

## From the Postal Co-Chair



The annual Membership Appreciation luncheon was its usual success. It was a pleasure to see everyone networking and enjoying the wonderful downtown Fort Worth scenery.

I'd like to extend a welcome to two members who have chosen to assist the Fort Worth PCC by becoming committee members. Thank you, Eric Carroll of Access Worldwide and Richard Combs of Southwestern Colorgraphics. Because it takes time, action, and dedication, I'm confident the PCC board and members will benefit greatly from your support and participation.

I am taking this opportunity to thank the Fort Worth Postal Customer Council for helping to develop other PCCs within the Fort Worth District, including the Denton PCC and the Wichita Falls PCC. Business customers and postmasters from those cities are making every effort to organize councils with goals of becoming as effective as Fort Worth's. They say the truest form of flattery is imitation...so once again, the Fort Worth PCC leads the way!

Believe it or not, the end of the year is upon us! I'm sure the majority of people world wide are eager to tuck this year away and look forward to new horizons. If this includes you, please don't forget to count your blessings however great or small. A positive outlook is that whatever you've survived has helped make you stronger!

Wishing everyone a safe and happy holiday season,

Mike Holder  
Postmaster, Fort Worth  
Postal Co-Chair

## From the Industry Co-Chair



A little late, but Happy Thanksgiving! I know there were way too much delicious food and some wonderful family and friends to spend time with for me and I hope you had the same!

This will be the last newsletter of the year and along with it, there are several changes. Not only did I move on to another company, our website has taken on a new facelift. Check it out – [www.fortworthpcc.com](http://www.fortworthpcc.com) – we are very proud of it. The website follows suit with the Fort Worth PCC Newsletter.

Also, go to [www.usps.com/nationalpcc/](http://www.usps.com/nationalpcc/) and click on the PCC Blog link. There is always good information on it and you can ask questions or just make comments. We hope you like the addition.

Another change this next year is the DFW Mailers' Conference and National PCC Day. National PCC Day is still going to be the 3rd Wednesday in September; however, Dallas and Fort Worth PCC Boards voted to have the event in their own postal facilities. DFW Mailers' Conference has been moved to September 2nd, 2009 at the Arlington Convention Center. This will give our vendors more time for visiting with the attendees and we don't have to eat so early next time! I hope you will be happy with this change.

The 2009 calendar is already filled with events planned by the board. Jackie is working hard to find new locations to hold our events and get exciting, interesting speakers. It takes a lot of work to put these events together and I want to thank Jackie Marlowe for her hard work and as always, thanks to Gale Hudson and Kelly Pinto for their assistance with every event.

Our Toy Drive had to be cancelled due to bad weather, and needless to say, we were all very disappointed! But as always, our members stepped up to the plate and delivered all kinds of toys for the Boys & Girls Club of Fort Worth. Since we had ordered appetizers for the event, we had the caterer deliver all of the food to the Safe Haven Boys & Girls Club to enjoy for a couple of days! They were so excited!

We wish you a very Merry Christmas and a prosperous New Year!

Kathy Hinton  
Industry Co-Chair

[fortworthpcc.com](http://fortworthpcc.com)

# FORT WORTH DYNAMICS

Volume 19 Number 6

The Bi-Monthly Newsletter of  
the Fort Worth  
Postal Customer Council

*Where the West begins and  
the best continues*

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### Coming Events

**January 23, 2009**

Membership Drive

**February 26, 2009**

Educational Roundtable

**March 26, 2009**

Educational Roundtable

**April 23, 2009**

Educational Roundtable

**May 1, 2009**

16th Annual Golf Tournament

**May, 2009**

National Postal Forum Reception

**May 17-20, 2009**

National Postal Forum-Washington DC

**June 11, 2009**

USPS Inspection Service Tour

**July 24, 2009**

Networking Boat Trip

**September 2, 2009**

DFW Mailers' Conference

**September 16, 2009**

National PCC Day Satellite Broadcast

**October, 2009**

Educational Roundtable

**October, 2009**

USPS Postal Employees'

Appreciation Day

**November 4, 2009**

Membership Appreciation Luncheon

**December 10, 2009**

Toy Drive

## PCC FOCUS GROUP MEETING



Susan Plonkey and Alixe Johnson from Headquarters held a PCC Focus Group meeting with postal customer council customers and board members. The combined Fort Worth PCC and Dallas PCC groups represented approximately 24 to 25 companies.

The meeting was held Friday, Oct. 31st, at the North Texas Mail Processing Center, 951 W.

Bethel Rd., Coppell, TX 75099. Topics for discussion included "National PCC Day" – what they did right, wrong or could do better in 2009. How can Headquarters help the PCCs with National PCC Day? Are customers using the PCC blog? Any mailing service concerns in the area? The response and participation was great, resulting a very successful meeting for everyone in attendance.

JOIN THE FORT WORTH PCC  
FOR THE 2009 MEMBERSHIP DRIVE  
AT BILLY BOB'S IN THE FORT WORTH STOCKYARDS

Join our award winning Fort Worth Postal Customer Council in January at Billy Bob's to kick off the year with our Annual Membership Drive. Membership packets will be arriving in the mail. Please take a moment to review the informative brochure outlining events that provide information that is educational; that will help grow your business; give you opportunities to meet local Postal representatives; that have topics that are important to the mailing industry; that are at interesting locations and that offer networking opportunities.

This event will be held on Friday, January 23, 2009 at Billy Bob's Texas in the Fort Worth Stockyards beginning at 6 p.m. There will be a "meet

and greet" with heavy appetizers and a cash bar. Please bring a guest who you feel would benefit from membership in the PCC. When the event concludes at 8 p.m. you'll want to hang around and enjoy a concert by Johnny Cooper.

Support through membership donations and your attendance at events throughout the year make the FWPPCC an award winning organization.

Remember a majority of our operating funds come from your membership donations, so please join today and commit to another outstanding year of business mailers and the USPS working together.

## “PROJECT NEW”

Fort Worth Business Assistance Center's 10-week **Project New** entrepreneurship institute offers 40 hours of in-depth training from successful professionals and experts who help new entrepreneurs utilize tools and information essential to becoming successful. **Vikki Vannabouathong** was one of 29 students in Project New's 28th Class and she listened intently to a Direct Mail workshop presented by USPS Business Development Team **Gary Holcomb** and **Veronica Butler**.

In this workshop, Vikki learned how easy it is to use Direct Mail to build her new business, **VPS Income Tax**, and she immediately put her new knowledge into action. She began researching and planning her mailing and decided to market to ethnic groups in the Hispanic and Asian communities using a flyer that will be printed both in English and the target group's language. Vikki also purchased a mailing list that was built on her specifications.

“Before this class, I did not know about Discount Mail. I was so surprised at the discount I could receive,” said Vikki. “I went to the Mailing Requirements Office and was assisted by Mail Classification Clerk **Clyde Behrens**. He helped me get my mailing permit – it was very easy. Using the Postal Service's discount mail options allowed me to increase my mailing to 10,000 pieces, thereby reaching more potential customers!”



Small Business Specialist Veronica Butler discusses advantages of PCC membership with Vikki Vannabouathong of VPS Income Tax.

Vikki's Direct Mail offer will include a 25% discount on tax preparation services for customers who bring her the letter or flyer. This will be one of the ways she tracks her return on investment. Vikki said her letter and flyer will highlight her 20 years experience in the tax preparation industry and her quick refunds. VPS Income Tax will also offer bilingual staff, free estimates and no up front fees. The tax preparation fee can be deducted from the customer's tax refund. Vikki plans on continually putting her mailing permit to use. She wants to establish a loyal customer base by offering free memberships that will allow customers to take advantage of newsletters, tax preparation workshops and discounts.

“We appreciate our partnership with the Fort Worth Business Assistance Center,” said **Gary Holcomb**, BDT Manager. “Having the opportunity to educate new entrepreneurs on using Direct Mail to grow their business is a win-win situation.”

Grand Opening for Vikki's new business, VPS Income Tax, will be on January 6th and will be located at 1811 East Irving Blvd, Irving, TX 75060. Office hours will be Tuesday through Sunday, 9:00 a.m. to 7:00 p.m.

## ENHANCED RIBBS WEBSITE NOW SEARCHABLE FROM A-Z, EASIER TO NAVIGATE AND PRINT

The U.S. Postal Service® is pleased to announce the launch of the new RIBBS™ website. RIBBS has long been the primary technical resource for the mailing industry, but the new site was enhanced with the business mailer in mind. The same information that mailers have relied on for years is now available with site indexes that are searchable from A-Z or by topic.

Improved print capabilities and drop-down menu navigation provide easy access to our many products and services. Links to Intelligent Mail(r) services and the Flat Sequencing System are also available. Visit the new and improved RIBBS site today at [ribbs.usps.gov](http://ribbs.usps.gov).

## THIS BLOG'S FOR YOU

**PCC Members Discuss Important Topics Facing Mailing Industry**  
You heard from Postmaster General John Potter and other postal executives during National PCC Day events earlier this year. Now you have an opportunity to join the conversation.

In response to suggestions from PCC members, the Postal Service launched the first official postal blog at [2blogPCC.com](http://2blogPCC.com).

“You now can communicate with one another on an ongoing, real-time basis,” says Susan Plonkey, vice president of Business Customer Relations. “In addition, you can add a link on your own website to allow for immediate access to the blog.”

PCC members can discuss important topics facing the mailing industry, access the latest information, get ideas for meetings and educational events, and provide feedback.

“We want to keep the lines of communication open with our customers as the mailing industry adjusts to a changing marketplace and creates new growth opportunities,” says Plonkey. “This blog is another way for PCCs to stay in touch with one another, share information, ask questions and get ideas that will help make their PCC events even more successful in the future.”

## INFO@USPS

### Your Links To Mailing Resources

U.S. Postal Service: [usps.com](http://usps.com)

National PCC Network: [usps.com/pcc](http://usps.com/pcc)

Rapid Information Bulletin Board System: [ribbs.usps.gov](http://ribbs.usps.gov)

Questions? Comments? Send an e-mail to [pccinsider@usps.gov](mailto:pccinsider@usps.gov)

Sign up for PCC Insider at [usps.com/pcc](http://usps.com/pcc), select “PCC Insider Registration”

Back issues: PCC Insider online archive

**CHECK OUT OUR NEW LOOK!**

[www.fortworthpcc.com](http://www.fortworthpcc.com)

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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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