

From the Postal Co-Chair



As the acting Postmaster of Fort Worth, I look forward to meeting the Fort Worth PCC Board and members at the February 26th Educational luncheon. I've heard many great things about the Fort Worth PCC and its reputation as the best in the nation. I am eager to participate as postal co-chair to ensure we strengthen and keep that record.

I am currently a Post Office Operations Manager from Coppell, Texas. I am familiar with the PCC having attended many other area PCC events. It will be a pleasure to meet new businesses and make new friends in Fort Worth's PCC, and acting as Postal Co-Chair will be a wonderful opportunity to gain a greater depth of the Postal Customer Council mission.

The Educational luncheon should prove to be just that: very educational for our mailing customers. Intelligent Mail Barcode is sure to revolutionize the service we will be able to provide our customers, and sharing the information will ensure a coordinated effort in ushering in this innovative program successfully.

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

From the Industry Co-Chair



The FWPPCC is very excited about kicking off a new year. We are putting plans in place to have another Award winning year in 2008. This year's membership drive is underway and we are looking forward to welcoming many new members in 2008. Don't forget about our Member of the Year contest and continue to promote the PCC to your business partners.

Planning has already started for the 2008 DFW Mailers Conference. We have had great feedback and listened to ideas on how to make the event even stronger and more meaningful for all participants. We are definitely putting more emphasis on Vendor and networking time for the upcoming conference. We will again have USPS Certificates that you can earn, but we will only provide 3 certificate programs this year. As you can tell, the committee works very hard to make these successful conferences and to provide you with educational sessions. 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.

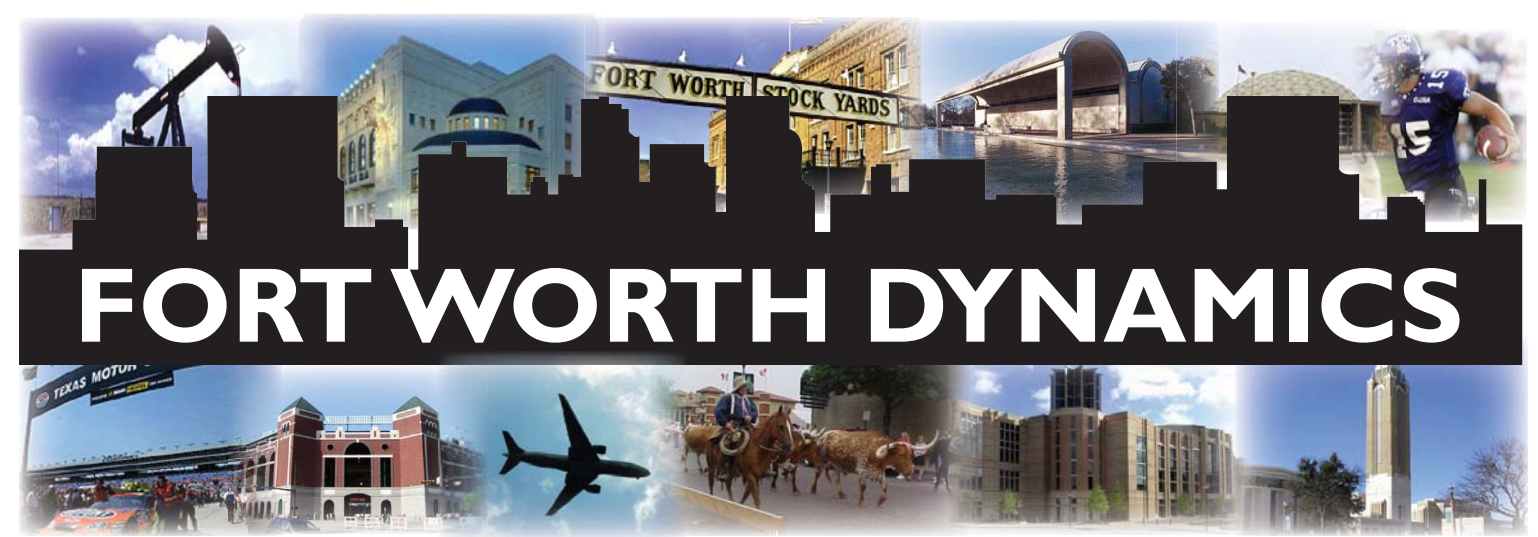
Watch your mail for the February 26th meeting at Fort Worth Club. Rick Ward will be speaking on Intelligent Mail Barcode. This will be a major change for all mailers in 2009 and we all should prepare for it now!

As you probably know, Linda Welch is now the District Manager of the Dallas District. I want to congratulate her – boy, that was hard to do since I hated to see her go. We are definitely going to miss her.

I want to welcome Steve Moreland back to Fort Worth as the Acting District Manager! Steve has been in Fort Worth before as the Acting Postmaster and we have always enjoyed working with him. The next time you see him, stop and say hello.

With all hands on deck, the Board members and their committees are working harder than ever to make sure that the Mailing Industry and USPS continue to strengthen our relationship and work towards common goals; such as utilizing Business Mail partners and technology to improve mailstream efficiencies and getting the message out on the value that mail provides to organizations of all sizes. I look forward to seeing all of you at the upcoming events throughout 2008.

Kathy Hinton
Industry Co-Chair



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Postal Customer Council

*Where the West begins and
the best continues*

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Coming Events

February 26, 2008

Educational Luncheon-Ft. Worth Club

March 18, 2008

Evening Educational Roundtable

Joe T Garcia's

April 21, 2008

Educational Luncheon

Botanical 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

TWO NEW SHIPPING INITIATIVES APPROVED

New large flat-rate box, Express Mail Sunday/holiday delivery premium

The Postal Service announced the Board of Governors approved two new initiatives to grow USPS shipping business and revenue. A new, larger Priority Mail Flat Rate Box enables customers to ship 50 percent more than with the current box. It will be offered at a discount to overseas military addresses — a postal first for the armed forces. USPS also announced a new Sunday and holiday delivery price for Express Mail. Customers can begin using the new boxes March 3, the same day the premium takes effect.

The Postal Service filed notification of these decisions with the Postal Regulatory Commission. They're the first actions under the new pricing regulations set forth under the Postal Act of 2006. Public notice is being submitted for publication in the Federal Register.

New Priority Mail Large Flat Rate Box

The current flat-rate box — introduced in November 2004 — gives customers a single, predetermined rate regardless of the weight or delivery zone. The new, larger box extends our successful flat-rate offerings, providing more choices for small businesses and consumers.

"We listened to our customers, and we're giving them a new box that lets them ship larger items while still enjoying the benefits of a flat rate," said Postmaster General John Potter. "Flat-rate boxes are very popular and the new, larger version provides even more value."

The new Priority Mail Large Flat Rate Box is 12" X 12" X 5.5" and can be used for both domestic and international shipments. This extends the flat-rate price and ease-of-use benefits to

international shippers. There's also a 5 percent online discount.

There will be a special version of the box for the military, with a \$2 discount, if it's shipped to an Army Post Office or Fleet Post Office (APO/FPO) address. The larger flat-rate box will sell for \$12.95 domestic and \$10.95 to APO/FPO addresses. Internationally, it's \$29.95 to Canada or Mexico and \$49.95 to all other countries.

The Postal Service will continue to offer its original Priority Mail Flat Rate Box that currently retails domestically for \$8.95.

All Postal Service Priority and Express Mail packages and envelopes are environmentally friendly, exceeding the highest standards for recyclability.

Express Mail Sunday Delivery Price


The Governors also approved a \$12.50 premium for Sunday and holiday Express Mail delivery. The premium — equal to competitor surcharges for Saturday delivery — reflects the unique delivery option the Postal Service provides on Sundays. As an alternative to Sunday, customers can choose Monday delivery at the standard Express Mail price.

"These are the first initiatives that take advantage of the flexibility afforded us by the new pricing regulations under the Postal Act of 2006," said Potter. "They enable us to compete in the marketplace while continuing to meet the changing needs of our customers."



Mark Your Calendars for the 15th Annual Fort Worth PCC Golf Tournament Friday, May 2, 2006 at the Golf Club at Fossil Creek

Come join us for a day of meeting customers, networking, talking with the post office and enjoying one of Fort Worth's best golf courses. We are excited to play again at Golf Club at Fossil Creek in north Fort Worth. One of the last courses to be designed by the legendary Arnold Palmer, the course features ProLink GPS which enables them to improve the pace of play as well as assist the golfer with club selection, pin position and constant yardage updates. Please be on the lookout for more updates in your mail.



2007 PCC MEMBER OF THE YEAR

We are pleased to turn the spotlight on **Kathy Wolfe**, our 2007 Member of the Year for the Fort Worth Postal Customer Council. **Kathy** is an enthusiastic supporter of the Fort Worth PCC, promoting the value of membership and participation in the Council. She has been a faithful attendee and brought many guests to PCC events, emphasizing the importance of staying informed about the continuous changes in postal regulations.



Kathy's career in printing and mailing began in 1980, and she has been serving her Dallas/Fort Worth clients well ever since then. Now the sales manager, **Kathy** has been with GM Direct Marketing in Fort Worth for over 14 years. During that time, she has been an invaluable source of money-saving information to clients. She understands the importance of direct mail in a marketing environment.

You might say that **Kathy** is a goodwill ambassador for the Fort Worth PCC, who continues to value what she receives from the Council and helps all direct mail and regular postal customers understand the US Postal system. More importantly, she shows clients how to happily work within the system to their advantage. Great job, **Kathy!** A well-deserved Congratulations!

— Member of the Year —

Will you be the recipient of this award for 2008?

The winner will be announced at the annual Membership Appreciation Luncheon in November.

You can earn points by attending FWPCCC events throughout the year. Points are also given for adding new members to the council. Do you have a suggestion to improve your PCC? If so, points are awarded if your suggestion is approved and implemented by the Board of Directors.

For the most up-to-date information on events and the Member of the Year contest, visit our website at www.fortworthpcc.com.

One stop for growing your business with Mail-Related Services

By logging onto The National Postal Customer Council (PCC) website USPS.COM/PCC you can search for a list of PCC mail service providers who can help enhance your use of the mail to grow your business. No more time consuming research looking for equipment or supplies, mail preparation and address list, and other questions regarding expanding your business with mail related services. Sound good? The PCC Mail Service Provider program offers access to members of a PCC network of approximately 200 PCCS nationwide.

The program currently offers six categories of mail service providers:

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

If you are interested in becoming a PCC mail service provider, please contact **Kelly Pinto** at (817) 317-3824 or **Gail Hudson** at (817) 478-9613.

LUV DUNKING INTO PRIORITY MAIL!

In August 2007, Sara and Matty McLain were busy researching shipping options for their anticipated opening of dunkluv.com, an online store where customers can purchase boxes of Sara's delicious home-made biscotti. Sara spoke to her Postal Service carrier and to Grapevine Post Office Supervisor, **Betty Fanning** who referred her to Small Business Specialist, **Veronica Butler**. Sara and Matty had the daunting task of ensuring their web site was set up to be able to process the shipping information that customers entered. Veronica let Sara know about USPS Web Tools™ which would allow her to integrate a variety of USPS options into her website for no additional fee as well as educating her on the wonderful Priority Mail products and services available on USPS.com.



In December, Sara contacted Veronica and said she was ready to ship using the USPS's Priority Mail service. Veronica immediately set up a meeting & took Sara a representative sample of Priority Mail boxes available for her shipping needs. Veronica likes to learn as much as possible about her customers' products and routinely will personally order their products so she can experience for herself the shipping service and the product. Veronica went online to dunkluv.com and ordered the sampler box which includes biscotti in five different flavors. "I was truly pleased and delighted with the great service and value the United States Postal Service provided with the Priority Mail shipments," said Veronica. "I love sharing with small businesses how the U. S. Postal Service can help their business grow!"

— LEADERSHIP CHANGES IN FORT WORTH —

The new year has brought about the following changes in leadership in the Fort Worth District:

Linda Welch is now the Dallas District Manager.

Replacing her as acting District Manager in Fort Worth is **Steve Moreland**.

Mike Holder replaces Carolyn Weisiger as acting Postmaster of Fort Worth.

Dave Vale, Arlington Postmaster has been assigned to the Fort Worth Processing and Distribution Plant.

Jerry Long is currently acting Postmaster, Arlington.

— 2008 Membership Drive —

The Fort Worth Postal Customer Council has embarked on our annual membership drive. Membership packets have been mailed. Take a moment to review the informative brochure and submit your application for 2008 membership. Your support through membership donations and your attendance at events throughout the year make the FWPCCC an awarding winning organization.

Your PCC is a source to continually improve communication between the business mailers and the USPS.

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

We were fortunate last year to increase membership and member participation at scheduled events. Let's keep the momentum going. If you know anyone in the mailing community that is not a member – urge them to join.

Fort Worth Postal Customer Council 2007 Board of Directors

Executive Board

Industry Co-Chair

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Jeff Robinson

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2007 Premier Express — Level Members —

GM Direct Inc. (Global Mail)

Inline Digital Image

Love Envelope

MailExpress, Inc.

Mail Presort

Neopost

Pitney Bowes



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.

USPS Representatives

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Arlington Postmaster (A)
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2007 Express Level Members

AES Systems

Allied Marketing Group

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

M L S Data Management Solutions

MacDirect

Marketing Mail Solutions

Metroplex Mailing

MLS Data Mgmt. Solutions

National Envelope

Nexxio

PSI Group

RAM PAK Services

Siemens Postal Automation

Southwestern Colorgraphics

Star-Telegram

Tension Envelope Corp.

Transcontinental Direct

University of Texas at Arlington

Venture Encoding Service

Virtuoso

XpressDocs

XTO Energy