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MEMBERSHIP

PLAN YOUR 2017 CALENDER NOW

Have you planned your entire 2017 calendar of PCC events? If not, be sure to focus on education. Social events are important, but they may not be as important to business owners and senior level management as education.

When planning events, include your entire Executive Board to brainstorm ideas — even look outside of your Board for ideas too. Don't forget that USPS has excellent speakers and your PCC liaison is happy to coordinate presenters to match important topics like the January 2017 price changes, the mailers' scorecard, advantages of full service, the Business Customer Gateway — just to name a few. Those assessment letters and invoices are coming, let your membership know about them sooner than later.

Publish your calendar on your website, mention events in your mailings (newsletters are a great way to announce your calendar), and ask your USPS PCC liaison to put it on [PostalPro/PCC Portal](#). The sooner your members know of your calendar of events, the better they can coordinate their schedules to attend.

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EDUCATION

NCED PILOT OPPORTUNITY

The National Center for Employee Development (NCED) unveiled a new certification course, "Certified Direct Mail Professional" (CDMP) at the National Postal Forum (NPF) in March 2016. The course is designed for mailing industry professionals to develop and strengthen core skills that build and maintain successful direct mail business within this highly competitive environment. Key topics of the course include Omni Marketing, Mailing List Management, Mailpiece Creation, Response Rates, and Technology. This course is sponsored by USPS and was developed jointly by USPS and mailing industry experts.

To help get the word out about the pilot CDMP course, the PCC Advisory Committee Education Subcommittee has partnered with the NCED to offer an online module of the course free of charge. This one-hour session, "Return on Investment," will be taught remotely by NCED instructors. The primary requirement is that your PCC must be able to offer video conferencing to participants.

If you're interested in this exciting new opportunity, please send an email to pcc@usps.gov and tell us something about your PCC. (Please put NCED/CDMP Pilot on subject line.) We will put you in contact with NCED instructors who can provide more details.

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COMMUNICATION

BE SMART IN THE NEW YEAR

“You cannot change your destination overnight, but you can change your direction overnight.” — Jim Rohn

As 2016 comes to a close, take some time to reflect on your PCC goals this year. Did some fall through the cracks? Did your PCC see them through to the end? Were all of your completed goals actually helpful to the PCC? Were you surprised by the results? Once you have a few examples, consider how you created those goals, and why you achieved some goals but not others. Use the SMART acronym below to help structure your planning. It can help provide useful insight and help you set better goals for 2017:

S — Specific: Be clear and unambiguous when setting your goal. Don't leave room for guessing.

M — Measurable: Set a goal that allows you to track progress.

A — Attainable: Ask yourself, “Is this realistic and attainable?” If not, go back to the drawing board.

R — Relevant: Create a goal with importance and meaning. Make sure the effort is worthwhile.

T — Time-bound: Commit to a deadline. Open-ended goals tend to be forgotten.

Use these SMART guidelines when planning your PCC 2017 calendar and committee goals. Hold your PCC committees accountable by requiring them to report out every month at your planned PCC meetings. The power of accountability can never be overemphasized. When you have committees report out, they will be more likely to push through hurdles by engaging membership to share ideas, best practices, and tap into invaluable experiences of other professionals.

Your success with PCC has a lot to do with making and maintaining connections. Keep the momentum going in 2017!

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POLICY
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LOOKING AHEAD TO 2017

With 2017 about to begin, how can you make your PCC experience the best it can be? Consider the following activities:

1. Register to use our LinkedIn page, where you can join mailers and postal staff from across the country to ask questions, solve issues, get new ideas and much more. Join the LinkedIn Discussion Group: To access the Postal Customer Council Connection Pilot Discussion Group go to: [PCC LinkedIn Discussion Group](#). You must be logged in to LinkedIn to join.
2. Be sure you're signed up for the National PCC Database. This is the best way to make sure that you'll receive timely updates on postal rates, requirements, processes and people. Go to: www.usps.com/joinpcc.
3. The May 21-24, 2017 National Postal Forum will be in Baltimore, MD. Be sure to use your PCC discount when you register for the forum. The NPF is the best opportunity for making new contacts, learning about industry trends and speaking with experts on the postal topics that matter most to you.

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NOTICES

PCC BOOT CAMP SCHEDULE

Day	Date	Area	Location
Thursday	Feb. 9, 2017	Northeast	New York, NY

Thursday	Feb. 16, 2017	Pacific	Sacramento, CA
Thursday	March 23, 2017	Pacific	Los Angeles, CA
Wednesday	April 12, 2017	Great Lakes	Carol Stream, IL
Tuesday	April 25, 2017	Capital Metro	Charlotte, NC
Wednesday	June 14, 2017	Western	Denver, CO
Wednesday	July 12, 2017	Western	Seattle, WA

CONNECTICUT PCCs

- The Connecticut and Western Massachusetts PCCs have scheduled the *Certified Direct Mail Professional* course for April 2017.
- Date & Time: April 5 & 6, 9 a.m. – 3 p.m.
- Location: The Hartford, One Griffin RD North, Windsor, CT 06095
- Cost: \$500 per person (includes all course materials, continental breakfast and lunch each day)
- *You must register and pay in full by Feb. 20, 2017 (Note: a minimum of 12 registrants are needed.)*
- To register for this course, please email: vicki.c.lincoln@usps.gov.

PCC WEEK 2017

- **Sept. 25-29, 2017**

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INFO@USPS

YOUR LINKS TO MAILING RESOURCES

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

[National PCC Network](http://usps.com/pcc): usps.com/pcc

[RIBBS](http://ribbs.usps.gov): ribbs.usps.gov

Questions? Comments? Send email to: pcc@usps.gov

[Sign up](#) for PCC Insider

[Sign up](#) for PCC National Database