

# MBC *Today*

*The voice of the mail and business center industry since 1982*

**Volume 27 | Issue 1**

*January / February 2025*

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# MBC Today

A publication of the non-profit  
**Association of Mail & Business Centers (AMBC)**

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#### AMBC Mission:

*As a member-run non-profit trade association, our mission is to provide a #MembersHelpingMembers community for businesses in the shipping, mail, print, and business center industry to connect, learn, and grow.*

*Building on decades of experience, we believe in always reaching for what's new and what's next, and strive to grow fresh content, programs, and trusted supplier connections that benefit our members...and inspire them to reach their full potential.*

*Our industry is ever evolving, and we are here to keep you current, viable, and accessible so you can grow and thrive in your communities and in our unique industry. Join us!*

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Operations Executive: Brad Risch

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Director of Social Media & Board Chair: Crysta Reeves  
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“Shrimps” are little gems of inspiration and information peppered throughout *MBC Today*.



We always enjoy fresh submissions from AMBC Members for *MBC Today*, a magazine by AMBC Members and for AMBC Members.

Please send your submissions and suggestions to [hello@ambc4me.org](mailto:hello@ambc4me.org).

We want to hear from you!

# Letter From the Editor

# MBC Today



Dear Readers,

As we put in the masthead of every issue of *MBC Today* (see the pretty gold box to the left?), this magazine is your magazine. It's put together by AMBC Members for AMBC Members and we really want to hear more diverse, fresh, and nuanced voices in it. Please reach out with article ideas, column suggestions, your stories, your advice, your tidbits, and more. We would love to hear from you and include you as a writer in this industry-leading publication! Your voices are so important in our #MembersHelpingMembers organization.

Thank you to those who have submitted content for this issue. It is, as always, a pleasure to compile and produce. You'll see a From the Archives column appearing in this magazine for the first time in a few years, in which we re-share Crysta's awesome hiring advice from 2022. Crysta has taught classes and lead seminars on hiring and retention for many years and has, at her now-three Pack & Mail stores in Minnesota, collected on her team one of the most outstanding group of humans our industry has ever known. Her hiring and team building advice is truly sage, timeless, and definitely worth re-reading again and again.

Also in this issue, we're honoring a true veteran of our industry and an honored veteran of our country's armed forces, Steve Merrick. It's been my sincere pleasure to be one of Steve's mentees, to have known him for decades, and to be his colleague now with AYM High Consultants; my fellow coaches and I there are grateful that he, despite retirement, has agreed to remain a coach emeritus so we can still call on him when needed. Though, we certainly will be making sure he has plenty of time to golf as much as he wants. To the tribute article shared on the following pages, I want to add my thanks, appreciation, and commendation to Steve, Erin, and their family for all of their love, care, and incredible mentorship over the years. What a blessing.

Finally, you'll see a push for AMBC's Pensacola event coming up really soon in February. Please attend if you're at all able. I have had the privilege of being part of this non-profit organization's events for many, many years and they always feed me great information, encourage me with wonderful peers, and expand my network with priceless contacts. They're important. Make the time to go, as it's not an expense but rather it's an investment that will certainly pay off if you put your heart into it. And take lots of notes!

Here's to an amazing 2025. May it allow us to move forward in fresh, joyful, healthy ways.

**Marty Johnson** (he/him)  
Columnist | Ask Uncle Marty™  
Editor & Producer | *MBC Today*  
Founder | Uncle Marty's Shipping Office  
Communication & Vision Coach | AYM High Consultants  
Co-Host | To-Be-Announced Podcast Launching Soon(ish)

Podcast suggestion:  
"How to Mix Business and Family"  
by Fixable  
<https://open.spotify.com/episode/3aZvLTU5JhkuugaulXKH0M>



# A Message From the AMBC Board Chair



Dear Fellow AMBC Members,

Happy new year! Welcome to 2025!

I hope that your holiday season was happy and successful. As we look forward to the new year, we often make resolutions. As you make your personal resolutions, I encourage you to make them for your business and your team as well.

I hold on to the quote from Tony Robbins: "Stay committed to your decisions, but stay flexible in your approach." There is no better time to review where you want to take your business than the start of the new year.

A way for me to "set my sights and stay focused" in the new year is to find a word of the year. For me—and I feel for our industry—that word is "renew."

Definition: restoring energy or purpose.

Intention: take time to refresh and realign your priorities.

In our stores, we often find ourselves doing things the way we always have, because it works for us! But the world and society are evolving and fast changing. We need to be able to renew our mind-

"Letting people be wrong about you or a situation while keeping your peace and focus is the most misunderstood power move you will ever make." - Morgan Richard Olivier 

set and our stores to stay fresh and ready to meet the needs of our valued clients and to stay relevant in this ever-changing industry.

We at AMBC hope that we can be a part of helping you achieve success this year, starting with our first regional in Pensacola focused on printing and diversifying your stores. I've heard from many store owners how attending these events in the past has helped to change the course of their stores and make them successful. I look forward to seeing you there!

Wishing you all the best in 2025!

Sincerely,

**Crysta Reeves**

Director of Social Media & Board Chair | AMBC

Owner | Pack & Mail Cloquet & Duluth

#MembersHelpingMembers #WeAreAMBC #AMBC4ME

Podcast suggestion:  
"Revisited: How to Be a Friend with Chef and Entrepreneur Christina Tosi" by A Bit of Optimism  
<https://open.spotify.com/episode/6xmhX2hgsOkj9PFjyQ5ukU> 

# Upcoming Industry Events



There are many 2025 events still in the works, so more will be added as information becomes available and plans are solidified.

Please mark your calendars for any of the following that appeal to you and check [ambc4me.org/events](https://ambc4me.org/events) for information on specific events we are hosting and attending as an organization. We hope to see you there!



January 13-16, 2025 | Las Vegas, Nevada  
**The PPAI Expo 2025**  
Sign up at [ppai.org/expo](https://ppai.org/expo)



February 4-7, 2025 | Las Vegas, Nevada  
**International Personalization Expo**  
Sign up at [personalizationpros.org](https://personalizationpros.org)



February 22-23, 2025 | Pensacola, Florida  
**AMBC Regional Event:  
Diversify to Fly in 2025**  
Sign up at [ambc4me.org](https://ambc4me.org)



March 9-12, 2025 | Las Vegas, Nevada  
**ASD Market Week**  
Sign up at [asdonline.com](https://asdonline.com)



April 23-25, 2025 | Las Vegas, Nevada  
**ISA International Sign Expo®**  
Sign up at [signexpo.org](https://signexpo.org)



May 29-June 1, 2025 | Dallas, Texas  
**Retail Shippers Expo**  
Sign up at [rscentral.org](https://rscentral.org)



October 22-24, 2025 | Orlando, Florida  
**PRINTING United Expo 2025**  
Sign up at [printingunited.com](https://printingunited.com)

# Industry News...

## Amazon Affiliate Link for Charity

AMBC has set up an Amazon affiliate link for anyone to use when purchasing everyday items. This will not cost you anything, but it will help fund our charitable donations that we periodically do on behalf of our AMBC community, like our donations last year to FedExFamilyHouse and this year to Deters Strong.



It's super easy and requires nothing from you other than to just visit Amazon through our affiliate link instead of how you'd normally visit. Simply save the link in your browser and go to Amazon through it, proceed as normal, make any purchases you normally would, and Amazon will send AMBC a small amount of funds to add to our charity fund. We will not be able to see what you purchase.

Here's the link: <http://tinyurl.com/AmazonAMBC>

## PostScan Mail Announces POS

PostScan Mail, one of the top virtual/digital mailbox solution providers in our industry, has announced the launch of PostScan Mail Shipper, a brand new "cutting-edge software designed to revolutionize how you manage and process shipments for walk-in customers."



Learn more about this brand new point-of-sale (POS) software option at [postscanmail.com/services/retail-shipping-software.html](http://postscanmail.com/services/retail-shipping-software.html)

# MAKE PRE-INKED STAMPS

**\$8 TO \$10 IN MATERIALS BECOMES A \$25 TO \$30 SALE**



Create a high-quality pre-inked stamp in just 3 minutes! The system is compact, fitting nicely on the corner of a desk. Connects to any Windows PC and operates with simple software. Ask your industry friends if they use the Stampcreator Pro System - if they do they probably love it!

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[info@rubber-stamp.com](mailto:info@rubber-stamp.com)

## What's Hot on the AMBC Members Facebook Group

AMBC Members, as a benefit of membership, may participate in the private AMBC Members Facebook Group to network, ask questions, and share ideas.

Participation in the group is included with AMBC membership, so please reach out if you're not on it yet.

Here are some recent topics you may have missed:

Printing / Paper Question

Ideas for Shop Windows

Does a Forwarding Address Need a 1583?

Opening a PMB for a Business

Welcome New AMBC Members

Advice on Passports Sent Overnight

Aluminum Sign Vendors

Amazon Return Label Issue

How to Process USPS QR Codes

Sources for Branded Boxes

Diversify to Fly Event Information

Foam-in-Place Usage

Collaboration on Retail Buying / Selling

FedEx Home Delivery Issues in Kentucky

Webinar on Increasing Revenue Using Email and Socials

Advertising for Other Businesses on In-Store TVs and Slideshows

Shipping Cow Embryos

And Much More!

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877-393-5310 [elaine@shipandinsure.com](mailto:elaine@shipandinsure.com)



## Join us in February in Florida for AMBC's next regional event!

AMBC will be hosting our next regional event in Pensacola, Florida at AMBC Board Vice Chair Tommy Armstrong's store, Warrington Business Center. We'd love for you to join us!

Accommodations for the event at a special event rate will be at the Courtyard Pensacola Downtown. Both hotel and event registration links are at [ambc4me.org/events](https://ambc4me.org/events).

"Our greatest test may not come from the path we travel to success. Our greatest test is what we do with success once we find it."

- Simon Sinek, *Together Is Better*



# Schedule: Diversify to Fly in 2025



## Friday Evening - February 21st, 2025

> **Welcome Reception and Networking Social** 6:00 p.m. to 9:00 p.m.

## Saturday - February 22nd, 2025

> **Breakfast and Attendee Welcome** 7:30 a.m. to 8:20 a.m.

> **Retail Sales to Grow Revenue** 8:30 a.m. to 9:20 a.m. **by:** Crysta Reeves

*We'll share retail items that have sold well in existing stores and talk about how to keep retail fresh and relevant in your stores to ensure ongoing successful retail sales.*

> **Print In House to Grow Profits** 9:30 a.m. to 10:20 a.m. **by:** Tommy Armstrong

*A look into a variety of items that you can print in your stores to maximize your profits on print.*

> **Pricing Print to Stay Competitive** 10:30 a.m. to 11:25 a.m. **by:** Tommy Armstrong

*From a single print to 10,000 prints, we'll share pricing strategies that allow stores to shine in a highly competitive print market and show the value of using in-store printing versus outsourcing print orders to build the best guest and client experience.*

> **Number, Numbers, and More Numbers** 11:30 a.m. to 12:30 p.m. **by:** Tommy Armstrong

*From pricing, to revenue, to margins, to customer traffic, we will share and compare actual store numbers to provide you with a wide range of data so that you can properly position your store for success.*

> **Lunch** 12:30 p.m. to 1:30 p.m.

> **Growing Print Outside Your Walls** 1:40 p.m. to 2:40 p.m. **by:** OnPrintShop

*Building a client base outside of your store walls requires a great website. OnPrintShop will share their white label web2print options that can help you build your online print store and grow print revenue.*

> **24/7 Revenue** 2:45 p.m. to 3:35 p.m. **by:** Tommy Armstrong

*Generating revenue does not have to be limited to your stores' hours. We will share a number of non-traditional ideas that stores are using to increase revenues while their retail store is closed.*

> **Proper Promoting for Growth** 3:45 p.m. to 4:35 p.m. **by:** Eddie Hill, Prosperous I.M.

*Best selling author and the owner of multiple businesses, including Prosperous Internet Marketing, will discuss the importance of properly marketing your retail business for success using multiple avenues of marketing.*

> **Class 8 - TBD** 4:45 p.m. to 5:45 p.m. **by:** Marielou Ray

> **Open Discussion and Q&A** 5:45 p.m. to 6:30 p.m. **by:** AMBC Board Members

*AMBC board members will host a panel discussion to answer questions about any topic that you want more information on. This is your opportunity to ask anything and everything that you have been wanting to know.*

> **Dinner** 7:00 p.m. to 9:00 p.m.

## Sunday - February 23rd, 2025

> **Breakfast and Networking** 7:30 a.m. to 8:20 a.m.

> **Warrington Business Center Strategies and Numbers** 8:30 a.m. to 9:30 a.m. **by:** Tommy Armstrong

*Tommy, owner of Warrington Business Center, will share some of his store's numbers and strategies that have enabled him to be successful in a highly competitive market with over 20+ competitor stores within 15 miles of his location.*

> **Travel to Warrington Business Center** 9:30 a.m. to 10:00 a.m.

> **Warrington Business Center Welcome, Tour, and Q&A** 10:00 a.m. to 11:30 a.m. **by:** Tommy Armstrong

*Tommy will open up his store and all attendees will get the grand tour. We'll talk about some of the equipment that they use in the store and attendees can try out anything that they want to experience firsthand.*

# AMBC Trusted Supplier Spotlight



## ***What support options are available?***

FedEx has two leads dedicated to the AMBC relationship, Taylor Celich and Hannah Yuhasz, who offer continuous guidance and support backed by nearly 10 years of FedEx Sales experience prior to joining the FedEx Authorized ShipCenter (FASC) team in 2024. Additionally, the FASC program offers a robust support network within [FASCnet.com](https://www.fascnet.com) and through Retail Support that AMBC locations are encouraged to utilize.

## ***What new offerings are available for AMBC Members?***

FedEx recently announced updated FedEx One Rate® pricing available to all FASC program participants that is more predictable and competitive. Your customers do not like surprises when it comes to shipping costs and now it is even easier to cut out the guesswork with two-day shipping, all for a flat rate. And, as an FASC, you get 10% off published rates. Check out the updated FedEx One Rate pricing. <https://www.fedex.com/en-us/shipping/one-rate.html>

And always a great reminder, AMBC Members are eligible to enroll in FedEx Rewards where you can earn Rewards towards brand-name gift cards and merchandise—all for the eligible shipping you do every day. Enroll for free at <https://www.fedex.com/en-us/rewards.html>

## ***Are there any other resources AMBC Members should be aware of?***

The FedEx Authorized ShipCenter (FASC) team works diligently on the FedEx ShipSource Newsletter that is sent via email to program participants. Each quarterly issue provides a variety of relevant articles including peer advice to equip locations to further optimize their customer experiences and business performance. Would you like to be featured in an upcoming peer article? We want to hear from you! Reach out to the team at [FASCteam@fedex.com](mailto:FASCteam@fedex.com) to share your thoughts.

Also, the new [FedEx ShipSource website](#) is available for reference at any time and includes current and prior articles as well as other links to helpful resource content.

**Resources:**

<https://www.fascnet.com/>

<https://www.fedex.com/en-us/shipping/fedex-authorized-ship-center/shipsource.html>

<https://www.fedex.com/en-us/shipping/how-to-become-fedex-authorized-ship-center.html>

**Contact:**

FedEx Retail Support  
1.800.496.9310, option 3  
[retailsupport@fedex.com](mailto:retailsupport@fedex.com)



Taylor Celich and Hannah Yuhasz

Watch a short video to see how FedEx operations team members go above and beyond at [https://www.youtube.com/watch?v=OaSn\\_UiWtok](https://www.youtube.com/watch?v=OaSn_UiWtok)

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of this issue of *MBC Today* in the  
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