



From the Postal Co-Chair



I'd like to first share with everyone the announcement of a new Fort Worth District Manager, Victor Benavides. Victor comes to Fort Worth from Albuquerque, New Mexico. He is an Air Force veteran who began his postal career in 1980 at Tucson, Arizona. "My goal is to provide postal customers in Texas with the best service in the country. At the same time, to sustain and maintain a successful operation, I want to develop employees at all levels of the organization to ensure the Fort Worth District's long term success," states Victor. Combining his goal for the best service with the best Postal Council Customer in the country should prove nothing less than another award winning year!

It has been a pleasure attending the most recent events, the Educational Luncheon featuring speaker Rick Ward on Intelligent Mail Barcode, and the Roundtable featuring Jerry Dooley speaking on Direct Mail ROI. Both gentlemen gave very informative, beneficial presentations that continue to underline one of the

most important purposes of the Postal Customer Council: educate, educate, educate. As the drive to incorporate new members continues, it is wonderful that we are consistently providing new and regular members with the newest products, programs, and services that will affect and improve businesses!

I look forward to seeing everyone at our April 22 event, the Educational Luncheon at the Fort Worth Botanic Gardens, an appropriate setting for the warming season. Following that will be May's pre-National Postal Forum reception at the Reatta. Already 2008 is flying, and I'm excited for the events that will bring us into a fast-approaching summer.

Mike Holder
Postmaster (A), Fort Worth
PCC Postal Co-Chair

From the Industry Co-Chair



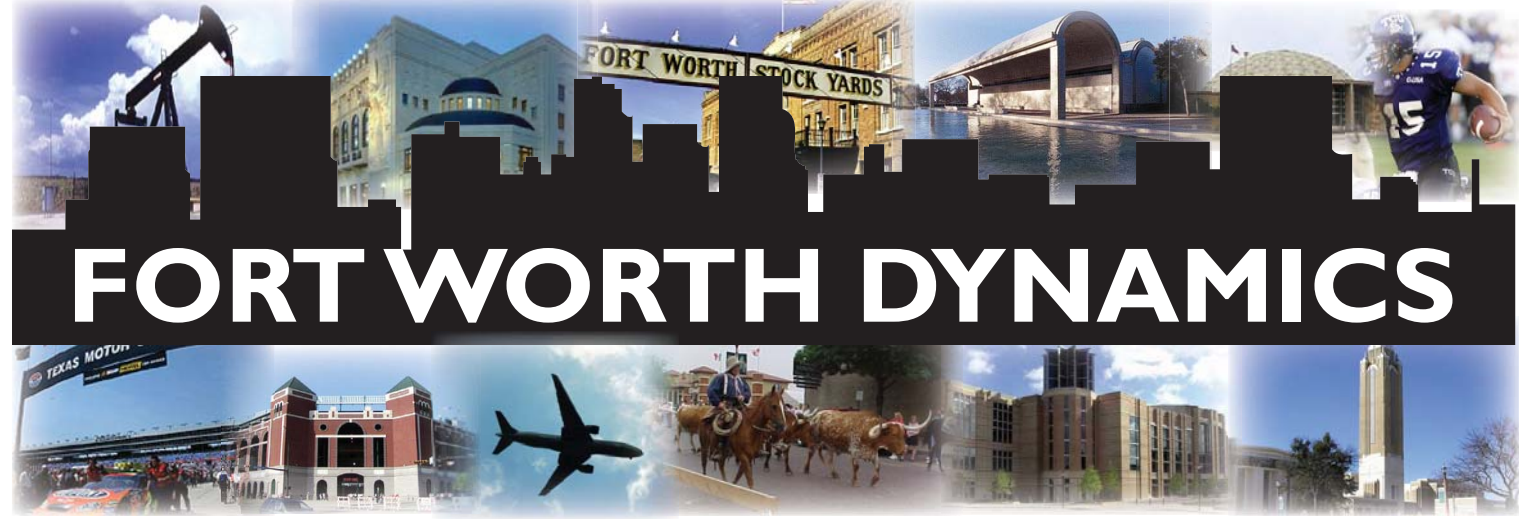
The FWPCC has a very busy schedule this year! There is an activity every month for our members. You will see the events listed in this newsletter. We have already beaten our record from last year on membership! Don't forget about our Member of the Year contest and continue to promote the PCC to your business partners.

We are plugging along on the 2008 DFW Mailers Conference. I know you will not be disappointed in this year's conference. Watch your mailbox for the "Save the Date" postcard. Please mark your calendar now for September 17th at the Arlington Convention Center – you don't want to miss this conference! More details will come.

The FWPCC meeting in April will be at the Botanic Gardens on April 22nd at 11:00 a.m. There will be lots of information for you and will be presented by Jerry Dooley. So, bring your questions and be prepared! Watch your mail and email for this announcement.

Don't forget to register for the National Postal Forum that will be held at the Anaheim Convention Center, Anaheim, CA on May 18 – 21, 2008. There is so much to learn and they have many new classes – such as Intelligent Mail, Xtremely Green and Global Business. The hotels are booking up fast, so get your registration in now. You can register on-line at www.npf.org/reg6.

Kathy Hinton
Industry Co-Chair



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the Fort Worth
Postal Customer Council

*Where the West begins and
the best continues*

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Coming Events

- April 21, 2008**
Educational Luncheon
Botanic Gardens
- May 2, 2008**
Annual Fort Worth PCC Golf
Tournament -Fossil Creek Golf Club
- May 15, 2008**
Pre-Forum Reception
Roof Top at Reata
- June 19, 2008**
Plant Tour-Jack D. Watson
- July 25, 2008**
Network Boating
Lake Grapevine
- September 17, 2008**
DFW Mailers Conference
Arlington Convention Center
- October 2, 2008**
Round Table-Los Vacqueros
- November 5, 2008**
Member Appreciation
Petroleum Club
- December 9, 2008**
Toy Drive - Ft. Worth Zoo

NEW PRICES COMING MAY 12 Price For 1-Ounce First-Class Stamp Will Be 42 Cents

On May 12, the Postal Service will adjust prices for mailing services — First-Class Mail, Standard Mail, Periodicals, Package Services and Special Services. The average increase by class of mail is at or below the rate of inflation as measured by the Consumer Price Index.

A First-Class Mail stamp will be 42 cents. "The Postal Service developed the Forever Stamp for consumers to ease the transition during price changes," said Postmaster General John Potter. "We encourage Americans to buy Forever Stamps now for 41 cents, because like the name suggests, they are good forever." The price goes up to 42 cents on May 12.

USPS has sold 5 billion Forever Stamps since the launch last April and plans to have an additional 5 billion in stock to meet the expected demand before the May price change.

We also will have a 62-cent stamp available shortly after May 12 for 1-ounce nonmachinable First-Class Mail letters, such as square greeting cards.



- Pricing highlights:**
- No change in the First-Class Mail single-piece additional-ounce price.
 - Lower additional-ounce price for presorted First Class Mail letters.
 - Lower pound price for Standard Mail saturation and high-density flats.
 - Shape-based pricing for First-Class Mail International letters, flats and parcels.
- * First-Class Mail International price groups expand from five to nine groups.

- Selected prices:**
- First-Class Mail letter (1 oz.) 42¢
 - First-Class Mail letter (2 oz.) 59¢
 - Postcard 27¢
 - First-Class Mail large envelope (2 oz.) \$1.00
 - Certified Mail \$2.70
 - First-Class Mail International letter to Canada and Mexico (1 oz.) 72¢
 - First-Class Mail International letter to all other countries (1 oz.) 94¢
- See the Postal Service website at usps.com/prices for all mailing services prices and links to downloadable pricing files and additional information. New prices for shipping services — Express Mail, Priority Mail, Parcel Select and International Mail — will be announced in March. Consistent with the postal law, prices for mailing services will be adjusted annually each May. The Postal Service plans to provide 90 days' notice before the price changes each year.

MARCH ROUNDTABLE

Even though the weather was about as inhospitable as it could possibly be, members and guests still managed to fill La Puertita's at Joe T. Garcia's restaurant on March 18 for the Fort Worth PCC Roundtable. Direct Mail ROI was Southwest Area Sales Specialist Jerry Dooley's topic. Everyone enjoyed Joe T's popular fajita buffet while Jerry engaged the audience with his informative presentation. By the end

of the evening the weather had settled somewhat, allowing everyone to depart safely.





Member Spotlight

We are pleased to shine the spotlight on **Joey Dixon**, vice president of operations for GM Direct Marketing. **Joey** is no stranger to the industry or to the Fort Worth Postal Customer Council. For the second year in a row, **Joey** is wearing a number of PCC hats. He serves on the Fort Worth Postal Customer Board. For the second year, he is Secretary on the DFW Mailers' Board. And **Joey** is again serving on the National PCC Day/Mailers' Conference Committee. This year **Joey** is again Chairperson for the Exhibitors Committee.



Joey's leadership and enthusiastic involvement in the Fort Worth PCC are second only to his "real job" responsibilities at GM Direct. **Joey** has been in charge of Production Operations since 2001, ensuring the mail services at Global Mail Management are top notch and efficient.

As if this weren't enough of a reason to celebrate, **Joey** and his wife **Martha** have just welcomed their first child into the world! **Katelyn Isabelle**, weighing 7 pounds, was born on March 24, 2008, the apple of her daddy's eye.

So our hats off to **Joey** for his valuable contributions to the Fort Worth Postal Customer Council, for his solid management of a successful direct mail company, and (along with **Martha**, of course) for playing the role of proud father admirably. **Congratulations, Joey.**

Victor Benavides

District Manager, Ft. Worth District, Southwest Area

Victor H. Benavides was appointed District Manager for the Fort Worth District, Southwest Area on February 11, 2008.



Victor served in Mountain Home Air Force Base Idaho and Davis-Monthan Air Force Base in Tactical Air Command, Tucson Arizona, totaling 8 years in the Service. He then began his Postal Career in 1980 as an LSM Clerk in Tucson, Arizona.

Victor returned to Texas and was a City Carrier, increased accountable positions followed such as Customer Service Operations, Superintendent Postal Operations, and Postmaster twice in Western Area. MPOO, Western Area. District Manager, Southwest Area, Albuquerque New Mexico.

Victor completed Management courses at Colorado State University, to include Bolger Academy, ALP graduate. Boise State University and University of North Carolina accredited hours.

Mr. Benavides has stated "my goal is to provide postal customers in Texas with the best service in the country. At the same time, to sustain and maintain a successful operation, I want to develop employees at all levels of the organization to ensure the Fort Worth District's long term success."

Victor's spouse, **Pauline**, is currently working in the Health and Resource Management department at Albuquerque, New Mexico.

When North Texas artist and small business owner **Antoinette** needed a solution for on-line postage, Fort Worth District Small Business Specialist **Veronica Ortiz Butler** came to her assistance. **Antoinette** writes and illustrates books, paints animals, pets, children and family portraits. She also sculpts and creates unique whimsical accessories featuring her artwork. **Antoinette's** work is purchased worldwide through her website www.antoINETTEart.net and through her eBay storefront trading as "thecritterartist."



With her artwork coming in so many types and sizes, **Antoinette** needed an easy and convenient solution for shipping and she found it at USPS.com! "Carrier pickup is a godsend" said **Antoinette**. "I used to have to make multiple trips from my car to the post office and now I just click a button online letting my carrier know that I have packages to be picked up the next business day. The carrier pickup feature has saved me so much time and money. I love it!"

Antoinette said she also loves being able to order her Priority Mail shipping supplies online, and having her carrier deliver them right to her doorstep at no charge is fantastic! "The numerous sizes of Priority Mail boxes available is very helpful to me" said **Antoinette**. "For example, I'm able to use Priority Mail boxes to ship paintings, knickknacks, sculptures, and clothing, worldwide. I now use the U. S. Postal Service to ship all over the continental United States including Hawaii and internationally to Canada, Australia, Germany, and France. It is absolutely wonderful!"

Febuary 26th Luncheon at The Fort Worth Club



Fort Worth Postal Customer Council 2007 Board of Directors

Executive Board

Industry Co-Chair
Kathy Hinton
Corporate Business Solutions
817-701-1390
khinton@1cbs.com

Postal Co-Chair
Mike Holder
Ft. Worth Postmaster (A)
817-317-3802
michael.d.holder@usps.gov

Industry Vice-Chair
Scott Hays
Mail Presort
817-626-9660
scott@mail-preosort.com

Treasurer
Karen Dixon
GM Direct Marketing
817-831-4420
karendix@swbell.net

Secretary
Bill Meeks
Pier 1 Imports
817-252-7849
blmeeks@pier1.com

Industry Representatives

Membership Director
Gayla Merritt
Inline Digital Image
817-640-1984
gayla@i-d-i.com

Webmaster
Tim Halwas
Love Envelopes
214-637-5900 x 30
thalwas@loveenvelope.com

Newsletter Director
Robert Lamke
Pitney Bowes
800-322-8000 x 76117
robert.lamke@pb.com

Program Director
Jackie Marlowe
Star-Telegram
817-215-2103
jmarlowe@star-telegram.com

Robbie Cramer
Direct Logistics
972-991-9935 x236
robbie@DirectLogistics.com

Joey Dixon
GM Direct Marketing
817-831-4420
joeydixon@gmdirectinc.com

Nelson Everette
Mail Express
817-524-5915
neverette@mailexpress.com

Cindy Morrow
Inline Digital Image
817-640-1984
cindy@i-d-i.com

Lifetime Board Members

Ronnie Castleberry
Neopost, Inc.
972-948-1555
r.castleberry@neopost.com

Jeff Robinson
Revelation Consulting
817-709-9041
jeff@revelationconsulting.net

USPS Representatives

Victor Benavides
Fort Worth
District Manager

Jerry Long
Arlington Postmaster (A)
817-543-8402
jerry.l.long@usps.gov

Gale Sprouse-Hudson
Arlington Customer
Relations Coordinator
817-235-8047
gudson1@usps.gov

Kelly Pinto
Fort Worth Customer
Relations Coordinator
817-317-3824
vivlen.k.pinto@usps.gov

Nell Bush
Business Service
Network Rep.
817-317-3312
nell.r.bush@usps.com

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First Class American Credit Union

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Venture Encoding

Virtuoso, Ltd.

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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.*