

From the Postal Co-Chair



Once again the DFW Mailers' Conference was a success and there are plenty of committee and board members to thank for its organization. Add to that the awards that were won between the Fort Worth and Greater Dallas PCCs, and again our reputation as a nationally leading Postal Customer Council remains solid. It was good to see everyone take advantage of the business and educational opportunities the conference presented.

Apparently the season for gratefulness is upon us. I'd like to thank the board for once more showing their appreciation to the Fort Worth postal employees on Postal Appreciation Day, Oct. 2. The city stations and branches were honored by your visits of recognition. While our clerks and carriers interface with customers every day, they seldom receive a pat on the back for their hard work.

Which leads me to encourage everyone to attend the Membership Appreciation Luncheon on November 5. You're sure to enjoy the great food and beautiful downtown scenery from the Petroleum Club. Guest speaker is Ellen Regan, from USPS Headquarters, who will speak on the value of a PCC membership.

The holiday season is not even around the corner, it is upon us! While this has been a very turbulent year world-wide, please take advantage of the season to appreciate those that have meaning to your lives. We look forward to seeing you at the Holiday Toy Drive at the Botanical Gardens on December 16th. The evening event will provide the opportunity to relax, show generosity, and be thankful.

Mike Holder
Postmaster, Fort Worth
Postal Co-Chair

From the Industry Co-Chair



Well, the Fort Worth PCC did it again with winning PCC of the Year for the Southwest Area, plus a couple awards on the national level. It shows how hard the board works to provide you with education and networking events.

Holidays are just around the corner and we are preparing for our Membership Appreciation Luncheon which is scheduled for Wednesday, November 5th at the Petroleum Club again in downtown Fort Worth. Be sure to mark your calendar and look for the announcement in your mail. Who knows....you could be Member of the Year!

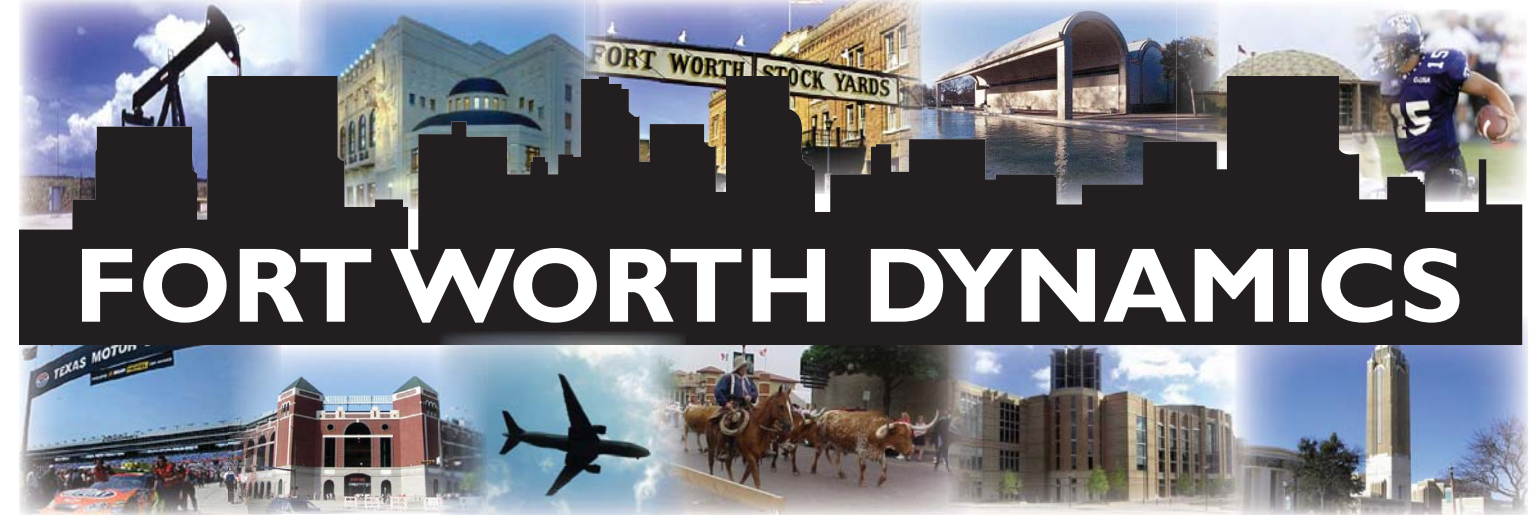
We will have elections this year for Secretary and Vice Co-Chair at the Membership Appreciation Luncheon so if you have any suggestions, please contact me at (817) 701-1390.

We also have our Toy Drive scheduled at the Botanical Gardens on December 16th in the evening this year. Hopefully, more people will be able to attend since it will be in the evening. There is no charge for this event, but it would be great for you to donate a toy for some needy boy and/or girl. This event always fills my heart with joy just thinking of all the children that will have gifts because of the Fort Worth PCC!

If you would like to suggest an event or to cover a topic next year or want to serve on a committee, please contact either myself at (817) 701-1390, Scott Hays at (817) 626-9660 or Jackie Marlowe at (817) 965-2117.

See You Soon!

Kathy Hinton
Industry Co-Chair



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Postal Customer Council

*Where the West begins and
the best continues*

In This Issue

Page 2
Postal Appreciation Day
Embroidery by Design
Info@USPS
Texas Power

Page 3
Board of Directors Roster
USPS Representatives
Members

Page 4
From the Industry Co-Chair
From the Postal Co-Chair

Coming Events

November 5, 2008

Member Appreciation
Petroleum Club

December 16, 2008

Toy Drive - Botanical Gardens

National PCC Day & DFW Mailer's Conference

Awards were presented during the DFW Mailers' Conference/National PCC Day event at the Arlington Convention Center. **The Fort Worth PCC Membership** won two National PCC Awards! **Gold Premier National Award** and **Bronze Communications Excellence National Award**. In addition, the **Fort Worth PCC** won two Southwest Area Awards - **Southwest Area Gold "Education Excellence" Leadership Award** and the Southwest

Area "PCC of the Year" **Leadership Award** AND our very own Secretary for the Fort Worth PCC Board - **Bill Meeks** - won the **Ruthie Award!** Please take a moment to read PMG Potter's speech from September 17th. There was very important information presented during the NPCC Day live broadcast. Thank all of you who attended and look forward to seeing you at our next event!

Postmaster General Cautions Of Perfect Economic Storm

Postmaster General John Potter challenged the mailing industry today, cautioning mailers about the severity of the current economic climate and urging them to create new growth opportunities.

Citing fluctuating oil prices, inflation in paper prices and the strife in the financial markets, Potter described challenging economic conditions as the most difficult time since the 1960s. The additional move of hardcopy messages to the Internet and questions about mail's environmental impact have led to a volume decline of 9 billion pieces this year.

Despite the tough times, Potter called on the mailing industry to seek new sources of growth.

"We have to approach the business in a whole new way," Potter said during the National PCC Day broadcast. "We have to develop new ways for the American people and American business to use the mail."

Despite the challenges ahead, Potter remains confident in the strength and commitment of the Postal Service and the mailing industry as a whole.

"Once the economic storm passes, our industry will rebound," Potter told the audience of 14,000 PCC members. "If we remain focused on the fundamentals of our industry and if we reach out to new audiences, we will again reach new heights."

One of these goals is to continue to improve record-setting levels of service. Working with the mailing industry and the Postal Regulatory Commission, the Postal Service has developed a new set of modern service standards for each class of mail and will begin measuring performance against these standards this year. In addition, improvements in customer satisfaction, scan rates, network effectiveness and the Postal Service's website, usps.com, will be top priorities moving forward, Potter said.

"Service is what we're all about. It is our franchise, the very reason for our existence," he said.

Potter also called on the mailing industry to adapt to the changing marketplace and invest in the future. The Intelligent Mail barcode is one way the Postal Service is leveraging technology to provide greater value and ease to business mailers, he said. Storing three times the amount of data of the current barcodes, the Intelligent Mail Barcode helps customers manage mail flow by uniquely identifying every piece in a mailing. The technology allows mailers to sort, track and receive address correction, all from one barcode.

Affordable prices that deliver value are a key element to retain and grow business, Potter said. The agency has reduced costs \$1 billion or more for each of the past seven years and, through creative business solutions, absorbed the \$700 million rise in fuel costs last year so that these costs were not passed on to customers as fuel surcharges.

"The price you see is the price you pay," Potter said.

Reduction in costs alone will not be enough to overcome difficult economic times, he said, identifying several opportunities for growth through innovative new products, including a new, large Priority Mail Flat Rate Box and using the mail for recycling and product take-back programs.

Potter took a moment in the broadcast to recognize the recent devastation caused by Hurricane Ike and pledged the Postal Service's continued support to victims in the areas affected by the storm, acknowledging the organization's role to "bring a sense of normalcy" to the affected areas.

To help keep the lines of communication open, the Postal Service has launched the first official postal blog at 2blogPCC.com. Customers can discuss important topics facing the mailing industry, access the latest information and provide feedback.

POSTAL APPRECIATION DAY 2008

The Fort Worth Postal Customer Council board members expressed their appreciation of postal employees on Thursday, Oct. 2. Board members visited stations and branches in Fort Worth and Arlington to provide tokens of appreciation and share breakfast with letter carriers and clerks. "Your dedication to your job helps us in our success for our customers, so we'd like to take this opportunity to thank you," said Bill Meeks of Pier 1 Imports and board secretary, who visited Stockyard Station with Industry Vice Co-chair, Scott Hays of Mail Presort. Breakfast burritos and name badge identification holders were provided.



EMBROIDERY BY DESIGN

Chris Coghill, a Fort Worth District Small Business Specialist, may not have had 'em in stitches recounting his scavenger hunt for 200 Priority Mail® boxes, but Embroidery by Design co-owner Dan King says that extra effort sold him on spending a projected \$55,969 annually with the Postal Service.



Tired of a competitor's surcharges, King sought a better deal for his Arlington, TX, business that does custom embroidery and makes team uniforms for schools, etc. Coghill cited a genuine team effort, combining Carrier Pickup and an after-hours dropoff arrangement (worked out with the cooperation of Melear Station Manager Ron Davis), as key to the customer's satisfaction.

The sale began to take shape "when Mr. King called about 2 p.m. one day and asked for 200 Priority Mail® boxes. I went from office to office in Arlington and was able to get them to him by 5:30," Coghill said.

"His effort was impressive by itself," King said. "But my wife had used Click-N-Ship on ebay and liked it, and the price difference and convenient dropoff all added to the appeal."

And that's how the Postal Service sewed up Embroidery Design's business.

Your Links To Mailing Resources

Fort Worth Postal Customer Council: fortworthpcc.com
 U.S. Postal Service: usps.com
 National PCC Network: usps.com/pcc
 Rapid Information Bulletin Board System: ribbs.usps.gov
 Sign up for PCC Insider at usps.com/pcc, select "PCC Insider Registration"
 Sign up as a Mail Service Provider at fortworthpcc.com, select "Enroll as a Mail Service Provider"
 The Mail Service Provider Program is designed to help any business interested in finding a local or national provider with the understanding of prepping and sending mail. If you are a Mail Service Provider, you can join by contacting your local PCC.

TEXAS POWER

Ever since its inception, Texas Power has done business a little different than every other retail electricity provider in Texas. Nearly every aspect of the company has its own unique spin. Whether its parents managing their own children working under them, or the fact they decided to be the first to show electricity in a comedic light, Texas Power just sees things differently.

Located in an average sized, unassuming corporate office in Arlington Texas, Texas Power runs every aspect of their company from top to bottom. They even have their own mail room managed by Jonathan Flores. When talking about his department's uniqueness Mr. Flores said, "The fact that the mailing is performed in-house is a difference maker. Not only does it help assure quality through culpability, but it also saves the company money."

Perhaps Texas Power's greatest strength is their love of Texas and the people who make it so great. Texas Power chose the low-key building in which they office, installed its own mail room and runs its own call center in-house for the same reason. These things all help to improve the community we live in either by providing a means to create the lowest rate they possibly can or strengthening the local economy by providing jobs in their stellar organization; all of these were pre-meditated ways to help their customers. Texas Power cares about the people in the community because it is their community as well. Owned, operated and driven by Texans. That is how Texas Power does business!



Bill Meeks
Pier 1 Imports
Winner of the
2008
Ruthie Award

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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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