

2018 PCC® Leadership Award

Nomination Submission Form Deadline: June 1, 2018 – June 15, 2018

PCC® Name Greater St. Louis	Award Category (CHECK ONE)	<input type="checkbox"/> PCC Industry Member of Year <input type="checkbox"/> PCC Postal Service Member of Year <input type="checkbox"/> PCC District Manager of the Year (Nominations provided by AVP) <input type="checkbox"/> PCC of the Year Large Market <input type="checkbox"/> PCC of the Year Small Market	<input type="checkbox"/> PCC Innovation of the Year <input type="checkbox"/> Membership Excellence <input type="checkbox"/> Communication Excellence <input checked="" type="checkbox"/> Education Excellence <input type="checkbox"/> PCC Partner of the Year
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Name of Individual Award Nominee			
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Contact Person	Bev Freeman		
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Telephone	314-436-3915	Date Submitted: 6/11/2018
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Please note: There is a **single-sided limit of two (2) pages** not to exceed a total word count of 1000 words. If the 2-page limit is exceeded, you will be disqualified. Submissions must not duplicate prior year's submissions. Each submission must be original and unique to the current year. Any duplication will result in a disqualification.

Objective - Describe an objective encountered by your PCC that required a resolution or tasks that needed completion. Examine the challenges of the objective, and consider the various outcomes.

The Greater St Louis PCC is dedicated to educating its members in the printing, shipping and mailing community to help grow the mailing industry and vendor-related businesses. We have a long tradition of providing world class educational events for members and the community. This year we wanted to ensure that we had a broad range of educational events that reached a broader audience than in past years. It is a challenge to come up with new and interesting topics for our members but we held several planning / brainstorming sessions to come up with ideas.

Action - What actions did your PCC take to complete the objective? What initiatives and innovative approaches were demonstrated?

The Greater St Louis PCC education committee works directly with our conference committee to provide excellent education opportunities to the community. Below are some of the education events we provided and changes that were made this year:

- 2017 June 21st Conference - Expanded topics to include Increasing the Value of Mail and Print, Business Mail 101, Strategic Marketing: Are you Marketing or Are you Really Marketing?, Informed Customer Experience, Ship Smarter, UAA Best Practices and Solutions, and Informed Delivery – A few of these sessions were from the NPF, this allows our members to experience some of the NPF even though they were unable to attend. Attendees earned the Mail Connections and Leadership Professional Certificate
- 2017 September 20th Mail Design Professional – We partnered with our local BMEU manager and Alliance Business Manager to teach the class to make this more affordable to members. We were able to offer the program at \$125 including continental breakfast and a delicious Italian buffet lunch instead of \$480.
- 2017 September 27th – PCC Day at the Zoo – We used this venue as a great networking opportunity. We provided the following program; viewing the USPS video by Postmaster General Megan Brennan, Sharon Owens, Vice –President of Pricing and Costing came to explain the updates and gave us first- hand knowledge of the price increase. Followed by a presentation on hurricane response and Informed Delivery / Visibility. We had a great game of Human Bingo, which encouraged networking and ended the day with strolling through the Zoo to see the animals.
- 2017 December 13th – Mail Design Professional – We partnered with the Central MO PCC and NCED to pilot a virtual classroom that was being developed to provide education via a virtual classroom. Although we had just offered this class in September we thought it was important to work with others to advance educational opportunities.
- 2018 Jan 4th – USPS Mail and Shipping Price changes. We held a price change seminar at our local NDC. Last year we had one at the same place but there was snow that interfered with the morning session so we decided to offer more flexibility to our members by offering a morning and afternoon session. We had good attendance at this presentation and received good feedback on offering two different sessions.
- 2018 April 27th – NDC Plant tour - We decided that it would be great to reach out to more shippers in our area and arranged to have a NDC plant tour – PCC Board members and USPS leadership attended the event to increase awareness and network with shippers.

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- Monthly Meetings / Lunch and Learn – we have presented several topics during our monthly meetings. We take this as an opportunity to update our members on current USPS regulations and changes, some of our topics this year included Informed Delivery, Replacing IMB, Enterprise Data System (EPS), Scan the QR Code for Redelivery, and Priority Mail 7 day delivery.

Results - What were the results? Did your PCC accomplish the desired outcome? How was the PCC® group responsible for the final result? Be specific.

The Greater St Louis PCC accomplished it's mission by continuing to provide top notch education events to their members and reach a broader audience as demonstrated below:

- **2017 Conference**
 - The committee received more positive feedback from this conference than past years, some comments were – good variety of topics, engaging, and great speakers.
 - 8 new businesses attended the conference, consisting of local pharmacy, university, promotional products, mail equipment sales and service, printers/fulfillment, and sorting services.
- **Mail Design Professional –**
 - Accomplished our goal by certifying 46 with a portion of them being first time Mail Design Professionals.
 - Offered this a second time in the same year to participate in the pilot program to assist NECD in creating a virtual classroom
 - Two attendees from the United States Air Force base have never received training in mail. This was extremely helpful to them. We were also able to assist them with sending the Inspection Services out to their base to train them on their scanning equipment. These two customers returned for the price change seminar and told us how thankful they were for the assistance with training their employees and educating them on mail that allowed them to improve their process and save money on postage.
- **PCC Day**
 - Feedback from PCC day was very positive as we partnered with others PCC's.
 - Attendees loved the venue and were greeted by Julio the three-banded armadillo and Moogie the Bateleur Eagle to start their day and ended their day networking through the Zoo.
 - There was quite the buzz about the Human Bingo game, in which attendees had to find a person that designs mail pieces, loves pizza, knows the DMM, and other fun things. The majority did not stop at one bingo, as they were having so much fun; they kept going until the time limit.
 - Attendees found the program and PMG videos helpful to their businesses.
- **NDC Tour**
 - 47 registered for the tour
 - The event started with networking and light appetizers.
 - Presentation on the NDC and Priority mail annex followed by a tour of the NDC
 - We had 4 tour groups and we received positive feedback from all, loved the tour and were thankful for the opportunity to learn more about the NDC.
 - A special invite e-mail was sent out to them to personally invite them to our 2018 Conference as there were several new attendees (16) at this event.

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