



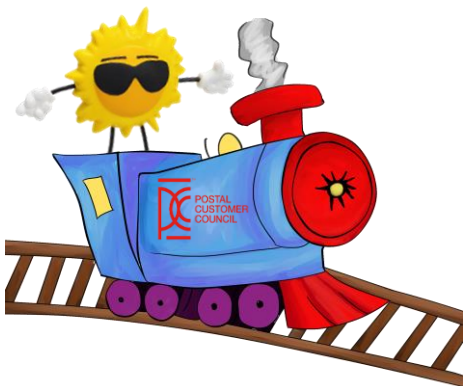
# Welcome

## Staying On Track to Meet Your Goals

# PCC Premier Certificate Award Updates

## Gold, Silver, and Bronze Levels

### August 30, 2022





# Housekeeping



Please utilize the Chat box for your questions.



PPT presentation along with the recording will be posted on *PostalPro*.



Please ensure you are muted.



# Agenda

- ❖ Welcome and Housekeeping
- ❖ Ice Breaker
- ❖ 2023 PCC Premier Certificate Awards
- ❖ PCC Premier Certificate **Bronze** Awards
- ❖ PCC Premier Certificate **Silver** Awards
- ❖ PCC Premier Certificate **Gold** Awards
- ❖ PCC Planning Binder
- ❖ PCC Websites
- ❖ PCC *TeamSite*
- ❖ *PCC Voice*
- ❖ *PCC Leadership Awards*
- ❖ PCC Tips and Best Practices
- ❖ 2022 Area PCC Liaisons
- ❖ 2022 Area Customer Relations Coordinators
- ❖ 2022 PCCAC Leadership Team
- ❖ Questions and Answers





# PCC Ice Breaker

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# 2023 Premier Certificate Awards

**PCCs Must Self-Nominate to Qualify**

**PCC *BlueShare* Site**

[PCC Recognition > Premier Awards Guides and Forms](#)



**Qualifying Period: *January 1, 2022, through December 31, 2022***

**Submission Period Opens: *Thursday, December 1, 2022***

**Nomination Deadline: *Tuesday, January 31, 2023***



# Bronze 2023 PCC Premier Certificate Award



Administrative Requirements	Achieved
1. Establish a PCC Executive Board that consists of at least a Postal and Industry Co-Chair, Secretary, Postal Administrator, and Treasurer.	
2. <b>Minimum of 4 PCC events, excluding</b> Executive Board meetings, must be posted in TeamSite. (e.g., Zoom educational events, tours, vendor shows, conferences, membership drives, etc.)	
3. <b>Minimum of 4 PCC events, excluding</b> Executive Board meetings, must be listed in PostalPro's Virtual Calendar.	
4. <b>Minimum of 6</b> postings on PCC Voice.	
5. <b>Minimum of 1</b> PCC Leadership Award nomination.	
Meeting & Education Requirements	Achieved
6. <b>Minimum of 4</b> Executive Board meetings. May be conducted in-person, virtual, or hybrid.	
7. Have a local PCC representative attend the 2022 National Postal Forum.	
8. <b>Minimum of 4 PCC events, excluding</b> Executive Board meetings. (e.g., general membership meetings, luncheons, educational training, etc.) May <b>ONLY</b> be conducted jointly with other PCCs either in-person, hybrid, or virtual. <b>Cannot</b> use the HQ National Zoom events towards your PCC events.	
9. Participate in <b>National PCC Week</b> by hosting an <b>individual or joint event</b> that enables PCC members to view the <b>PMG/Executive Leadership Team's corporate message</b> . May be conducted in-person, virtual, or hybrid.	
10. <b>Minimum of 1</b> PCC Event where your guest speaker is one of the following: Area Vice President, Area Customer Relations Manager, Area PCC Coordinator, District Manager, Manager Customer Relations, Postmaster, BMEU Manager, or Plant Manager. It can be a joint event with other PCCs.	
11. Attend a <b>minimum of 6</b> PCC virtual educational events hosted by either the National PCC Advisory Sub-Committees or the National PCC Program Office.	
12. PCC Executive Board attends a <b>minimum of 8</b> Area Monthly TouchPoint calls.	
13. Conduct a <b>minimum of 1</b> PCC Membership outreach/recruitment activity.	
Communication Requirements	Achieved
14. <b>Minimum of 4</b> times to communicate with PCC members via U.S. Postal Service mail. The G-10 Permit should be used for mailings.	
15. <b>Minimum of 1</b> PCC success story for possible inclusion in the PCC Insider Newsletter. (Send article to the PCC mailbox at <a href="mailto:PCC@usps.gov">PCC@usps.gov</a> .)	





# Silver 2023 PCC Premier Certificate Award



Administrative Requirements	Achieved
1. Establish a PCC Executive Board that consists of at least a Postal and Industry Co-Chair, Secretary, Postal Administrator, and Treasurer.	
2. <b>Establish working committees (at a minimum): Education, Membership, and Communication.</b>	
3. <b>Conduct a local PCC Recognition program.</b>	
4. <b>Minimum of 5 PCC events, excluding Executive Board meetings, must be posted in TeamSite.</b> (e.g., Zoom educational events, tours, vendor shows, conferences, membership drives, etc.)	
5. <b>Minimum of 5 PCC events, excluding Executive Board meetings, must be listed in PostalPro's Virtual Calendar.</b>	
6. <b>Minimum of 8</b> postings on PCC Voice.	
7. <b>Minimum of 2</b> PCC Leadership Award nominations.	
Meeting & Education Requirements	Achieved
8. <b>Minimum of 6</b> Executive Board meetings. May be conducted in-person, virtual, or hybrid.	
9. Have a local PCC representative attend the 2022 National Postal Forum.	
10. <b>Minimum of 5 PCC events, excluding Executive Board meetings.</b> (e.g., general membership meetings, luncheons, educational training, etc.) May <b>ONLY</b> be conducted jointly with other PCCs either in-person, hybrid, or virtual. <b>Cannot use the HQ National Zoom events towards your PCC events.</b>	
11. Participate in <b>National PCC Week</b> by hosting an <b>individual or joint event</b> that enables PCC members to view the PMG/Executive Leadership Team's corporate message. May be conducted in-person, virtual, or hybrid.	
12. Attend a <b>minimum of 6</b> PCC virtual educational events hosted by either the National PCC Advisory Sub-Committees or the National PCC Program Office.	
13. <b>Minimum of 1</b> PCC Event where your guest speaker is one of the following: Area Vice President, Area Customer Relations Manager, Area PCC Coordinator, District Manager, Manager Customer Relations, Postmaster, BMEU Manager, or Plant Manager. It can be a joint event with other PCCs.	
14. PCC Executive Board attends a <b>minimum of 8</b> Area Monthly TouchPoint calls.	
15. <b>Conduct a minimum of 2</b> PCC Membership outreach/recruitment activities.	
Communication Requirements	Achieved
16. <b>Minimum of 4</b> times to communicate with PCC members via U.S. Postal Service mail. The G-10 Permit should be used for mailings.	
17. <b>Minimum of 2</b> PCC success stories for possible inclusion in the PCC Insider Newsletter. (Send articles to the PCC mailbox at <a href="mailto:PCC@usps.gov">PCC@usps.gov</a> .)	





# Gold 2023 PCC Premier Certificate Award



Administrative Requirements	Achieved
1. Establish a PCC Executive Board that consists of at least a Postal and Industry Co-Chair, Secretary, Postal Administrator, and Treasurer.	
2. Establish working committees (at a minimum): Education, Membership, and Communication.	
3. <b>Establish and maintain an active/up-to-date local PCC website.</b>	
4. <b>Minimum of 6 PCC events, excluding</b> Executive Board meetings, must be posted in TeamSite. (e.g., Zoom educational events, tours, vendor shows, conferences, membership drives, etc.)	
5. <b>Minimum of 6 PCC events, excluding</b> Executive Board meetings, must be listed in PostalPro's Virtual Calendar.	
6. Conduct a local PCC recognition program.	
7. <b>Minimum of 10 postings</b> on PCC Voice.	
8. <b>Minimum of 3 PCC Leadership Award nominations.</b>	
Meeting & Education Requirements	Achieved
9. <b>Minimum of 8 Executive Board meetings.</b> May be conducted in-person, virtual, or hybrid.	
10. Have a local PCC representative attend the 2022 National Postal Forum.	
11. <b>Minimum of 6 PCC events, excluding</b> Executive Board meetings. (e.g., general membership meetings, luncheons, educational training, etc.) May <b>ONLY</b> be conducted jointly with other PCCs either in-person, hybrid, or virtual. <b>Cannot</b> use the HQ National Zoom events towards your PCC events.	
12. Participate in <b>National PCC Week</b> by hosting an <b>individual or joint event</b> that enables PCC members to view the <b>PMG/Executive Leadership Team's corporate message</b> . May be conducted in-person, virtual, or hybrid.	
13. Attend a <b>minimum of 6 PCC virtual educational events</b> hosted by either the National PCC Advisory Sub-Committees or the National PCC Program Office.	
14. <b>Minimum of 1 PCC Event</b> where your guest speaker is one of the following: Area Vice President, Area Customer Relations Manager, Area PCC Coordinator, District Manager, Manager Customer Relations, Postmaster, BMEU Manager, or Plant Manager. It can be a joint event with other PCCs.	
15. PCC Executive Board attends a <b>minimum of 8 Area Monthly TouchPoint</b> calls.	
16. <b>Conduct a minimum of 3 PCC</b> Membership outreach/recruitment activities.	
Communication Requirements	Achieved
17. <b>Minimum of 4 times</b> to communicate with PCC members via U.S. Postal Service mail. The G-10 Permit should be used for mailings.	
18. <b>Minimum of 3 PCC success stories</b> for possible inclusion in the PCC Insider Newsletter. (Send articles to the PCC mailbox at <a href="mailto:PCC@usps.gov">PCC@usps.gov</a> .)	







# 2022 PCC Planning Binder

## Tracking Your Success

### ❖ Tips:

- Create tabs for each requirement (*Gold, Silver, or Bronze*)
- Make copies and insert as soon as the event is over
- PCC Voice LinkedIn posting – snip it and place in binder
- Keep PCC website relevant and current

### ❖ Easy to Track:

- Member Contact Information
- Communications and Mailings
- Board Meetings
- Meetings, Events and Webinars
- Success Stories
- TeamSite Entries
- PCC Voice Postings
- Membership Outreach
- Achievement activities
- Area Monthly TouchPoints
- National PCC Program Office and PCCAC Educational Zoom Webinars





# PCC Websites

You **MUST** maintain an **Active** PCC Website to **Qualify** for a **Gold** PCC Premier Certificate Award.

## Required Maintenance and Necessary Updates Include:

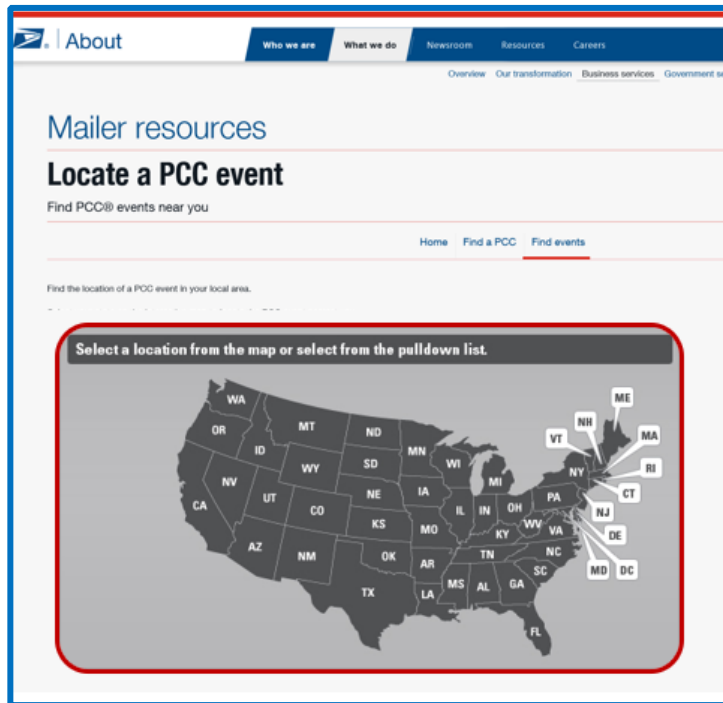
- ❖ Complete and accurate Executive Board Membership information and pictures.
- ❖ Ensure meetings and events information are up-to-date, including dates and registration links.
- ❖ Verify all URLs/Links are working and accurate.
- ❖ Delete all irrelevant and out of date information.
- ❖ Quarterly Updates





# PCC *TeamSite*

***MUST*** enter and update the following information in ***TeamSite***



- ❖ PCC Events
- ❖ Postal Co-Chair Contact information
- ❖ Postal Administrator Contact Information

If you need access to ***TeamSite***

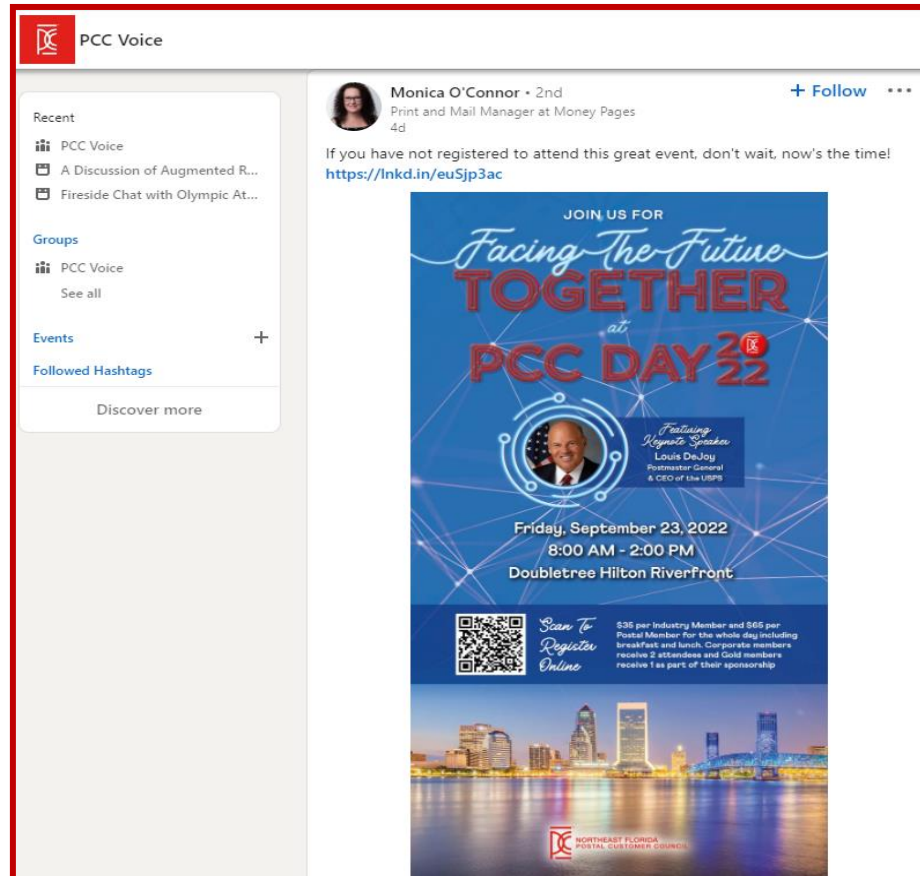
- ❖ Submit Your Request in ***ARIS***  
<https://aris.usps.gov/Welcome.htm>
  - Search Users
  - TeamSite PCC
  - Check TeamSite – USPS – PCC Editor
  - Submit your request – may take up to 10 days to receive access.
- ❖ Please contact your HQ PCC Liaison for assistance



<https://teamsitepx.usps.gov/iw-cc/command/iw.ui>



# PCC Voice Postings



The screenshot shows a LinkedIn post from Monica O'Connor, 2nd, with 4d of age. The post text reads: "If you have not registered to attend this great event, don't wait, now's the time!" followed by a link: <https://lnkd.in/eu5jp3ac>. The main image is a promotional poster for "Facing The Future TOGETHER at PCC DAY 22". The poster features a blue background with a city skyline at night. It includes the text: "JOIN US FOR Facing The Future TOGETHER at PCC DAY 22". Below this, it says "Featuring Keynote Speaker Louis DeJoy, Postmaster General & CEO of the USPS". The event details are: "Friday, September 23, 2022, 8:00 AM - 2:00 PM, Doubletree Hilton Riverfront". At the bottom of the poster, there is a QR code and the text "Scan To Register Online". A small text box at the bottom of the poster states: "\$35 per Industry Member and \$65 per Postal Member for the whole day including breakfast and lunch. Corporate members receive 2 attendees and Gold members receive 1 as part of their sponsorship". The PCC logo and "NORTHWEST FLORIDA POSTAL CUSTOMER COUNCIL" are at the bottom left of the poster.

- ❖ **BRONZE** Level – Minimum of 6 Posts
- ❖ **SILVER** Level – Minimum of 8 Posts
- ❖ **GOLD** Level – Minimum of 10 Posts
  - Event Information
  - Success Stories
  - PCC Celebrations
  - Pictures
  - Networking
  - Participate in PCC Challenges
- ❖ Not a LinkedIn Member?  
*Scan and Join Today!*





# PCC Event Calendar

Your Monthly PCC Virtual Connection.....**“Get Connected and Grow”**  
**October** PCC Event information due by **Wednesday, September 28, 2022.**



**PCC August 2022 Events**  
 Monday, August 1, 2022 – Wednesday, August 31, 2022  
 All times are Eastern

August 2022						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**August 1, 2022**  
 Detroit PCC and APCD 27<sup>th</sup> Annual Golf Outing (in-person event) – Links of Novi Singh – 50395 W 10 Mile Rd, Novi, MI 48374  
 Detroit PCC – Central Area  
 9:00 AM – 5:00 PM  
 Register to attend: <https://www.detroitpcc.com/>  
 Fees apply.

**August 2, 2022**  
 PCC's What You Missed at NPF (virtual event)  
 PCCAC Education Sub-Committee  
 2:00 PM – 3:00 PM EST  
 Link to attend: <https://usps.zoomgov.com/j/1610215794?pwd=MnRpRmhvV21XeTNXU1NlcmRlZzZpQT09>

**August 4, 2022**  
 Greater Madison Area PCC 10<sup>th</sup> Annual Golf Outing (in-person event)  
 The Bridges Golf Club – 2702 Shopko Dr., Madison, WI 53704  
 Greater Madison Area PCC – Central Area  
 7:00 AM CST – Registration and Breakfast Buffet  
 8:20 AM CST – 18 Hole Golf Scramble begins  
 1:00 PM – 4:00 PM CST – Lunch, Awards, Mingling  
 Register to attend: [madisonpcc.com](http://madisonpcc.com)  
 Fees may apply.



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Home > Postal Customer Council® (PCC)

### Postal Customer Council® (PCC)

Postal Customer Council® (PCC)

The PCC® Program's mission is to foster a close working relationship between the U.S. Postal Service and commercial mailers. Our goals are to share information about new and existing Postal Service business products, programs, services, and procedures. Through focused educational programs, the PCC® strives to help industry members and their organizations grow and develop professionally.

- Find PCCs Near You
- Find a PCC Event
- Join the PCC Community
- Academic Outreach
- PCC Alerts
- Strategic Innovation and PCC Policy
- Membership
- Communication and PCC Insiders
- Marketing Toolbox
- Education
- PCC University
- Webinars, Workshops, Cafés, and Library
- PCC Monthly Events**
- PCC Spotlights
- PCC Leadership Awards
- Postal Customer Council Advisory Committee (PCCAC)

PCC Postal Administrators.....**MUST** email PCC event information



# PCC Success Stories

## PCC Super Star Success Story Template



**PCC  
Super Star**

**Success  
Story  
Template**

When creating your success story please use the following **STAR** format

<b>S Situation</b>	Describe the background, challenge, or event.
<b>T Task</b>	What was your plan to address the situation?
<b>A Action</b>	Elaborate on your specific action. What did you do? How? What tools did you use?
<b>R Result</b>	Summarize and quantify your results. Please be specific.

Please send completed Success Story along with any pictures to:  
[PCCInsider@USPS.gov](mailto:PCCInsider@USPS.gov)

**INSTRUCTIONS**

Please make sure your story includes ALL the following:


Name of PCC:  
Who wrote the story:  
Contact information:

**Situation** Describe the background, challenge, or event. What is your goal? What do you want to accomplish?

**Task** Describe the preparations, plans, assignments, budget etc.

**Action** Describe the tools, communications, obstacles, (speaker requests, venue contract, solicit sponsors, and vendors, etc.)

**Result** Describe and Quantify Accomplishments; increased membership or sponsorship, certifications, recognition, cost savings, community outreach, celebrations, etc.



POSTAL  
CUSTOMER  
COUNCIL

Please send completed Success Story along with any pictures to:  
[PCCInsider@USPS.gov](mailto:PCCInsider@USPS.gov)

For more information, please email [PCCMktg@usps.gov](mailto:PCCMktg@usps.gov)

<https://postalpro.usps.com/pcc#anchor-4>



# 2023 PCC Leadership Award Categories

- ❖ Leadership Awards with only **One Winner** for each award category
- ❖ If your PCC won any of these categories, you cannot win 2-years in a row
- ❖ PCCs must meet Premier Certificate Gold Level requirements to be eligible for:
  - ❑ **PCC of the Year – Metro Market** (PCES Post Office)
  - ❑ **PCC of the Year – Large Market** (Level 24 to 26 Post Office)
  - ❑ **PCC of the Year – Small Market** (Level 23 Post Office and below)
  - ❑ **District Manager of the Year**





# 2023 PCC Leadership Award Categories

- ❖ These awards are presented at the Bronze, Silver, and Gold levels
- ❖ A PCC can **Only** submit **One** nomination form for each category
- ❖ The prior year Gold winner in each award category is **NOT** eligible for Gold in the current year; however, the PCC is eligible to compete for Silver or Bronze
  - PCC Industry Member of the Year
  - PCC Postal Service Member of the Year
  - PCC Innovation of the Year
  - Communication Program Excellence
  - Education Program Excellence
  - Membership Program Excellence







# PCC Tips and Best Practices

- ❖ Keep your annual binder updated:
  - Copies of mailers, marketing materials
  - PCC Voice postings
  - PCC Success Stories
  - emails
  - Executive Board and Committee notes
  - Calendars
  - Survey Results
  
- ❖ Post your event on PCC *TeamSite* as soon as the date of your event has been confirmed.
  
- ❖ Capture event notes down after every event
  
- ❖ Follow-up with members in a timely manner following each event.
  
- ❖ Board members should meet after every general meeting/event to discuss what worked and what didn't work, what needs to be improved on.
  
- ❖ Put in for all award categories that apply to your PCC



# PCC Tips and Best Practices Continued

- ❖ Keep it simple
- ❖ **Do Not** underestimate your accomplishments
- ❖ Collaborate with another PCC(s) - **Success Breeds Success**
- ❖ What are other PCCs doing? Can you mirror their success or add to it?
- ❖ *PostalPro* and PCC Voice are your friend
- ❖ Survey your members at least once a year and/or after each event.
  - What topics do they want to learn about?
  - What's important to them?
  - Do they prefer virtual, in-person or hybrid events?
  - What did you like about today's presentation?
  - What can we improve upon next time?
  - How can the PCC help you be more successful?



# Atlantic Area PCC Support Team



**Mark Fallon**  
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**Joseph Banks**  
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**Brian Corley**  
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# Central Area PCC Support Team



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# Southern Area PCC Support Team



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**Da Shiek Woodard**  
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**Erinn McKenzie**  
**USPS Lead Area Liaison**  
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# WestPac Area PCC Support Team



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**Steve Kern Jr.**  
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# PCC Area Customer Relations Support Team

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**Felicia Jackson**  
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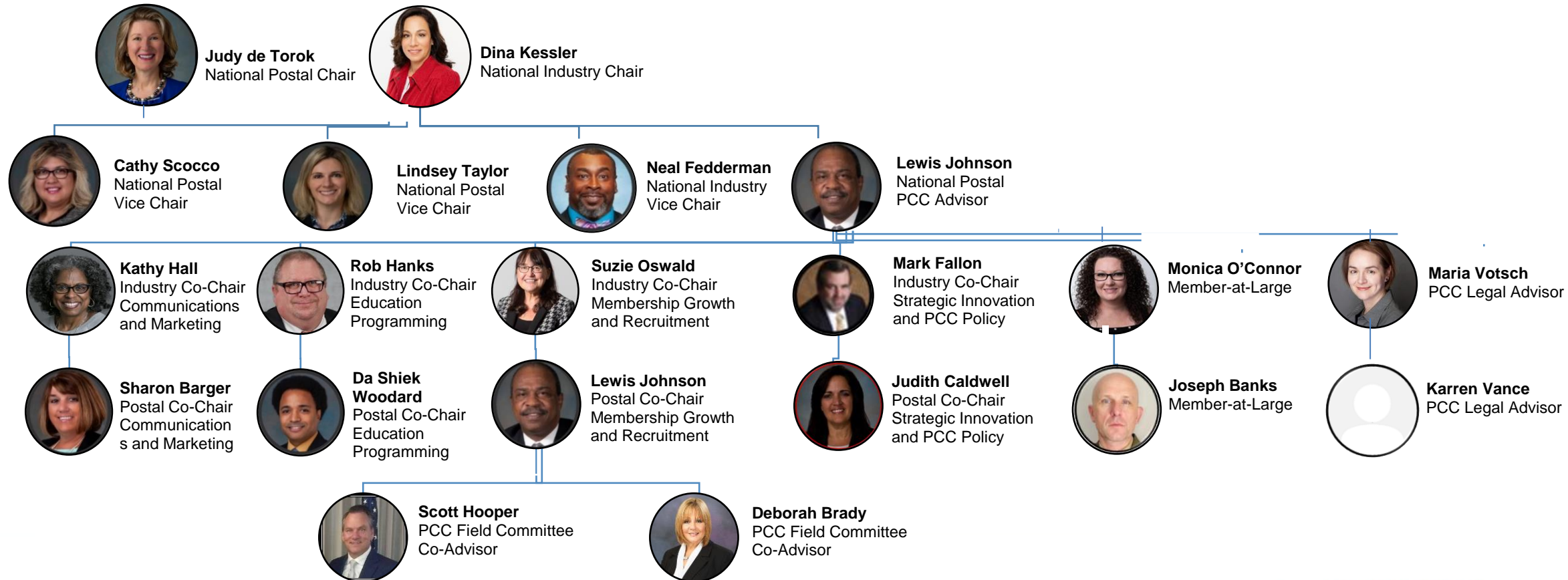
**Mike Cook**  
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**Deborah Brady**  
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# 2022 PCC Advisory Committee Board Members







# Questions and Answers





# Thank You For *All* that You Do!



Thank You!

*For Joining Us Today!*  
Get Connected and Grow!