



***PCC Insider Special Edition***  
***Congratulations to the 2019 PCC Leadership Award Winners***

The 2019 Postal Customer Council (PCC) Awards Ceremony was held at Postal Headquarters on Tuesday, July 30, 2019. This annual celebration which began over fifteen years ago recognizes great leadership and outstanding performance in the categories listed below.

**2019 PCC Leadership Awards Program Categories**

One Gold, Silver, and Bronze award were awarded in each of the following categories:

- **PCC Industry Member of the Year**
- **PCC Postal Service Member of the Year**
- **PCC Innovation of the Year**
- **Communication Program Excellence Award**
- **Education Program Excellence Award**
- **Membership Program Excellence Award**

One winner was awarded in the following categories:

- **District Manager of the Year**
- **PCC of the Year – Large Market** (Level 24 Post Office and above)
- **PCC of the Year – Small Market** (Below Level 24 Post Office)
- **PCC Mentor of the Year**
- **Up-and-Comer Award** recognized the PCC that was very close to winning an award in many of the above categories.

Highlights of this year's Gold Award winners are featured below.



## **PCC OF THE YEAR – LARGE MARKET NORTHEAST FLORIDA PCC**

The Northeast Florida PCCs goals are to provide a variety of balanced educational and networking opportunities, grow membership, communicate effectively, and maintain an active Executive Board - *and boy did they succeed!*

For PCC Week, Northeast Florida held their event at a local university and timed it with the university's career day fair. The PCC was able to present on the value of Direct Mail and the mailing industry. University students and faculty were invited to the PCC Week event and two PCC members now serve on the university's Marketing Advisory Council (MAC). The MAC are working to add a Direct Mail course to the university's curriculum. The PCC increased attendance at their PCC Week event by 53 Percent.

The Northeast Florida PCC identified companies not attending meetings, but would make great members. They divided the list up among their Executive Board and met with company representatives in person to ask them how the PCC could better serve them. They used the same approach to fill their board positions. They gained two new members bringing their board total to 15. The PCC continues to thrive due to the creativity and engagement of the local Industry and Postal partnership.



## **PCC OF THE YEAR – SMALL MARKET GREATER MADISON AREA PCC**

The Greater Madison Area PCC took a two pronged approach to increase membership and sponsors in their PCC. They rebranded themselves with a new logo and created a membership brochure. The brochure included a membership application and gave the option to go to the Greater Madison website to fill out the application online making it as easy as possible to become a member. Through their rebranding and simplified brochure, the PCC was able to increase sponsors 25 percent.

Next, the Greater Madison PCC adjusted the time of their events. Their Lunch & Learns were getting low attendance so they switched to breakfast meetings. They went from having three to four members at meetings to 15-20 members by meeting first thing in the morning. They focus on relevant educational sessions like Enterprise Payment System and include 30 minutes of networking time before each session. Through their efforts, the PCC has added three new Executive Board members and increased their platinum members from two to four. We can't wait to see what Greater Madison accomplishes next.

## PCC Industry Member of the Year

Joseph Banks – *San Diego PCC*

**GOLD AWARD**



**John Leininger**

*Upstate PCC of Greater South Carolina*

**Silver Award**



**Cathy Rupard - Central Missouri PCC**

**Bronze Award**



### **PCC INDUSTRY MEMBER OF THE YEAR**

#### **JOSEPH BANKS, SAN DIEGO PCC**

As Industry Co-Chair for the San Diego PCC, Chief Warrant Officer (CWO4) Joseph Banks has helped military members join their local PCCs in Hawaii, North Carolina, South Carolina, Virginia, and Pennsylvania. Through his own PCC, he has grown PCC attendance with a large group of marines attending each meeting.

CWO4 Banks has sponsored and organized a variety of PCC events at military Post Offices and mail processing centers. He coordinated an Informed Delivery session for military personnel. He authored an official military report outlining the benefits of military personnel becoming members of their local PCC. CWO4 Banks' engagement to connect the military and PCC is highly innovative and we congratulate him on his achievements.

## PCC Postal Member of the Year

**Martin Siminski**  
*Greater Rochester PCC*  
Silver Award



**GOLD AWARD**

**Le Gretta Ross-Rawlins**  
*Greater Baltimore PCC*  
Bronze Award



**Georg-Anne Gargaliatsis – Tampa Bay Suncoast PCC**



### **PCC POSTAL SERVICE MEMBER OF THE YEAR**

#### **GEORG-ANNE GARGALIATISIS, TAMPA BAY SUNCOAST PCC**

As a mailing standards specialist, Georg-Anne has leveraged her position to present highly effective educational workshops for her PCC. She has been a Tampa Bay Suncoast (TBSC) PCC board member since 2015. Georg-Anne coordinates tours and customer visits of the Business Mail Entry Unit. She has recruited six guests to attend PCC meetings with each one returning for another meeting, and one of the attendees became a gold sponsor of the PCC. Georg-Anne created a spotlight article for the TBSC PCC Newsletter. She promotes the PCC Certificate and Track Program which has contributed to a 35 percent increase in attendance at TBSCP events. Thank you Georg-Anne for going above and beyond your assigned duties.

## PCC Innovation of the Year

**Greater Boston PCC**  
Silver Award



**Greater Dallas PCC**  
Bronze Award



**Tampa Bay Suncoast PCC**  
GOLD AWARD



### PCC INNOVATION OF THE YEAR TAMPA BAY SUNCOAST PCC

When a guest speaker for the Tampa Bay Suncoast (TBSC) PCC canceled due to an active shooter training he had to attend, the PCC got an idea. The PCC Executive Board members collectively felt both Postal and Industry attendees would benefit from an “Active Shooter” training program. Tampa Bay offered this training program during National PCC Week as one of their breakout sessions and leveraged the St. Petersburg Police Department as a speaker. The session was standing room only with more than 70 in attendance. Congratulations TBSC PCC on thinking outside of the box for your educational workshops.



## Communication Program Excellence

### Northern Virginia Metro PCC GOLD AWARD



### Northeast Florida PCC Bronze Award

### Sacramento PCC Silver Award



## COMMUNICATION PROGRAM EXCELLENCE AWARD Northern Virginia Metro PCC

The Northern Virginia Metro (NOVA) PCC's objective for 2018 was to find innovative ways to communicate with all of their current members as well as prospective members. They decided to revamp their communication channels and extend their reach with offline and online channels.

The NOVA PCC partnered with two local companies to design eye catching postcards and create exciting content for their website utilizing professional photography. To coordinate their email communication, the NOVA PCC created unique HTML emails which enabled them to include images, links, and most importantly, it gave them the ability to track responses and review message open rates. Their email communication open rate improved from six percent to 15 percent within a few months. Through minor tweaks, the NOVA PCC improved their communication with its members.



## Education Program Excellence

### Central Missouri PCC GOLD AWARD



### Providence PCC Bronze Award



### Sacramento PCC Silver Award



## EDUCATION PROGRAM EXCELLENCE AWARD CENTRAL MISSOURI PCC

The Central Missouri PCC noticed attendance at their breakfast meetings dwindling so they participated in a PCC Café on “How to Host a WebEx” and started offering virtual learning to take advantage of their smaller post office customers.

For their meetings, the Central Missouri PCC knew they needed dynamic speakers so they developed a speaker vetting form. Before a speaker is invited to present at one of their PCC events, a member of their committee speaks with the presenter and obtains a sample presentation and list of prior speaking engagements.

With membership retirements on the horizon, Central Missouri invited retiring PCC members to bring their successors to events and meetings. This resulted in the PCCs first-time attendee list comprising 34 percent of their audience. Congratulations to Central Missouri for taking their educational excellence to the next level.



## Membership Program Excellence

Santa Ana District PCC - **GOLD AWARD**



Northern Virginia Metro PCC  
Silver Award

Greater Baltimore PCC  
Bronze Award



### MEMBERSHIP PROGRAM EXCELLENCE AWARD SANTA ANA DISTRICT PCC

The Santa Ana District PCC's objective was to increase membership through improved communication and education. They revamped their newsletter highlighting upcoming events, provided information on postal products, policies, and services, and included photos of previous events. Santa Ana District created a sales video for the Vietnamese community in the area to promote postal products and services. They hosted insightful Lunch and Learn meetings on unique topics, including *"Is the Mail Still Relevant?"* - a panel with mailing industry experts that provided success stories of using the Postal Service. Their Lunch and Learn meeting attendance increased by 20 percent, including adding 25 new members. Kudos to Santa Ana for reaching out to a different demographic to increase PCC membership.



### Up-and-Comer Award - Greater Portland PCC



### Mentor of the Year - Greater Charlotte PCC



### Chris Alexander District Manager of the Year



### UP-AND-COMER AWARD GREATER PORTLAND PCC

Greater Portland PCC developed an annual passport book for educational events. If you attended an event, you received a stamp for your passport. At the end of the year if your passport book was full you were entered into a drawing for a prize. Additionally, the PCC worked with the Postal Service librarian to comprise a mailing list targeting specific demographics to reach new businesses. Through these activities, the PCC increased attendance at their events approximately 13 percent over the prior year. Congratulations to the Greater Portland PCC for leveraging free resources to increase the value of their PCC.

### PCC MENTOR OF THE YEAR GREATER CHARLOTTE PCC

One of Greater Charlotte’s goals is to mentor PCCs in North and South Carolina. They have helped the new Greater Wilmington PCC setup a bank account with the local credit union, establish a PayPal account, and develop a new website. They mentored the Greater Wilmington, Greater Triad, and the Greater Triangle PCCs on how to host and market a large event, combining forces for PCC Week with attendance over 250 attendees. They hosted Mail Design Professional training and opened it up to surrounding PCCs. Their willingness to go above and beyond helping other PCCs is why they are this year’s winner.

### DISTRICT MANAGER OF THE YEAR CHRIS ALEXANDER, TENNESSEE DISTRICT

Chris is actively involved with the Memphis Area and Nashville Middle Tennessee PCCs. He is always willing to meet with customers whether it involves hosting industry roundtables, engaging election and political mailers, or securing a sale with a large shipper. He gives presentations at the PCC on new processing equipment and leverages his knowledge of data and visibility reports to explain the information to customers in a simplified way. Thank you Chris for immersing yourself in the PCC network.



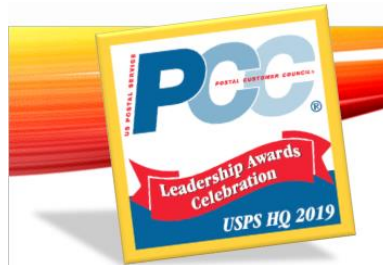
## PCC Area Liaisons Thank You for Your Outstanding Contributions!



First row left to right: Brian Corley – Capital Metro; Shari Myers, A/ Manager Consumer & Industry Contact, accepting for Ray Staub, Eastern Area; Linda Bergeland – Great Lakes Area, Laura Ambrogio – Northeast Area, Mohoa Ha – Pacific Area, Kevin Farmer, Postmaster Fort Worth and Postal Co-Chair Fort Worth PCC accepting for Torie Miles – Southern Area, and Debbie Stoops – Western Area

### PCC AREA COORDINATORS SPECIAL RECOGNITION AWARD

Congratulations to our PCC Area Coordinators, our unsung heroes. Their unwavering hard work often goes unnoticed. They were given the special recognition they deserve. Without them we could not achieve the success we do. Thank you for your outstanding contributions!



**Arnetta L. Wilson**  
Congratulations on your Retirement.  
Thank you for your 36 years of dedicated service and contributions to the Postal Service!



Passing the baton to Lindsey Taylor. Congratulations Lindsey, new Manager Customer Outreach.

**Congratulations!**

## NOTICES



### NATIONAL PCC WEEK 2019

- Date: Sept. 23-27, 2019
- Theme: “Growth Driven – Fueling Your Mailing and Shipping Success”
- PCC event briefing packets due to HQ PCC liaisons: **Aug. 26, 2019.**

### NATIONAL PCC WEEK COMMUNICATION EVENT PLANNING TIPS

National PCC Week is the biggest event of the year that PCCs host. Some PCCs host a full day, half day or a luncheon event during this week. PCCs can opt to have vendor tradeshow in conjunction with PCC Week, as well as host educational seminars. One of the highlights is the National PCC Week video message from the Postmaster General and CEO and keynote speakers from Postal Service Headquarters who discuss the topics highlighted in the video. This is a great opportunity for us to acknowledge how our industry has grown over the year and to recognize outstanding work by PCCs across the nation.

Hopefully by now you have secured your venue and are finalizing your program agenda.

Here are additional tips on what to remember when hosting your National PCC week event:

1. Once your date, time and location are selected, send out a *Save the Date* postcard to your membership so they can plan and put it on their calendar. This should be done at least ten weeks prior.
2. This year’s PCC Week theme is “*Growth Driven – Fueling Your Mailing and Shipping Success.*” It is the same as the 2019 National Postal Forum theme.
3. Be sure to meet NPF’s criteria to be eligible for the free complimentary registration to next year’s NPF in Orlando, Florida which can be raffled off as a door prize at your PCC event.
4. Promote your event to your entire membership and to as many people in your business community as you can. Use direct mail, email blasts, flyers, website, and share on your personal social media.
5. Arm the USPS Sales teams and the Business Mail Entry with materials to share with customers.
6. Feel free to reach out to your PCC Advisory Committee – Communications & Marketing Committee for any assistance you need on how to communicate with your membership and promote your events!

### NATIONAL PCC WEEK KEY KEYNOTE PRESENTATION TOPICS

- *Mail Repositioning (Value of Mail)*
- *Shipping Overview*
- *Current Events*
- *Academic Outreach*
- *Political Mail*

### PCC BOOT CAMP SCHEDULE

- Aug 20: Edison NJ
- Oct 17: New Orleans LA
- Oct 17: Cleveland OH
- Oct 24: Roanoke VA
- Nov 13: Providence RI



## INFO@USPS

### YOUR LINKS TO MAILING RESOURCES

[U.S. Postal Service: usps.com](http://usps.com)

[PostalPro: postalpro.usps.com/pcc](http://postalpro.usps.com/pcc)

Questions? Comments? Send email to: [pcc@usps.gov](mailto:pcc@usps.gov)

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