PCCs – What you Missed at NPF 2022

August 2, 2022







Da Shiek Woodard Customer Outreach Specialist USPS















PMG Keynote Address

PCC Related Activities

Symposiums

Testimony

Officer Led Sessions

Workshops

Exhibit Hall

Consultation Center

Peer-to-Peer

Testimonies

Receptions

Wednesday Partnership Luncheon

Certification Courses

Charlotte 2023

Questions/Answers

Da Shiek Woodard

Da Shiek Woodard

Da Shiek Woodard

Da Shiek Woodard

Alexis Nicoletta

Lewis Johnson

Lewis Johnson

Lewis Johnson

Lewis Johnson

Lewis Johnson

Mike Atkins and Steven McGahee

Tanya Cousins

Tanya Cousins

Tanya Cousins

Da Shiek Woodard

Everyone









NPF MISSION — To assist the United States Postal Service in building relationships with mailers and educating them in the most effective and efficient use of the products and services offered by the United States Postal Service.

The NPF has partnered with the USPS to present the mailing and shipping industry's premier educational venue, trade show, and networking event. Held every spring, the four-day Forum is the only event that works directly with USPS managers to provide the most comprehensive educational and networking platform possible for meeting the needs of the industry and postal customers.

The NPF is a not-for-profit educational corporation, established in 1968 by a group of major postal customers/mailers who were committed to an ongoing partnership with the USPS. The Forum's goal has always been to provide education to business mailers, along with communication and feedback between the USPS and its business customers for a more responsive and efficient mail communications system.





PMG DeJoy gave his keynote address opening this year's National Postal Forum.

NATIONAL POSTAL FORU

"We see a proud Postal Service organization, operating with precision, covering its costs and planning its future as the laws passed by Congress require us to," said DeJoy. "We see not only the most trusted organization, but the most used organization. And when you are the most used, you are thereby the most relevant and most needed organization in America."

He continued: "We have accomplished a lot over the past two years, but there is much more to do. We must continue to accomplish our goals in a deliberate and logical manner. None of it is going to be easy for any of us, especially in the short term. We have, and will continue to, overcome the challenges we face, and we are engaging the situation with greater enthusiasm and growing confidence. Our transformation is moving forward fast. It will ensure that the Postal Service, and this industry, will deliver for America."





Hour long session focused on PCCs.



Welcomed by Lindsey Taylor, National Postal PCC Vice Chairperson and Neal Fedderman, National Industry Vice Chairperson.

Dr Josh Colin and Scott Hooper, District Manager of Texas 1 spoke about the changes and commitment.

Panel discussion hosted by Debbie Brady, PCC Advisor, and the panelists were Joe Banks, PCCAC Member-at-Large, Mark Fallon, PCCAC Industry Co-Chair, Suzi Oswald, PCCAC Industry Co-Chair and Kathy Hall, Industry Co-Chair.

That was followed by Dina Kessler, National Industry Chair with Rob Hanks, PCCAC Industry Co-Chair, and Monica O'Connor, PCCAC Member-at-Large. They gave everyone an update on the Direct Effect Academic Outreach program.









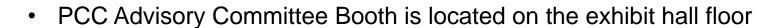
- Their purpose is to welcome attendees
- Speak to them about the PCC and get members to sign up
- Assist attendees with directions
- Work with local Chamber to get coupons and maps for attendees
- They had a putt putt game gave prizes

Greater Charlotte PCC – We will be contacting you all soon.









- NPF **

 NATIONAL POSTAL FORUM **
- Purpose is to speak to attendees and educate them about PCC and sign up new members
- We had 65 new members sign up
- Booth is manned by Customer Outreach Team, PCCAC Board, Members of various PCCs that volunteer
- Giveaways
- Time Capsule









- Held on Monday Night
- HQ Program office creates a special PCC pin to give to all attendees
- Other PCCs make special PCC pins and they exchange them
- Buffet and drinks

• DJ









FACING THE FUTURE

PHOENIX, AZ





- This year the Forum sponsored several symposiums:
 - Small Business
 - Election Mail
 - Transportation
 - Suppliers
- Symposiums are special ½ day or 1-day programs designed for specific attendees.

Small Business Symposium program







Alexis Nicoletta
Director of Business Development **Tucker**Castleberry







Alexis Nicoletta

Greater Atlanta PCC

Top Take-Aways From NPF 2022 – Phoenix, AZ





Networking – Transition from Virtual to Both In-Person AND Virtual

- ✓ Thankful for technology to keep us connected (past and future)
- ✓ Appreciative to interact in person once again among USPS Executive Leadership, Officers and industry peers



Communication – Internal and External Connections

- ✓ Reconnect and open new doors within similar industries
- ✓ New interaction between varied industries linked to the mailing industry through relevant topics



Education – Local and National Expertise

- ✓ National PCC sessions shared local PCC best practices
- ✓ National programs offer cross-industry knowledge to current and next generation marketers (e.g., Direct Effect)

Alexis Nicoletta – Tucker Castleberry, Atlanta, GA







Lewis Johnson Customer Outreach Specialist USPS









The NPF is the only Mailing and Shipping Industry event that offers attendees exclusive access to USPS Executive Led Sessions.

In these special sessions you'll learn first-hand, from high-level USPS representatives, about a variety of topics that are essential to your business.

This year there were nine sessions and for the first time, the speakers were both from the USPS Executive Leadership Team and Officers.







This year sessions were:

- 1 Data + Delivery = A Stronger Mail and Package Proposition for Customers
 Presented by: Dr Josh Colin, Tom Foti, and Jeff Johnson
- 2 Empowering our People: Realigning to Support USPS Mission
 Presented by: Isaac Cronkhite, Dr Josh Colin, and Simon Storey
- 3 Impacts of Transformation: Better Structured to Match Service Performance with Customer Needs Presented by: Dane Coleman, Tim Costello, and Angela Curtis
- 4 Transforming Transportation & Logistics: Paving the Way to Performance and Growth Presented by: Robert Cintron, Isaac Cronkhite, and Peter Routsolias
- 5 **USPS Connect: Solutions Reaching Every Door**Presented by: Jakki Krage Strako and Pritha Mehra
- 6 USPS Connect Regional: A Case Study Featuring USPS Covid Test Kit Fulfillment Presented by: Pritha Mehra, Scott Bombaugh, Linda Malone, and Marc McCrery
- 7 **USPS Connect Local: Connecting Communities**Presented by: Sheila Holman, Shavon Keys, and Elvin Mercado
- 8 Sustaining our Future: Pricing & Product Strategies
 Presented by: Luke Grossmann, Steve Monteith, and Sharon Owens
- 9 Modernizing USPS Network: Facility Investments & Operational Redesign for Service Improvement Presented by: Scott Bombaugh, Luke Grossmann, and Benjamin Kuo







The NPF workshop curriculum extends far beyond any other mailing and shipping industry event.

- There were over 100 workshops Sunday through Wednesday
- Speakers are both Postal and Industry.
- Workshops are arranged by Tracks. The 2022 NPF tracks were:
 - Delivering Innovative Technology
 - eCommerce: Steps to Shipping Success
 - Leadership & Professional Development: Characteristics
 - Operations: Fulfilling The Needs of Your Customers
 - Pushing The Envelope: Why Mail Works





 NPF exhibitor creates an opportune setting for making connections with influencers and buyers in the mailing and shipping industry

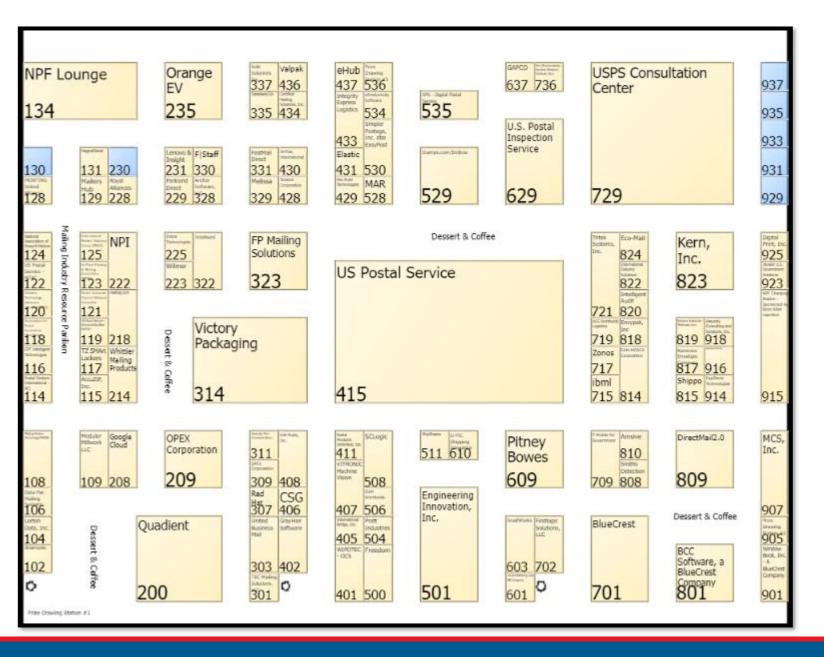


- First time the Exhibit Hall was opened for two days Monday and Tuesday
- Had over 100 exhibitors
- USPS Booth displayed the Next Generation Delivery Vehicle Attendees were able to sit inside and take pictures













Held during a workshop period and offers attendees an opportunity to collaborate with their industry colleagues in small groups to learn and share innovative ideas providing invaluable takeaways you can put to immediate use. Each year there is always something for everyone.



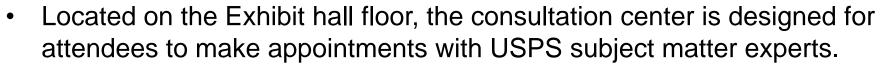
- Each roundtable is lead by and Industry and USPS leader who anchor and facilitate discussions
- Attendees can enjoy the opportunity of attending multiple tables

This year the table discussions were:

- Business Customer Gateway
- Business Service Network
- Informed Delivery Conducting Interactive Campaigns
- International/Global
- Enterprise Payment System
- Geospatial Solutions for Data Analytics
- CASS Cycle O
- Package Platform
- Periodicals/Non-Profits
- USPS Promotions Incentive and Promotions for Mail
- FAST
- Seamless Acceptance
- MTAC
- PCC
- Informed Visibility









- Postal representatives offered their latest insights on mailing, shipping, marketing, and USPS solutions.
- Attendees received hands-on technical assistance from the following topics:
 - Address Management System
 - Informed Visibility & Product Tracking
 - Mailpiece Design Analyst MDA
 - Enterprise payment System EPS
 - Mailer Scorecard
 - Mailing Shipping Solutions Center MSSC
 - New Customer Mailing Promotion Portal
 - Informed Delivery
 - eVS & Package Platform
 - Pricing & Classification Service Center PCSC





CWO2 Steven McGahee **Postal Operations Officer** Marine Corps Installations East





Steven and Mike

CWO3 Michael Atkins Deputy Postal Director Marine Corps Installations East







Steven McGahee

- It gave me the ability to network with industry leaders and take the knowledge whether it be from vendors or USPS management and apply it to my operations at MCB Camp Pendleton.
- It showed me that USPS is working to stay at the forefront of the letter and parcel delivery business by innovating ways to cut waste and increase efficiency.

Mike Atkins

- NPF offers a wide range of educational seminars. This provides flexibility
 for individuals because they can attend classes to expand their
 knowledge regarding their specific industry, or they can choose classes
 that provide information on new concepts.
- NPF is an excellent networking tool that connects industry professionals with other industry and USPS professionals. This is a great way to share knowledge, learn about best practices, and make impactful changes for your organization.







Tanya Cousins A/Customer Outreach Specialist USPS







There were 4 networking receptions at the end of each day.

- 1. Sunday Night Welcome Reception
- 2. Monday Night PCC Reception
- 3. Tuesday Night Exhibitor's Reception
- 4. Wednesday Night Closing Event

These nightly receptions are a target-rich environment for building professional relationships within the mailing and shipping industry.









Full-Registration attendees are invited to join a special luncheon honoring NPF Sponsors and Partners, including a USPS award ceremony recognizing companies that have demonstrated extraordinary innovation and growth in mailing and shipping.

In addition, attendees will enjoy guest speaker Adam Steltzner – a leader heralded for making the impossible possible. An aspiring rock star turned Ph.D. rocket scientist and Chief Engineer of the current Mars 2020 Mission & Rover Perseverance, Adam has mastered the art of managing complex teams and the concept of making ideas reality. He inspires audiences to dare greatly – to embrace the power of curiosity, creativity, and courage to do what others say is impossible.







Offered two USPS Certification Programs through the USPS National Center for Employee Development, NCED. (Additional fee)

- Mail Design Professional (MDP)
- Executive Mail Center Manager (EMCM)

Upon completion of a multi-session course and passing the final exam, successful participants receive an Official USPS Certification.







- Mark your calendar for May 21 through 24, 2023
- PCC Members get discounts for hotel and registration
- National PCC Week, PCCs may be eligible for a free registration to raffle









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