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MEMBERSHIP

MEMBERSHIP GROWTH

The kids are out of school and your members have scheduled their vacations. It's why many Postal Customer Councils (PCCs) decide to take a month off during summer when attendance drops off. Regardless of your decision, you should continue to engage with your members. If you choose to skip a meeting, you can still send interesting articles or helpful information about mail and the local business community.

Adding value and recognizing members have always been key to retaining and growing membership. Use the summer months to sponsor a fun member appreciation event that includes family members. These events are excellent opportunities to network. They strengthen relationships and help create a sense of community.

Now is also a great time to evaluate your membership goals. After all, you've just completed your leadership award submissions — it's a natural time to consider how you did last year and how you can achieve even more next year.

The PCC Advisory Committee Membership Committee is hosting a July 25 webinar to provide insight and encouragement that can help you achieve award-winning performance. There will be an overview of successful PCC activities and we'll wrap up with a panel of past award winners, who will discuss their projects and answer your questions. You don't need to reinvent the wheel — feel free to use their ideas as a springboard to come up with events for your area. Please mark your calendars for July 25 at 1 p.m. EDT. Be sure to bring any questions to help you plan ahead. You could win the coveted award next year!

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EDUCATION

2018 NPF RECAP

We had some exciting educational workshops at the National Postal Forum (NPF) this year in San Antonio. Attendance was fantastic and both Industry and USPS participants alike left wanting for more. We followed up with a WebEx meeting Friday, June 1, to discuss the PCC awards submission process. The webinar received great reviews, though we were unable to record this session due to technical difficulties. Based on the positive response we plan to host many more in the future.

PCC Workshops at NPF included:

- Boosting Academic Outreach for Marketing Mail to Colleges and Universities via the

- PCC Community
- 2018 and 2019 PCC Recognition Programs and Leadership Awards
- PCC Heart-to-Heart — How to Maximize Postal and Industry Relations
- Leadership Best Practices and How to Apply Them to Your PCC

Each workshop was a huge success. You will hear more about them during PCC Week, Sept. 24-28.

While on the topic of NPF, we are pleased to announce that the certification programs were a huge hit. Attendance at the Mail Design Professional (MDP) and Executive Mail Center Manager (EMCM) sessions was nearly double compared to last year.

2018 Attendees

MDP – 79
EMCM – 66

2017 Attendees

MDP – 39
EMCM – 43

The Education Committee has conducted several webinars in recent months. Postal employees can access these webinars on the PCC BlueShare site (contact us for the link) and Industry members can download them from [PostalPro](#).

Recorded webinars

- PCC Awards Submission
- PCC Educational Classes and Different Ways to Educate Your PCC - Café
- Non-Profit Marketing Mail
- Three Certification Courses for the Mailing Industry
- Enterprise Payment System (EPS)
- Maximizing PCC Events – Café
- 2018 Price Changes

Upcoming webinar

We are pleased to announce a webinar Wednesday, July 11, at 2 p.m. EDT titled International Mail Delivery 101 for Mail and Parcels. Our two hosts are subject matter experts Julie Aitken, National Account Manager, IMEX Global Solutions; and Gary Schneider, Senior Executive, USPS International Consolidator Sales. Look for your invite in PCC Alert.

PCC Boot Camp 2.0 schedule

PCC Boot Camp 2.0 is heading to an area near you. Please plan to attend one of the boot camps this year if you haven't already. They are receiving rave reviews and are open for everyone to attend free of charge. We encourage both Industry and USPS members to attend to further their PCC knowledge. The schedule for the next several months is listed below. The entire schedule is available on PostalPro at: postalpro.usps.com/node/4986.

Coming to locations near you:

- Sacramento, CA – Tuesday, June 26
- Baltimore, MD – Wednesday, July 18
- New York, NY – Tuesday, Aug. 14
- Carol Stream, IL – Wednesday, Aug. 15
- Richmond, VA – Thursday, Aug. 30
- Jacksonville, FL – Friday, Oct. 12
- Atlanta, GA – Tuesday, Oct. 30
- Boston, MA, Tuesday, Nov. 7
- Portland, OR – Thursday, Nov. 8
- Philadelphia, PA – Wednesday, Nov. 14

For additional information, contact pcc@usps.gov with "PCC Boot Camp" in the subject line.

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NATIONAL PCC WEEK PLANNING TIPS

National PCC Week is one of the larger annual events, especially for those PCCs that serve as hosts. Some PCCs sponsor a full day, half-day or luncheon event during the week. It is a great opportunity to acknowledge how the industry has grown over the past year and to recognize outstanding contributions from PCCs across the nation. Some PCCs opt to include vendor tradeshow or educational seminars during the week. A major highlight will be the video message from Postmaster General Megan J. Brennan and a guest speaker from USPS headquarters.

By now you should have secured your location, posted details on the *PCC BlueShare* site and requested your speaker from USPS headquarters.

Here are additional tips for hosting your National PCC Week event:

1. Once your date, time and location are selected, mail a “save the date” postcard to members so they can plan ahead. This should be done at least 10 weeks in advance.
2. This year’s PCC Week theme is “Informed Customers — Customer Experienced Delivered,” which continues the theme from the NPF held in May.
3. Promote the event to all members and to your local business community. Use direct mail, email blasts, flyers and your social media accounts.
4. Provide the USPS Sales teams and your Business Mail Entry Units with materials to share with customers.
5. Feel free to reach out to your PCCAC Communications and Marketing Committees, which can offer tips and best practices on communicating with members and promoting events.

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ACADEMIC OUTREACH AND THE PCC PARTNERSHIP

USPS made a presentation on its academic outreach program at NPF in May. Two universities showcased the results of student classes on direct mail and integrated marketing campaigns. Clemson University Graphic Communication students designed a campaign using direct mail, social media and websites. The students received training that helped them develop and execute complete campaigns. The results were judged by industry experts who provided well-rounded feedback.

Bentley University involved its Marketing Communication and Graphic Communication students in courses that covered:

- Understanding direct marketing
- Creating an impactful and measurable campaign
- Integrating mail with digital technologies and data management
- Personalized and variable messaging
- Innovative direct mail techniques and neuro-marketing
- Direct mail attribution

The students and professors from both schools were part of a panel discussion. The students’ impressions are summarized:

- Most students didn’t really give any thought to mail prior to this class. They were amazed how cool and effective direct mail is — much more so than other marketing vehicles.

- They were excited about direct mail as part of an integrated marketing program.
- They felt that their course work would help them obtain internships and jobs in the direct mail industry.

Some of our industry's future talent is emerging from the academic world and our PCC network is a connection to this future. The PCC community can provide subject matter experts for course modules. The university can facilitate recruiting for internships and employees.

PCC SUCCESS STORIES

Next Generation Campaign Mail

The Big Bend PCC (Tallahassee, FL) hosted an informational workshop on Next Generation Campaign Mail, which covered adding value to mail through innovative enhancements and technology. The workshop was led by New Solutions Manager Krista Becker, from USPS headquarters. The event was well attended with 50 participants. Several local mailers requested additional information and asked to speak with subject matter experts on mailpiece design.

Facility tour

In April the Des Moines PCC (DMPCC) invited members and guests to tour the Des Moines P&DC. The event attracted more than 30 participants over three tours. The free event was just one of many educational and networking activities this year. Upcoming chapter meetings will include motivational speakers and cover popular topics like mailpiece design, marketing and technology.



Des Moines PCC members and guests visited the Des Moines P&DC in April.

George Crockett Academy letter-writing lunch and learn

April is National Card and Letter Writing Month, so the Detroit PCC hosted a letter-writing lunch and learn with fifth graders at George Crockett Academy in Detroit. Many of the tech-savvy students said they had never written or mailed a letter and were excited at the prospect of doing so.

"Letter writing is a lost art among our children," said school official Monique Woodland-Phillips.

"Since we were approaching the 26th annual Stamp Out Hunger food drive, we decided to tie in the letter-writing activity with the food drive," said Customer Relations Coordinator Ladonna Smith, who organized the event. The PCC helped students write letters to family members and friends, describing in their own words the importance of donating to the food drive. Students learned about the parts of a letter and how to address and affix postage to their letters.

The children and educators said they enjoyed the activity and have invited the PCC to return, with the hope of making this letter-writing lunch and learn an annual event. "The future of the mail rests in small hands," said Smith. "It was energizing to see them writing their letters, and connecting them with the joy of the mail."

Membership growth strategy

As the Greater Cleveland, OH, metro area continues to grow and change, the city of Cleveland is reinventing itself to attract new businesses. To help spur economic growth, the Greater Cleveland PCC (GCPCC) has printed a leave-behind membership brochure that PCC members and postal employees can use during visits with customers. "The brochure is an outstanding vehicle that is helping attract new members," said Midwest Direct President and Industry Co-Chair Sean Gebbie. The GCPCC has experienced success with not only growing its membership, but in building lasting relationships with Cleveland-area businesses.

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NOTICES

PCC LEADERSHIP AWARDS CELEBRATION

- Date: Aug. 2
- Location: USPS Headquarters, Washington, DC

2018 NATIONAL PCC WEEK

- Date: Sept. 24–28
- Theme: Informed Customers: Customer Experience Delivered
- Start planning now!

- PCC Liaisons:

- Capital Metro [Katrina Raysor](#)
- Eastern Area [LaNeta Roth](#)
- Great Lakes [Lewis Johnson](#)
- Northeast [Leider Chang](#)
- Pacific [Lewis Johnson](#)
- Southern [Cathy Scocco](#)
- Western [Sharon Barger](#)

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YOUR LINKS TO MAILING RESOURCES

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

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

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

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