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NATIONAL PCC WEEK 2017

Excitement has been building for [National PCC Week](#), which runs Monday, Sept. 25 through Friday, Sept. 29. More than 100 PCCs will host local events, which will webcast Postmaster General Megan Brennan's keynote address.

The PMG will thank PCCs for their partnership and discuss:

- Adapting to an environment that is constantly evolving and reshaping communications and commerce around the world.
- Transforming the customer experience by customizing interactions and simplifying processes.
- Bringing mail to mobile devices for consumers who live on-the-go.

Informed Delivery is the new mobile channel for the mail industry. It's the digital reinvention of mail that's now available in every community in America.

At each PCC Week event, attendees will learn about Informed Delivery's features and benefits, Personnel will be on hand to sign up customers.

Thousands will be attending this important annual event where business mailers and postal representatives will promote the value of mail, share viewpoints and address mutual concerns. All business mailers are encouraged to send at least one representative to attend a local event.

To show their appreciation, USPS and the National Postal Forum (NPF) will be offering a complimentary NPF registration at each PCC Week location.

"Mail remains one of the most effective channels for brand differentiation because it's powered by information, it's targeted and it's personal," said Judy de Torok, manager, Industry Engagement and Outreach. "We look forward to seeing everyone during National PCC Week."

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MEMBERSHIP

UPDATE: NATIONAL PCC DATABASE

At the 2017 National Postal Forum in Baltimore, the PCC Advisory Council (PCCAC) Membership Subcommittee announced the National PCC Database Initiative. As a reminder, it will allow the National PCC Program Office to send emails directly to PCC members nationwide, which will be more efficient and allow local administrators to devote their time to other important tasks. We will keep you posted as we get closer to delivery.

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EDUCATION

KAHOOT!

Looking for a simple and fun way to bring something new to your PCC events? It's time to Kahoot!

Kahoot! is a free game-based learning platform that is perfect for any educational workshop, meeting or social event. Kahoot! allows you to create online, multiple choice quizzes filled with colorful graphics and sounds to keep your audience engaged. The games run in real time. As questions appear on the screen, players use their mobile devices to quickly select their answers. After everyone has responded, the results are displayed on the screen for all to see. The current standings appear after each question, which adds some friendly competition to the proceedings. Correct answers with the quickest response time get the most points.

Setup is easy and you can make each game as long or short as desired. The best part is that players don't need to download an app. Players only need internet access so they can go to [Kahoot.it](https://kahoot.it) and enter the assigned PIN of the game. Kahoot! can be played by individuals as well as teams working together.

Just go to <https://kahoot.com/> to register. There are many sample games to help you get started.

The Heart of Illinois PCC has used Kahoot! at several meetings. Members say they like the interactive format while the friendly competition keeps it fun for everyone.

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COMMUNICATION

COMMUNICATION SOLUTIONS FOR PRESENTATIONS

People engage in different ways. Some listen well and others need more visuals to become engaged. Remember when PowerPoint decks were all about text and bullets and then someone would read them aloud while you tried to listen to the speaker and read the text? It was difficult to keep up with both the written words and narration, and take notes at the same time – and it was – boring.

When teaching a subject or speaking to a crowd, remember that each person in that room wants to walk away knowing more than when they came. The hard part is to engage and educate every type of learner. If you are well prepared, your audience will get the most out of your presentation.

Here are some tips to consider when preparing and delivering your presentation:

- Who is my audience?
- What would they want to know about the subject?
- Add humor and a personal story to your presentation.
- Walk around the room, but not in front of the projector.
- Don't try to be perfect. Perfection isn't received as being authentic.
- Limit your slides. Prepare enough, but not too many.
- Leave enough time for questions and answers.
- Know your topic so well that you don't need to read the slides. Discuss the subject. Engage your audience.

Take time to observe other well-known presenters. You will see great techniques that can be incorporated into your own presentations. Many presenters start with a personal story. Why? People connect to stories that help make the presenter more genuine. Add graphics – they help your audience relate to the content. Lastly, don't add too many bullets or sub-bullets. Make sure your presentation can be seen from everywhere in the room, including the back of the room. Think like a member of the audience and your presentation will rock.

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YES, YOU CAN!

Message from PCCAC Industry Co-Chair Ellie Alexander: Over the past few years, the PCC Advisory Council (PCCAC) has worked hard to encourage all PCC members to build strong and successful partnerships with mailers, vendors, other groups, and of course, the Postal Service. Our approach has been one of “Yes, We Can!”

Within the PCCAC, this means working on policies and workshops to help make programs and boards more effective, while making sure the Postal Service is seen as consistent and accountable. In local communities, this may mean learning about new mailing products, taking steps to better understand mail processing operations, or stepping outside your comfort zone to take on a leadership role in your company or PCC. You'll find that a positive attitude will enhance your personal life, as well as your professional career.

As I step down from my role as PCCAC Industry Co-Chair, I hope the past two years have been as fulfilling for you as they have been for me. Sure, there's more work when you step into leadership, but there are also more rewards — like making true friends across the country, feeling that *we can* educate businesses on the value of the mail and helping to identify business partnerships that strengthen the value of mail.

I urge you to continue with this same positive attitude as you develop your own professional network. Be the one who others turn to for knowledge and ideas, as it will benefit you as much as the others.

So, I challenge each of you to think outside your PCC box, and remember that *you can* make a difference!

PCC SUCCESS STORIES

Des Moines, IA PCC – Reaching New Heights

For the past six years, Des Moines PCC Executive Board members have worked diligently to provide educational opportunities to members. Workshops and presentations have introduced members to Postal Service employees and subject matter experts, who have helped them to better understand postal operations and policies and procedures.

For that reason, we are pleased to announce the Des Moines PCC has been awarded *Platinum Award* status for the first time. This acknowledges that they have sustained a very active membership engagement program, which has included numerous leadership and membership meetings, educational workshops and facility tours.

They are confident they can keep the momentum going.

Augusta, GA PCC – How far can we soar?

The Augusta PCC Executive Board was established in January. Shane Claffey, a small business owner with more than 20 years experience in the print and mailing industry, was selected as the Industry Co-Chair.

Claffey has been studying to learn more about PCCs, reading by-laws and participating in [online workshops](#) on *RIBBS* (also available at the [PostalPro/PCC Portal](#)). She also attended this year's National Postal Forum, at her own expense, which demonstrates her dedication and commitment to making the Augusta PCC a great success.

While at the Forum, Claffey had the opportunity to network with senior postal leaders, such as Gulf Atlantic District Manager David Martin, and other industry members who shared ideas to grow the Augusta PCC.

Vermont PCC – Partnering for Presentations

The Vermont PCC has found that presentations given by both postal officials and industry representatives are most effective — especially when they include follow-up Q&A sessions with mailers.

A good example is a recent workshop entitled *Understanding Your Mailer Scorecard*. A quick PowerPoint presentation provided an overview of the scoreboard, what the scorecard measures and how the information is displayed. It prompted an hour-long discussion that allowed the presenters to answer members' questions.

Burlington Business Mail Entry Supervisor Donna Buchanan described common errors found on the scorecard. Lane Press Postal Liaison Jason Kiefer, from South Burlington, drew on his company's experiences with Full Service and Seamless Parallel to offer guidance on software choices, ways to avoid errors, and transitioning to e-Induction (which streamlines the preparation and induction of drop shipments and expedited plant load mailings).

Mailers were able to view their own scorecards and ask questions of presenters. All attendees felt it was a very successful workshop, certainly more helpful than a PowerPoint presentation alone.

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NOTICES

PCC BOOT CAMP SCHEDULE

Day	Date	Area	Location
Tuesday	Aug. 29	Capital Metro	Charlotte, NC
Thursday	Oct. 26	Northeast	New York, NY

NATIONAL PCC WEEK 2017

- **Sept. 25-29, 2017**
- **Stay tuned for PMG address.**

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INFO@USPS

YOUR LINKS TO MAILING RESOURCES

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

[PostalPro: postalpro.usps.com/pcc](http://postalpro.usps.com/pcc)

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

[Sign up](#) for *PCC Insider*

[Sign up](#) for *PCC National Database*

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