

The Tampa PCC Suncoast District **NEWSLETTER**



MARCH / APRIL 2009

A note from the Industry Co-Chair

In early March of this year, the Florida state legislature convened and our elected officials are considering many bills that affect us as citizens. One of the topics being discussed is the proposed Do Not Mail legislation submitted as House Bill 781 – titled Direct-Mail Marketing Solicitations. If passed, the legislation would establish a Do Not Mail registry



where consumers could prevent the delivery of unsolicited mail to them by businesses. The bill also allows for a person who receives more than one solicitation within a 12 month period by or on behalf of the same direct-mail marketer to bring civil action for damages.

Considering the current economic climate and the challenges Florida businesses are already facing, this legislation could have a significant impact on the ability of companies of all sizes to attract new customers. I'm concerned about the implications of this proposed legislation and the affect it would have on all business mailers and the many vendors who support them. The mailing industry is responsible for over 9 million jobs nationwide and contributes roughly \$900 billion dollars to the US economy.

As we move into the second quarter of 2009, it is important to keep this proposed

legislation in mind and stay informed on its progress. The ability of a company to grow its business through consumer mail is vital to its success. The Tampa PCC is committed to educating our members on a multitude of postal issues, and as Industry Co-Chair, it is my goal to provide you timely and relevant information on issues that impact your mailing operations.

I was encouraged by the turnout at our February breakfast and believe that we have a strong and active network of postal customers and vendors in our community. Let's work together to keep it that way.

Best Regards,

Amy Rocha

For more information on the proposed Do Not Mail legislation (HB 781 – Direct Mail Marketing Solicitations) visit www.myfloridahouse.gov

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PROMOTING COMMUNICATION & EDUCATION BETWEEN THE MAILING INDUSTRY & THE USPS

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PITNEY BOWES PCC SEMINAR RECAP

Close to 100 people attended our February 26th breakfast held at Pitney Bowes and the feedback has been very positive. The custom, made-to-order omelets were a big hit!

A special thanks to Cathy Buchanan, USPS Mailpiece Design Analyst, and Bill Nye, Manager Manasota BMEU, for speaking at the event.

Cathy explained in detail the new requirements for flats being implemented by the USPS March 29, 2009. FSS, known as the Flats Sequencing System, requires new delivery placement standards for Periodicals, Standard Mail, Bound Printed Matter, Library Mail and Media Mail flat size mailpieces prepared and mailed at automation, presorted, and carrier route prices. The new addressing standards will increase efficiency in flats processing and delivery operations.



Bill reviewed the changes to USPS shipping rates implemented January 18, 2009. The pricing for Express Mail, Priority Mail, Parcel Select, Parcel Return Service and some international shipping products were revised. New for 2009 is Commercial Base and Commercial Plus pricing which offers discounts for Express and Priority Mail. The new prices are available at www.usps.com/prices.

Members of the USPS Business Development Team were in attendance for one on one postal consultation. Many PCC members were able to ask questions related specifically to their business needs. The Tampa PCC will continue to have postal consultation available at all of our events. Bring your mailpieces and your questions too and take advantage of this great opportunity.



Mark your calendars for May 6th as we plan to review the upcoming USPS May 11th rate change. Cathy Buchanan will go over the changes in detail and bring us up to speed on the Intelligent Mail Barcode. Members of the USPS Business Development Team will also share ways to save money on shipping costs by using USPS package services. We look forward to seeing you then.



USPS WEBINARS**FREE WEBINARS SHOW YOU HOW TO CREATE AND SEND DIRECT MAIL FROM YOUR COMPUTER.**

Direct Mail is one of the most cost-effective ways to reach customers, and now it's easier than ever. The Postal Service has been working together with several online service providers to provide useful tips and helpful resources to make a Direct Mail campaign produce strong results.

We have put together webinars that are designed to give businesses some smart and imaginative solutions for planning a Direct Mail advertising campaign. The webinars can be found on www.usps.com/directmailonline and anyone can sign up for free.

The webinar topics include:

CUSTOMIZING YOUR MAIL PIECES

Wednesday, April 15, 2009 1:00 PM - 2:00PM EDT You will learn about personalized marketing strategies, and how timely, relevant, and personalized marketing can increase your response rates.

MAIL PIECE DESIGN

Wednesday, April 29, 2009 1:00 PM - 2:00PM EDT In this webinar, you will learn how to create effective headlines, how to write effective copy, and how to select graphics that get you the best response possible.

ADDRESS LIST

Wednesday, May 13, 2009 1:00 PM - 2:00PM EDT

This webinar will cover the basics of choosing, using and managing mailing lists for direct mail campaigns.

The webinars will teach you how to create postcards, purchase mailing lists, and design entire mailing campaigns on your computer from start to finish, while providing training and ideas from industry experts.

INTELLIGENT MAIL CUSTOMER WEBINARS

We are offering a series of webinars to answer customers' questions about Intelligent Mail® services. The webinars occur every other Friday, from 1:00 p.m. to 2:30 p.m. eastern time. The webinars supplement the wealth of Intelligent Mail information on ribbs.usps.gov. We cover technical specifications and business processes, and answer your questions. You may e-mail questions for upcoming webinars — at least four days in advance — to imb@usps.gov.

Please join us for these informative webinars.

To participate online:

1. Go to: <https://uspostal.webex.com/uspostal/onstage/g.php?t=a&d=660285335>
2. Enter your first and last name and e-mail address.
3. Click "Submit."
4. The audio will stream through your computer speakers.

To participate by phone (audio only):

1. Dial 1-866-699-3239.
2. Enter the event ID, "660 285 335," followed by "# #."

OUR SPONSORS

GOLD SPONSORSHIP

Access Mail

Access Mail is the premiere First Class Mail Presort Bureau in the Suncoast – a “work-sharing” partner to the USPS. Daily mailers who use Access Mail can benefit with more accurate delivery of their mail, better postage discounts and, overall, better response rates from the recipients of their mail. Because we process mail virtually identically to USPS processing, certain standards are required of our clients to allow a seamless transition from our mail facility to the USPS on a daily basis. Meeting these standards results in savings for our clients – time and money.

Aegis Mail Services, Inc.

Aegis Mail Services is a leading provider of mail processing services in the Tampa Bay Area. Our services include laser printing, intelligent folding and inserting, inkjet addressing/direct mail, metering (mail room out source) and complete barcoding and sorting services. Aegis Mail Services is proud to be a Gold Sponsor of the Tampa Postal Customer Council.

Fidelity Output Solutions

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.

Micro Computer Solutions

National Parcel Logistics, Inc.

National Parcel Logistics offers diversity in freight transportation and drop shipping of all U.S. Mail, parcels and other printed materials. With our Consolidation & Distribution being located in Tampa, FL, we offer daily service to all US Mail postal facilities nationally and within the State of Florida.

New York Life Insurance Co.

TC Specialties

TC Specialties 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.

Access Mail Processing Services, Inc.

14240 62nd St N, Clearwater, FL, 33760-2717
Phone: (727) 539-6245 ■ (800) 711-6245
Fax: (727) 531-5353 ■ E-mail: GailK@AccessMail.biz

Aegis Mail Services, Inc.

5477 Jet Port Industrial Blvd., Tampa, FL 33634
Phone: (813) 887-3838 ■ Fax: (813) 813-249-0314
www.Aegismailing.com ■ Craig Goldberg
Sabrina Lawson ■ Anthony Taylor

Genesis Direct

391 Roberts Road, Oldsmar, FL 34677-4918
Phone: (813) 855-4274 , ext. 265
Fax: (813) 855-0969

National Parcel Logistics

5415 W Sligh Ave #110, Tampa, FL 33634
Toll Free: 1-800-564-5510 ■ Phone: (813) 886-4220
Fax: (813) 886-4221 ■ E-mail: GailK@AccessMail.biz

TC Specialties

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

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.

McNichols Co.

Headquartered in Tampa, McNichols Company has more than 25 steel service centers and field sales offices in North America. At McNichols, you'll find the most complete and diverse selection of “Hole Products” in popular styles and material types for all your needs. Products include Perforated Metal, Expanded Metal, Wire Mesh, Bar Grating, Grip Strut® Grating, and Perf-O Grip® Grating. Materials include carbon steel, galvanized steel, stainless steel, aluminum, fiberglass, plastic, brass, bronze, copper, and other exotic metals. We are ISO 9001:2000 Certified. For your Hole Product needs, visit our website at www.mcnichols.com, email us at sales@mcnichols.com, or call us at 1-800-237-3820.

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.

Express Messenger International

121 5th Avenue NW, New Brighton, MN 55112
Phone: (612) 845-1575 ■ Fax: (612) 636-5559
www.exmessenger.com

McNichols Company

2502 North Rocky Point Road, Suite 950
Tampa, FL 33607-1421
Phone: (813) 282-3828 ■ Fax: (813) 288-1828
Contact: Sharon Robertson

Modular Mailing Systems, Inc.

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

OUR SPONSORS

National Envelope

National Envelope is the largest envelope company in the world. Servicing the country with coast-to-coast manufacturing facilities which operate utilizing the most technologically advanced folding, printing, and prepress equipment, National offers its customers unparalleled product selection and service. An industry leader in environmental programs, National Envelope is both an FSC and SFI certified converter and is an EPA Leader in the use of renewable energy offering Green-e certified wind power envelopes.

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.

Valpak®

Since 1968, Valpak has been a leader in the direct marketing industry through "mass targeting" – using sophisticated research and analytic tools to help 60,000+ businesses a year cost-effectively reach households across North America. Best known for the familiar Blue Envelope and Valpak.com, consumers and businesses love what Valpak does for them.

National Envelope

Corporate Office: 333 Earle Ovington Blvd. Ste. 1035 Uniondale, NY 11553 ■ Phone: (516) 699-4000
Fax: (770)944-8039 ■ BJ Rhodes ■ Tom Kaiser
Certified Postal Partner ■ Phone: (813) 833-7582
Phone: (813) 453-6607 ■ Fax: (813) 839-0979
Email: tkaiser@natenv.com ■ bjrhodes@natenv.com

Pitney Bowes Inc.

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

Valpak

1 Valpak Ave. N, St. Petersburg, FL 33716
www.valpak.com

BRONZE SPONSORSHIP

FNBR Inc.

Since 1977, FNBR has helped organizations throughout the country improve their marketing. We specialize in providing outstanding sales leads, printing and mailing services at budget-friendly prices. If you'd like to learn more about our products and services, please visit our website at www.fnbr.com or call (813) 988-8148.

GBS

GBS provides clients with an array of printing and document management solutions with envelopes, labels, brochures, forms, and promotional products. GBS has local warehousing and a web based inventory control system that allows clients to access and requisition products as needed. Our services increase efficiencies, and allow clients to focus on their primary business. GBS has been in business for 38 years.

MLI Integrated Graphic Solutions

MLI Integrated Graphic Solutions is recognized for customized customer service and professional distinction in fulfillment, printing, marketing and direct mail. MLI is an industry award winning FSC certified printer with the merit of winning the Earth Charter US award for Green Sustainability. Please contact us and visit www.mlicorp.com; and www.intentmail.com.

FNBR Inc.

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

GBS

Greg Marchant ■ Senior Account Executive ■ GBS
Phone: (877) 301-0371 xt. 2264 ■ Fax: (813) 684-1239

MLI: Intent Mail Division

505 N Rome Avenue, Tampa, FL 33606
Phone: (813) 254-1553

PRIORITY SPONSORSHIP

Handy Ladies

Handy Ladies, Inc. serves the printing, advertising, and various other industries all over the United States. We do fulfillment, handwork, assembly, and other related services. We're experts on postal rules and regulations, presorting, and postage discounts, so you'll get the best possible mailing rates. We also provide mail merging services. We use USPS-certified CASS address standardization software to provide significant postal rate discounts and maximize delivery.

Meadwestvaco Envelope

Meadwestvaco Envelope Division is an envelope manufacturer with facilities located across the United States. The Atlanta manufacturing plant and the Southeast Print Center provide a broad spectrum of high quality envelopes to meet the needs of businesses in the Southeast United States.

Handy Ladies, Inc.

6553 46th St N Unit 908, Pinellas Park, Florida 33781
Phone: (727) 520-8801 ■ Fax: (727) 521-4521
Susan Wilson ■ Dawna Dael ■ Judy McCleskey
Pepper White ■ Email: susan@handyladiesinc.com
mailcenter@handyladiesinc.com

Meadwestvaco Envelope

4305 Enfield Ct., Palm Harbor, FL 34685
Phone: (727) 934-8091, ext. 9530 ■ (800) 551-2852
Fax: (727) 934-4494 Jim Mahoney ■ jpm7@meadwestvaco.com

NATIONAL POSTAL FORUM



DON'T MISS THIS EVENT

NPF invites you to explore the new advances in mail and gain strategies you can use to improve your efficiency and profit this year:

- Postmaster General Jack Potter keynotes with news on the changes at the USPS, operational enhancements, pricing and service standards!
- Patrick R. Donahoe, deputy postmaster general and chief operating officer and Robert F. Bernstock, president, Mailing and Shipping Services will highlight Tuesday's general session.
- Attend the General Session Wednesday Lunch with veteran business journalist Stuart Varney.
- The Intelligent Mail Symposium shows you how to leverage technology to maximize end-to-end visibility in the mailstream!
- The Package Symposium can help you achieve groundbreaking new efficiencies in processing, distributing and delivering packages that can benefit your organization!
- Over 140 educational workshops and exhibits showcase the latest innovations, management practices, strategies, manufacturing developments and logistics.

The largest most dynamic Exhibit Hall in the mailing industry.

- Valuable networking opportunities can help advance your career.
- Enjoy Wednesday's closing event at the National Museum of American History.

Don't miss the action! This is your opportunity not only to keep up but to move ahead. [Sign Up Now at WWW.NPF.ORG](http://WWW.NPF.ORG)

MAY PCC CLASS

THE INTELLIGENT MAIL BARCODE: Learn the most current, up to date information about the Intelligent Mail Barcode from Cathy Buchanan, MDA of the Suncoast District, as well as a rate review for the May 11, 2009 postal increase.

SPECIAL USPS PRESENTATION by Michael Kummelman, Account Manager for the USPS. The US Postal Service wants to help keep your business in business by offering special commercial pricing for Priority Mail® and Express Mail® Services. USPS Account Managers are going out, nationwide, to all businesses in the US and offering free consultations in an effort to save your company vast sums in shipping costs. A 20 – 30 minute presentation will be shared in order to help understand how the USPS can deliver your packages* for far less than the competition.

WHEN WEDNESDAY MAY 6TH

WHERE: Greater Tampa
Association of Realtors
2918 W. Kennedy Blvd.
Tampa, FL 33609

COST: \$10 per person
(SEATING IS LIMITED)

Register online at www.tampapcc.org OR make checks payable to Tampa PCC and mail along with this form to:

May 6th Seminar/Tampa PCC
PO Box 23262, Tampa FL 33623-3262

PCC Hotline 813-877-0754

You must register no later than May 4th.

8:00-8:30: Registration/Continental Breakfast

8:30-9:30: CLASS

9:30-9:45: BREAK

9:45-10:45: CLASS

*most packages weighing less than 15 pounds

USPS CLASSES

BULK MAIL 101 - 9AM - 11AM

Cheryl Brimson, Mailing Requirement Specialist, for the United States Postal Service, will be conducting monthly seminars on Presorted Standard Mail (Bulk Mail 101). Topics will include:

- When to use Presorted Standard Mail.
- Postage payment options.
- How to determine the processing category and sortation of your mailpiece.
- Machinable, non-machinable and automation letters.
- Automation and non-automation flats.
- Not Flat-Machinable.
- Parcels.
- How to navigate our website.
- Postal Explorer and more...

MAILPIECE DESIGN - 1PM - 3:30PM

Cathy Buchanan, Mailpiece Design Analyst for the United States Postal Service, will be conducting monthly seminars on Mailpiece Design. Topics will include:

- Tabbing for booklets and folded self-mailers.
- Postcard and envelope layouts.
- Basic Addressing.
- Requirements for the return address.
- New addressing standards for flat-size mailpieces.
- How to use our templates.
- Nonmachinable criteria.
- Mailing with magnets.
- Mailing with colored background paper.
- Business and Courtesy Reply and more...

Seats are limited per session. RSVP directly to Cathy via email - cathy.m.buchanan@usps.gov or leave a message at (813) 243-5944.

NEED NAME(S) – COMPANY NAME – DATE YOU WILL ATTEND – CLASS INTERESTED IN.

LOCATION	DATE	ADDRESS	TIME	SEATS LIMITED
Tampa	April 22nd, 2009 May 13th, 2009 June 17, 2009	Los Cien Bldg 4107 N. Himes Ave. Ste. 203	9am or 1pm	45



Visit our website at www.tampapcc.org

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

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IMPORTANT USPS PHONE NUMBERS

- TAMPA BMEU** (813) 243-5939
- Mailing Requirements** (813) 243-5938
- Cathy Buchanan, Mailpiece Design Analyst** (813) 243-5944
- Mailing Standard Specialist** (813) 243-5933

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 - Three (3) awards from the Southeast Area.

- Education Excellence - GOLD
- Communications Excellence - Bronze
- PCC Industry Member of the Year - Joy Franckowiak

