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## MEMBERSHIP

## SAN DIEGO PCC FOCUSES ON MEMBERSHIP

The leadership of the San Diego PCC has been determined to expand its membership — and to keep members interested and engaged — so they are providing training and social events for all members.

Recently, the PCC connected with Marine Postal Operations, and now both Camp Pendleton and Air Station Miramar representatives have become active participants at PCC events.

While pursuing new event opportunities, the PCC partnered for “A Day at the Marine Base,” where members received a tour of the impressive mail processing facility. Marine Postal Operations also gave a presentation to PCC members on how they perform safety measures and process domestic and international incoming and outgoing mail. During the tour, PCC members observed that Marine Postal Operations still use the original manual postal money order machines. And military personnel and family members are charged only 40 cents per money order!

Recognizing the value from this partnership, the San Diego PCC members invited the Marine Postal Director to join to its PCC board and become a member.

In addition, the PCC will continue its mission by extending outreach efforts to local colleges and universities. An event is scheduled with Business Communications Services at Grossmont College. Guest speakers from the National Customer Support Center (NCSS) will educate mail room staff on Address Quality and Change of Address requests. Representatives from Grossmont have expressed interest in becoming PCC board members.

The PCC will continue to offer numerous events where local business leaders and experts can learn, share and grow with, and from, each other.

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## EDUCATION

## HELPFUL VIDEOS YOU CAN USE

Did you know the Postal Service has its own YouTube channel?

We have videos on the Postal Service’s new feature, Informed Delivery, and what users are saying about it. You can watch Postal Service commercials and helpful how-to videos like “How to Address a Package,” “How to Pack a

Box” and “How to Change Your Address.” These videos can easily be incorporated into your monthly PCC meetings. Follow this link to access the channel: <https://www.youtube.com/user/uspstv>.

Some of the more popular topics for PCCs are the First-Class Mail and Marketing Mail promotions. PostalPro (formerly RIBBS) has a wealth of information on these [promotions](#), such as pre-recorded webinars, incentive enrollment guides, calendar and technical information ([www.postalpro.usps.com](http://www.postalpro.usps.com)). There also is an [interactive video](#) on the 2017 Mailing Promotions.

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## COMMUNICATION

### REPORT FROM THE NATIONAL POSTAL FORUM

From Judy Antisdell, Industry Co-Chair, PCCAC Communication Committee – Hello All!

I just got back from the National Postal Forum (NPF) where I learned so much! There were so many opportunities to learn of new postal products like Informed Delivery, to hear from top postal staff and to build relationships.

Informed Delivery was the focal point of many sessions and demonstrations — it is such a great product! Mailers who want an additional connection to consumers have this great new feature to use. Consumers sign up at [informeddelivery.usps.com](http://informeddelivery.usps.com) to receive daily digital previews of their mail. The technology gives mailers an excellent opportunity to have consumers respond to their mailpieces more quickly. Additional enhancements and features are underway, including enhanced color versions and interactive content through the customers’ mailpieces. This “extra pop” for mailpieces provides two touchpoints for the cost of one.

PCC chapters can encourage everyone to learn more about Informed Delivery — after all, an informed customer is a more decisive customer. PCC members are also encouraged to sign up for Informed Delivery if they have not already done so. Mailers can get additional information at [usps.com/business/pdf/informed-delivery-overview.pdf](http://usps.com/business/pdf/informed-delivery-overview.pdf).

Informed Delivery is just one example of how the Postal Service is innovating to keep mail relevant. The Postal Service will continue to evolve and make improvements to provide a better experience for our customers.

Lastly, there were many opportunities at NPF to establish new relationships and renew old ones. Peer-to-peer networking, the PCC reception and the vendor exhibit hall were all fun places to build important relationships that help attendees connect and grow their businesses. “Informed Connections” was the theme and that’s just what happened. Attendees connected, communicated and became informed.

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## POLICY ADMINISTRATION

### NPF TAKEAWAYS

Members of the Policy and Administration Committee reported they attended several terrific educational sessions at NPF and were able to take advantage of continual networking opportunities. Committee members agreed NPF was about the INFORMED CONNECTIONS made throughout the event. There were three **FREE** takeaways to grow your knowledge and your business:

1. If you truly believe that direct mail, as a physical experience, adds value to a marketing mix, then the Sappi Neuroscience research videos that were discussed during the AIM (Areas Influencing Mail, formerly Area Focus Group) opening session will be of interest. The videos and research prove what you have known all along: mail works, and now you have the hard data to back it up! It’s all about the Neuroscience of Touch: [sappi.com/neuroscience-of-touch](http://sappi.com/neuroscience-of-touch).
2. Speaking of AIM, these quarterly half-day sessions with area and national leadership are coming to your areas in July and August. All mailers are invited (at no cost). This is a great opportunity to meet with and learn from some of the most influential mailers and postal representatives in the country.

3. Follow this link for dates in your area: <https://postalpro.usps.com/industry-focus-groups>.
4. Informed Delivery, the new USPS feature that gives eligible residential consumers a daily digital preview of their mail, is available nationwide. Participation in operational tests for color images and interactive content is open to all mailers. Information on Informed Delivery is available at: [usps.com/business/pdf/informed-delivery-overview.pdf](https://usps.com/business/pdf/informed-delivery-overview.pdf). And, if you're not registered for your own daily notification, what are you waiting for?

Take advantage of this great free National Postal Forum information — and remember the value of the PCC!

## PCC SUCCESS STORIES

### Austin PCC – Why Attend the National Postal Forum

The Austin PCC hosted an educational session on the 2017 National Postal Forum (NPF). Current members, inactive members and prospects were invited to attend the free event at Community Impact's state-of-the-art print production facility.

A panel of customers and postal executives spoke on the many benefits that NPF offers: professional networking, educational workshops, industry innovations, certification programs and opportunities to consult with USPS leadership.

Membership Co-Chair Peggy Tripp offered registration discount coupons and provided everyone with an NPF kit that included a brochure, workshop matrix and an informational flyer on getting approval to attend. The PCC event proved to be a success: seven attendees registered for NPF — as did 18 people from the Austin area. The meeting ended with a tour of the Community Impact's Facility and a Q&A session.

### Sacramento PCC – **NEW** Mailpiece Design Professional Certification



*The Sacramento PCC has had great success with its Mailpiece Design Professional Certification course.*

The Sacramento PCC has sponsored Mailpiece Design Professional Certification training for many years. It has become such a success, they plan to offer it on two different days to accommodate all attendees.

A new one-day class to help mailers prepare for the USPS Mailpiece Design Professional Certification test is now being offered. The course covers: classes of mail, processing categories, basic addressing, barcode formats, automation letters, reply mail address information products and much more. Lunch is included with the cost of the class.

## South Suburban PCC Success Story –Training 101 Sessions

At major educational events, the South Suburban PCC leadership observed that it was difficult to engage individuals who were new to the mailing industry. Many attendees seemed reluctant to ask questions in front of the large and diverse group.

The PCC introduced a series of informal lunch and learn events for members who were new to the industry, or new to mail-related jobs in their companies. The sessions focused on the fundamentals of mail and mail processing, and gave an overview of different classes of mail. These sessions were held at USPS processing plants and included a box lunch at a modest cost. After the presentations, attendees could take an hour-long tour to witness mail processing in action.

In the past year, about 12 participants attended each of the lunch and learn events, with both USPS and Industry members facilitating. One-on-one mentoring also was available. Many participants signed up for the entire series: Letters, Flats and Parcels.

The lunch and learn concept can work for any PCC, large or small. Unlike larger events, lunch and learn sessions only require a few PCC board members to facilitate.

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### NOTICES

#### PCC LEADERSHIP AWARDS CELEBRATION

- **Tuesday, Aug. 1, 2017**
- **USPS HQ Ben Franklin Room, 475 L'Enfant Plaza SW, Washington, DC.**
- **Celebration for PCC Award finalists**

This one day celebration will allow finalists to interact and network with other winners to share best practices and ideas.

#### PCC BOOT CAMP SCHEDULE

| Day      | Date          | Area          | Location      |
|----------|---------------|---------------|---------------|
| Tuesday  | Aug. 29, 2017 | Capital Metro | Charlotte, NC |
| Thursday | Oct. 26, 2017 | Northeast     | New York, NY  |

#### PCC CAFES

**July 26, 2017** – Helpful hints for your PCC Week Event – Information on how to register is on the way!

The PCC Postal Customer Café provides a forum for local PCC leadership teams to share best practices, success stories, concerns, and provide suggestions that pertain to communication, education, membership, and policy administration. The ultimate goals are to keep the lines of communication open and to support PCCs in these key areas.

#### NATIONAL PCC WEEK 2017

- **Sept. 25-29, 2017**
- **If hosting an individual or joint event and you would like to include a USPS HQ speaker, please submit your request through the [PCC BlueShare](#) site as soon as possible.**

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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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