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A WEBINAR YOU CAN'T AFFORD TO MISS

Please join Pritha Mehra, VP, Mail Entry and Payment Technology, and her team to learn about changes coming to the system formerly called Payment Modernization. The webinar will take place Friday, Feb. 16, at 2 p.m. ET. The new platform is called Enterprise Payment System (EPS). For more information, please see the Education section below.

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NATIONAL POSTAL FORUM (NPF)

THE NATION'S PREMIER MAILING AND SHIPPING CONFERENCE

SAN ANTONIO, TX

MAY 6-9, 2018

Thousands of mailers and leaders in the mailing and shipping industry will convene in San Antonio, TX, this May to learn more about the latest innovations in mailing technology. The theme for NPF 2018, **Informed Customers: Customer Experience Delivered**, will highlight innovative technology and ways the U.S. Postal Service is using it to enhance the customer experience.

NPF marks its 50th year in 2018 and is known for highlighting the most up-to-date tools, services and information, as well as the best educational and networking opportunities for the mailing industry.

Customers are encouraged to register now to benefit from five specific educational workshop tracks that target different segments of the industry, and beginner and advanced courses. The workshop tracks are:

- **Leveraging Customer Experience with Data Analytics:** Attendees will learn techniques for improving analytics and the customer experience.
- **Mail and Future Emerging Technologies:** These workshops will focus on the evolution of Informed Delivery and other USPS innovations.
- **Streamlining Your Mail Center Operations:** Learn methods to effectively manage mailing operations.
- **Shipping Innovations in an Evolving World:** Learn tips and techniques to maximize returns in the competitive shipping market.
- **Direct Mail – the Cornerstone of Omni-Channel and Digital Campaigns:** In-depth study of the relevance of direct mail and the impact of the digital age; using direct mail to improve advertising performance with omni-channel marketing.

A key component of the Forum is interacting with USPS leaders and hearing officer-led sessions on the preparation, entry and delivery of mail. Here is a teaser of a few officer-led sessions:

- Transforming “1’s and 0’s” into an Informed Customer Experience – Isaac Cronkhite, VP, Enterprise Analytics
- Enhancing The Customer Experience With First-Contact Solutions – Pritha Mehra, VP, Mail Entry and Payment Technology
- Innovating Today for Tomorrow’s Customers – Gary Reblin, VP, Product Innovation

And, as always, the highlight of the Forum will include the keynote address from Postmaster General Megan J. Brennan.

The 2018 NPF features four days of postal and industry leadership seminars, instructional workshops and networking events designed to help the mailing industry and associated businesses achieve greater success.

Visit www.npf.org to view detailed information on workshops, events and speakers.

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MEMBERSHIP

SHARE YOUR STORY

Those of us who’ve been active PCC members know firsthand the many professional and personal benefits from belonging. Now is a great time to share your own story with colleagues, employees, customers and vendors. In 2018 we’ll see industry innovation, informational boot camps, Postal Cafés and what may be the most exciting NPF ever in San Antonio.

PCC members from around the country will be providing educational and thought-provoking presentations to help you add value to your company (and ultimately to your company’s customers). While marketing campaigns, especially mail, can grow your PCC membership and help educate your local mailing community, sometimes telling a personal success story can have the greatest impact.

Here are a few prompts to help you get you started:

- Have you ever had a mailing problem that required immediate resolution AND because you had developed relationships with postal employees, you knew exactly who to call?
- Have you ever been swamped unexpectedly with work AND because you knew other mailers from PCCs, you could contact them for assistance (possibly even a competitor)?
- One of your internal or external clients had a new application that you’d never seen before, so you called your friend at the Post Office and between the two of you, you developed a solution that made everyone a hero.

As the industry grows and improves, *so do we!* Please share your PCC success story. We, too, want to hear from you. Email us at pcc@usps.com.

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EDUCATION

PCC BOOT CAMP 2.0 IS HERE!

The wait is over! We kicked off PCC Boot Camp 2.0 on Feb. 6 in Nashville, TN. Boot Camp 2.0 will be coming to your area soon, so please be on the lookout. Plan to attend a full day of education from industry and postal representatives. The topics will include:

- How to Grow Membership and Market Your PCC
- PCC Administration and USPS Sales Interface
- How to Market Your Events and Meetings

- PCC Education

Note: We will have extensive discussions on each topic. You're invited to bring samples of your mailpieces and flyers to share and discuss.

2018 PCC Boot Camp Confirmed Dates:

- Feb. 6 – Nashville, TN
- March 27 – San Antonio, TX
- May 24 – Santa Ana, CA
- May 24 – Cleveland, OH
- June 19 – Des Moines, IA
- June 26 – Sacramento, CA
- June 20 – Louisville, KY
- July 18 – Baltimore, MD
- Aug. 14 – New York, NY
- Aug. 15 – Carol Stream, IL
- Aug. 30 – Richmond, VA
- Oct. 12 – Jacksonville, FL
- Oct. 30 – Atlanta, GA
- Nov. 7 – Boston, MA
- Nov. 8 – Portland, OR

Note: Additional dates and locations will be announced soon.

NATIONAL POSTAL FORUM CERTIFICATION OPPORTUNITIES

Don't forget you still have time to register for the certification classes at this year's NPF. On-site instructors will facilitate modules on Executive Mail Center Manager, Mail Design Professional and Certified Direct Mail Professional. If you would like more information about the certification courses, please plan to attend the scheduled webinars to discuss and learn more about the curriculum:

Certification Webinar Dates

- Feb. 22: 3 p.m. ET
- March 13: 3 p.m. ET

Note: Prior to each webinar a *PCC Alert* will be issued with instructions on how to join.

ENTERPRISE PAYMENT SYSTEM WEBINAR

Please join Pritha Mehra, VP, Mail Entry and Payment Technology, and her team to learn about the Enterprise Payment System (EPS). USPS has launched a new payment system that enables customers to manage their commercial products and services through a secure online portal.

EPS supports commercial, domestic and international products and services, which include First-Class Mail, USPS Marketing Mail, Periodicals, Electronic P.O. Boxes Online (ePOBOL) and Address Quality Products.

Key features include online account creation and management, payment for products and services through one account and enhanced reporting features. Customers using EPS can fund their accounts through ACH Debit, allowing USPS to directly withdraw payment from their bank accounts, or through a Trust Account, funded through ACH Credit, Fedwire Transfer, or check, cash or money order deposited at any retail location.

A new check-capture feature allows customers to deposit checks using a mobile application, eliminating the need to visit a Post Office.

If you are using any of the following products and services, contact your Business Mail Entry Unit or Business Mailer Support Analyst to enroll today.

- **Eligible Products/Services**
 - PO Box, Caller and Reserve Services (ePOBOL)
 - Address Quality Products (AEC, AECII and ACS)
 - Priority Mail
 - First-Class Mail, Letters, Cards and Flats
 - First-Class Package Service
 - USPS Marketing Mail, Letters, Flats and Parcels
 - Parcel Select
 - Media Mail
 - Library Mail
 - Bound Printed Matter
 - Periodicals
 - International Products
 - Business Reply Mail (BRM)
 - Every Door Direct Mail (EDDM) - BMEU

- **Eligible Submission Methods**
 - Business Mail Entry Unit (BMEU) hard copy
 - eDoc (Mail.dat/Mail.XML)
 - Postal Wizard
 - Intelligent Mail small business (IMsb) Tool

- **Eligible Permit Types**
 - Permit Imprint
 - Metered
 - Precanceled Stamps
 - Periodicals (CPP/PP)
 - Postage Due
 - Business Reply

- **Eligible Transactions**
 - Postage Statement Processing (Domestic and International)
 - Adjustments
 - Mail Entry Postage Assessment
 - Reversals
 - Refunds (including Value Added Refunds [VAR])
 - Deposits
 - Transfers
 - Fee Payments
 - Postage Due
 - FOIA Requests

- **Products/Services Not Currently Supported**

Electronic Verification System (eVS)
Parcel Return Service (PRS)
PC Postage
Scan Based Payment (SBP)
Merchandise Return Service (MRS)
Official Mail Accounting System (OMAS)
Premium Forwarding Service Commercial (PFSC)
Share Mail
Intelligent Mail barcode Accounting (IMbA)

Please join us for this educational webinar and register using the link below. Thank you!

Webinar log-in information:

Toll-free dial-in: 844-480-7651

Passcode: 6394499

Attendee direct URL:

<https://usps.webex.com/usps/onstage/g.php?MTID=e028657c551b6e728a9cc78ba50696f77>

If you're unable to use the above link, please use this alternate log-in:

Alternate URL: <https://usps.webex.com>

Event Number: 995 515 737

NEW NONPROFIT WORKSHOP-IN-A-BOX

We are proud to announce a new Nonprofit Workshop-in-a-Box is coming soon. Keep a lookout for it in a PCC Alert. It will also be posted to the [PostalPro/PCC Portal](#) and on the internal PCC BlueShare site. Please take advantage of these resources to educate your PCC members.

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COMMUNICATION

MAXIMIZING YOUR PCC EVENTS

In marketing, it is important to be consistent in branding and persistent in delivering the message. We recommend several channels to reach different audiences. Here are some tips you can use to promote your monthly PCC events more effectively and to boost attendance.

1. For each event, send a direct mail piece three weeks in advance. Include date, time, location, speaker, topic and the benefits for attendees.
2. Send an email with the same design and information to your list. Again, consistent messaging is key to building brand awareness.
3. Post informational flyers at your local BMEU.
4. Distribute flyers to the USPS Sales team to help them share the information with local customers and the mailing community.
5. Have your membership committee reach out to members who may have missed a recent meeting. Sometimes checking in with a simple call or email will bring people back to the fold.
6. Post announcements to your website and make sure they are updated frequently.

The Communications and Marketing Committee is here with ideas and templates to help your

PCC reach its full potential.

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POLICY ADMINISTRATION

HELPFUL TIPS

As you plan for National PCC Week 2018 and other events and meetings throughout the year, please remember these tip to be in compliance with PCC Publication 286:

- **Who can sign contracts on behalf of the PCC?**
Only the PCC Postal Co-Chair may sign a contract.
- **Who can sign checks from a PCC bank account?**
If the PCC is using the Postal Service Tax ID, the PCC Postal Co-Chair's signature must appear on the check. It may be jointly signed by the Industry Co-Chair.
- **Can PCCs require membership dues?**
No. Publication 286 states that PCCs may charge "reasonable" membership fees that have been determined by the Executive Board, the local PCC or the general membership. It also states on Page 14 that "no one should be excluded from participating in the PCC because of the inability to make donations or contributions or pay membership fees and the local PCC Executive Board may waive payment of membership fees for good cause."
- **Can a PCC use USPS permit holder lists, or other propriety customer lists of the USPS to issue invitations to events?**
No, this is still being explored.

Please look for other tips in future issues of the PCC Insider.

PCC SUCCESS STORIES

On the Move – Gainesville-Ocala PCC

The Gainesville-Ocala PCC was resurrected recently after being inactive for several years, largely thanks to the efforts of new Postmasters in Gainesville and Ocala, and the leadership of District Manager David Martin.

The group attended a boot camp in Tampa and received additional support from the Gulf Atlantic District team, especially Customer Relations Coordinator Delores Carter.

The relaunch took place during the 2017 National PCC Week and they've been active ever since. They have established their executive board and the committees needed to be successful. And one of the board members, from Renaissance Printing, is serving as secretary, and his graphic design team is creating the PCC's new logo.

Informed Delivery at Fort Worth PCC

The Fort Worth PCC featured Fort Worth District Manager Timothy Vierling as guest speaker. He discussed the state of the Postal Service and introduced attendees to [Informed Delivery](#).

The presentation focused on how this innovative customer-facing technology integrates hard-copy mail and digital marketing to allow for increased consumer impressions, interactions and insights. Examples were given of multiple vertical markets that can benefit from Informed Delivery, including financial, e-commerce, telecommunications and insurance.

Members had an opportunity to ask questions. Most were curious about consumer adoption projections and how Informed Delivery could impact service.

Sacramento PCC Delivers Mail Design Professional Certification



CMDP training provided by the Sacramento PCC is always popular.

For years the Sacramento PCC has offered a Certified Mail Design Professional (CMDP) module to the mailing community in Northern California. It has become such a success, they're planning to offer it on two dates to accommodate all members.

This one-day class helps mailers pass the CMDP test.

Course topics include: mail classes, processing categories, basic addressing, barcode formats, automation letters, reply mail address information products and much more.

They offer follow-up assistance to those who have completed the class but haven't taken the test. A hearty lunch is included in the cost of the class.

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NOTICES

2018 NATIONAL POSTAL FORUM

- May 6-9, 2018
- San Antonio, TX
- Registration is open. Go to 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** — Deadline to submit all PCC event dates and locations, with or without a request for a headquarters speaker, on [PCC Blue Share site](#).
 - **May 31** — Once April 30 requirements have been met, provide expected number of attendees, confirmed date and venue.
 - **June 1** — Deadline to request a speaker from headquarters. Submit information on [PCC Blue Share site](#) and share with headquarters PCC liaison. If details are not received by June 1, the event may be excluded from the master 2018 PCC Week roster and you may be unable 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 [Arnetta L. Wilson \(interim\)](#)
- Western [LaNeta Roth](#)

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INFO@USPS

YOUR LINKS TO MAILING RESOURCES

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

[PostalPro](#): 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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