



Welcome

PCCAC Communications and Marketing Quarter #4 Café



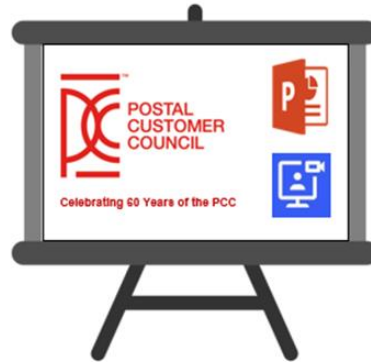
2023 PCC Revitalization Plan



Housekeeping



Please utilize the chat box to ask questions or voice any comments or concerns.



PPT presentation will be posted on *PostalPro*.



Please **mute** all phones due to the large volume of participants that we are expecting on today's call.



Agenda

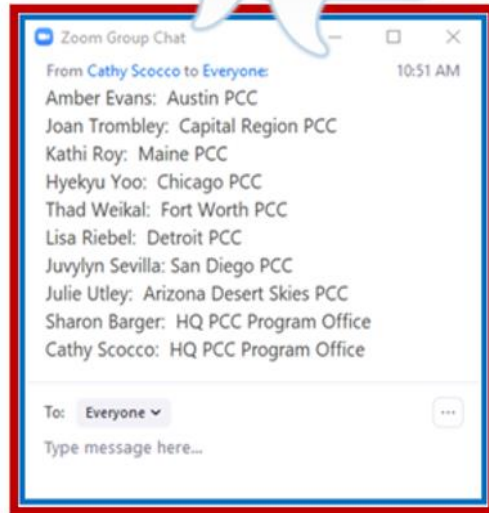
- ✓ Welcome
- ✓ Housekeeping
- ✓ Ice-Breaker
- ✓ Introduction of Health Check Video
- ✓ Health Check Video
- ✓ PCC Health Check 2023 PCC Revitalization Plan Launch
- ✓ Step by Step review of the Questionnaire
- ✓ Polling Questions
- ✓ National PCC Week Collateral and Support
- ✓ PCC Time capsule
- ✓ Q & A
- ✓ Thank You



In the Chat Box please type:

- Your Name
- The Name of Your PCC

CHAT BOX



What Is Your Diagnosis?

- There are **3** different illnesses or diseases
- Clues will be given over five slides
- Place your guess(es) in the chat box
- Diagnose carefully – **3** guesses per session



Diagnosis

1





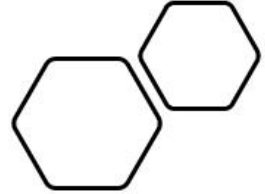
**I am a symptom
and not a condition.
I usually go away on my own.
Some home remedies include
Ginkgo Biloba, Ginger Tea,
Almonds, Staying Hydrated,
Essential Oils...**



An attack can be triggered by a blow to the head, damage to the inner ear or remaining on your back for an extended period of time. Basically, anything that can cause a shifting of the calcium carbonate crystals.



Symptoms that accompany me include; feeling nauseated, vomiting, abnormal or jerking eye movements, headache, sweating, ringing in the ears or hearing loss.

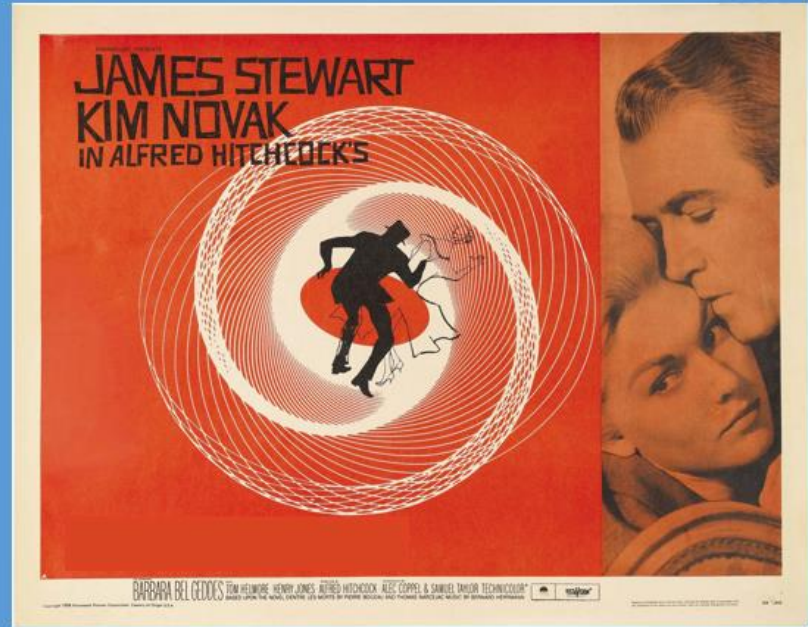


I feel like I am on a
merry-go-round
spinning round and
round



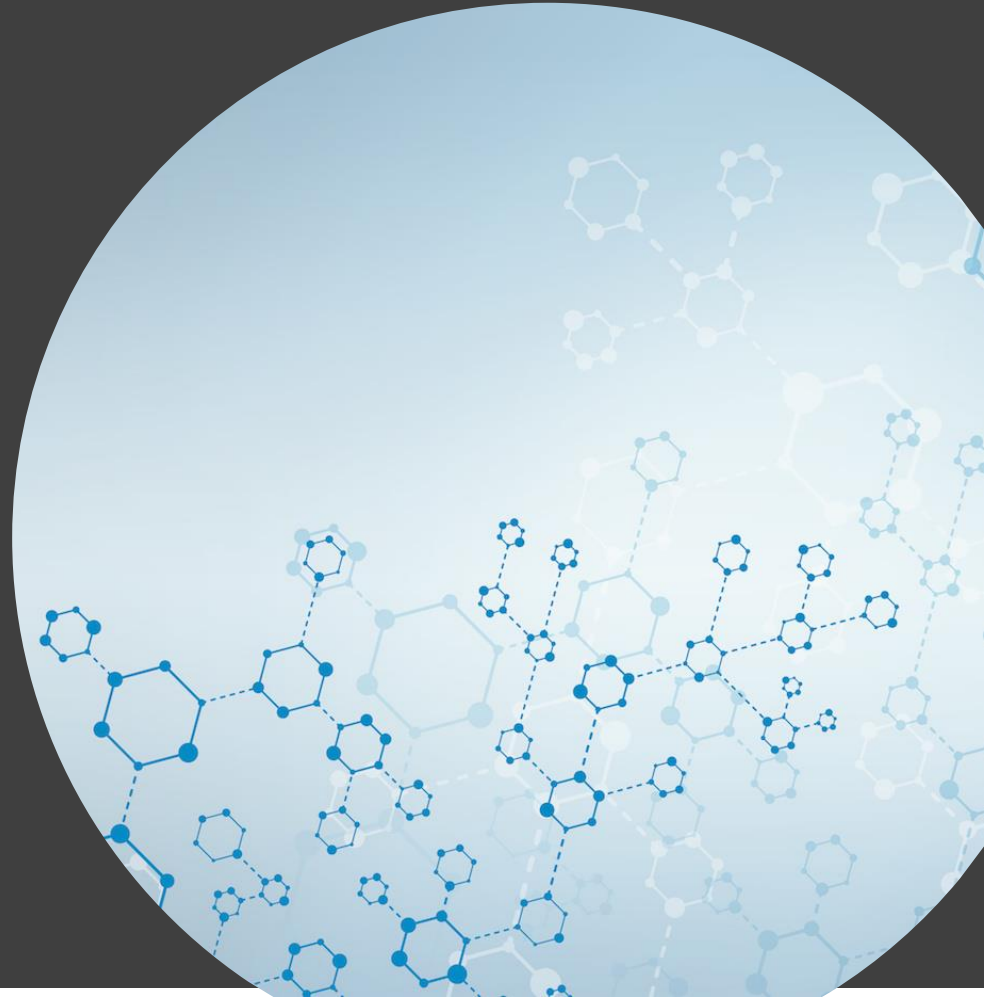
NEED A BIGGER CLUE?

VERTIGO



Diagnosis

2



I evolved in tropical Africa 2.5 to 30 million years ago



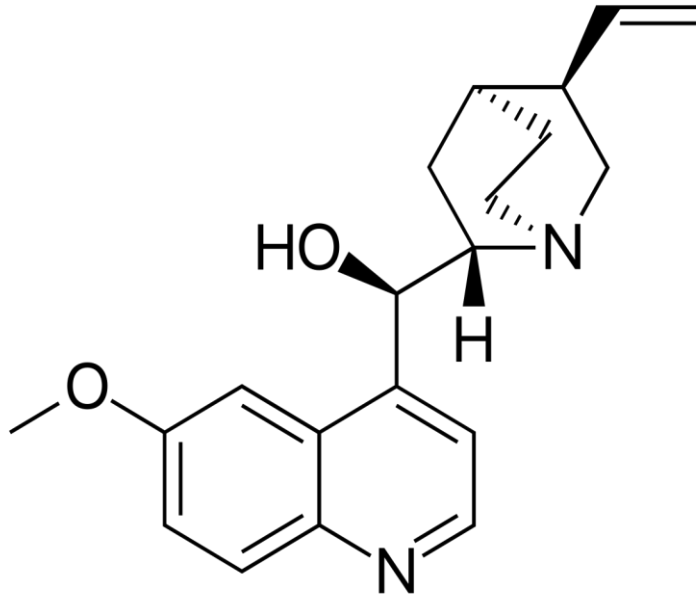
**The United States' premier public health agency
the Centers for Disease Control and Prevention (CDC)
was founded because of me.**



I am a parasite.

In the 1700's, it was discovered that quinine was effective in treating me.

To hide the bitter taste British soldiers, stationed in India came up with the drink **"Gin & Tonic"** – bottoms up!



With over 125 varieties - symptoms begin 10 days to 4 weeks after infection although a person may feel ill as early as 7 days or up to 1 year later



I am spread through infected mosquitoes

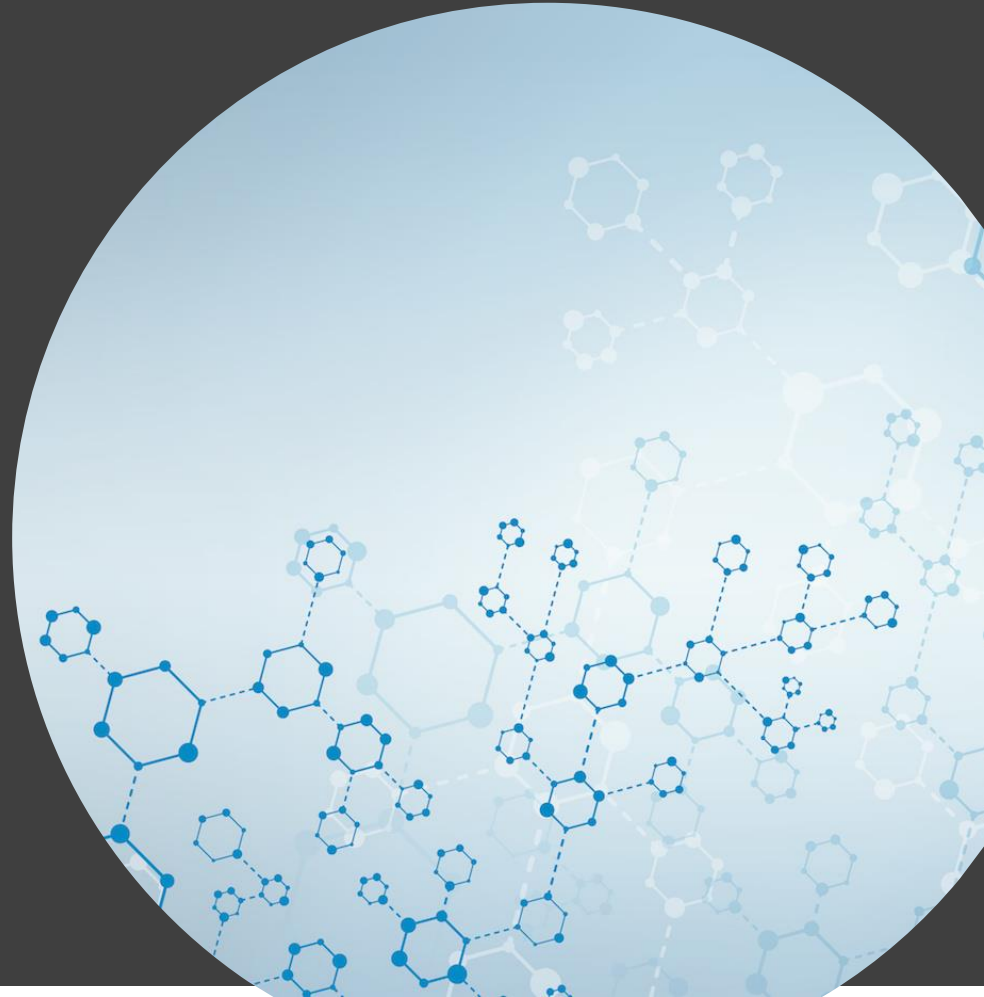
Signs and symptoms include:

- ✓ Fever
- ✓ Chills
- ✓ General feeling of discomfort
- ✓ Headache
- ✓ Nausea and vomiting
- ✓ Diarrhea
- ✓ Abdominal pain
- ✓ Muscle or joint pain



MALARIA

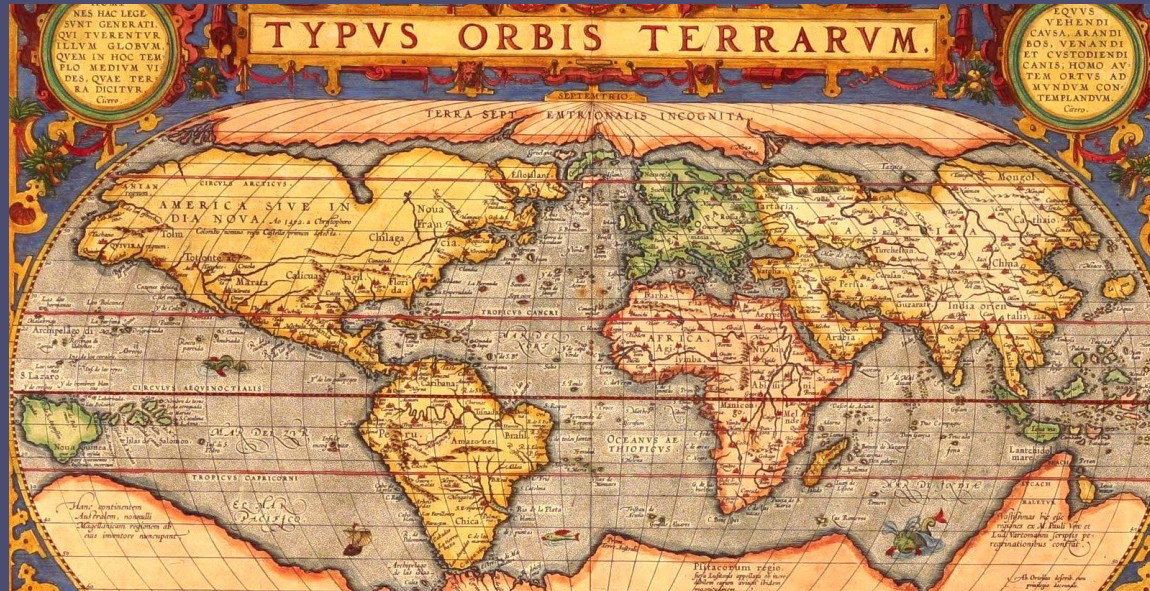
Diagnosis 3



**I am a highly contagious virus.
I was one of the most devastating diseases known to humanity.
Traces of me have been found in 3,000 Year-Old Egyptian mummies**



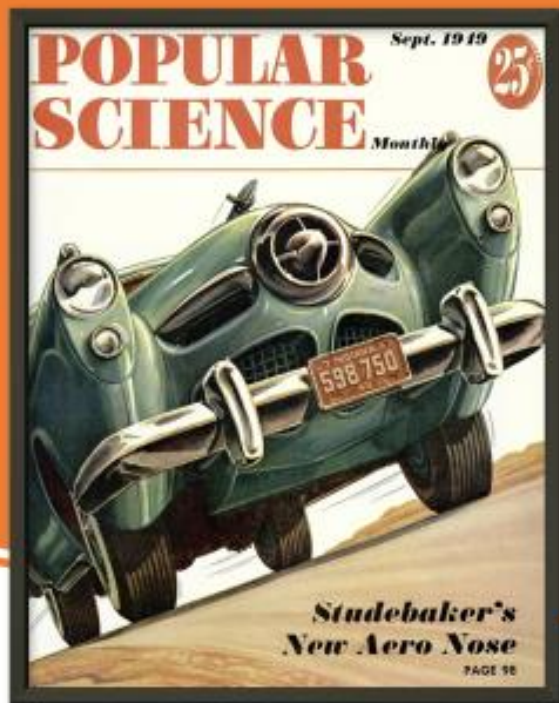
I caused millions of deaths worldwide.
3 out of 10 people who contracted me died!



**Exposing people to a related virus lead to the discovery of a vaccine.
It was the first vaccine developed against a contagious disease.**



The last case in the United States occurred in 1949.
The last case in the world was in 1980.
I am the only world-wide eradicated disease.



I was a seriously infectious disease caused by the variola virus. Highly contagious I caused a fever and a distinctive, progressive skin rash. I am not a form of or related to chicken-pox.



SMALLPOX



“911...What’s Your PCC Emergency?”



PCC HEALTH CHECK

“911...WHAT'S YOUR PCC EMERGENCY?”





2023 PCC Revitalization Plan



Dina Kessler
National Industry Chair
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2023 PCC Revitalization Plan



Lindsey Taylor
National Postal Vice Chairperson
lindsey.c.taylor@usps.gov



PCC Health Check – Questionnaire

General Questions

1. Do you have an Executive Board?
2. Do you have an Industry Co-Chair?
3. Do you have a Postal Co-Chair?
4. Do you have a Postal Administrator?
5. Has your PCC Membership grown since 2020?
6. Does your PCC have a bank account?
7. Does your PCC have a website?



PCC HEALTH CHECK

"911...WHAT'S YOUR PCC EMERGENCY?"





PCC Health Check – Questionnaire

Strategic Innovation and PCC Policy:

1. Does your PCC refer to Publication 286 (Postal Customer Council Program Policies and Rules) when you have questions?
2. Does you have local PCC by-laws?
3. Are you or your PCC Board Members subscribed to PCC Voice on LinkedIn?
4. Do you post photos of your PCC events to PCC Voice on LinkedIn?





PCC Health Check – Questionnaire

Education Programming:

1. Do you host Educational events?
2. Do you invite your members to attend the PCC National Educational Events?
3. Does your PCC use the Speakers Bureau list located on the [PCC BlueShare](#) site to find Industry speakers for your events?
4. Do you utilize the PCC content on [PostalPro](#) as a resource for your PCC?





PCC Health Check – Questionnaire

Membership Growth and Recruitment:

1. Has your PCC retained its membership over the past 2 years?
2. Do you have an up-to-date membership list?
3. Does your PCC have an active membership committee?
4. Has your PCC begun recruiting the younger generation as members?





PCC Health Check – Questionnaire

Communications and Marketing:

1. Do you have a Marketing and Communications committee?
2. Do you send physical print mail to your membership?
3. Do you use email to communicate with your PCC membership?
4. Do you send your event calendar to your HQ PCC liaison monthly?





PCC Health Check – Polling Questions



1. Will the PCC Health Check will be a good indicator of the health of your PCC?
2. Do you think you PCC will need a revitalization plan for 2023?



National PCC Week Collateral

- ❖ Editable Template and Mailer for Print
- ❖ Located on *PostalPro* in the Marketing Toolbox:
<https://postalpro.usps.gov/pcc#anchor-4>



 **POSTAL
CUSTOMER
COUNCIL**

Facing the Future Together In-Person!

**We're Back Live
Please Join Us!**

**Monday, September 19, 2022
8:00 AM - 2:00 PM**

**American Family Insurance Headquarters Auditorium
6000 American Parkway, Madison, WI 53783**

featuring

**Postmaster Louis Dejoy's Video Message
and Keynote Speaker
Judy de Torok, USPS VP Corporate Affairs**



 **Greater Madison Area
Postal Customer Council**

**National PCC Day
September 19, 2022
8:00 AM - 2:00 PM CST**

Scan the QR Code to Register!

www.madisonpcc.com

Get Connected and Grow!

Greater Madison PCC
PO Box 14285
Madison WI 53708-0285

Presort First-Class
Postage & Fees Paid
USPS
Permit No. G-10

For more information, please email the PCC Marketing Mailbox at:
PCCMktg@usps.gov




PCC 75th Anniversary Time Capsules




Cathy Rupard
Vice-President, Operations,
Mid-West Mailing Service, Columbia, MO.
mms@socket.net



FACING THE FUTURE Please archive your PCC memories, advice & encouragement to future PCCs and predictions of what's to come in the next 15 years

Your message: 

A Time Capsule Celebrating 75 Years of the



to be opened during National PCC Week 2036

(More room on the back.)

Get Connected and Grow Together

HQ PCC LIAISONS:

- Atlantic Area [Judy Caldwell](#)
- Central Area [Sharon Barger](#)
- Southern Area [Da Shiek Woodard](#)
- WestPac Area [Lewis Johnson](#)





Thank You - Supporting Cast



Kathy Hall



Pat
Ghost Town PCC

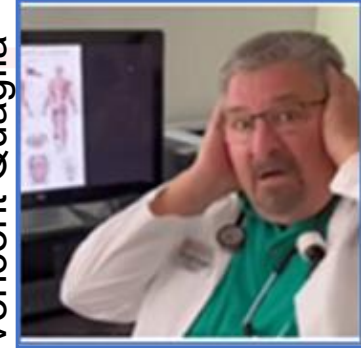


Tommie Shine



PCC Rescue

Vencent Quaglia



Doctor PCC

Cathy Rupard



Joey
Last Stop PCC

Anmarie
Foreman



Jerrie
Eagle Down PCC

Jon Bowman



Bobby
Sunshine PCC



Thank You - Supporting Cast



Tony Sandberg



Executive Producer

Monica O'Connor



Executive Producer

Suzi Oswald



Executive Producer

Gina Segura



Executive Producer

Sharon Barger



Executive Producer





GET CONNECTED AND GROW



Thank You!

For Joining Us Today!
Get Connected and Grow!

