



From the Postal Co-Chair



This article is being written on the most perfect 'stay inside' and catch up day. It's snowing 3 inches and still falling... Texas hasn't seen this much snow in many a year! When you read this, you'll know exactly what you were doing on this day. Hopefully it is staying safe and warm!

I'd like to take this opportunity to welcome the new acting Fort Worth District Manager, Garry Gilmore. With a 36 year career, Garry comes to us from Houston, but also served many years in Colorado and New Mexico, in both Mail Processing and Customer Service capacities. His primary objectives for the Fort Worth District will be to see that our District operates in the most efficient manner possible, while continuing to improve service to our Postal customers. "Make no mistake about it—no matter what your USPS job is, how well you do it makes a huge difference," he says, adding, "I sincerely appreciate every Fort Worth District

employee's contribution in providing the best service possible to our customers." Mr. Gilmore's commitment to customers and service will continue to ensure the success of our Council.

Our membership drive proved to be another good time at Billy Bob's and is behind us already. Special guests were members from the Denton PCC. After discussion and coordination, the decision to include them into the Fort Worth PCC was accepted. So we'd like to welcome them into this active, hard-working Council!

Our February Educational luncheon is expected to be very helpful and informational. Fort Worth District BMEU Manager, Felicia Carter, will bring us up to date on the latest changes with postage statements, flats detection, folded self-mailers, MOVE Update, and several other services. We're proud of our Subject Matter Expert and are sure you'll get a clear understanding these updates and changes. It is, after all, the mission of the PCC.

You can find the latest information of our activities on our website at www.fortworthpcc.com. Be sure to review our calendar of events and brochure. And don't forget to register for the monthly events there, as well!

I look forward to seeing you at our February luncheon.

Les Phipps
Fort Worth Postmaster
Postal Co-Chair

From the Industry Co-Chair



What an exciting year this will be for the Fort Worth PCC. We're off to an amazing start with our annual membership drive at Billy Bob's - tons of fun and networking at this popular event after the exhaustion from the holidays and all the snow. We even received membership from a Houston mailer. We were pleased to welcome the members and postmaster from Denton, Landon Thornton and his wife, and look forward to their participation.

Thank you for attending the February educational luncheon where expert Felicia Carter spoke to us about USPS changes coming up. Also in February we were allowed to set up a FWPPCC table at the controversial "The Direct Mail Crash Course" held in Dallas by Modern Postcard from California. You won't want to miss our March 25th dinner at Joe T Garcia to enjoy David Leiber so be sure to get your reservations in quickly on this one.

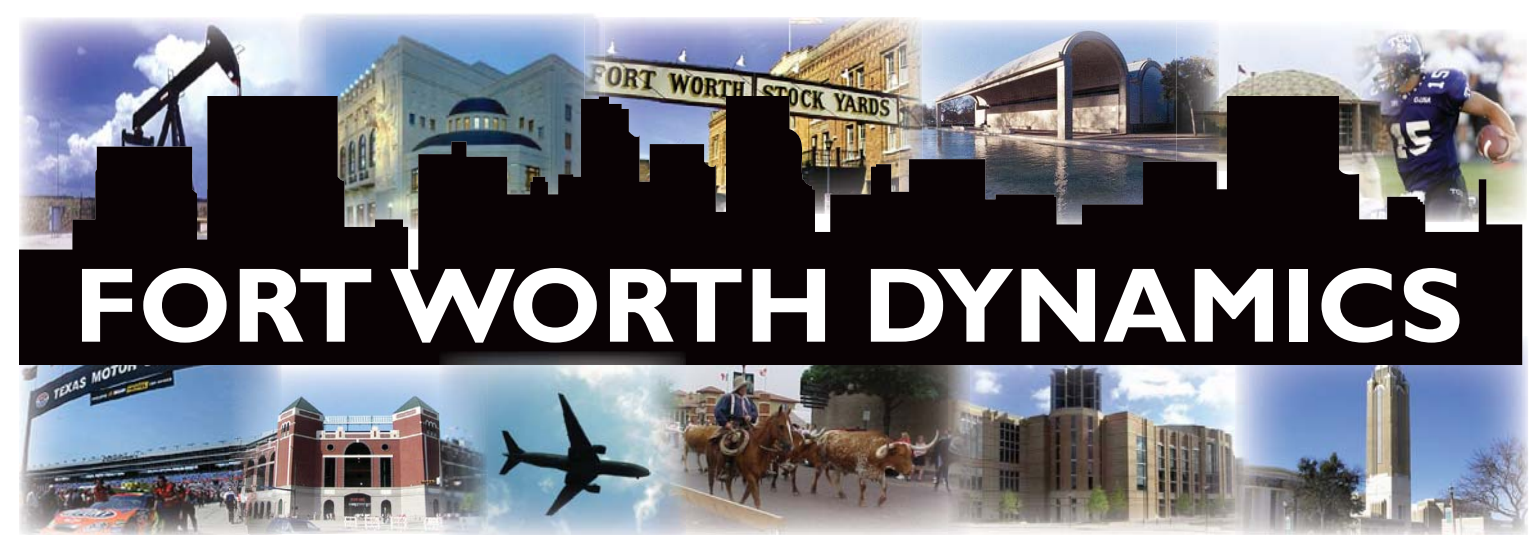
The FWPPCC is happy to welcome Mr. Garry Gilmore, our new Acting District Manager. Mr. Gilmore is very supportive of the PCC and we look forward to working with him.

Take care and don't forget to contact any postal or industry member with questions or concerns you may have - we're here to serve you and make the Fort Worth District the best.

Karen Dixon
Fort Worth Industry Co-Chair



fortworthpcc.com



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the Fort Worth
Postal Customer Council

*Where the West begins and
the best continues*

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From the Postal Co-Chair

Coming Events

March 25th

Educational Dinner
Joe T. Garcia

April 11th - 14th

National Postal Forum
Nashville, TN

April 22nd

Educational Lunch
Botanical Gardens

May 20th

Tour
USPS Inspection Facility

June 28th

Golf Tournament
Timarron County Club

July 23rd

Networking Boat Trip
Lake Grapevine

September 15th

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

'READ, RESPOND, RECYCLE' USPS EXPANDS RECYCLING IN POST OFFICE LOBBIES

Building on the success of its Post Office Box Lobby Recycling program, the Postal Service is expanding its reach to an additional 2,435 Post Offices, including those in a number of U.S. national parks. This brings the total number of participating sites to 8,064 — an increase of 150 percent since 2005, when the Post Office Lobby recycling effort started.

**“Helping create a
sustainable future.”**

The program encourages postal customers to “read, respond, recycle” their PO Box mail in Post Office lobbies as a convenient and environmentally responsible alternative to taking it home to discard.

“Lobby recycling helps divert paper waste from landfills, eliminating greenhouse gas emissions from solid waste disposal,” said Deborah Giannoni-Jackson, vice president, Employee Resource Management. “In 2009, the Postal Service sold raw materials from recyclables, diverting them from landfills, making us greener and producing a positive impact on our bottom line.”

Secure recycling bins in Post Office lobbies are locked, with a narrow opening — about the width of a magazine — so the mail and customer privacy are ensured. PO Box customers are encouraged to open their mail (read), take whatever action is necessary (respond) and place the rest of it in the bin (recycle).

“This Post Office Box recycling program is part of a comprehensive approach to mail production, delivery and recycling that helps create a sustainable future for generations to come,” said Sam Pulcrano, vice president, Sustainability. “It makes it even easier for Post Office Box customers to go green by recycling their discarded PO Box mail right at the Post Office.”

A complete list of participating “Read, Respond, Recycle” Post Offices can be found at usps.com/green/recycle on the recycle page by clicking on Earth911.com. Type the word “mail” in the search engine for a list by ZIP Code. Visit usps.com/green for the latest information about all the Postal Service's green initiatives, tools and products.

NASHVILLE POSTAL FORUM APRIL 11-14, 2010

Great News....The National Postal Forum workshop schedule is now available online!

This is the premier mailing industry event. Do not miss this opportunity!

To start planning your 2010 National Postal Forum experience. Don't forget to register!!! Go to <http://www.usps.com/nationalpcc/headlinenews.htm> to register and get more information.

See you in Nashville!





SIX WAYS TO SUCCESS

WAYS DIRECT MAIL WILL SUCCEED IN 2010

Direct mail has always been an effective marketing tool. But it promises to deliver even more in the year ahead. The latest issue of Deliver magazine offers several compelling reasons why:

- Direct mail is a strong acquisition tool. While marketers like paying lower prices to search for customers online, they're often disappointed when they don't stick around. Sending a mailpiece to prospects that mailers already know stands a better chance of obtaining repeat customers.
- Technology continues to improve. Variable-data printing is letting marketers acknowledge customers as individuals. Increased personalization makes direct mail more relevant to end users. And it helps marketers better track relationships and tailor content as customers' wants and needs change.
- Newspaper circulation continues to fall. This will spur a significant migration to the mail by marketers and retailers who need to reach people in a targeted geographic location.
- Content marketing is on the rise. "Transpromotion" and custom publishing are delivering marketing messages in more personal and relevant ways. Senders of statements and bills can include marketing messages that connect with how customers use their services.
- Clean lists are eco-friendly. As list hygiene improves throughout the industry, the number of wasteful pieces will decline.
- Mail will be even easier to track. Intelligent Mail barcodes provide more detailed information than ever. Marketers will know how and when their direct mailpieces are delivered, as well as how customers are responding.

DESIGNED TO DELIVER

MAGAZINE FOR MARKETERS WINS AWARDS

Deliver, the Postal Service magazine for marketers, recently won two more bronze Pearl Awards — Best Cover and Best Overall Design (more than 250,000) — from the Custom Publishing Council at a ceremony in New York City. The awards recognize excellence in various design, digital, editorial and strategy categories.

From the very beginning, Deliver has been an award winner. In 2005, the year of its launch, the magazine won a Silver Ozzie Award for Best New B2B Magazine, the San Francisco Honorary Publication Award for Best New B2B Publication and the Custom Publishing Council's bronze Pearl Award for Best New Launch. In total, Deliver has received 23 awards for its distribution strategy, design, illustrations and content.

The magazine features case studies that demonstrate the power of integrating mail into marketing strategies. Subscriptions are free. If you don't already receive it, just go to delivermagazine.com to subscribe.

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ONE BILLION

MARKING A MILESTONE FOR INTELLIGENT MAIL

The Postal Service has delivered 1 billion pieces of mail using Intelligent Mail Full Service. The milestone mailing entered the distribution network on Dec. 4.

Since the May implementation of Intelligent Mail Full Service, 109 commercial mailers have submitted more than 11,000 electronic postage statements.

"Intelligent Mail Full Service provides commercial mailers with visibility into the status of their mail so that they can provide better service to their customers," said Tom Day, senior vice president, Intelligent Mail and Address Quality. "When their customers call, they will have the information to respond more quickly and accurately. Intelligent Mail tracking also will help finance departments monitor and predict payments more easily. And, in this economy, this is more crucial than ever."

Commercial customers also are experiencing faster processing of their postage statements in the PostalOne! business mail management system. According to Day, the PostalOne! system is processing more than 90 percent of Full Service mailings in less than 10 minutes.

"We highly recommend that mailers take advantage of electronic processing of postage statements, even if they have not yet signed up for Intelligent Mail Full Service," said Day. "It's fast, and mailers can more easily monitor their accounts and keep track of their mailings more efficiently than with paper postage statements."

Customers also are seeing the benefit of free Address Correction Service (ACS). More than 12 million Full Service ACS notices were provided to mailers since July.

Day credited the success of the Intelligent Mail program to the relationships the Postal Service has with its customers. He cited decisions to simplify a number of business mail acceptance processes as examples of the Postal Service responding to the needs of its customers. For more information about Intelligent Mail services, visit the RIBBS website at ribbs.usps.gov.

WHAT'S UP DOWNLOAD THIS APP

Apple Computer's App Store online now offers a free Postal Service application for iPhone and iPod touch mobile digital devices. The USPS Mobile app takes advantage of GPS capabilities, using the locator function to show Post Offices, Automated Postal Centers and collection boxes in closest proximity to the user. Maps and directions to the closest location also are provided. There's also Track and Confirm, as well as ZIP Code lookup. Additional USPS applications for other Internet-enabled mobile devices are in development.

HAVE YOU REGISTERED?

Sessions with postal leadership, workshops, vendors, peer-to-peer roundtables, professional certificates - they're all part of the National Postal Forum April 11-14 in Nashville, TN. Make plans now to attend. If you're a member of a PCC or MTAC-sponsored association, you'll get a discount on your registration. For more information and to register <<http://www.npf.org>>, go to [npf.org](http://www.npf.org) or call 703-218-5015.

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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.



2010 Premier Express Level Members

GM Direct (Global Mail Mgmt)

JohnSons Press

Mail Presort

2010 Express Level Members

American Quarter Horse Assoc.
First Class American Credit Union
Inline Digital Image



National Envelope Corp.
Neopost USA
Pitney Bowes Presort Services (DFW)



Transcontinental Direct
Virtuosos, Ltd.
XPO (Express Postal Options)



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