

PCCs – What you Missed at NPF 2022

August 2, 2022

Da Shiek Woodard

Da Shiek Woodard
Customer Outreach Specialist
USPS



Welcome



FACING THE FUTURE

Together

Phoenix, Arizona
May 15-18, 2022

Community. Connection. Collaboration.



- History and Mission of NPF
- PMG Keynote Address
- PCC Related Activities
- Symposiums
- Testimony
- Officer Led Sessions
- Workshops
- Exhibit Hall
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- Peer-to-Peer
- Testimonies
- Receptions
- Wednesday Partnership Luncheon
- Certification Courses
- Charlotte 2023
- Questions/Answers

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Alexis Nicoletta
Lewis Johnson
Lewis Johnson
Lewis Johnson
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Lewis Johnson
Mike Atkins and Steven McGahee
Tanya Cousins
Tanya Cousins
Tanya Cousins
Da Shiek Woodard
Everyone

Agenda



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.

History and Mission
of National Postal
Forum



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

“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.”



PMG Keynote
Address



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.

PCC General Session

- PCC Welcome Booth was manned by the Arizona Desert Skies PCC
- 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.



- PCC Advisory Committee Booth is located on the exhibit hall floor
- 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

PCCAC Booth



PCC Reception

- 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





- 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

Symposiums

CONNECT AND GROW YOUR SMALL BUSINESS

MAY 16, 2022 | 7:30 AM – 1:30 PM
NATIONAL POSTAL FORUM – PHOENIX CONVENTION CENTER
100 N. 3RD STREET
PHOENIX, AZ 85004

You're invited to an extraordinary Small Business symposium, hosted by the US Postal Service - exclusively at the National Postal Forum. This half-day event will reveal sound strategies and actionable insights to help your business grow. You'll be introduced to the newest local to local delivery service - USPS Connect Local, and a Direct Mail crash course worth every minute! Highlights include:

- Introduction to USPS Connect Local
- Direct Mail Overview
- Leveraging Data
- Design Tips and Tools

What's more, you're invited to the NPF General Session - to experience the USPS Postmaster General Keynote Address, plus at the conclusion of the days event you'll get complimentary NPF Exhibit Hall access, and a guided tour.





MONDAY, MAY 16

7:30 AM – 8:00 AM	Registration & Complimentary Breakfast
8:00 AM – 9:15 AM	PMG Keynote Address – Louis DeJoy, Postmaster General, USPS
9:30 AM – 9:35 AM	Opening Remarks – Peter Timko, Manager Small Business Strategies, USPS
9:35 AM – 10:00 AM	Introducing USPS Connect Local – Sheila Holman, VP Marketing, USPS
10:00 AM – 11:15 AM	Direct Mail Crash Course – Keith Goodman, Modern Postcard
11:15 AM – 11:25 AM	Introduction to your Local PCC – Tina Sweeney, PCC Postal Co-Chair, Cathy Scocco, Manager Customer Outreach, USPS
11:25 AM – 11:30 AM	Closing Remarks – Peter Timko, Manager Small Business Strategies, USPS
12:00 PM – 1:00 PM	Complimentary Lunch (in Exhibit Hall)
1:00 PM – 1:30 PM	Complimentary Access to the NPF Exhibit Hall – Including a Guided Tour

HALF-DAY EXCLUSIVE SMALL BUSINESS EVENT | **ONLY \$25**

When you register online before 4.29.22

Including complimentary networking breakfast, lunch, and an NPF Exhibit Hall pass!

Hurry, limited seats are available!

REGISTER TODAY!

VISIT [NPF.ORG/2022SB](https://www.npf.org/2022SB) OR USE THIS QR CODE TO SECURE YOUR SPOT!





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Alexis Nicoletta

Alexis Nicoletta
Director of Business Development
TuckerCastleberry



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

Testimony
Alexis Nicoletta
Greater Atlanta PCC

Lewis Johnson

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.

Officer-Led Sessions

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

Officer-Led Sessions



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

Workshops

- 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

Exhibit Hall





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 an 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

Peer to Peer



- Located on the Exhibit hall floor, the consultation center is designed for attendees to make appointments with USPS subject matter experts.
- 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

Consultation Center

CWO2 Steven McGahee
Postal Operations Officer
Marine Corps Installations East



CWO3 Michael Atkins
Deputy Postal Director
Marine Corps Installations East



Testimonies
Steven and Mike



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.

Testimonies
Steven and Mike

Tanya Cousins

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.

Nightly Networking
Receptions



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.

Wednesday
Partnership
Recognition
Luncheon





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.

Certifications

NPF 2023



- 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

A large, stylized graphic with a blue, cloud-like background. The word "Any" is written in white, outlined letters at the top. Below it, the word "Questions" is written in a large, bubbly, lime-green font. To the right of the text is a white speech bubble with a black outline, containing a black question mark.

Questions

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