

From the Postal Co-Chair



It was good to see new faces at the Membership Drive held at Billy Bob's! We hope guests who attended will be excited to join the best Postal Customer Council in the country.

As with all businesses, there are changes coming for the Postal Service. You'll want to make sure to attend the Educational Luncheon on Thursday, February 26 at the Fort Worth Botanic Gardens. Fort Worth District Business Mail Entry Manager, Linda Webster will speak about Flats Addressing. Look for your invitation, as we look forward to having you join us for this informational luncheon.

This is a good opportunity to share that we expect to see an increase in attendance with the effort of the Business Mail Entry unit helping to get the word out. Linda's team will ensure businesses are provided plenty of brochures and mail pieces informing of the PCC and our events. We hope that 2009 will prove historical for us as well, in matters of increased attendance and participation.

Please be sure to visit our new and improved website! It contains great information concerning our event calendar, registering to become a Mail Service Provider, past newsletters, etc. It certainly reflects the Fort Worth flavor that is ours alone!

I know that with the new year everyone will be putting their noses to the grind with new focus on reaching goals and productivity. Take a moment to review the 2009 events and add them to your calendars, so we'll see you throughout the year.

Mike Holder
Postmaster, Fort Worth
Postal Co-Chair

From the Industry Co-Chair



Happy New Year, everyone! Let's hope 2009 is a much better year than 2008 for all of us! I hope you all had great holidays with your family and friends.

We have all of our events planned and there are some very good topics. With all of the changes at the post office, you really can't afford to miss one of them. You can go to our newly designed website, www.fortworthpcc.com, for a list of all of the dates.

The FWCC Membership Drive was a huge success at Billy Bob's. We had several new people attend and hopefully, we were able to show them the benefits of becoming a member and they will join. Our next event is February 26th at Botanic Gardens and Linda Webster, Manager, Business Mail Entry, Fort Worth District, will be our speaker. She will give us an overview of "Flat Addressing", so watch your mail for the invitation and make your

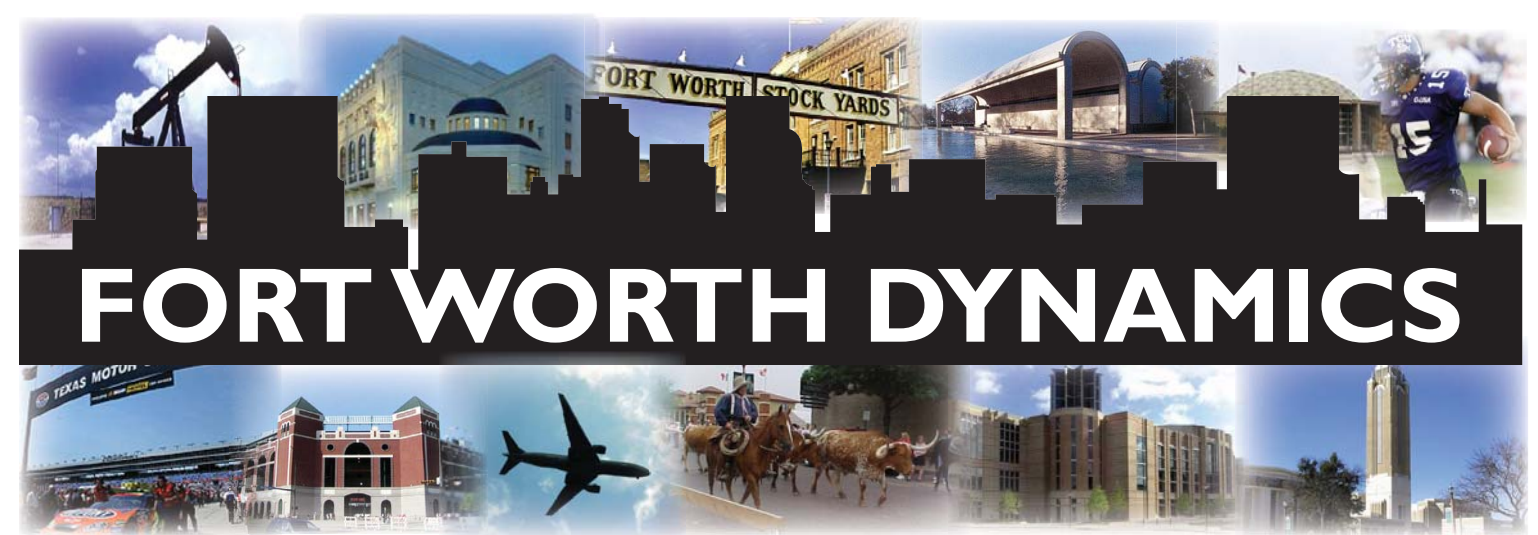
reservations early.

I want to congratulate Dawn Fox who received "Member of the Year" award, 2008. She had the most points of anyone participating in the PCC events. Thanks, Dawn for your participation!

I also want to congratulate Joey Dixon, as he received the "Board Member of the Year" award in 2008. Joey has worked extremely hard helping in several events, such as the Golf Tournament, Boat Cruise (which I might add was fabulous this last year and I am sure this year will be even better), and the DFW Mailers' Conference as the chair person for the exhibit hall. I can say he picked up on handling the exhibit hall very fast and it isn't an easy job! Thanks, Joey, for a great job!

Let's make 2009 our year to win every award nationally and help us grow our membership. If you haven't turned in your membership application, please do so you can continue to receive all of these great newsletters. See you in February!

Kathy Hinton
Industry Co-Chair



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

- 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

ENTRY TO A NEW ORDER BMEU FACILITIES, OPERATIONS UPGRADED

The Postal Service this year will dramatically revamp its Business Mail Entry Unit (BMEU) operations to improve customer service, standardize processes and improve efficiencies, according to Pritha Mehra, Vice President, Business Mail Entry and Payment Technologies.

"A decades-old system of doing business must be propelled into the 21st century to meet evolving customer needs," said Mehra, who presented USPS plans last week during the latest in a series of weekly webinars. "We need a new model, and we will roll it out this year."

BMEUs are postal facilities that accept and process bulk business mail submitted by mailers who take advantage of work-sharing incentives to qualify for discounted postage rates. BMEU acceptance employees are responsible for verifying that mailings are prepared correctly and that the correct postage is paid.

Handling more than 57 percent of postage revenue (and 79 percent of all mail volume) is easier

said than done. That's about to change, though. BMEU managers and employees during the next three months will receive training and new equipment — along with systems to support best-business practices and improve operational efficiencies — that will greatly improve customer experiences for business mailers, provide greater transparency and better feedback to mailers on the status of their mailings.

How is this being accomplished? Each BMEU will establish a "team" mail acceptance process to organize tasks, and realign equipment and workstations to improve efficiency. In addition, initiatives include a new Performance Based Verification (PBV) model, and providing Mail Quality and Performance Measurement reports. "The Fort Worth, Arlington, and Grapevine BMEUs have already implemented PBV. Amarillo is going online very soon, with the rest of the District's 42 Postal One sites to follow," said Linda Webster, Fort Worth District Business Mail Entry Manager.

We are proud to recognize our 2008 Member of the Year and Board Member of the Year.

Our **2008 Member of the Year** went to **Dawn Fox**, an account executive with Mail Presort. Dawn is responsible for new business development since October of 2007. She spent the last fifteen years in the promotional advertising and corporate marketing arena. A graduate of TCU and Southeastern Paralegal. She was introduced to the mailing industry years ago through her husband Richard Fox, who has been involved with the PCC for the past fifteen years.



Born in Detroit, MI she moved to Fort Worth in 1972 and states she is a "Yankee by birth, Texan by choice". She is married to Richard and has two wonderful step sons, ages 12 and 14. She enjoys spending time with her family and friends, working out and skiing. She is very committed to the The Ladder Alliance, a non-profit charity that helps at risk and abused women and children. She has chaired The Ladder Alliance Golf Tournament for the past three years, which is the organization's largest fund raising event.

Our **2008 Board Member** of the year went to **Joey Dixon**. Joey is 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.

HOT DAMN, TAMALES!

Downtown Fort Worth, Texas Postal Carrier **Kerry Yeakey** is always on the lookout for Customer Connect leads, so as the 2008 Holiday Season approached he knew that he had to be sure and let Constantine Stavron, owner of Hot Damn, Tamales!, know about the money he could save on his shipping by using the products and services available on www.USPS.com.



Constantine was very interested and Kerry turned the referral in to his supervisor, **Charlie Miller**. SBS **Veronica Ortiz Butler** was soon running a cost analysis and when Constantine saw how much money he could save by using our Priority Mail product, he immediately met with SBS Butler.

Of utmost importance to Constantine was that his frozen tamales would be delivered in two days to his customers. Constantine has invested heavily in packaging for his delicious gourmet tamales to ensure that they are delivered frozen to his customers. The tamales are packaged frozen by the half dozen inside a 1.5 inch styrofoam container inside an insulated cardboard box with a frozen gel pack. SBS Butler demonstrated how easy it was to access estimated delivery times on usps.com so that items not estimated to arrive in two days could be sent using our Express Mail overnight service. She also let Constantine know that we offered Saturday delivery at no extra cost.

SBS Butler assisted Constantine with setting up his PC Postage account and after integrating the free USPS APIs with his web ordering system, Constantine was ready to ship. Supervisor **Charlie Miller** and Station Manager **John Whatley** arranged for the carrier pickups. As a result of this team effort, Hot Damn, Tamales! mailed over 1,000 packages of the specialty tamales over the holidays! Constantine said their tamales are a huge Super Bowl party favorite and he is offering all postal employees a 10% discount. Just visit www.hotdamntamales.com or call 877-826-2539 and enter/mention promo code gourmet and get ready to cheer your favorite team with a Hot Damn, Tamale! They accept American Express, Visa, MasterCard and Discover. If you're ever in the Fort Worth area, Constantine invites you to visit his restaurant and enjoy Hot Damn, Tamales! freshly made. They serve tamales and various other specialty items for both eat in or take out 7 days a week. The restaurant is located at 713 W. Magnolia Avenue, Fort Worth, Texas 76104 in the Hospital District just south of Downtown.

PRICED TO COMPETE The Value Behind The Headlines

You've probably seen industry announcements of shipping price increases for January 18:

	FedEx	UPS	USPS
Overnight	6.9%	6.9%	5.7%
2/3 Day	6.9%	6.9%	3.9%
Ground	5.9%	5.9%	5.9%

As you can see, the commercial carriers have published identical price increases again this year. USPS published increases are slightly lower — but let's take you behind the headlines.

Commercial carrier published increases are based on a straight average across all rate cells regardless of volumes shipped. The actual increase if you are shipping lightweight packages is much higher. Our published increases are weight averaged by cell to reflect what shippers can actually expect to pay.

If you ship with our competitors the actual increase on your 1-5 pound packages for 2009 will be 7.9 percent for a ground shipment going to a business.

WAYNE J. SAXTON NAMED POSTMASTER ARLINGTON

Wayne J. Saxton has been selected Arlington Postmaster for the Fort Worth District, effective January 17, 2009. With 37 years of postal experience, Wayne will oversee postal operations in all the Arlington units 76001-76096. Wayne began his postal career in 1972 as a rural letter carrier in Saratoga Springs, NY. He has held various positions in the Postal Service such as Manager, Customer Service in Aurora, Colorado, and Manager, Post Office Operations for Albuquerque District Area 3. His most recent position was Officer-in-Charge for the Albuquerque Post Office. His varied backgrounds allow him to embrace change. Wayne is focused on what matters most to customers and looks forward to serving on the Fort Worth Postal Customer Council Board. Wayne has attended various educational institutions and has an extensive background in customer service. Wayne and his wife Linda recently moved here from Albuquerque. They have a daughter Genevieve Okeefe and two sons John and Dominic.



Fort Worth Postal Customer Council 2008 Executive Board of Directors

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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.

2009 Premier Express Level Members

GM Direct (Global Mail Mgmt)
Direct Logistics, Inc.
Inline Digital Image

Mail Presort
UT Arlington

2009 Express Level Members

Access Worldwide
Accord Software Group
Allied Marketing Group
American Quarter Horse Assoc.
Chapman Data Services, Inc.
Custom Graphic Services
Direct Mail Partners
First Class American Credit Union

LaserCopy Digital Production
MLS Data Management
Southwestern Color Graphics
Venture Encoding
Virtuoso, Ltd.
WindowBook, Inc.
Xpressdocs

FOLDED SELF-MAILERS

New Design Recommendations

Based on feedback from customers to proposed changes in mailing standards for letter-size booklets and folded self-mailers, the Postal Service will continue to collaborate with the mailing industry to test folded self-mailer designs. The new standards will include only recommendations for folded self-mailers, rather than requirements, as the Postal Service further explores mailing options.

The new standards will detail required changes for booklets and recommended changes for folded self-mailers mailed at automation and machinable letter prices. The information will be posted on Postal Explorer.

Your Links To Mailing Resources

U.S. Postal Service: usps.com

National PCC Network: usps.com/pcc

RIBBS: ribbs.usps.gov

Sign up for PCC Insider at usps.com/pcc, select "PCC Insider Registration"

2009 MEMBERSHIP DRIVE

The weather was a little cool for the cattle out in the stockyards; but everyone was warm and friendly inside. On Friday, January 23, the Fort Worth Postal Customer Council held our annual membership drive at Billy Bob's Texas. It was great to see so many new faces in the group. There was lots of good food and drinks. The staff at Billy Bob's was most hospitable. A big "Thank You" to all who attended; and "Welcome" to those joining us for the first time.

The February 26 event, at Botanic Garden, will feature our guest speaker, **Linda Webster**, Manager, Business Mail Entry, Fort Worth District. Linda's topic will be "New Flats Addressing Standards - Come Unravel the Mystery".

If you have not had the opportunity to complete your application for membership, it's not too late. Your PCC has many exciting and educational events in 2009. Membership packets will be available at the February 26 event. If you have any questions or would like to receive a membership packet, please contact Gayla Merritt – gayla@i-d-i.com – 817-640-1984.

Visit our website – www.fortworthpcc.com



TOY DRIVE

Well the vote was in and so was Fort Worth's Tarrant County Ice/Snow report. Bridges and overpasses along IH 30 from Beach Street to Dallas County line were becoming slick and drivers were urged to proceed with extreme caution and not drive unless absolutely necessary. While no one wanted to cancel an event as special as this one, they did not want to think that someone could get hurt while leaving the event. So the event was canceled and drop-off locations for the toys were established for those wishing to donate toys to the Safe Haven Fort Worth Boys and Girls Club. On December 23, 2009 at 2:00 p.m. toys were presented to Safe Haven Fort Worth Boys and Girls Club. Even though Texas weather delivered an ice storm on the day of the toy drive...that didn't stop the Fort Worth PCC from delivering a wonderful Christmas to the children at the Safe Haven Fort Worth Boys and Girls Club. Many thanks to our members who donated toys.

