania	
<b>Scott Steacy</b> .....	(813) 881-1830
TC Delivers	
<b>Paul Briody – Membership Chair</b> .....	(813) 785-7836
Pitney Bowes	
<b>Maddie Ahrens</b> .....	(813) 877-0866
US Postal Service	
<b>Andrea Gestrich</b> .....	(813) 290-7721
Verified Label, Print & Promotions	
<b>Jennifer Stanczuk</b> .....	
<b>Jessica Mosco</b> .....	(727) 442-4011
Roberts Printing	
<b>Kathy Ruebeck</b> .....	(727) 812-5173
PrimeNet Direct Marketing Services	

### Important Phone Numbers

<b>Tampa BMEU</b> .....	(813) 243-5939
<b>Mailing Requirements</b> .....	(813) 243-5938
<b>Mailing Standard Specialist</b> .....	(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

