PCC Insider - April 2019 Issue



MEMBERSHIP

FUELING UP FOR NATIONAL PCC WEEK AT THE NATIONAL POSTAL FORUM

The National Postal Forum (NPF) on May 5 - 8, 2019 is fast approaching and there are several educational and networking opportunities available! Looking forward, has your Postal Customer Council (PCC) started planning for National PCC Week, September 23-27. If so, you will be in good company with other PCCs meeting in Indianapolis this year. National PCC Week involves extensive planning and creativity that is the foundation for successful events year after year. During the NPF, there are many gems throughout the event that could be potential takeaways to use for your PCC.

On Sunday, May 5th, PCCs around the nation will come together to support and hear all new initiatives and trends that directly impact our PCCs. The PCC Opening Session, from 10:15 a.m. – 11:45 a.m., will have one of the most diverse audiences ranging from Postal Service Executive Leadership Team members to PCC general and Executive Board members, including industry and postal community partners. Using this opportunity to network with other PCC members regarding National PCC Week allows you to poll one of the largest groups of likeminded PCCs and their current initiatives. PCCs learn more in an accelerated format when implementing some form of networking during PCC driven events.

Attending the PCC Boot Camp at NPF is another opportunity to gather more ideas to shape your PCC Week activities. Renamed the *PCC Boot Camp Refresh*, it will cover topics that would support your PCC Week such as PCC Education, PCC Policy Administration, and Marketing to Grow Your Membership. These interactive modules offer the opportunity to hear suggestions from the facilitators, as well as hear the attendees offer best practices and ask questions that may be relevant to your local PCC.

And finally on Monday, May 6th from 5:30 p.m. – 7:30 p.m. spend your evening at the PCC Reception engaging in discussions, appetizers and refreshing beverages while networking with US Postal Service Headquarters' executives and PCC members from across the country.

So, please don't be caught with the **brakes** on your PCC, in a *Growth Driven* environment, in a city known for the **Indy 500 racing**! Looking forward to networking and learning with you at the National Postal Forum in Indianapolis!

See you in May!





EDUCATION THROUGH NETWORKING

NETWORKING IS THE KEY TO FUTURE SUCCESS

Next month, thousands of mailing professionals will gather in Indianapolis, IN, for the 2019 National Postal Forum (NPF). From Sunday, May 5th through Wednesday, May 8th attendees will be able to attend educational classes, interact with vendors in the Exhibit Hall and meet with senior US Postal Service officials. And just as importantly, network with fellow industry experts and professional.

Whenever I attend the NPF, I always follow the advice of a good friend, Paul, for getting the most out of a conference: the "30-30-30-10 Rule". Paul says you should spend:

- 30% of your time in classes,
- 30% of your time at the exhibits,
- 30% of your time networking, and
- 10% of your time enjoying the host city.

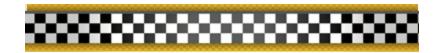
Most people follow only three of Paul's recommendations. Too many ignore the most important one – networking. Many times, people attend a conference and leave without getting to know a single new person. They might nod to the person next to them in a class, but they don't take the opportunity to get to know them.

Here are six tips to help you be successful in your networking:

- 1. Have a positive attitude. People like to meet upbeat people. If you display an attitude of confidence and resolve, people will be drawn to that. Watch what happens in any room. People are drawn to the people who look like they belong, who look like they're happy to be there.
- 2. Look people in the eye when you're talking to them, and more importantly, when they're talking to you. Don't be looking around the room for someone else to talk to. Give them visual signals that you're listening to what they're saying. Nod your head if they say something you agree with. Smile when they say something humorous. Let them know that they have your attention.
- 3. When talking with someone, look for the ways you're similar, not different. Pick up on what the person says that relates directly or indirectly to you. Acknowledge that you can relate to what they're talking about. Use the conversation to connect, not separate.
- 4. Years ago, I met someone who invented one of the first automated certified mailers, and I hope to see him again at the NPF in Indianapolis. He told me, that to be remembered, be interested, not interesting. Don't try and impress people with stories of your own achievements. Don't try and show how smart you are, or how interesting you are. Let them have the spotlight, and show an interest in what they're talking about. Ask questions about their area of interest or expertise. Find out why they're interesting. Be the audience for a while.
- 5. Your mother was right, politeness counts. Show respect to the people you're talking to. "Sir" and "Ma'am" are still appropriate, no matter what century we're living in. Don't use off-color language or tell risqué jokes when you're meeting people. Never put down anyone else any person, any race, any religion, or any nationality. You don't know who you may offend. This isn't political correctness, it's politeness. Oscar Wilde once said, "A gentleman never hurts someone's feelings, unintentionally." Be a gentleman, be a lady. And if you hear gossip, please don't repeat it.
- 6. Follow up. Meeting people is only the first step in networking. It's the seed you plant. And you must cultivate the seeds in the garden that is your network in order for it to grow. You must follow-up. You can follow-up with emails or a letter, maybe even a hand-written letter, after meeting someone. If you aren't following up, you aren't networking.

The National Postal Forum is a great opportunity to learn – from instructors, from vendors, and most of all, your fellow attendees. Networking is the key that opens the door to your future success.





USPS CONSULTATION CENTER APPOINTMENTS AVAILABLE AT NPF

Appointments are now available for mailers and shippers interested in scheduling personal time at the USPS Consultation Center of the National Postal Forum (NPF) where customers can receive advice from USPS on a variety of topics. The Consultation Center is open May 6 – May 8, 2019 at the Indiana Convention Center in Indianapolis, Indiana. You can receive expert advice from:

<u>Pricing and Classification Service Center</u> - Experts will be on-hand to talk to customers about specific issues related to: Mail Classification & Requirements, Hazardous/Restricted/Perishable Mailings, Nonprofit Marketing Mail Eligibility & Cooperative Mailings, Periodicals Content Eligibility, FCM vs. Marketing Mail, Appeals, Alternate Automation Letter-Size Designs (TED-C and Non-paper pieces) and National Customer Support Rulings.

<u>eVS & Package Returns</u> - USPS representatives will be available to discuss the package platform and how it will relate to outbound, manifested packages in the future and non-manifested network returns now.

Enterprise Payment System - Subject matter experts will be available to provide program highlights and steps to set up an account on this important system change.

<u>Mailpiece Design Analysts</u> - will be available to discuss and guide you with the design of your card/letter and flat size mailpieces for your upcoming mailings. You can also bring your samples and a Mailpiece Design Analyst will provide an evaluation on the spot.

<u>Mail Quality Metrics/Mailer Scorecard and Address Quality Hygiene</u> - Speak to our subject matter experts regarding your Mailer Scorecard. Learn about the Mail Quality Metrics across the Streamlined Mail Entry Programs (Full Service, Move Update, Seamless Acceptance and elnduction) and best practices to improve your performance in these programs.

<u>National Customer Support Center (NCSC)</u> – <u>Address Management</u> - Talk to subject matter experts about your addressing questions or to get a better understanding of the products or services you can use to help reduce undeliverable-as-addressed mail and to meet Move Update Standards.

<u>Informed Visibility® and Package Tracking</u> - Meet with our experts who will discuss best practices and data analytics for mail and package tracking. We will discuss your company's mail tracking needs with you and show you how to sign up for Informed Visibility.

<u>Product Classification/Product Management</u> - Meet representatives that can help define postal policy on all products and services in the Domestic Mail Manual, International Mail Manual, and Publication 52: Hazardous, Restricted, and Perishable Mail, as well as provide references and explain tools available through Postal Explorer. Subject matter experts will also be available to discuss Parcel Return Service (PRS), Returns, Priority Mail Open and Distribute (PMOD), Business Reply Mail, Certified Mail, First-Class Mail, Marketing Mail, Periodicals, Share Mail and Picture Permit.

Visit the USPS Consultation Area (Booth #639) in the Indiana Convention Center Exhibit Hall! Consultation begins at the dates and times below.

Monday, May 6, 9:30 AM – 4:00 PM Tuesday, May 7, 9:30 AM – 2:00 PM and 5:00 PM - 6:30 PM Wednesday, May 8, 9:00 AM – Noon To register for the NPF please visit https://npf.org/register/

Drop in visits are welcome, but appointments are encouraged. To schedule your appointment today, email Industryfeedback@usps.gov with Consultation Center in the subject line.







COMMUNICATION

PREPARING FOR THE ULTIMATE NPF AND INDY EXPERIENCE

Buckle-up! In just a few days many of us will all meet in Indianapolis at NPF to share best practices, learn the latest in technology that helps our industry thrive, meet new people and "break bread together." To make the most of your time at NPF, we suggest you plan out your days in advance. With so many amazing classes and presentations to choose from, you want to make sure not to miss out on what is

most beneficial to help you grow in your profession and what might help your business prosper. Here's a list of what you should do prior to your arrival in Indianapolis.

Grab the latest edition of the schedule of workshops and daily activities and mark off all of the ones you feel are in your best interest to attend. Don't worry about the overlapping of times, just check away! Make sure to plan Sunday evening 5:30 p.m. to 7:00 p.m. at the NPF Welcome and USPS Area Reception in the JW Marriott White River Ballroom, and Monday evening 5:30 p.m. to 7:30 p.m. at the Indiana State Museum (ISM) for the *PCC Reception* (the ISM Galleries will be open until 10:30 p.m.) where you will connect with friends and colleagues, meet USPS leadership, and meet new acquaintances all while enjoying a fresh beverage and some great food!

Decide on which vendors you want to meet at the largest Exhibit Hall in the mailing and shipping industry. With over one-hundred top products and services on exhibit you'll want to strategically plan the time you will spend at the Exhibit Hall to make sure you have enough time to visit with each exhibitor. And don't forget you can meet and greet top company representatives from 5:00 p.m. to 6:30 p.m. Tuesday night at the Exhibitors Reception.

Now circle back through the list of classes and presentations and fine tune your list!

We also want to make sure you remember SAFETY first when traveling. At night in areas you don't know, we always use the precautionary buddy system. Make sure that if you are walking back to your hotel that you walk with a friend or take a cab, Uber, or Lyft.

Familiarize yourself with the area around your hotel and the convention center. This should help you feel more confident when you are walking around. Keep your head up and your valuables secure.

Indianapolis is a wonderful city known for fast cars, great restaurants, sport fanatics, cool neighborhoods and so much more. So make the BEST of your Indy experience, get out and explore Monument Circle, the Indianapolis Canal Walk, the Soldiers and Sailors Monument + Colonel Eli Lilly Civil War Museum, White River State Park, the Indiana War Memorial Museum, the Indianapolis Cultural Trail, and the Indianapolis Zoo just to name a few.

Above all, enjoy yourself and the Indy Experience!

Can't wait to meet you in Indy!





POLICY ADMINISTRATION

PCC PARTNERSHIP FOR A LIFETIME

The fact is any relationship you build may be short term or for a lifetime. You get to decide. But what's in it for you?

You can gather what you want and move on or you can get more involved and continue to grow your mailing knowledge, build long lasting relationships and stay on the top of your game. Career advancement, personal growth, and relationships that last and impact you directly are all a part of the journey of PCC Partnership for a lifetime.

I ran into a PCC member last week and we started to chat about business and life and I was reminded of something very important. Without the PCC I would have never met this man and he has been a mentor, a friend, a business advocate and an industry professional that I can count on. I asked him what his favorite PCC memory was and he said: "I remember the first PCC meeting I attended and I met the decision makers in my area. I couldn't believe it when I was handed a cell phone number to call just in case I needed something one day. Didn't think too much about it at the time but then came a day when I needed some help and it was after hours. I dialed that number and when I called the voice on the other end said, "What can I help you with?"

So how did it turn out? This member got the help he needed based on a promise given a long time before. That's one of the advantages of the PCC partnership. Industry called and postal answered.

PCCs have been around for over 50 years. Why? Because we have the *Each One – Reach One* mentality. There is no postal or industry because in PCC land we know that our relationships are about growth and opportunity no matter who signs our paycheck.

Add in the education, networking, business development, and it all comes down to the relationship. The PCC relationship. We grow together as one team so everyone can advance. That's why I am a PCC member for a lifetime.





ACADEMIC OUTREACH UPDATE PREVIEW OF WHAT'S IN STORE FPR NPF

In our continuing series about Academic Outreach to the university and college community, here is an update on schools and programs and a small preview of what's in store for NPF. Academic Outreach programs have begun to re-introduce mail, showing its value as part of an omni-channel marketing strategy. Several colleges have adopted parts of the content, and we continue to pursue others.

For example, a meeting last September between a Headquarters, District and PCC/industry team and high level faculty from the University of North Florida, led to a business professor integrating content areas into courses happening now (spring term). The analytics materials provided have been so valuable, he is now building an entire new course for the fall based on what he has learned through discussions with USPS and the postal industry.

We continue to pursue leads from a variety of sources such as individually submitted PCC leads and also leads from academic organizations.

At a Graphics Communications Accreditation Council (ACCGC) meeting we met a professor from Chowan University and introduced her to our coursework content. Already she has integrated several components into an existing course and plans to expand use of the content in the fall. She has expressed how relevant the marketing content is to her Graphics Communications course work. These are just a couple of examples of how integrated postal industry teams have been able to work with these schools to adopt the content.

At the National Postal Forum we'll be sharing additional stories of schools who are leveraging our content and the local PCC and USPS relationships that have been developed; and we'll be announcing more ways that additional PCCs can continue to grow the program. In the meantime, let us know if you have any great new leads or need support – either through https://postalpro.usps.com/academic-

<u>outreach/questionnaire</u> or through our eMail inbox at: <u>AcademicOutreach@usps.gov</u>. Early feedback regarding the curriculum content use and value is helping strengthen the content relevance and the way in which we – USPS, PCCs and Industry - deliver it. Let's continue to plant the seeds that will produce an ever-growing mail industry of tomorrow.





PCC SUCCESS STORIES

CAP METRO AREA

SALES TEAM PREPS CUSTOMERS ON POSTAGE PRICE CHANGES

The Greater Charlotte Postal Customer Council recently hosted a Lunch & Learn seminar for customers in the mailing industry as part of the 2019 training series. Topics included Postal Service price changes for a range of products which take effect on Sunday, Jan. 27.

Sales Executive Linda Gordon provided a review of price changes by classification. Sales Executive Mitchell Wallace and Senior Sales Executive Debbie Reynolds presented more details about the prices, postal products and services.

Reynolds responded to a customer who asked why some prices increased more than others. "The price of each product is adjusted to better reflect costs of processing and delivery," she said. "The single-piece additional ounce price will be reduced to 15 cents. A 2-ounce stamped letter – such as a typical wedding invitation – will cost less to mail, decreasing from 71 to 70 cents."



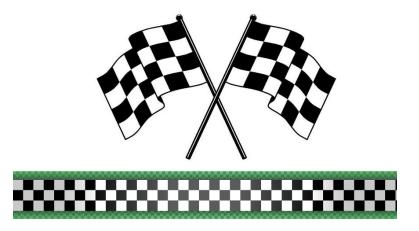
Senior Sales Executive Debbie Reynolds explains new Dimensional Weight Pricing to PCC members.



EASTERN AREA

A PREVIEW OF THE FUTURE

On Thursday, March 28, 2019 the Lehigh Valley PCC (LHVPCC) was honored to welcome Postmaster General and Chief Executive Officer Megan J. Brennan, Eastern Area Manager of Operations Support Angela Curtis, and Executive Director of Product Management Thomas Foti to the annual LHVPCC Spring Event. The featured keynote speakers took the opportunity to address customers in the Central Pennsylvania District. The Postmaster General addressed issues facing the mailing and shipping industry and how technology is being integrated to improve customer service and maintain costs. She also spoke of steps that are needed to ensure a strong Postal Service in the future, including the appointment of a full Board of Governors representing a diverse group to ensure fair practices. Angela Curtis from the Eastern Area Office provided information on the Area's service performance and its effect on local businesses, the Postal Service and the economy. Thomas Foti provided information and outlook on Informed Delivery and its ability to increase consumer engagement. The event was held at The Steel Club Country Club in Hellertown, PA and was attended by approximately140 guests which included a breakfast and networking opportunities for attendees.



GREAT LAKES AREA

GREATER ST. LOUIS PCC EDUCATING MAILERS ONSITE AND ONLINE

The Greater St. Louis Postal Customer Council hosted and used an onsite and online communication platform to educating commercial mailers on the new Enterprise Payment System.

Effective April 1, 2019, eligible CAPS accounts must be migrated to EPS. To increase customer participation for this seminar the Industry Co-Chair, Anna Metzger suggested to host a WebEx as well as seating onsite. Metzger leads the Support Services team at Edwards Jones stating, "Not all customers could leave their offices and needed to ensure they receive this training, ASAP."

The new payment processing platform called Enterprise Payment System (EPS), supports multiple payment options, including mobile check deposit. It offers more reporting features, and allows customers to manage multiple USPS business functions under one account, make payments at any USPS Retail Software System site, and many other features and benefits to commercial customers.

Business Mail Acceptance Manager Cheryl Hudson ensured Mailing Requirements team members were present at the meeting and on hand at the office to initiate enrollment. Hudson said, "The effective date is fast approaching and we need to train mailers today." Hudson's Team members from Field Sales and Mailing Requirements were busy after the training getting customers set up on site for EPS.

Peggy Smith from Washington University, stated "There are many features and benefits to the EPS that will make payment options with USPS much easier." Smith checked in with other mailers online and they were pleased to be included in the training today.

This is the first of many training seminars the Greater St. Louis PCC will host to keep customers informed. To learn more about EPS go to https://postalpro.usps.com/.



Middle-USPS Co-Chair Russ Thouvenot, A/ St. Louis City Postmaster and Industry Co-Chair, Anna Metzger, Support Service Provider at Edward Jones. Mailing Requirements and Field Sales members assist customers after presentation for EPS.

CHICAGO PCC LAUNCHES NEW MOBILE FRIENDLY WEBSITE

The Chicago PCC (CPCC) recently launched a newly designed website. The new design is mobile-friendly, which means it can be easily viewed not just on personal computers but also on digital tablets and smart phones. This makes it simple to be in the know on timely postal news, to register for CPCC scheduled events, use the links to USPS resources, and get access to a variety of industry specific information regardless of the digital device you're using.

We kept the quick and easy access to core content of the industry information you depend on with links to: USPS Homepage, Track-A-Package, ZIP Lookup, PostalPro, and Service Alerts. You can quickly find these links at the top of our homepage. Everything about the new design is meant to be ease of use and if getting around the website seems familiar to you it's because the menu styles with drop-downs and links are the same you will find on most of today's popular websites. All the important links for events and contacts are still there, but you'll find a few new ones too for sponsors and membership. Work is continuing as we get more acquainted with everything that's possible with the new features and functions. This is very exciting and going forward we'll alert you to new features and functions as they are added. We're very hopeful the result will help you be more productive in your daily roles and responsibilities using USPS products and services locally, nationally, and internationally. Visit chicagopcc.com often to find out what's new.





SOUTHERN AREA

ENTERPRISE PAYMENT SYSTEM EDUCATIONAL CLASS ATTRACTS MORE BUSINESS CUSTOMERS

The Central Florida Postal Customer Council (CFPCC) held an Enterprise Payment System (EPS) Educational Class. All PCC members were invited and board members reached out to their customers to attend. EPS flyers were made and placed in all local Post Office lobbies and BMEUs. We contacted the sales team and they notified their customers that would benefit from this class.

Program Manager Business Mailer Specialist Lance Bell was scheduled to present the class. Bell was an energetic humorous speaker who shared a lot of knowledge with the attendees. The class was interactive and the board received many compliments on the class.

We had more business customers, including six new business customers that had not previously attended a PCC event, attend this event.

Surveying CFPCC members on what postal issues they would like more information, proved to be a great idea for member involvement.





WESTERN AREA

GOTTA LOVE THOSE PROMOTIONS

On Wednesday, February 13, 2019 the Greater Denver PCC hosted a Valentine themed *Gotta Love those Promotions*. Guest speakers Elizabeth Madrid, US Postal Service HQ Mailing and Shipping Specialist along with Marcela Juarez Rivera, USPS Sr. Sales Executive spoke about how the 2019 mailing promotions provide incentives and discounts for implementing innovative strategies that can help increase brand visibility, digital engagement, and long-term growth from your direct mail efforts. Highlights included attendees being fully engaged with different mail pieces and a discussion about increase response rates ROI.

Lora McLucas Acting Postmaster, Denver, CO opened the event with a warm welcome and a valentine continental breakfast was served.

In addition, the pair provided an overview of the January 2019 key price changes. The event was well received with many business mailers and various industry members in attendance.





PACIFIC AREA

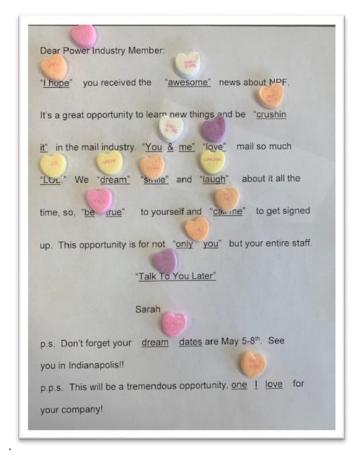
SACRAMENTO PCC VALENTINE'S DAY LIGHTHEARTED "ICEBREAKER"

The Sacramento PCC's General Membership meeting's *Valentine Icebreaker* was for Postal & Industry PCC members to write business appropriate *love letters* to each other.

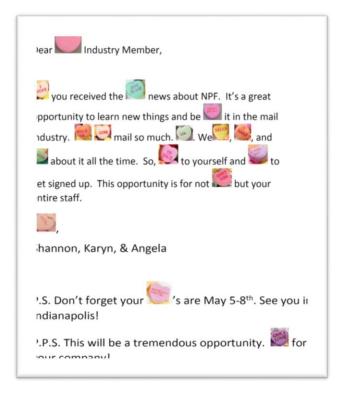
The group that used the most candy hearts and kept their love letter "business appropriate" would be selected as the team winners. (Link with Icebreaker & Instructions https://better-teams.com/2018/02/01/a-light-hearted-icebreaker-for-valentines-day/)

We broke off into groups of three with pen, paper, candy hearts and five minutes to write and complete our "love letters" to each other -- Industry Members wrote to Postal and Postal Members wrote to Industry.

We had several groups competing... herein is the winning postal group's love letter to Industry using seventeen candy hearts. They choose "NPF" as their topic to write their love letter to Industry. The three postal authors and winners were Karyn Rahming, Angela White, and Shannon Sinclear.



Typed copy of the winning letter accompanied with their actual candy hearts







NOTICES

PCCAC UPCOMING CAFES

- April Wednesday, April 24 at 3:00 pm ET Education Café
- May Wednesday, May 29 at 2:00 pm ET "How to Set Up and Host A WebEx"
- July Wednesday, July 10 at 2:00 pm ET Membership Café

UPCOMING PCC WEBINAR

• May, Wednesday, May 22, 2019 - Intelligent Mail for Internal Mailing (IMIM) Tool Webinar (Postal Service Only)

UPCOMING PCC BOOT CAMP REFRESH

- Albany/Westchester, NY Tuesday, June 11 2019
- Manchester, NH Wednesday, July 10, 2019
- Orlando, FL Thursday, August 8, 2019
- Minneapolis, MN Thursday, August 15, 2019
- Edison, NJ Tuesday, August 20, 2019
- New Orleans, LA Thursday, October 17, 2019
- Cleveland, OH Thursday, October 17, 2019
- Roanoke, VA Thursday, October 24, 2019
- Providence, RI Wednesday, November 13, 2019



Recent PCC Boot Camp Refresh held in Las Vegas, NV. Right to Left: Lewis Johnson, HQ PCC Program Manager, Gene Barton, CRC and Nevada/Sierra Postal Administrator, Joe Zarate, Acting PM Las Vegas, NV, and Heather Saunders, Nevada/Sierra PCC Industry Vice-Co-Chair.

NATIONAL POSTAL FORUM

- **Date:** May 5 8, 2019
- Location: Indiana Convention Center*, Indianapolis, IN
- Theme: Growth Driven Fueling Your Mailing and Shipping Success

Sunday, May 5 10:15 AM -11:45 AM	PCC Opening Session		ICC* Junior Ballroom (Enter through Room 132)	
Sunday, May 5 1:30 PM – 5:00 PM	PCC Boot Camp Refresh		ICC* Room 134	
Monday, May 6 5:30 PM – 7:30 PM	PCC Reception		Indiana State Museum	
Tuesday, May 7 4:00 PM - 5:00 PM	PCC Advisory Committee Peer-to-Peer Roundtable		ICC* Junior Ballroom (Enter through Room 132)	
Monday, May 6 – Wednesday, May 8 Open during Exhibit Hall hours			Advisory Committee Booth	Exhibit Hall* Booth 128

PCC PIN EXCHANGE

The *PCC Reception* provides an excellent opportunity to network, engage discussions with Postal Service officials, meet old and new PCC members. It also is the place to exchange your

PCC lapel pins with others and have some appetizers and refreshing beverages. The National PCC Program Office will distribute its PCC lapel pin at the reception on a first-come bases.

Come very early to receive!



PCC LEADERSHIP AWARDS CELEBRATION

- **Date:** Tuesday, July 30, 2019
- Location: United State Postal Service HQ, Washington, DC



NATIONAL PCC WEEK 2019

- **Date:** Sept. 23 27, 2019
- Theme: Growth Driven Fueling Your Mailing and Shipping Success
- Start planning early

Critical Deadlines:

- 1. *April 26, 2019:* Submit all PCC event dates and locations. Must submit through the internal *PCC BlueShare* site with or without a request for a HQ speaker.
- 2. May 31, 2019: Provide expected number of attendees and confirm event date and venue.
- 3. **June 14, 2019:** Deadline to request a speaker from HQ. Must submit request through the *PCC BlueShare* site and share with your HQ PCC liaison.

PCC HQ Liaisons:

Capital Metro
 Eastern Area
 Great Lakes
 Northeast
 Pacific
 Southern
 Western
 Katrina Raysor
 A/Katrina Raysor
 Lewis Johnson
 Cathy Scocco
 Sharon Barger

Return to top

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Sign up for PCC National Database

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