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Congratulations to the 2018 PCC Leadership Award Winners!

Watch for a PCC Insider Special Edition coming soon with award ceremony highlights.

MEMBERSHIP

MEMBERSHIP GROWTH

The National Postal Forum (NPF) is the biggest and most exciting annual conference for PCCs. While everyone isn't able to attend the NPF, National PCC Week is another annual event that puts the spotlight on local PCCs. There are educational and networking opportunities that feature vendors and the latest news from USPS headquarters. In addition, many PCCs are recognized for their dedication and hard work with national awards in multiple categories.

What is your PCC doing for PCC Week? Who are your guest participants? PCC Week is an excellent way to introduce potential new members to your PCC. Attendees can learn about the many advantages of becoming a member — they can grow their business through networking within the mail industry and learn about innovative ideas from postal and industry contacts. They can also learn who's who at various USPS offices at both the local and district levels. If your PCC is one of the winners, you can showcase the successes of your PCC. You can demonstrate how effective mail design and production contribute to business success.

Is a PCC Week event more than what your PCC is ready to tackle? Have you ever considered partnering with another PCC? If you need help or have any questions, we can connect you with other PCCs in your area. Please feel free to email: pcc@usps.gov.

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EDUCATION

HOW DO YOU EDUCATE MEMBERS?

How does your PCC educate members and others in your community? Is your PCC looking for fresh topics and ways to keep your members engaged?

The annual PCC Leadership and Premier Awards event, held Aug. 2 at USPS headquarters in Washington, DC, offered the opportunity to network with current and past award winners who exemplify excellence in Education, Membership and Communication. The winners in Education programming shared best practices that others could take back to their local chapters. Networking and brainstorming with other PCCs should be ongoing for all PCCs. If you haven't attended the event, consider it for next year. We're all in this together.

The theme of 2018 PCC Week is "Informed Customers: Customer Experience Delivered." How are you going to inform your customers and deliver the best experience possible? Make your PCC Week event FUN! Get your attendees out of their seats, play a game, work in teams, do something out of the ordinary to create excitement! Don't forget about the availability of

workshops-in-a-box available on PostalPro. These are ready-to-use educational sessions, complete with speaker notes. If possible, try to attend other PCC Week celebrations — this is a great way to network and get new ideas.

PCC Boot Camps

PCC Boot Camp 2.0 is still going strong. This FREE one-day event is designed especially for PCC Executive Board members (both Industry and Postal), but anyone looking for new ideas is welcome. The full schedule is on PostalPro at postalpro.usps.com/node/4986.

Upcoming dates/locations:

- Richmond, VA — Thursday, Aug. 30
- Jacksonville, FL — Friday, Oct. 12
- Atlanta, GA — Tuesday, Oct. 30
- Boston, MA — Wednesday, Nov. 7
- Portland, OR — Thursday, Nov. 8
- Philadelphia, PA — Wednesday, Nov. 14
- Hartford, CT — Thursday, Nov. 15

For additional information on Boot Camp 2.0, contact pcc@usps.gov with “PCC Boot Camp” in the subject line.

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COMMUNICATION

ACHIEVING THE COMMUNICATION PROGRAM EXCELLENCE AWARD

With the 2018 Awards ceremony behind us, now is the perfect time to reiterate what it will take to win the Communication Program Excellence Award in 2019. In order to have a successful PCC, effective communication must be at the center of your activities. The most effective PCCs use many avenues to ensure an excellent communication program. Some items to consider are:

- **Planned communications** — List the different ways that your PCC informs members. How effective were the individual components of your communications plan? What elements worked well together?
- **Targeted promotions** — Describe what promotions were used to increase growth of small and medium-size business members. Do you have multi-phase programs targeting different groups? If so, please describe.
- **Response rates** — What unique methods have you employed to improve the response rate of invitations or notices publicizing meetings or special events? Include unique direct mail pieces and other forms of communication that have helped engage members. Provide example(s).
- **Benefits** — What has been your most effective method for communicating the benefits of PCC membership?
- **Member feedback** — What process has your PCC established to ensure members can communicate their concerns, issues and priorities? Please explain.

For example, Greater Dallas PCC (GDPCC), the 2017 Communication Program Excellence Award winner, worked to increase membership and bring more attendees to events. It recognized a “gap” when reaching out to USPS customers via local Postmasters, Business Service Network (BSN) and Sales groups. So it deployed a mix of postcard mailings and emails to keep members informed about events, as well as a quarterly hardcopy newsletter highlighting activities and industry and USPS news.

- During the award period, GDPCC used direct mail as the initial outreach:
 - More than 31,500 postcards (26 percent increase over the previous year).
 - For PCC Week alone, more than 7,000 mailpieces were sent.
 - More than 10,000 newsletters were printed and mailed.
 - For the award period, more than 48,500 contacts were mailed (up 93 percent).
- GDPCC has a database of nearly 2,000 valid email addresses. Postcard notices were followed up with emails and multiple reminders, including registration links. During the period, more than 120,000 emails were sent (50 percent increase over previous year).

- These messages to members and prospects were the backbone of the communication program. GDPCC's website was kept up-to-date and mobile- and user-friendly, which made communications more effective and the registration process more convenient.
- All forms of communication had a consistent look and feel — the artwork on the postcards for each event was mirrored in the corresponding emails, and online announcements.
- A meeting with more than 20 Postmasters and senior managers was hosted in Dallas District, educating participants on the communication resources available to them on the BlueShare and PostalPro websites.

As a result of these efforts, GDPCC achieved its goals during the 2017 award period, and earned the Communication Program Excellence Award.

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POLICY ADMINISTRATION

BUSINESS SERVICE NETWORK LOCATOR — AT YOUR FINGERTIPS

Great news! The PCCAC Sales and Operating Capital Committee has an exciting update.

The Business Service (BSN) Locator is now available on the [PostalPro](#) site, making it easier and quicker to find answers to questions on operations and other topics.

The BSN is the dedicated national network that assists qualified business customers with service issues and requests for information. BSN offices offer business mailers personalized services and assistance with their unique mailing needs.

To use the BSN Locator please follow these steps:

1. Log on to PostalPro.
2. Click the Industry Forum link.
3. Next click the Postal Customer Council link.



4. Click on the Business Service Network link.



5. Enter City and State or ZIP Code.
6. Click Locate.

Business Service Network Locator

Business Service Network locations offer business mailers personalized service and help with unique mailing needs. The Business Service Network representatives offer current information and friendly services.

Enter City and State or ZIP Code

To locate a Business Service Network location, enter a city and state or ZIP Code (Example, Seattle WA or 981 or 98111).

Business Service Network Locator

The Business Service Network location that serves 20155 can be contacted at:

**MGR BUSINESS SERVICE NE
UNITED STATES POSTAL SERVICE
8409 LEE HWY RM 216
MERRIFIELD VA-2208**

*Phone : (199) 967-0328
Fax : (199) 033-0028*

Version 5.0 Database 05-Aug-18

Your BSN contact will be able to answer questions and offer Postal Service resources to meet your mailing needs.

PCC SUCCESS STORIES

COFFEE BREAKS SUCCESSFUL FOR MORNING PEOPLE



Eddie Woods, Upstate Postal Customer Council Industry Co-Chair opens the event.

In an effort to accommodate various schedules and boost membership, Upstate PCC of Greater South Carolina (UPCC) broke from the traditional lunch and learn routine to host coffee breaks in the morning at the Greenville South Carolina Bulk Mail Entry Unit (BMEU) and Processing and Distribution Center (P&DC).

During a recent coffee break, UPCC Executive Board members welcomed more than 40 guests, including several new attendees. Participants said they appreciated the early morning event because it allowed them to attend before business demands took over the day.

Highlights included:

- Coffee and light refreshments.
- USPS executives and mailing specialists were available to answer questions, one on one, about mailer scorecard, mail prep and Informed Delivery.
- Roundtable discussions and networking.

- Tours of the P&DC.
- Vendor tables with information to help guests learn about using mail to manage and grow their business.
- Multiple prize drawings.

COLLABORATION FOR SUCCESS

Greater New York PCC worked with the Greater New York Chamber of Commerce to sponsor a joint meeting last spring. The goal was to educate local businesses with ways to strengthen and expand their business through networking and innovation.

Keynote speaker Frank Cebello Jr., Acting Director, USPS Global Business Solutions, covered several topics, including the global retail market, the evolution of global package market, customs regulations, and USPS International products and resources. He also shared “best practices” to maximize mailing budgets when using USPS Global products and services.

The meeting concluded with a tour of the Morgan P&DC. A participant survey indicated the meeting was considered a “great success.”

INCREASING MEMBERSHIP AND MEMBERSHIP RETENTION

Each year prior to their annual PCC Day event, the Greater Dallas and Fort Worth PCCs open nominations for the Ruthie Award. Created in 2001, the award honors Ruthie Ewers, founder of LEE Marketing and founding board member of Greater Dallas PCC. Ruthie not only helped grow the PCC in Dallas, she helped expand PCCs all over the country. She also helped create the Postal Customer Council Advisory Committee (PCCAC).

This prestigious award seeks to recognize an individual in the Dallas/Fort Worth area who has demonstrated outstanding achievements in the mailing industry in the last year. Nominations are judged on several criteria, including:

- Background and experience
- Innovations involving postal products
- Professionalism
- Industry involvement including PCC

Committees from both PCCs evaluate the nominations received. Each winner’s name and company is engraved on the large Silver Cup Trophy. The winner is entrusted to display the trophy for one year and passes it on to the next winner. Each recipient receives a smaller version of the award to keep as a memento.

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NOTICES

NATIONAL PCC WEEK 2018

- Date: Sept. 24-28, 2018
- Theme: “Informed Customers: Customer Experience Delivered”
- PCC event briefing packets due to HQ PCC liaisons: **Aug. 16, 2018**

PCC ACADEMIC OUTREACH

- Next webinar: Aug. 21, 1-2 p.m. ET

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INFO@USPS

YOUR LINKS TO MAILING RESOURCES

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

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

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

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