



From the Postal Co-Chair



I'd like to say a big hello again to the Fort Worth PCC board and members! Time has certainly flown since my last position as Fort Worth OIC and postal co-chair in 2005, but it's great to be back within the folds of this award winning council. Please allow me to first express my appreciation in your assistance and support in establishing the Denton PCC. We've already held a number of events and look forward to a successful year.

While my assignment as the Fort Worth Postmaster didn't take effect until after the DFW Mailers' Conference and National PCC Day, I know that the board is already planning both events for next year. This PCC certainly doesn't let moss grow under its feet and I look forward to all the events we have planned for 2010. I've observed that there have been new faces added to the board and committees, bringing fresh ideas and participation.

But I can go no further without giving a heartfelt congratulations to the Fort Worth PCC for the recognition and awards won for 2009! As usual, this Postal Customer Council performs at the highest level, even when new award categories are introduced, such as the Mentor of the Year award.

I look forward to seeing familiar and new people at our next event, a motivational presentation at Joe T's on Thursday, Oct 8. Please plan to attend November's Membership Appreciation Luncheon on Nov 4 at the Petroleum Club; we are excited to show our appreciation for everyone who continues to support this outstanding PCC.

It's great to be home!

Les Phipps
Fort Worth Postmaster
Postal Co-Chair

From the Industry Co-Chair



We had a great DFW Mailers' Conference as always! Considering the economy, I think we had a good turnout also. The exhibitors were very pleased with the set up this year and I was told by several they received some good leads. Our speaker, Nolan Ryan, was very enjoyable!

As you probably have heard, Fort Worth PCC won 3 national awards and 2 Southwest Area awards (one of those went to Gale Hudson for Postal Employee of the year!) Now Gale has won a National and Southwest District Postal Employee of the Year!!! Congratulations, Gale! The Fort Worth PCC would not have won the awards we did if it wasn't for having such a great membership! Thanks for all of your support!

Also, please join me in welcoming our new Fort Worth Postmaster, Les Phipps. I'm sure most of you have met him at one time or another. Les has always been very supportive of the PCC and I know he will be an asset to our team!

I also want to thank Victor Freeman for all of the support he has given us. He has been a real trooper! Thanks, Victor!

Don't forget our dinner on October 8th at Los Vaqueros from 6:00 p.m. to 8:00 p.m. You don't want to miss hearing Thad Weikel - it will be fun and entertaining.....and we need to celebrate all of our awards.

Hope you all are having a successful month and look forward to seeing you all!

Kathy Hinton
Industry Co-Chair



Amazing how fast the summer ran away from us, and with the changes of fall come yet more new announcements from the Postal Service. The first bit of big news is that Les Phipps has been selected as Fort Worth's new postmaster. 'New' may not be the most appropriate term to be used for Les, as during his 35 year postal career he's previously acted as Fort Worth's postmaster and has been involved as the postal co-chair for the PCC. Additional credit can be given him for establishing a PCC in Denton, utilizing the aid and assistance of his Fort Worth PCC friends.

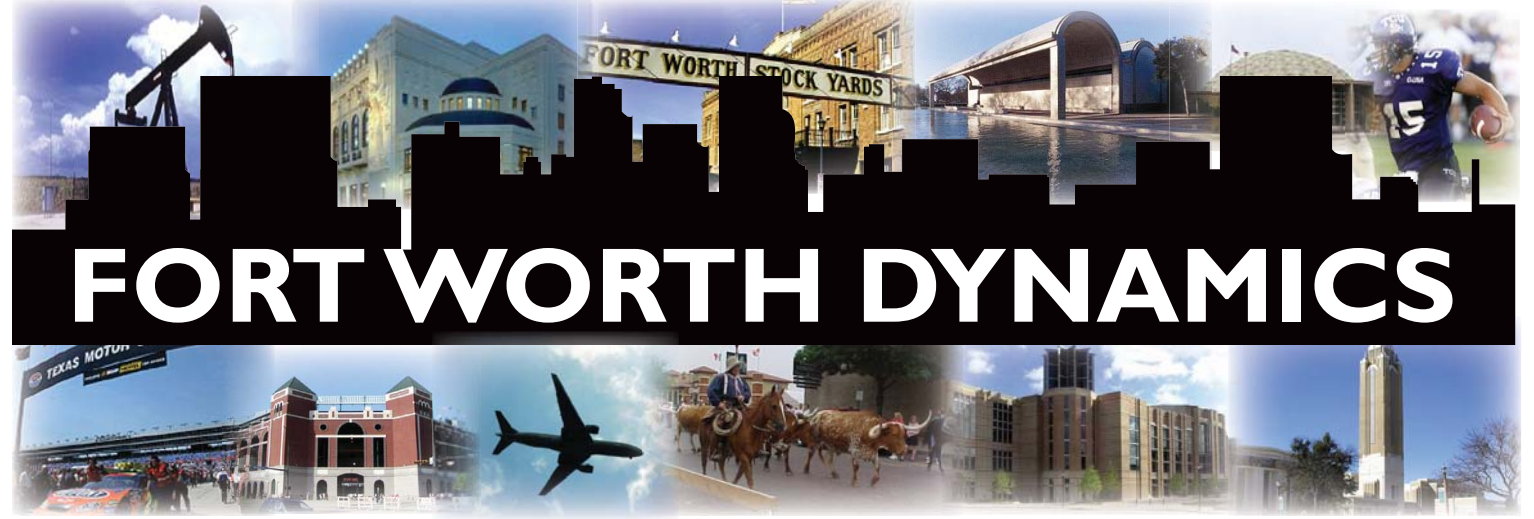
I'd like to take this opportunity to bid you farewell, and to express my appreciation for the opportunity to have served with this board in the interim of postal co-chairs. To the extent my schedule allows, I plan to continue providing support and be involved in with the PCC in projects and events. Certainly it has been easy to see just why the Fort Worth PCC is one of the best in the country (more on that below!), as I've enjoyed the privilege to view things from the "inside out". Obviously the secret weapon of this board is their dedication to the mission and the focus, time, and energy the members provide to ensure the events are well-planned and beneficial to all who attend.

And now to share a huge congratulations to the yet-again award winning Fort Worth PCC! Once again this PCC has been recognized for its outstanding work and performance in several areas, listed in the front of the newsletter. Congratulations to all, and its quite needless to say "Keep up the good work!"

The DFW Mailers' Conference was a great success as well. The sessions were well planned and guest speaker Nolan Ryan was very insightful and entertaining. It's the success of events such as the Mailers' Conference that help us win the recognition and awards we do; a big nod of appreciation goes to all who worked tirelessly on it.

The end of the year fast approaches, but rest assured the Fort Worth PCC is already far ahead in planning a great 2010 calendar of events! I sign off wishing everyone the best in health and prosperity.

Victor Freeman



Volume 20 Number 5

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

October, 2009

Educational Roundtable

October, 2009

USPS Postal Employees'

Appreciation Day

November 4, 2009

Membership Appreciation Luncheon

December 10, 2009

Toy Drive

LES PHIPPS NAMED POSTMASTER FORT WORTH

Les Phipps started his postal career as an LSM clerk in 1974. In 1977 he was promoted to Supervisor of Mails. He held several positions in Mail Processing and in 1985 was promoted to Manager of Distribution. In 1987 he was promoted to General Mail Facility Plant Manager in Waco. Les also held positions as Station Manager in five Fort Worth Facilities and as Fort Worth City Customer Service Operations Manager. He is currently Postmaster of Denton.



Les has served on several development details as Officer in Charge in Sweetwater, TX. City Operations Director in Waco and was assigned to the previous Southern Region in Memphis as a Management Operations Data Auditor. In 1992 he was detailed to the Dallas Vehicle Maintenance Facility and in 1993 he served as the Manager of Customer Service Operations in Amarillo TX. In January of 2004, Les was assigned to Headquar-

ters working with the Delivery Redesign Team. In May of 2006 he was detailed to the Senior Post Office Operations Position in the Fort Worth District. In October of 2006 he served as Officer in Charge of Fort Worth. Les served on an operational improvement team in New Orleans from March – July of this year.

Les holds two Associate Degrees from Tarrant County College, a Bachelors Degree in Business Administration from Dallas Baptist University, and a Masters of Business Administration from Strayer University. He is a graduate of the Postal Service Advanced Leadership Program. Les was an instructor with Tarrant County College from 1983 – 1995 teaching several of the Postal Service courses in the PSA program.

Les is married to Christee, who is the Manager of Address Management Systems in the Fort Worth District. They share six sons and one daughter, and twelve grandchildren. They enjoy world travel, open water scuba, and golf.

OUTSTANDING ACHIEVEMENT PCC LEADERSHIP AWARD WINNERS

As part of National PCC Day activities, the Postal Service recognizes outstanding achievement by PCCs around the country. Here are the award winners:

- PCC of the Year — Greater Portland PCC (large market), Mid-Michigan PCC (small market)
- PCC Industry Member of the Year — Chris Kropac, Long Island PCC
- PCC Postal Member of the Year — Carl Karnish, Greater Baton Rouge PCC
- PCC Mentor of the Year — Fort Worth PCC and Twin Cities PCC
- PCC District Manager of the Year — Ken Hale, Long Island District, and Tony Williams, Northland District

Communication Program Excellence Awards:

- Buffalo/Niagara PCC — Gold
- Greater Portland PCC — Silver
- Capital Region (Albany) PCC — Bronze

Education Program Excellence Awards:

- Greater Portland — Gold
- Buffalo/Niagara PCC — Silver
- Fort Worth PCC — Bronze

Premier PCC Program Recognition:

Bronze: Austin, Central Arkansas, Central New York, Des Moines, Golden Spread, Greater Cleve-

land, Greater New Jersey, Greater New Orleans, Greater Philadelphia, Lexington Area, Midlands, Milwaukee, Northern Michigan, Puget Sound, San Antonio, Southeastern Pennsylvania, Southern Maine and Texoma.

Silver: Bay-Valley, Capitol City (Missouri), Chicago, Evansville River Cities, Greater Charlotte, Houston, Kentuckiana, Los Angeles, New Hampshire, Northern Virginia Metro, Santa Ana and Western Massachusetts.

Gold: Akron/Canton, Buffalo/Niagara, Capital Area (Harrisburg), Capital Region (Albany), Central Florida, Central Massachusetts, Central Missouri, Central Ohio, Erie, Fairfield County Connecticut, Fort Worth, Greater Atlanta, Greater Baton Rouge, Greater Boston, Greater Dallas, Greater Denver, Greater Hartford, Greater Hudson Valley, Greater Kansas City, Greater New York, Greater Oklahoma City, Greater Pittsburgh, Greater Portland, Long Island, Mid-Michigan, Nashville Middle Tennessee, Northeast Florida, Northern Illinois, Providence, Sacramento, South Central Minnesota, South Suburban, Southeastern Massachusetts, Tampa, Tulsa, Twin Cities, Van Nuys, Vermont and West Michigan.

**NATIONAL PCC DAY
POTTER ADDRESSES CURRENT CLIMATE,
LAYS FOUNDATION FOR FUTURE GROWTH**

In his National PCC Day speech today, Postmaster General John Potter outlined a roadmap for recovery and reaffirmed the Postal Service's focus on adapting to changing customer needs and a changing marketplace.

Despite what Potter called "one of the most difficult economic climates any of us have ever experienced," the Postal Service managed to cut spending by \$6 billion in 2009, while maintaining record levels of customer service and trust.

The Postal Service — already the Most Trusted Government Agency for the past five years — yesterday was ranked the third Most Trusted Company for Privacy for 2009, according to Ponemon Institute consumer survey results. The Postal Service moved up three positions from last year, and only eBay and Verizon ranked higher in levels of customer trust.

"There's no other business that has such an active, collaborative and productive partnership with so many great customers in so many communities," said Potter. "And we're going to keep working to make that even stronger."

One of the ways the Postal Service is increasing customer value is by pursuing aggressive marketing strategies and pricing and product innovations. Earlier this year, the Postal Service launched one of its largest and most integrated advertising campaigns promoting ways businesses and consumers can simplify shipping with flat-rate boxes, one of the best bargains in the marketplace.

In addition, recent Summer Sale and Saturation Mail incentive programs have made it easier for businesses to continue results-driven direct marketing campaigns in a down economy.

The Postal Service also has been working closely with Congress and the administration on legislative actions that would help it manage huge statutorily-imposed cost mandates, provide greater flexibility and allow the Postal Service to operate more like a business.

"The simple fact is that the status quo is unacceptable," said Potter. "The Postal Service must have the ability to manage its business, to adapt quickly to the needs of our customers and the marketplace. And our business model must change to reflect the reality of a volatile economy and a communications marketplace that has been undergoing a transformation as profound as anything that has ever come before."

In the meantime, Potter said the Postal Service is staying focused on its mission to provide universal, affordable service to all Americans.

"Service is our priority. And we'll continue to improve service as we implement more demanding service measurement systems," he pledged.

The Postal Service also is implementing a new customer experience measurement system. The system replaces the current method of measuring customer satisfaction that has been in place since 1991, and is designed to evaluate the total customer experience, from mail-piece design to preparation to customer service to delivery. Insights and information from the new customer experience measurement system will allow the Postal Service to pinpoint areas of improvement as well as better adjust to changing customer needs.



**WANT TO IMPROVE THE ADDRESS QUALITY
OF YOUR MAILING**

Acceptance Units where Mail Evaluation Readability Lookup Instrument or MERLIN can do just that!

The Move Update standard for presorted First-Class Mail and Standard Mail requires that mailers use a USPS-approved method to update the addresses in their mailing lists. These approved methods compare address records in a mailer's list to change-of-address (COA) orders filed with USPS. Compliance with Move Update decreases the number of undeliverable-as-addressed (UAA) mail-pieces and reduces costs to USPS. And, Business Mail Acceptance Unit (BMEU) employees are key to its success. At Acceptance Units where Mail Evaluation Readability Lookup Instrument (MERLIN) is available, USPS has deployed a process that determines how well mailers are complying with Move Update. The process includes samplings of mailings and generating Move Update reports using the PostalOne! system. The reports provide mailers with substantive feedback on their Move Update process. BMEU employees review the reports with customers to help them improve their address quality.

For more information about the reports, employees and customers can refer to the Guide to Accessing Move Update Reports on ribbs.usps.gov. The illustrated guide demonstrates verifications results, such as number of pieces tested, and total COA updated or not updated by the mailer. The guide also describes how to gain access to the PostalOne! system. To view the guide, visit ribbs.usps.gov, click Move Update, then click Latest News. The guide is listed in the blue box titled "Important Links."

Move Update training webinars have been developed for employees and mailers.

**SMALL PACKAGE, BIG IDEA
PRIORITY MAIL FLAT RATE BOX
MICROSITE PACKS A PUNCH**

Advertising campaigns need an online presence where people can go to learn more about a product. Enter prioritymail.com, www.prioritymail.com the microsite dedicated to the Flat Rate Box advertising campaign.

What's a microsite? Its a web page that serves as a supplement to a primary website in this case, www.usps.com. The Priority Mail microsite also supplements the national Priority Mail Flat Rate Box ad campaign, giving you the customer additional information on USPS products that you might have initially seen on TV.

Marketers love the Internet, and USPS marketers love the Priority Mail microsite. People can explore the microsite at a leisurely pace. Combined with our TV ads, the microsite presents a package of AI, the ad campaigns iconic letter carrier, provides an amusing diversion as visitors complete the form to get free supplies. But that's not all. The microsite also includes an augmented reality feature that lets customers use their webcams to figure out whether their items will fit in flat rate boxes. Its a powerful web tool, which may be why Government Computers Magazine gcn.com/articles/2009/07/27/gcn-great-gov-web-sites-2009.aspx named it one of its great websites.

So, if you have questions about Priority Mail Flat Rate boxes that you can't answer, go to prioritymail.com.

Campaign Insight: By paying postage online through the Postal Services Click-N-Ship service, customers can make the best of the convenience of flat rate boxes. By going to usps.com/clicknship, they can also take advantage of the Postal Services lower online pricing.

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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.
Gainsco

Inline Digital Image
Mail Presort

UT Arlington
XTO Energy

2009 Express Level Members

Access Worldwide
Accord Software Group
Allied Marketing Group
American Quarter Horse Association
Branch Smith Printing, Ltd.
Chapman Data Services, Inc.
Custom Graphic Services
Direct Mail Partners

First American
First Class American Credit Union
Lasercopy Digital Production
M L S Data Management Solutions
Neopost
Pier 1 Imports
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Pitney Bowes Presort Services

Quixotic Digital Marketing Solutions, Inc.
Siemens Energy & Automation, Inc.
Venture Encoding
Virtuoso, Ltd.
WindowBook
Xpressdocs