



CELEBRATING 60 YEARS OF THE PCC. PLEASE FORWARD THIS INFORMATION TO YOUR PCC MEMBERSHIP.

September 23, 2021

National Postal Forum Recap – Plus Registration is Still Open!

Did you attend the 2021 National Postal Forum (NPF) to catch all of the informative content and interactive sessions? If not, don't worry, even though NPF has come to a close, all the content is still available to registered guests on the NPF platform for the next 30-days. Now, let's take a look back at the last three days.

It all started on Monday when host Judy de Torok, Vice President, Corporate Affairs, kicked off NPF with a news magazine style program featuring Postmaster General, Louis DeJoy. Mr. DeJoy discussed his Delivering for America plan and from there, Judy and Louis participated in a series of interactive and engaging roundtable discussions with USPS Executives. The roundtables featured key themes on readiness for peak season; how USPS is engaging its employees; strategies underway for future capital and property investments; exciting new products and services; and USPS Connect. There were six live workshops on topics ranging from Data Strategies, Planning for Cycle O, Maximizing the Mail Moment, Learning About the Different Classes of Mail and the Customer Evolution. Chief Technology Officer and Executive Vice President, Scott Bombaugh and Vice President, Engineering Systems, Linda Malone, led a session on *Technology Advances Supporting the 10-Year Plan*. They were later joined by Vice President, Enterprise Analytics, Jeff Johnson, Vice President, Innovative Business Technology, Gary Reblin, and Executive Director, Next Generation Delivery Vehicle, Vicki Stephen for a Q&A discussion. Closing out day-one was our featured guest speaker Dewitt Jones, a world-class photojournalist and renowned lecturer. He provided insightful life lessons and encouraged attendees, "not to prove themselves, but improve themselves."

Then on Tuesday, it was all about "mail." We featured live workshops on topics ranging from the Omni-Channel Success, Next Generation Awards, Returns, Good Address Hygiene, Informed Delivery, and Mail Innovations. Our General Session was hosted by Steve Monteith, Chief Customer and Marketing Officer. Joining Steve were Vice President, Sales, Shavon Keys, Vice President, Product Solutions, Tom Foti, and Chief Information Officer, Pritha Mehra. Kicking off their session was a deeper dive into USPS Connect, including the Texas USPS Connect local pilot, followed by technology enhancements for mail programs, and information about mail growth, including the pandemic impact on the marketplace and mail and package trends.

Closing out the Program on Wednesday, for the first time, our National PCC Day was held in partnership with NPF. National PCC Day started off with a video featuring a decade-by-decade look of the PCCs over the past 60 years. Then Postmaster General Louis DeJoy hosted a roundtable discussion with the PCC Advisory Committee (PCCAC) leadership team. Integrated into the PCC programming was a Sustainability of the Mail presentation, led by Vice President, Marketing, Sheila Holman. There was an

additional PCCAC roundtable that focused on key forward-looking strategic initiatives. And closing out PCC Day were announcements of surprise PCC awards. There were nine live workshops on topics ranging from the Power of Joy, the Post COVID-19 Mailroom, Mailing Made Easy, International Landscape, Consumer Mail Attitudes, Advanced Addressable Direct Mail, Informed Visibility, Enterprise Payment Account, and USPS Promotions. Chief Postal Inspector Gary Barksdale and Deputy Chief Inspector Peter Rendina spoke about Security in the Workplace.

So if you were counting, we offered two General Sessions, three Officer-Led Sessions and 21 workshops along with our National PCC Day Program. So if you thought you missed out, you didn't. Remember, you still have access to all these sessions for the next 30 days. To register, [CLICK HERE](#).

Industry Engagement and Outreach, Corporate Affairs

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