



## From the Postal Co-Chair



Well the end of 2009 is upon us, and we're hoping for better things coming in 2010!

The Membership Appreciation Luncheon was, as always, a big success. The opportunity to appreciate and recognize this dedicated membership is always a welcome event. That it happens at the beginning of the holiday season is that much more fortunate.

Thank goodness the weather cooperated this year for our annual Toy Drive! Despite challenging economic times, it's very heartwarming to realize that people really do care about the happiness of children, and your donations were evidence of that. Toys ranged from dolls, games, and action figures to a bicycle. Miss Texas and Tommy Hunter from the Texas Rangers seemed to enjoy our event as well, and we appreciate their appearances and participation. Seeing all those toys loaded into the back of the Boys and Girls Club bus was an extra bonus! For those that missed this year, we encourage you to hit the after Christmas sales and plan to attend next year!

I was honored to have the Fort Worth City Hall host my Oath of Office on Friday, Dec. 4. I'd like to take this opportunity to thank the PCC for their support and attendance. Even though I've been extremely busy since my official date of assignment, Sept 26, it was gratifying to accept the support of Fort Worth's postal managers and the PCC Board simultaneously. I am excited to continue a strong tradition of customer service, education, and excellence into a new year!

A safe and Merry Christmas and Happy New Year to all!

Les Phipps  
Fort Worth Postmaster  
Postal Co-Chair

## From the Industry Co-Chair



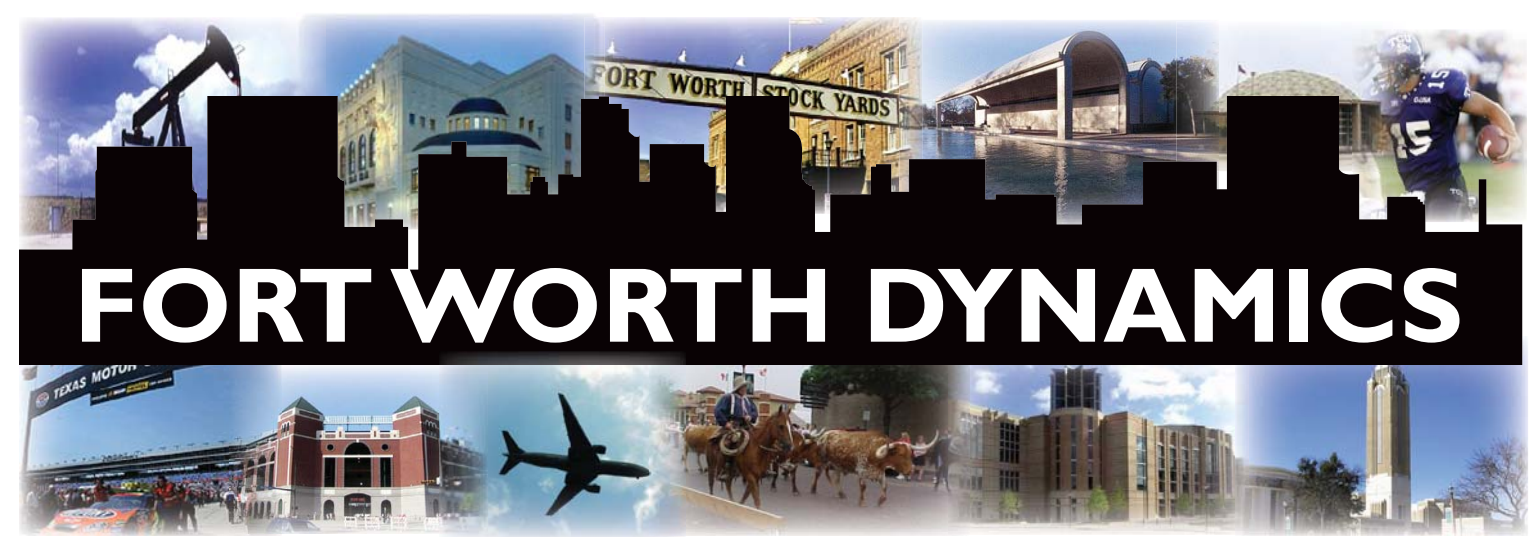
It is hard to believe we are nearing Christmas, end of the year and the end of my term as Industry Co-Chair. I want all of you to know I have enjoyed every minute of working for you and the FWPC! I have met many great people. The FWPC is the best PCC in the nation in my book – we have won many awards, worked very hard to help the members in working with the post office and even had several postmasters – all of which were great! It is obvious that Fort Worth is the gate to higher positions in the post office. I'd say that makes Fort Worth special!

We have the most supportive members and that is the building blocks to any successful organization. I hope you all support Karen Dixson as she comes in as the new Industry Co-Chair. I know she will be an asset to this organization!

I want to thank all of the board members for their time and effort in making the FWPC a successful organization. I've enjoyed working with all of you. I know you all will continue to work hard to keep the PCC successful! Keep up the good work! I will always be available to help in any way possible. Thank you for everything!

Kathy Hinton  
Industry Co-Chair

fortworthpcc.com



# FORT WORTH DYNAMICS

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the Fort Worth  
Postal Customer Council

*Where the West begins and  
the best continues*

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### Coming Events

January 21st

Membership Drive  
Billy Bobs

February 23rd

Educational Luncheon  
City Club of Fort Worth

March 25th

Educational Dinner  
Joe T. Garcia

April 11th - 18th

National Postal Forum  
Nashville, TN

April 22nd

Educational Lunch  
Botanical Gardens

May 20th

Tour  
USP Inspection Facility

June 28th

Golf Tournament  
Timarron County Club

July 23rd

Networking Boat Trip  
Lake Grapevine

September 16th

DFW Mailer's Conference &  
National PCC Day  
Arlington Convention Center

October 14th

Educational Dinner  
Los Vaqueros

November 3rd

Membership Appreciation Lunch  
Fort Worth Club

December 7th

Toy Drive  
Botanical Gardens

## LES' OATH OF OFFICE CEREMONY

Leslie C. "Les" Phipps was officially sworn-in as Fort Worth's 36th Postmaster today during an 11 a.m. ceremony in the Fort Worth City Hall Council Chambers, 1000 Throckmorton, in Downtown Fort Worth. A long-time Fort Worth resident, Phipps joins the distinguished list of Fort Worth Postmasters dating back 153 years, starting in 1856, when Julian Field was appointed Fort Worth's First Postmaster.

Phipps, the city's 36th Postmaster, started his Postal Service career nearly 36 years ago, in 1974, as a Letter Sorting Machine (LSM) Clerk at the Fort Worth Post Office. He has held increasingly responsible positions in Texas, Tennessee and Washington, DC since his promotion to a supervisor position here in 1977.

As Fort Worth's Postmaster, Phipps has overall responsibility for mail delivery in a city with over 382,000 possible deliveries and leadership of a Postal workforce of 1,187 employees. The Fort Worth Post Office has 31 Post Office stations and branches, plus 10 contract postal units, and generates over \$94 million annually in total operating revenue.



"I am honored, humbled and excited to be the new Postmaster of Fort Worth. I look forward to the challenges, and I accept the responsibility that comes with this office." Phipps said, after completing his oath of office. He added, Postal Service customers deserve exceptional service and he pledged to ensure every piece of mail in Fort Worth is delivered, on time, everyday.

## INTELLIGENT MAIL SERVICES UPDATE NEW BARCODE READABILITY STANDARDS

Working through the Mailers' Technical Advisory Committee, the Postal Service and the mailing industry have agreed to set an 80 percent threshold for barcode readability verifications for letter and flat mailings using Intelligent Mail barcodes.

This change is effective Nov. 30, 2009. The threshold since July 2009 was 70 percent. Mailings that are verified and that have a barcode readability score of below 80 percent will not be eligible for automation or Full-Service prices. Further agreement was reached to revise the barcode readability verification threshold to 90 percent effective March 15, 2010.

Similar to the POSTNET barcode, mailers are achieving very good readability scores on the Mail Evaluation Readability and Lookup Instrument (MERLIN) for Intelligent Mail barcodes. MERLIN scores for the period Oct. 3, 2009, to Nov. 2, 2009, are reflected below and will be posted on the RIBBS website at ribbs.usps.gov. Monthly updates on MERLIN readability scores will be posted on RIBBS.

Barcode readability verifications are routinely performed on automation price mailings using MERLIN. Samples from the mailing are processed on MERLIN and evaluated for mail preparation including presort and barcode readability quality. Based on verification results additional postage may be calculated. Mailers may elect to pay additional postage or withdraw a mailing that fails verification standards.

## IT'S A POST OFFICE ON YOUR PHONE

Some of the most popular functions currently available on usps.com are now available on cell phones and other Web-enabled mobile devices. This includes Track and Confirm, Post Office locator and the popular ZIP Code lookup. The Postal Service also is designing applications for "smartphones" and other mobile devices like the Apple iPhone, BlackBerry and iPod Touch that take advantage of additional capabilities, such as GPS.



## USPS INTRODUCES PRIORITY MAIL INNOVATIONS

When new prices for Postal Service shipping services take effect Jan. 4, customers can take advantage of several Priority Mail innovations. These include:

- Cubic volume-based pricing for large commercial Priority Mail shippers.
- A decrease in the domestic Priority Mail Flat Rate Envelope retail price.
- A new Priority Mail Flat Rate padded envelope for Commercial Plus shippers.

In addition, the domestic Priority Mail Small Flat Rate Box retail price will remain at \$4.95, the Priority Mail Large Flat Rate Box shipped to APO/FPO/DPO addresses still will be priced \$2 below the retail price, and the Commercial Plus Express Mail Flat Rate Envelope price will remain at \$14.96.

Remember that prices for First-Class Mail, Standard Mail, Parcel Post and other mailing services products will not change.

A complete listing of the 2010 shipping services prices is available at Postal Explorer at <http://pe.usps.com> under the "Jan. 2010 Price Change" link.



## DEFINING FOLDED SELF-MAILERS INDUSTRY FEEDBACK HELPS ENHANCE MAILING STANDARDS

In collaboration with the Mailers' Technical Advisory Committee and several mailer associations, the Postal Service initiated a study of letter-sized folded self-mailers. Many mail owners, printers and preparers provided samples of mailpieces using current formats for testing, and some customers submitted samples with new innovative designs. Testing has concluded, and now the analysis process is under way. Given the extent of the samples submitted, analysis will take a little time to reconcile. While there is no definite timeline, the Postal Service plans to communicate an overview of the test findings by the end of this year. After informal comments and suggestions are received from study participants, the Postal Service will seek broader industry feedback as it develops new folded self-mailer standards.

The Federal Register process gives mailers the opportunity to comment on mailing standard revisions. Now, with the additional round of feedback built in up front, there will be two rounds of industry feedback. This collaborative process is likely to extend into calendar year 2010. Be sure to look for additional information on the self-mailer study in the coming months.

## POSTAL SERVICE ANNOUNCES 2010 SHIPPING PRICES PRICE OF FIRST-CLASS POSTAGE WILL NOT CHANGE

The simpler way to ship with convenient Priority Mail Flat Rate Boxes from the Postal Service — will be just as simple in the new year, when new prices take effect. Prices for Priority Mail, a product familiar across America through popular television and online advertisements featuring Al the Letter Carrier, will change on Jan. 4, 2010. Customers also can look forward to several Priority Mail innovations.

In a first for the shipping industry, the Postal Service is introducing cubic volume-based pricing for large volume commercial Priority Mail shippers. Customers who ship small dense, space-efficient packages will receive a financial incentive through a new tiered pricing option.

This encourages greener, more efficient shipping and is one more way the Postal Service is eco friendly. Other benefits for Priority Mail customers effective in January include a decrease in the domestic Priority Mail Flat Rate Envelope retail price from \$4.95 to \$4.90. The popular Priority Mail Small Flat Rate Box will continue to be one of the best consumer values in the domestic shipping market at under \$5. Its 2010 price will remain at \$4.95.

Cubic volume-based pricing will not be the only first in January for customers who qualify to ship at Commercial Plus prices. A Priority Mail half-pound price, based on distance, will be added only in the Commercial Plus pricing category. And, a new Priority Mail Flat Rate padded envelope measuring 9.5 x 12.5 inches will be available exclusively for Commercial Plus shippers. This envelope is specially designed for jewelry, electronics and other delicate goods.

"We have put together a range of creative and innovative products and services for our customers," said Robert Bernstock, president, Mailing and Shipping Services. "With these new offerings, the Postal Service is reinforcing the value of Priority Mail as the right product at the right time," he said. In addition to an overall price increase of 3.3 percent, on average, for Priority Mail, there will be new prices for Express Mail, Global Express Guaranteed, Express Mail International, Priority Mail International, Parcel Select and Parcel Return Service, also effective Jan. 4.

Prices for First-Class Mail, Standard Mail, Parcel Post and other mailing services products will not change in 2010, with the cost of a First-Class Mail stamp remaining at 44 cents.

"The Postal Service is the best buy in the market, whether you're watching your budget or gearing up as the economy starts to rebound," Bernstock said, noting that other shippers have announced price increases of nearly 6 percent for 2010, excluding fuel surcharges. Most shippers add extra fees for fuel, rural delivery, Saturday delivery and other items to a customer's final bill. The Postal Service has no comparable surcharges.

Customers who pay for their shipping services online will continue to save compared to retail prices.

Online costs will be, on average, 5 percent less than retail for Express Mail and 5.7 percent less for Priority Mail. Online savings for international shipping will be 10 percent less than retail for Global Express Guaranteed, 8 percent less for Express Mail International and 5 percent less for Priority Mail International.

A complete listing of 2010 prices is available at <http://pe.usps.com> under the "Jan. 2010 Price Change" link. The new prices and product innovations are pending Postal Regulatory Commission review.

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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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## 2009 Express Level Members

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