

From the Postal Co-Chair



Hello Everyone,

The July networking event on Lake Grapevine proved to be one of the most enjoyable PCC events! Not only was it a great opportunity to meet the board and members, but ending the work week on the lake watching fireworks was certainly pleasant.

Perhaps such a nice event was needed as we gear full steam ahead in the final days before the DFW Mailer's Conference. While we aren't the host site this year, the planning is just as necessary and strategic, as the Arlington Convention Center will be a satellite for this year's broadcast. However the DFW Mailer's Conference is represented at National PCC Day, excitement is in the air as the Fort Worth PCC maintains its record as one of the best Postal Customer Councils in the country!

We hardly stop there, as October hosts Postal Appreciation Day. Receiving appreciation and acknowledgment for dedication and service is welcome to any organization. On behalf of the Fort Worth and Arlington postal employees, I thank you for the time and recognition the PCC will share with us.

Although summer is hardly over, it's not too soon to mark your calendars for the annual Toy Drive. This year's event is a luncheon on Tuesday, December 11, at the Fort Worth Zoo. Look for mailings to come your way soon.

See you at the conference!

Carolyn H. Weisiger
Postmaster, Fort Worth
PCC Postal Co-Chair

From the Industry Co-Chair

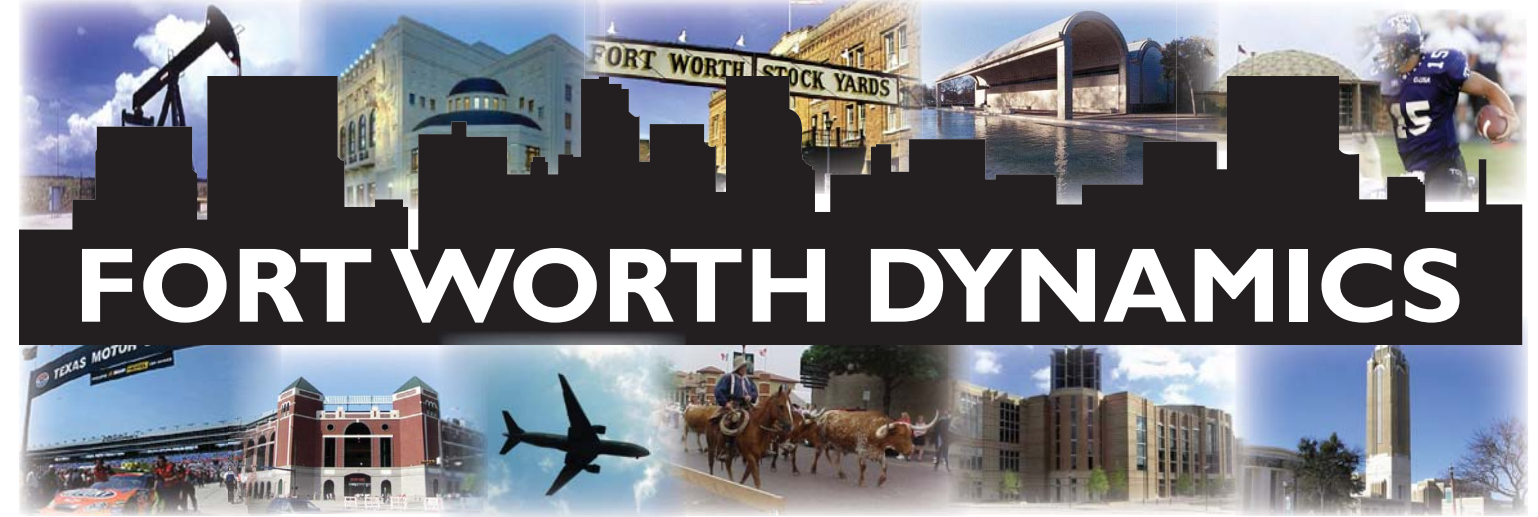


Wow – what a great cruise we had in July! We have decided we need to do this every year. It was a great networking time with members of the FWPPCC and the post office. If you didn't get to make this one, please plan on attending the next one in July, 2008. The date will be announced early.

The DFW Mailers Conference Committee is working very hard to provide you with another educational conference. We can't believe it is just around the corner. Be sure and get your reservation in. Even though we are over the deadline, we still have room for you. Contact Karen Dixson – 817-831-4420.

I look forward to seeing you all there!

Kathy Hinton
Industry Co-Chair



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Postal Customer Council

*Where the West begins and
the best continues*

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From the Postal Co-Chair

Coming Events

September 19

Mailers Conference &
National PCC Day

October 4

Postal Appreciation Day

October 25

Industry Roundtable

November 8

Members Appreciation Lunch

December 11

Toy Drive



PCC NETWORKING EVENT AT LAKE GRAPEVINE

Sometimes new adventures prove to be the most exciting, and so it was on July 27, when the Fort Worth PCC held their July event on Lake Grapevine! Believe it or not there was a break in the near six month period of rain that particular day, and being July in Texas, the temperature was in the high 90's. So what better place to spend a Friday evening than on a terrific boat outing? After registration and humorous safety instructions from the captain, the Lonestar Lady set sail with 50 guests enjoying hors d'oeuvres and beverages at 7 p.m. Networking began as the



boat glided across the lake during a lovely sunset. After dark a most pleasant surprise was an unexpected fireworks display from shore. The fun continued with a roaring romp down memory lane with a slide show of



Fort Worth PCC pasts: members (fortunately, time has been kind to most!), conferences, events. A seamlessly smooth docking of the boat by Captain Jim brought the evening to a wonderful end...with everyone excited to do it again next year! If you missed it this year, be sure to mark your calendar for next year's boat outing.



Be sure to complete your certification registration form at the DFW Mailers Conference.

This is your chance to transform attendance into credentials—and leverage your expertise in the marketplace. To earn your certificate, attend the three sessions in a particular portal and the satellite broadcast and you may earn an official USPS Certificate. This year we're offering 3 Professional Certificate Programs that include: Address Quality Excellence; Customer Acquisition and Loyalty; and Mail Acceptance, Preparation and Entry.

Member Spotlight

Gayla Merritt has worked with Inline Digital Image since 1983. She has been both an employee and a client over the years.



Inline Digital Image has adapted an innovative system of imaging online while printing offset quality, giving their customers more flexibility when planning direct mail programs. The IDI system allows for making creative changes easily; and eliminates the need for an inventory of shells that can become obsolete. This unique approach requires a team that is ready to "fly" while still having both feet firmly planted. As a member of this team, Gayla has experienced (and survived) all the technological changes both in the USPS and in the direct mail industry. She is a valuable part of both IDI and the FWPPCC.

While serving on the Executive Board of the Arlington Postal Customer Council, Gayla was Industry Co-Chair for the APCC in 1994. Currently she is on the Fort Worth Postal Customer Council Board and serves as Membership Director. Extending her commitment to the PCCs, Gayla chairs the Communication Committee for 2007 DFW Mailer's Conference.

Gayla has been married since dirt was invented and enjoys relaxing by the pool with a good book.



PCC INSIDER

UNITED STATES POSTAL SERVICE

PCC Insider is your electronic gateway to information about the U.S. Postal Service, Postal Customer Councils and the issues that affect the mailing industry.

You'll get the latest information on products and services, technology advances and pricing and classification. We'll keep you posted on developments that affect your mailing operations. You'll learn about programs and outreach efforts that can help you achieve mailing success.

Registration is fast and easy; email your information to pccinsider@usps.gov to register for this e-newsletter to begin receiving this valuable tool via email!

INFO@USPS

Your Links To Mailing Resources
fortworthpcc.com

U.S. Postal Service: www.usps.com

National PCC Network: www.usps.com/pcc

Rapid Information Bulletin Board System: www.ribbs.usps.gov

Questions? Comments? Send an e-mail to pccinsider@usps.gov

Sign up for PCC Insider at www.usps.com/pcc

Back issues: PCC Insider online archive

MAIL SERVICE PROVIDER PROGRAM

Getting to Know You

Are you ready to "network" with business mailers?

The Postal Service, through the Postal Customer Council (PCC) Network, encompassing more than 200 PCCs nationwide, offers Mail Service Providers (MSPs) with expertise in mail-related services the opportunity to be listed on usps.com/pcc, the PCC Web site, where other PCC members and customers visiting USPS.com and the PCC Web site can find them. You may participate in the program if you meet certain minimum program requirements and offer the following mail-related services:

- Mail preparation
- Mail printing
- Mailing supplies
- Mailing lists
- Mailing support
- Mailing equipment

Program Purpose

The purpose of the MSP program is to connect business mailers to companies that offer mail-related services. Companies participating in the program will be listed on www.usps.com/pcc, the national PCC Web site.

Enrollment is Easy

How do you enroll? Visit fortworthpcc.com to request a membership form or contact Kelly Pinto at (817) 317-3824 or email vivlen.k.pinto@usps.gov

As a local MSP, the annual flat-rate fee is \$100.00 (less than \$0.28 per day). If you meet the program requirements, you will need to complete a brief enrollment form and make your check payable to your local PCC.

Once your MSP enrollment profile has been submitted and approved, it takes approximately 4-5 business days to be listed.

If you want to enroll as a national provider, just let your local PCC know and a member of the national PCC team will contact you with additional information

NEW SMALL BUNDLE TRACKING SYSTEM

Improving mail visibility through Intelligent Mail

INTELLIGENT MAIL



Now you can get real-time tracking for small packages. A scanning system newly introduced by the Postal Service will provide passive enroute tracking for mail processed on Small Parcel and Bundle Sorter (SPBS) machines. The Small Parcel and Bundle Sorter Tracking System (SPBSTS) is the latest addition to the Intelligent Mail and Address Quality platform.

The new system will capture in real time all barcoded mail processed on the sorter machines, allowing customers to track their mailpiece through the USPS Track and Confirm customer Web page at www.usps.com. SPBS Tracking System supports the implementation of full end-to-end visibility and enhances USPS mail tracking services.

For more information, contact the Intelligent Mail group at imaq@usps.gov.

Fort Worth Postal Customer Council 2007 Board of Directors

Executive Board

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2007 Premier Express — Level Members —

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The Fort Worth District includes Abilene, Amarillo, Arlington, Azle, Bedford, Brownwood, Burleson, Cleburne, Denton, Euless, Fort Worth, Gainesville, Granbury, Grapevine, Hurst, Keller, Lubbock, Mansfield, Pampa, Plainview, San Angelo, Stephenville, Weatherford, Wichita Falls and surrounding towns.

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2007 Express Level Members

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Motherall Printing Company
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Southwest Direct, Inc.
Tickelopes
Washington Mutual Card Services

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American Quarter Horse Assoc.
Cenveo
Corporate Business Solutions
First American Real Estate Tax Svc
First Class American Credit Union
Freedom Graphic Systems
International Mail Express
JD Moody Services
MacDirect

Marketing Mail Solutions
Metroplex Mailing
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