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PCC Insider – March 2018 Special Edition



National Postal Forum 2018

May 6-9, 2018

San Antonio, TX

The 2018 National Postal Forum (NPF) theme is *Informed Customers: Customer Experience Delivered*. This is a natural progression from last year's Forum, giving attendees opportunities to make connections through education, networking, innovation and USPS insights. You will leave with an understanding of how to embrace your customer's end-to-end journey, enabling your business to consistently deliver a *World-Class Customer Experience*.

Why You Should Attend

1. Four days dedicated to learning about the best mailing and shipping practices in the industry
2. Opening session: PMG keynote address
3. Officer-led workshops
4. Engaging networking events
5. Networking with senior postal leadership

Recruitment Program

A special *USPS Recruitment Program* was established to drive the growth of mail by recruiting and educating new mailers and shippers, and providing networking and training opportunities at the National Postal Forum.

As of the date of this newsletter, 90 new customers have been recruited to attend the National Postal Forum in San Antonio. To hear a few customer testimonials, view this [video](#).

Check out additional [reasons](#) why you should attend.

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OFFICER-LED SESSIONS

IMPORTANT MAILER TOPICS COVERED*

The *Officer-Led Sessions* at the 2018 National Postal Forum feature a variety of important mailer topics, such as Safety and Security, Strengthening the Connection with Suppliers, Informed Operational Intelligence and more.

This year's sessions include:

Bits and Bytes: IT is the Customer Experience

Speaker: Jeff Johnson, VP, Information Technology

Many of today's USPS customers get their first impression for nearly every postal product interaction through the information technology experience.

Delivering World-Class Customer Experience...From First Mile to Last Mile

Speaker: Kevin McAdams, VP, Delivery Operations

Learn how Delivery Operations is leading the charge through innovation, emerging technology and our engaged employees to keep you informed.

Enhancing the Customer Experience with First-Contact Solutions

Speaker: Pritha Mehra, VP, Mail Entry and Payment Technology

Join this session to learn about mailing and shipping changes to enhance customer experience with first-contact solutions.

Informed Operational Intelligence

Speaker: Robert Cintron, VP, Network Operations

USPS is focused on using technology in order to enhance the Informed Customer Experience, by providing real-time visibility, tracking and performance in order to measure and plan each mailing to the end customer.

Innovating Today for Tomorrow's Customer

Speaker: Gary Reblin, VP, Product Innovation,

Join this session to see how USPS is capitalizing on new and emerging technologies to keep mail relevant in a digital world. See first-hand the innovations that USPS is offering.

Cybersafe: How USPS Secures the Customer Experience (and How You Can Too!)

Speaker: Greg Crabb, VP, Chief Information Security Officer

In this session you'll learn how USPS protects your data from an increasingly sophisticated army of criminals vying to launch the next big cyber-attack.

Product and Pricing Simplification

Speakers: Steve Monteith, VP, Marketing, and Sharon Owens, VP, Pricing and Costing

This year, 2018, marks a pivotal time for the mailing industry. Governance issues and how they affect next steps will be reviewed, as well as the new product management team's insights into product assessments and suggested changes and improvements.

Transforming 1's and 0's Into an Informed Customer Experience

Speaker: Isaac Cronkhite, VP, Enterprise Analytics

This officer-led session explores how USPS is analyzing petabytes of data, leveraging geospatial technology, utilizing machine learning, creating Predictive and Prescriptive Analytics and putting CX at the core of its strategy, to transform 1's and 0's into an Informed Customer Experience.

Staying Alive!

Speaker: Guy Cottrell, Chief Postal Inspector

Learn strategies from U.S. Postal Inspectors — the Postal Service's own federal law enforcement agents—as they provide some simple actions you can take to protect yourself, co-workers and loved ones in an active shooter situation.

Strengthening the Connection with Suppliers

Speaker: Susan Brownell, VP, Supply Management

Learn how the USPS buys the many goods and services needed to support its operations and how it connects with suppliers throughout the process.

**All sessions are subject to change.*

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EDUCATION

THREE CERTIFICATION OFFERINGS

The Postal Service offers three certification courses to the mailing industry: *Mail Design Professional*, *Executive Mail Center Manager* and *Certified Direct Mail Professional*. Each certification focuses on a different and unique aspect of the mailing industry. All three certification courses will be offered at the National Postal Forum in San Antonio. NPF offers one of the best and most cost-efficient avenues to obtain one of these certifications.

The *Mail Design Professional (MDP)* certification course provides in-depth training on postal standards related to designing letter and flat mail, focusing on the guidelines found in the Domestic Mail Manual. Learning these standards can prevent small or large production errors that may cost a business thousands of dollars. MDP certification is valid for two years.

The *Certified Direct Mail Professional (CDMP)* certification course is designed for the mailing industry professional to develop and strengthen core skills that build and maintain successful Direct Mail business within this highly competitive environment. This course covers everything from predictive modeling to return-on-investment to direct mail campaign testing strategies. CDMP is a lifetime certification course.

The *Executive Mail Center Manager (EMCM)* certification course is a comprehensive training program that is designed for individuals who wish to develop mail center management skills. It offers a professional designation that emphasizes proficiency in mail center management. The course builds skills needed to manage mail centers more effectively, boost productivity and cut costs. EMCM is a lifetime certification course.

We are excited to bring these certification courses to the National Postal Forum, the mailing and shipping industry's premier educational trade show and networking event.

Please plan to attend the scheduled WebEx meeting on March 13, 2018, at 3 p.m. ET. Details are below! During the meeting, the USPS facilitators for these three courses will cover the benefits of having the certifications, as well as how to get recertified. Schedules and

logistics will be explained, and you will hear answers to various questions about the certification programs. We hope you will join us!

Certification pricing at NPF includes workshops and exams:

1. Executive Mail Center Management (EMCM) - \$180
2. Certified Direct Mail Professional (CDMP) - \$160
3. Mail Design Professional (MDP) - \$95

EMCM Topics

- People Management
- Sales & Marketing
- Managing Mail Center Operations
- Managing Mail Center Finances
- Mail Center Safety & Security
- Planning & Managing Technology
- Tool & Resources
- Quality Management

CDMP Topics

- Omni Marketing
- Mailing List Management
- Mailpiece Creation
- Response Rates
- Technology

MDP Topics

- Classes of Mail
- Processing Categories
- Basic Addressing
- Barcode Formats
- Automation Letters
- Automation Flats
- Reply Mail
- Postage Payment Methods
- AIS Products

Learn [more](#) about the certification programs.

Learn about [how to register](#) for the 2018 NPF.

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PCC HIGHLIGHTS

PCC OPENING SESSION YOU CAN'T AFFORD TO MISS!

Enhancing your professional leadership skills and identifying leaders for the future will be the focus of the **Sunday PCC Opening Session** at NPF 2018 in San Antonio. The PCC community is scheduled to hear from the USPS Executive Leadership Team, including the Postmaster General and Chief Executive Officer, Chief Operating Officer and Chief Human Resources Officer. Topics will range from leadership succession planning to powerful lessons to help you develop high-performance teams. The session will be held 11 a.m. to 12:30 p.m. on Sunday, May 6.

A special segment will showcase the work USPS is doing with colleges and universities to build future leaders for the mailing industry. *Come hear from the professors, students and USPS managers who are fully engaged in this unique opportunity and strategic initiative.*

The focus on leadership continues beyond the *PCC Opening Session*. Also on Sunday, from 2:45 p.m. to 3:35 p.m., a panel of university students and USPS managers will host a PCC workshop entitled *Boosting Academic Outreach for Marketing Mail to Colleges and Universities*

via the PCC Community.

Another leadership-focused PCC workshop will be held from 8 a.m. to 9 a.m. on Wednesday, May 9: *Leadership Best Practices and How to Apply Them to Your PCC*. This session will be conducted by Wes Friesen, a renowned mail industry speaker and a PCC Advisory Committee industry member. You don't want to miss this workshop that will focus on the *Outside the Envelope* thinking about leadership.

Other PCC Activities to Schedule

PCC Workshops

- Monday, May 7: *PCC Heart-to-Heart—How to Maximize Postal and Industry Relations*
- Tuesday, May 8: *2018 and 2019 PCC Recognition Programs and Leadership Awards*

PCC Reception

- *Great reviews were received stating that it was the best reception ever!* Don't miss this year's reception, open to all NPF attendees.
- Monday, May 7, 5-6:30 p.m.

Booth PCC

- Booth #408, Mailing Industry Resource Pavilion; open during all Exhibit Hall hours.
- Come meet and network with other PCC members from across the country.
- Special items will be given away.

As you can see, there will be a variety of exciting and insightful PCC activities that you should engage in during the Forum. ***Bring at least one friend to share in learning, networking and enhancing your leadership skills.***

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INFORMED DELIVERY SOLUTIONS STUDIO

DEDICATED TO ALL THINGS INFORMED DELIVERY

Make plans to attend the Informed Delivery Solutions Studio at NPF in San Antonio. You will have the opportunity to meet one-on-one with Informed Delivery experts who will show you how to create Informed Delivery campaigns. You'll also see live demos and get all of your Informed Delivery questions answered. Do you want a high-level overview or a deep dive into Informed Delivery? We can cover it all.

We have reserved exclusive space on the Exhibit Hall floor—a separate enclosed studio—dedicated to all things Informed Delivery. Specific dates and times will be provided soon. *You don't want to miss out!*

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NOTICES

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

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