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## PCCAC RESTRUCTURED – SELF-REFLECTION

There are changes taking place in the mailing industry, and the needs of Postal Customer Councils (PCCs) are changing right along with them. As part of its ongoing efforts to better serve the organization, the PCC Advisory Committee (PCCAC) has been restructured:

### [New PCCAC Board Structure](#)

#### **National Chairpersons**

- Steve Monteith, VP, Marketing, National Postal Chair
- Cathy Rupard, National Industry Chair

#### **National Vice-Chairpersons**

- Judy de Torok, Manager, Industry Engagement and Outreach, Postal
- Allen Aven, Industry (coach to Membership Growth and Recruitment, and Sales and Operating Capital Committees)
- Arnetta Wilson, Manager Customer Outreach, Postal
- Judith (Judy) Antisdell, Industry (coach to Education Programming, Communication and Marketing Committees)

### **National PCCAC Committees and Support**

#### **Membership Growth and Recruitment Committee**

- Vacant, Postal Co-Chair
- Lelia LaVan, Industry Co-Chair

#### **Sales and Operating Capital Committee**

- Katrina Raysor, Postal Co-Chair
- Diane Winter, Industry Co-Chair

#### **Education Programming Committee**

- LaNeta Roth, Postal Co-Chair
- Chery Oltman, Industry Co-Chair

#### **Communication and Marketing Committee**

- Crystal Essiaw, Postal Co-Chair
- Dina Kessler, Industry Co-Chair

#### **Policy Administration Support**

- Lewis Johnson, Postal

#### **PCC Member-At-Large**

- Cornelius “Neal” Fedderman

Please join the National PCC Program Office in congratulating the Board members, who bring a wealth of knowledge, talent, and dedication to the PCCAC. Each of them is committed to serving the PCC community.

Every committee has reevaluated its function and structure and mapped out its top goals and projects for 2018. Stay tuned for additional updates throughout the year.

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## MEMBERSHIP

### A TIP FOR 2018

With 2017 rapidly coming to a close, it's time to embrace the coming of a new year. It's also an excellent time for PCCs to come together and reflect on their goals and objectives for 2018. Take the time to ask fellow members how they feel your PCC performed this past year.

Since PCCs have diverse memberships from many different professions, they can offer various perspectives and suggest strategies to keep your organization strong. As Postmaster General Megan Brennan has said: "The diversity of the Postal Service is our strength. The real value is diversity of thought. That's our competitive advantage."

Take time to listen to members so you can set goals that align with their needs. One of the best ways to get feedback is to send an email survey. Ask members about topics and speakers of interest, or special events they want to see in 2018. You can ask members directly about how the PCC has helped their businesses grow.

It also helps to stay connected to your PCC Area Coordinators and pull them into the conversation. One of the keys to a strong PCC is to retain your current members and acquire new ones.

Let's keep growing membership in 2018!

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## EDUCATION

### NATIONAL POSTAL FORUM CERTIFICATION

Education has long been part of the PCC's mission. The PCC Education Programming Committee encourages the PCC community to take advantage of educational opportunities at different venues and through various platforms. This includes the next National Postal Forum (NPF), which will be held in San Antonio, TX, during May 6 -9, 2018.

Have you been longing to take the Executive Mail Center Manager, Mail Design Professional, or the Certified Direct Mail Professional certification programs, or has your certification expired? These courses will be offered at the 2018 NPF. Now is a good time to start planning ahead. You can sign up to attend and register to become certified or recertified.

The National PCC Program Office, in conjunction with the National Center of Employee Development (NCED), will host monthly webinars to discuss the curriculum and answer any questions you may have.

Webinar dates are listed below (all times are Eastern Standard Time):

- Jan. 24, 2018, 3 p.m.
- Feb. 22, 2018, 3 p.m.
- Mar. 3, 2018, 3 p.m.

Prior to each webinar a PCC Alert will be issued, with instructions on joining the webinars.

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## COMMUNICATION

## CHANGE IS CONSTANT

Change is not only constant, it's inevitable. Sometimes it's good and sometimes not so much. The best thing you can do when something changes is to embrace it and learn to adapt. The Northeast Florida PCC decided to look at its current membership to determine which industries and organizations were not being served. This review prompted the PCC Executive Board to establish a plan of action on who to target, how to generate interest, and an appropriate communications strategy.

There are many more types of organizations that touch our mailing community and help our organizations succeed. This includes utilizing sponsors to help your PCC grow. During the year, the Northeast Florida PCC acquired eight new sponsors. Sponsors contribute to PCCs in various ways, such as paying for a luncheon or defraying the printing cost of a brochure.

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### POLICY ADMINISTRATION

#### SURVEY SAYS – GREAT RESULTS!

According to a recent survey in the September/October 2017 issue of [Mailing Systems Technology](#), mail center managers voted local PCC conferences/meetings and the NPF as the most popular choices for continuing education:

- **Local PCC Conferences/Meetings: 53.97%**
- **NPF: 28.57%**

The reason local PCC conferences/meetings scored so highly can be attributed to the many PCC educational programs, including:

- Workshops-in-a-box
- National PCC Week educational offerings
- Headquarters speakers at National PCC Week and local events year round
- Webinars
- Sales presentations at local meetings/events
- Lunch and learn meetings
- Boot camps
- Postal Service plant tours
- Postal customer cafés

Thanks for all that you do to support the partnership between the National PCC Network and the Postal Service. Ultimately, we are enhancing the value to our PCC members and we plan to do even more in FY 2018.

#### PCC SUCCESS STORIES

##### Greater Charlotte PCC Events – Checklists Help You Plan Ahead

Below are a few pointers and lists you can use to help with your planning (calendar, preparation, needs, events):

##### Calendar

Here are ideas to help you plan PCC events throughout the year:

2018 Date	Event
January	Rate Case
April/May	Golf Tournament
June/July	Roundtable Sessions
August	Baseball Game
September	Carolina PCC Postal Forum
September	PCC Week – Sept. 24-28
December	Holiday Luncheon

## **Preparation**

- Date/time/place
- Create flyer
- Post event on website for registration
- Send emails from GCPCC website list
- Send mailings from GCPCC website list
- Order lunch if Lunch and Learn – delivery or pickup?
- Pull registration lists periodically from website & share with board members

## **Needs**

- Projector
- Laptop
- Power cords
- Projection screen
- Ink pens
- Office supplies - tape, stapler, push pins, etc.
- Print name badges
- Print registration lists
- Event signage for location/parking
- Bios for introductions
- Water/sodas for speakers/attendees
- Cooler and ice
- Tablecloths/decorations
- Printed handouts
- Stamp art for speaker(s)

## **Events**

- Pick up ice/water/sodas/food
- Place directional signage
- Greet guests as they arrive – offer water, etc.
- Welcome
- Exit locations
- Restroom locations
- Time of lunch (if part of the event)
- Introduce guests/officials
- Go around room for self-introductions
- Recognize and thank sponsors
- Introduce speaker(s)
- Thank speaker(s), present stamp art if appropriate
- Upcoming events
- Closing
- Thank you

## **Southwest Idaho PCC Revitalized**

The district marketing manager was visiting a major mailing customer in Nampa, ID, when the discussion turned to the PCC and its importance for the mailing and shipping community. One customer spoke about the old Southwest Idaho (SWID) PCC, but expressed his dismay that it was no longer active. He voiced his support for the SWID PCC if it was re-launched.

The marketing manager and the Boise, ID, Postmaster discussed what steps would be needed to renew the SWID PCC. A flyer was created and sent to prospective new members and previous members. It was also mailed to major mailing companies in the Boise area and placed at the Business Mail Entry Unit.

There were several attendees at the first meeting when they voted on a new PCC Industry Co-Chair. They filled the remaining Executive Board positions at the next meeting. The PCC went on to sponsor workshops, lunch and learns and executive board meetings. Ultimately, the PCC was revitalized and it went on to win the Premier PCC Bronze Level Certificate Award.

## **Caribbean PCC – Informed Customers**

In early 2017, the Caribbean PCC held one of its annual educational workshop that focused on Return Mail Codes, Business Reply Mail and Move Update. Due to many issues with addressing in Puerto Rico, the PCC wanted to make sure customers understood the importance of complying with Move Update and how to resolve issues on returned mailpieces.

The 30 customers who attended the workshop had many questions about Business Mail Reply. They were shown how to effectively use the Business Customer Gateway and were encouraged to attend the 2017 NPF. Three members went on to attend the Forum. While the islands have dealt with storms and other significant challenges, the PCC is very active and strives to keep members well informed.

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## NOTICES

### 2018 Price Changes Webinar

On Jan.21, the Postal Service's price changes will go into effect. Pricing and Costing VP Sharon Owens will host an informational webinar for the PCC community on Jan. 10. Please mark the date on your calendars. A PCC Alert will be issued soon with dial-in information.

### 2018 PCC BOOT CAMP SCHEDULE

- The first PCC Boot Camp 2.0 is scheduled to launch in 2018. Details to follow.

### 2018 NATIONAL POST FORUM

- May 6– 9, 2018
- San Antonio, TX
- Registration is open. Go to [www.npf.org](http://www.npf.org).

### NATIONAL PCC WEEK 2018

- Date: Sept. 24–28, 2018
- Theme: Informed Customers, Customer Experience Delivered
- Start planning early
- Key deadlines:
  - **April 30, 2018** — Deadline to submit local PCC event dates and locations on [PCC BlueShare site](#), with or without a request for a headquarters speaker.
  - **May 31, 2018** — After April 30 requirements have been met, provide expected number of attendees, confirmed date and venue.
  - **June 1, 2018** — Deadline to request a speaker from headquarters. Post request on [PCC BlueShare site](#) and share with headquarters PCC liaison. If details are not received by June 1, the event may be excluded from master 2018 PCC Week roster and you may not be able to secure a headquarters speaker.
- PCC Liaisons:
  - Capital Metro [Katrina Raysor](#)
  - Eastern Area [LaNeta Roth](#)
  - Great Lakes [Lewis Johnson](#)
  - Northeast [Leider Chang](#)
  - Pacific [Lewis Johnson](#)
  - Southern [Crystal Essiaw](#)
  - Western [LaNeta Roth](#)

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## INFO@USPS

### YOUR LINKS TO MAILING RESOURCES

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

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

Questions? Comments? Send email to: [pcc@usps.gov](mailto:pcc@usps.gov)

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