

CELEBRATING 60 YEARS OF THE PCC. PLEASE FORWARD THIS INFORMATION TO YOUR EXECUTIVE BOARD MEMBERS AND GENERAL MEMBERSHIP.

MAY 6, 2021

Friendly Reminder to Register Today...Act Now!

Helping Small Business Recover from the Pandemic

The U.S. Postal Service is focused on doing what it can to save main street by working with small businesses to help them rebound back, stronger than ever, from these uncertain times. Two key initiatives are **Small Business Webinar Series** and **Grow Your Business Day** events.

Small Business Webinar Series Starts May 12

Be sure to invite and share the link below for local businesses to attend:

https://usps.zoomgov.com/webinar/register/WN_ofrQ9EenTM6ytz_HYr0yCQ



Space is limited. Please register to attend.

Small Business Webinar Series:

Join Mary P. Anderson, Director of Small Business, USPS, as she and her team partner with Customer Outreach to host a *Small Business Webinar Series*.

The first webinar is on Wednesday, May 12.

Details are provided below:

- Hosts:
 - Susan McGowan, Senior Sales Program Specialist, Small Business
 - Vivian Washington, Sales Program Specialist, Small Business
- Guest Speakers:
 - PCC Membership Benefits: Lindsey Taylor, Manager, Customer Outreach
 - Small Business Overview: Mary P. Anderson, Director, Small Business
 - Loyalty Program Raymond (Jeff) Poli, Senior Sales Performance Analyst

- When: Wednesday, May 12 from 1:00 p.m. to 2:00 p.m. ET
- Where: <u>Live webinar</u> Click Here to Register https://usps.zoomgov.com/webinar/register/WN_ofrQ9EenTM6ytz_HYr0yCQ
- **How:** Copy the above *Zoom* link into your URL and register. You will receive an email confirmation to add to your calendar. You may join the webinar **10 minutes prior** to the start time.

Please save these additional future dates:

- Tuesday, June 8 at 2:00 p.m. ET
- Tuesday, July 13 at 2:00 p.m. ET
- Tuesday, August 10 at 2:00 p.m. ET

Grow Your Business Day Events:

During the month of May, the US Postal Service wants to recognize and support America's entrepreneurs and small business owners by hosting Grow Your Business Day (GYBD) events across the country. During this month-long celebration, there will be a host of in-person and virtual events providing information on retooling and innovative practices for small business owners as they look to pivot and recover.

GYBD events are the perfect time to see how the USPS is working to grow small businesses, create 21st-century jobs, and drive innovation.

These events, hosted at local Post Offices, show small business owners how to grow their business by utilizing USPS tools such as *Every Door Direct Mail* and shipping discounts. To learn more about these events and how PCCs can get engaged, please contact your respective Area PCC Coordinator.

All events are posted on https://postalpro.usps.com/node/9514 and https://about.usps.com/newsroom/events/.

Again, we are encouraging all PCCs to participate in the GYBD events and join the webinar series.

You don't want to miss these strategic educational opportunities!

Industry Engagement and Outreach, Marketing

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Thank you for your support of the United States Postal Service.

-Industry Engagement & Outreach/USPS Marketing

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