

Congratulations 2018 Leadership Awards Winners

On August 2, 2018, the U.S. Postal Service recognized and celebrated Postal Customer Councils (PCCs) at its Headquarters in Washington, DC. The Postal Service recognized 29 Postal Customer Councils (PCC) – in 10 award categories. We want to share their best practices.

PCC of the Year Large Market – Greater Baltimore PCC

Greater Baltimore PCC

The following highlights are some of the activities that contributed to their success:

Innovation: Developed a large PCC calendar printed on a repositionable vinyl backing so it could be placed anywhere.

Partnership: Reached out to neighboring PCCs leading up to National PCC Week who were in the process of rebuilding and invited those to co-host the event free of charge. Together they embraced this opportunity as a mentoring moment.

Education: Created an educational 5 x 5 Webinar series allowing anyone to register from any mail related industry, free of charge. During these webinars they utilized speakers from the local post office and industry innovators at no cost. Postal leadership brought guest speakers to each board meeting to learn more about customer interaction and to share PCC material.

Communication: Solicited their partners for help with printing at no cost which enabled them to develop and create various communication channels including, four (4) postcard mailings, a survey, and member only information for an approximate total of 30,000 pieces mailed. In addition, they added more follow-up email blasts averaging forty blasts during the year.

Membership: Incorporated a “one-time” fee for membership and event attendance – so attendees don’t have to continually ask their company for funds to attend events.

Leadership: The leadership team is actively engaged and has spoken at NPF about the benefits of PCC membership. The Industry Chair also volunteers as the Vice Chair of the National Postal Customer Council Advisory Committee team traveling around the US to teach in PCC Boot camps to help build stronger PCC’s and encourage new PCC

growth. She also assisted with developing a PCC Heart to Heart Class with the Florida PCC.

The GBPCC was also able to:

- Increase 2017 National PCC Week event attendance by 56%.
- Add two (2) new members to their Executive Board.
- Create pre-registration for various events, which contributed to a 65% increase in event registrations over the previous year.
- Build on-going relationships with mailers and PCC members within and outside of their PCC.



PCC of the Year Small Market - Buffalo/Niagara PCC

An award winner who focused on developing a comprehensive program of education and communication for its members. Highlights included:

Education: Throughout the year the PCC hosted eight (8) monthly events and three (3) educational webinars on topics such as EDDM and the new EPS System. For these events, keynote speakers from the BMEU, Inspection Service, Marketing and Industry Leaders were utilized. The PCC also hosted a motivational event featuring keynote speaker Dr. Sean P. Joyce. Other activities hosted by the PCC include:

- Partnering with the PIA (Printing Industries Alliance) at the annual vendor show to present information on EDDM and Informed Delivery while also displaying pens, magnets and brochures on the upcoming NPF.
- Teaming up with the local BMEU to offer such classes as IMBD mail and Bulk mail 101. Members who participated in the programs were recognized and awarded Professional Certificates during the National PCC Week event.

- Offering three workshops on NPCC Day: Informed Delivery, Every American, Every Door, Every Business, Everywhere, and distinguished speaker, Senior Plant Manager Monica Nevins highlighting the PMG message.
- Starting a monthly educational newsletter in May.
- Conducting a Plant tour of the Buffalo P&DC. The tour helped PCC Members better understand Postal processes, the importance of mail piece design, and mail preparation regulations.

Communication: The PCC developed a monthly newsletter and continuously adds new content to its website, create new surveys, and utilizes direct mail to send out invitations to all PCC events following up with email blasts to ensure each member is reached and all events are well attended.

As a result, the Buffalo Niagara PCC was able to accomplish the following:

- Increased attendance at events.
- Increased the total number of annual events by 20%.
- Increased the education of its members and partners on Postal Products.
- Created and maintained great networking and mentoring opportunities for their growing membership.

To view the PCCs educational newsletter, please click the following link:

<http://buffaloniagarapcc.org/category/news/local-interest/>.



PCC Partner of the Year - Greater Charlotte PCC

Recognizing education is the main reason mailers attend the NPF and some mailers may not be able to attend, the Greater Charlotte PCC (GCPCC) created the “Carolina Postal Forum” which leveraged six local PCCs in the area. The forum has 11 breakout sessions with expert industry and Postal speakers in addition to the keynote speaker.

The resources utilized by all the participating PCCs formed partnerships through the Carolinas making each PCC stronger. In June 2017, the GCPCC hosted a Roundtable Discussion - Lunch and Learn seminar at Davidson College in Davidson, NC. The guest speaker for this event was Business Relationship Representative, Craig Kalhagen from the Goodwill organization. He addressed Business Relationship Insights, spoke on what the Goodwill organization offers for relationship building between community members, local businesses and sister agencies in Charlotte and the surrounding region. As a result, a new partnership was formed between the Goodwill organization and the Postal Service. The Postal Service has since hosted several job fairs, seminars, and all-day leadership meetings at Goodwill's facility.



PCC Industry Member of the Year

Greater Charlotte PCC – Glen Swyers – Gold

Glen Swyers, Director Marketing Integration and Analytics for Classic Graphics, is the Industry Co-Chair for the Greater Charlotte PCC and winner of the 2018 PCC Industry Member of the Year Gold award.

Background: Glen brings to the leadership table a strong background in the mailing industry:

- 27 years of direct response and digital expertise
- Presenter of seminars to local mailers in Charlotte and surrounding areas
- Workshop presenter at the 2018 National Postal Forum

Actions initiated or led by Glen:

- “Celebrate America’s Mailing Industry” Networking Event
 - A social networking event to show appreciation to sponsors, and celebrate the partnership between USPS and commercial mailers, and to highlight the significance of the mailing industry.
 - As a result of the success, it will become an annual event.
- Training facility coordination

- Glen arranged facility accommodations for the Capital Metro Area AIM Focus Group meeting with BECO Conference Center at no cost to the PCC. He also assisted with coordinating the PCC Boot Camp at BECO last August. That event drew 118 attendees.
- Networking
 - Charlotte’s BB&T Stadium baseball game mixer was a big hit.
- Mentoring
 - Glen mentors other PCCs. He divided the GCPCC share of proceeds from PCC Week with the other five PCCs in North and South Carolina.

Glen helped institute the Breakfast with the Postmaster series. He recognized the need to talk with potential new members about the benefits of PCC membership in a casual setting. “Building relationships isn’t done through emails or watching a Power Point presentation,” he said. “Looking someone in the eye and having that one-on-one personal conversation is the only way to market our PCC.” GCPCC held two Breakfast with the Postmaster events which resulted in 11 new memberships.

Greater Dallas PCC – Allen Aven– Silver

In addition to serving as the Greater Dallas industry co-chair, Allen mentors other PCCs across the nation. He is a member of the PCCAC and presents at Boot Camps. He even received a nomination from another PCC for Industry Member of the Year.

Mentoring - When he worked personally with another PCC, one of the first things Allen did was to get to know the PCC, the people, and the key contributors. Doing so, Allen was able to identify strengths and areas that need improvement. Once the areas that need the most focus are established, he typically shares, Best Practices to help establish a plan of action. More times than not, he also brings in people from his Board to assist in the mentoring.

For example, Allen recently worked with a PCC in the Northeast that wanted to host a PCC Golf Tournament. He worked with them on areas of planning, asking for sponsors, recruiting golfers and suggested course signage, giveaways and even explained “mulligan” and how you can make money from them.

Northeast Florida PCC – Dina Kessler – Bronze

Dina Kessler is the strength and foundation of the Northeast FL PCC and a mentor to all PCCs in the Gulf Atlantic District. Dina implemented new initiatives like an annual magnetic PCC event calendar. She designed an annual marketing calendar to keep PCC members on track and established a review board for vetting new members. Highlights included:

- Conducting a survey with membership for feedback on meeting topics, meeting satisfaction and how to increase participation. The results were incorporated into event and seminar planning and communications.
- Email notifications for all events with an automatic reply embedded in the email which allows registration.
- Designs, prints and mails postcard notifications for all events.
- Established a Review Board for vetting new Board Members. The Review Board meets with the prospective board member to discuss skillset, experience, expectations and bylaws.
- Travels throughout the Gulf Atlantic District as a facilitator and advocate for PCC membership growth and implementation of best practices.
- Designed a QR code Informed Delivery Poster Board for NEFL PCC's National PCC Week event to allow attendees to scan and register at the event.

PCC Postal Member of the Year

Greater Charlotte PCC – Lynn Taylor – Gold

The success of the Greater Charlotte PCC (GCPCC) is attributed to District Communications Coordinator and GCPCC Administrator Lynn Taylor. Lynn worked to keep (GCPCC) current with communications, website updates, email blasts, signage, catering needs and award purchases. As for innovating, Lynn helped the finance team to migrate from old school manual ledgers to a modern QuickBooks accounting system. This small change has helped the Board with more accurate reports and more significantly, create a standard for years to come. She has created a

culture of success by mentoring the team and has found creative ways to honor the PCC volunteers to serve on the Board which has kept turnover low.



Greater Boston PCC – George Kippenhan – Silver

PCC Co-Chair George Kippenhan collaborated with Nick Francescucci, Postmaster of Boston to bring a PCC “Stamp Dedication” to a popular radio show. On April 10, George and Nick “dedicated” the Mr. Rogers stamp during the afternoon drive on WAAF radio. Moreover, the dedication was shared on all of WAAF’s social media platforms reaching over 100,000 followers. While on air, George spoke of the value of utilizing the Postal Service while also marketing the Greater Boston PCC’s educational events. This assisted with reaching a new audience and recognition for both the PCC and Postal Service.

George also served on the National PCC Week Committee. His efforts resulted in a very profitable and successful event for all of the PCC’s involved. Whether he was speaking with vendors, communicating with USPS Headquarters, setting up audio cues for the speakers or assisting with registration, George was seemingly everywhere to ensure that all attendees had a superb experience.

George assisted with contributing roughly 35% of all the articles written in the Greater Boston PCC Newsletter over the past year. George’s articles ranged from USPS performance, profiles on Greater Boston District leaders, recaps of previous PCC events and human interest pieces about charitable work by Executive Board members.



Northeast Florida PCC – Delores “Dee” Carter– Silver

The Gulf Atlantic District faced the challenge of sustaining four PCCs due to staffing changes and retirement. Dee volunteered to become the PCC liaison for all four PCCs while serving as board member for her local PCC.

Sierra Coastal PCC – Ramela Younekian – Bronze

As a customer oriented leader, Ramela always aims to implement tenets of service and customer availability with her role as Postal Co-chair. She encourages her PCC Executive Board to apply these same principles to find better ways to serve our membership so that they can in turn better serve their customers. Ramela promotes mutual cooperation, and never hesitates to assist those in need of her guidance.

PCC GROWTH – Ramela focused effort on growth in the following areas:

- Event Attendance - By soliciting corporate sponsorship for the 8th Annual Gold Rush at Universal Studios Hollywood, attendance exceeded 220 people for this single event. Creating a large scale extravaganza during PCC week established a platform by which members look forward to upcoming events with anticipation.
- Target Audiences - Ramela used educational events to target specific customer groups. Events included:
 - E-Commerce Shipping (navigating “free shipping” in today’s economy).
 - Political Mail (why direct mail is still effective and vital to any campaign).
 - National Postal Forum - This year she assisted in the production of a USPS-HQ sponsored promotional video that featured three of the customers she successfully recruited to attend NPF. Over the last several years she has consistently integrated NPF as a communications strategy when recruiting new PCC members. This cross promotion has benefitted the Sierra Coastal PCC, NPF and Postal Service.

District Manager of the Year:

Greater Baltimore PCC–Dane Coleman – Gold

Dane has dedicated himself to supporting the Greater Baltimore PCC and to having an ever-increasing presence at events, meetings, and PCC functions. He strives to maintain opportunities for Postal and Industry to act as one team for one mission. That mission is advancing the PCC message together. Actions taken:

- Dane's guidance and support helped the Baltimore PCC cut costs for the 2017 PCC Week event by 47%, and attendance was the highest ever recorded, a 50% increase.
- Recruiting additional PCC's in the area resulted in both the Northern Virginia Metro and Capital Metro PCCs co-sponsoring a PCC Day with Baltimore.
- Dane helped engineer the PCC Day presentation "From Where I Stand" by recruiting other Postmasters, District Managers, and Postal Co-Chairs to share their PCC experiences with the audience. The message was clear that there is no Postal or Industry when it comes to the PCC, they are one.

Dane agreed to take time at the NPF to speak on behalf of the Postal Service at the PCCAC session called "PCC Heart to Heart". He was instrumental in showing the industry that the Postal Service is dedicated, committed, and volunteers their time as equal team members. He also attended every membership event and engaged the audience with his passion, honesty, and commitment as a speaker and leader.

Greater St. Louis PCC – Charles Miller – Silver

Charles (Charley) Miller, District Manager, Gateway District, has been a critical part to the success of ensuring all PCCs within the Gateway District were utilized to their full potential. He focused on partnerships, togetherness and the value of solid networking attending monthly meetings throughout the District, he:

- Ensured quality speakers have been attained for all engagements.
- Collaborated with the other PCCs throughout the District to have one PCC Week event.
- Provided funding to Sales Team so that a USPS booth would be available for our customers during our 2017 Mailers and Printers Conference.
- Encouraged everyone to become *Informed* with Informed Delivery at events.
- Supported the PCC with registering USPS employees and leadership for events.
- Encouraged involvement between USPS leadership and customers by attending and networking at events.
- Spoke as a Guest speaker at the 2017 Printer and Mailers Conference.
- Supported a tour of the National Distribution Center (NDC) Package Processing Plant, giving shipping customers a *hands on experience* to package distribution.
- Worked with customers directly to resolve their mailing issues.

Through Charley's support, the PCCs have held a well-attended conference and educational opportunities during the year. Educational sessions included:

- Increased 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
- Mail Design Professional
- PCC Week event at the St. Louis Zoo
- Mail Design Professional (Co-piloted program with Central MO PCC)
- USPS Mail and Shipping Price Changes

South Jersey PCC – James Drummer – Bronze

Drummer promoted PCC involvement by example. He spoke at National PCC Day, attended the annual holiday party and toy drive, interacting with industry members, and participated in the annual golf outing.

The key action Mr. Drummer took to promote the PCC was hosting informational seminars for South Jersey Postmasters. At the seminars, PCC history and the importance of PCCs was co-presented by the South Jersey PCC Postal and Industry Co-Chairs, along with a review of the PCC event calendar and promotion of the NPF. Mr. Drummer attended each seminar and challenged the Postmasters to take a South Jersey PCC recruitment folder and reach out to a customer to explain the benefits of PCC membership.

The South Jersey PCC has seen an increase in membership and interest overall in the PCC. Many Postmasters have become active members, participating in events. These Postmasters have also recruited new industry members as a result of Mr. Drummer's encouragement an example.

PCC Innovation of the Year:

Greater Dallas PCC – Gold

The Greater Dallas PCC incorporated the first ever "off campus" PCC networking event at the NPF in San Antonio. The "Texas PCC Round-up" partnered up six Texas PCCs to bring industry and Postal together to celebrate the partnership of PCCs. The event was spearheaded by the

Greater Dallas PCC with the sole purpose of bringing PCC awareness to the Texas attendees in a social environment. The decision process to proceed was simple as all 5 current PCC's had previously created a small networking group that we call the Texas Roundup. This group which consists of PCC's from Dallas, Fort Worth, Austin, Houston and San Antonio, hold regular meetings either in person or by telephone. We meet as a group to help each other with struggles and to share best practices to improve each other's PCC. Dallas PCC led the group and provided a portal for sponsor payments, shirt purchases and other purchases for the event like custom blinking lapel pins. Each PCC provided company sponsors from their area. Dallas worked with USPS Legal and Ethics to properly host the event which was the first co-hosted PCC event at an NPF. Dallas managed the budget for the event which netted a profit that the group decided to donate to two startup PCC's, Rio Grande Valley and East Texas.

Greater St. Louis PCC – Silver

The Greater St Louis PCC wanted to increase attendance at their annual conferences. They have very good attendance and have been able to improve the attendance slightly each year. There was a drop at its 2017 conference. They brainstormed and came up with “Back to the Basics” recruitment and implemented their action plan.

The PCC also picked a unique venue for their PCC Week event to create excitement and attract more members moving forward. The 2017 event was held at the St. Louis Zoo. They started a grassroots-campaign – “Back to the Basics” for the 2018 conference. Below are some of the highlights:

- Rebranded the conference as the Gateway Postal Summit – Elevating the Printing, Mailing and Shipping Industries.
- MAILED – Save the date postcard three months in advance to start the buzz.
- Energized their PCC and gave members tools and information to recruit.
- Encouraged each member to pick up the phone and personally invite someone they think would benefit.
- MAILED – Registration card after confirming some of the sessions.
- Created NPF trading pins with the conference logo to hand out at NPF and conference.

- Recruited shippers by having a tour of the NDC prior to the conference with a small reception attended by USPS leadership and PCC board members. Also included a presentation on the Priority Mail Annex and a tour of the National Distribution Center.

Back to the Basics Campaign

- New commitment and energy from the members and vendors by rebranding the conference.
- Additional members have stepped up to offer session ideas and request speakers.
- More involvement from Sales, Business Alliance, Field Account Representative, Business Service Network, and other USPS group.
- Industry Co-Chair and members who attended NPF made extra efforts to recruit new members and vendors.
- End of April – registered 26 attendees and six vendors – as compared to six attendees and four vendors in 2017 – a 333% increase in registration.
- End of May – 95 attendees registered and 11 vendors – as compared to 31 attendees and 10 vendors – a 206% increase in registration.

Greater Charlotte PCC – Bronze

Greater Charlotte PCC won the Bronze award for PCC Innovation of the Year. They came up with a new networking event “Celebrate America’s Mailing Industry.” The vision for the event was to show appreciation to the mailing industry supply chain and highlight the significance of this trillion dollar industry. They even received a signed proclamation from the mayor proclaiming the date as “Celebrate America’s Mailing Industry Day.”

GCPCC fulfilled their mission to strengthen and celebrate the relationships and partnerships between the USPS, commercial mailers and political members and educate on the importance of the mailing industry. They recognized and celebrated successes in a highly focused experience that they created for their customers with this innovative event. Upon review of the event, they realized that the mailing industry, political group members and media relations personnel all should be made aware of the importance of mail and voted to continue this as an annual event.

Communication Program Excellence:

Greater Boston PCC– Gold

Greater Boston maximized their communication by creating a quarterly PCC newsletter and mailing it to its members via First Class Mail® They also created the top PCC website in the Nation. It features a welcoming and intuitive design that new and current members can easily use to find a wealth of information. Past, current and upcoming events are all posted regularly to attract new members and keep current members informed and engaged. All registrations for events, meetings and webinars are due in large part to the communicative efforts via the Newsletter and website, National PCC Day at Gillette Stadium saw an attendance increase of 20% (280 attendees)...all of which were registered on the Greater Boston PCC website. With invites and “save the dates” being sent by USPS Mail (the newsletter) to their members and the final landing page for registration for these events being the PCC website, Greater Boston has found an approach that has assisted in increasing event attendance by 15% overall in the past year. Please click on the following link to explore the Greater Boston PCC website

[https://www.bostonpcc.org/.](https://www.bostonpcc.org/)

Greater Dallas PCC – Silver

Greater Dallas completely rebuilt their website in January 2018. The new homepage includes a countdown clock to the next event, information about the next three upcoming events and a news feed of USPS related articles. www.dallaspcc.org. For years the Greater Dallas PCC created and managed their website via GoDaddy’s free website builder. This was an affordable solution (FREE! as long as the website was maintained by GoDaddy), but very time consuming since it integrated Constant Contacts event management program that manages registration for all Dallas PCC events, and some cohosted PCC events. It required a dedicated Board Member’s ongoing attention to manage all of the changes and updates that happen monthly. The board decided to enlist the help of an outside vendor to create and maintain a new and improved website.

The new site is built with Word Press which is a popular and very functional application that gives the GDPCC lots of new features like a blog option, twitter feeds, video and our popular countdown clock. The new website still interfaces with our Event Management program from Constant Contact. For a small monthly fee, we have much more flexibility and freedom and it offers a much more professional look and feel.

Greater Baltimore PCC –Bronze

Greater Baltimore incorporated targeted direct mail promotions, tested different methods, developed creative messaging, and measured member feedback into their communication plan to increase response rates.

The GBPCC used many communication methods to reach members and prospects:

- Mail (letters, postcards, newsletters, and flats)
- E-mail blasts and surveys
- Website
- Other in-person methods (wall calendar, brochure)

Planned communications centered around their event schedule, as well as an annual membership drive, and periodic newsletters. They incorporated targeted promotions, testing of methods, creative messaging, and member feedback into its communication plan to increase response rates. Over the calendar year they sent out 40 total e-blasts along with using mail in between to drive the message, the frequency and the event. They programmed emails to deploy on Tuesdays which is the most well received day for blasts. To get a better response rate, they scheduled e-blasts each week starting 4 weeks in advance of an event and one Friday before registration closed.

To increase response rates, the GBPCC redesigned their E-blasts to provide more action-oriented language and used color and more graphics, so the read would be more appealing and echo an online experience. They also tested subject lines before each blast to make sure they were as effective as possible and make it through as many spam blockers as possible. They updated their entire email and address list at the beginning of the year and found out that they needed to delete or change approximately 10% of the old list. GBPP tested a multiple page letter enclosed in a #10 against more postcards for “Holding the Date” or event registration. 30,000+ mail pieces were sent out over the year. They developed a large format calendar of the year with a vinyl backing and sent it to their members, so they would see every event and be reminded of them without having to open a blast or even their mail and easily readable by others in their office. The GBPCC website is updated regularly with information and registration for upcoming events. In order to keep the website information current, provide the most up-to-date material to members, and increase the website’s SEO, the GBPCC selects one static website page to update at each month’s board meeting.

Education Program Excellence:

Greater New Haven PCC – Gold

The Greater New Haven PCC recognized that a portion of their business mailing community is not proficient or comfortable using Postal websites and applications such as Business Customer Gateway, Postal Pro and USPS online products and service so they worked with the Mailing Requirements team to develop “PCC Go Live Sessions.” These web-based sessions provide practical hands on training for USPS products, services and applications like Informed Delivery, Business Customer Gateway and EDDM.

Topic experts walk customers step by step through application environments and customers learn how to use those applications in real time. Questions are answered and problems are resolved on the spot. The sessions are small (usually 10 – 15 people) so customers get more personal training.

The Greater New Haven PCC opens “Go Live” Sessions to PCC members and customers district wide. All ideas and materials are shared with other PCCs for their use.

Greater Charlotte PCC – Silver

Greater Charlotte PCC’s mission is to continuously educate customers, keep them informed and assist with personal and professional development.

To that end, they:

- Hosted the Annual Golf Tournament at NorthStone Country Club in Huntersville, NC, This event was attended by 68 golfers. GCPCC added value to this event through corporate sponsorships. The event includes hot dogs at the turn, BBQ dinner and a raffle. Included is a brief training session, sponsor recognition and information on upcoming events. This is a private club and attendees look forward to the exclusive opportunity.
- GCPCC hosted a social and networking event in August with 50 attendees for an evening of baseball and a buffet dinner in the Diamonds Direct Luxury Suite at BB&T Stadium in uptown Charlotte. The casual atmosphere was conducive to conversation and provided members time to interact and exchange business cards. Handouts about Informed Delivery and rate increases, recognition of sponsors and updates on future events fulfilled requirements for training.

- PCC Boot Camp – GCPCC and Mid-C District hosted the PCC Boot Camp in August at the BECO Conference Center with 53 attendees who learned about best practices concerning policy, education, membership and communication. This was a very educational experience for postal members and industry members alike. Partnerships were made during this one-day event.
- Carolina Postal Forum – There were many advantages of six PCCs hosting a forum and vendor trade show during national PCC Week. Attendance exceeded 250 for the full-day event. The theme – “Make Informed Connections” – was held at Elevation University City Conference Center. “Celebrate America’s Mailing Industry” – For the first time ever, GCPCC held a social and networking event for 55 attendees on the top floor of the Wells Fargo Corporate Center. They celebrated the successful partnership between USPS and commercial mailers and recognized the significance of the mailing industry. A proclamation, signed by Charlotte Mayor Viola Lyles and read by acting Postmaster Justin Henderson, proclaimed March 8, 2018, as “Celebrate America’s Mailing Industry Day”. Charlotte Chamber members and congressional representatives were among the 50 attending, and everyone enjoyed, a postal trivia ice breaker, sponsor recognition and panoramic city view. Sales reps offered Informed Delivery registration. This will be an annual event for GCPCC.
- Classic Graphics Tour – GCPCC celebrated Classic Graphics 30th anniversary in April with a tour of their facility to include education and history about the printing business, a free lunch, and vendor trade booths.

Greater St Louis PCC – Silver

The Greater St Louis PCC Education Committee worked directly with the Conference Committee to provide excellent education opportunities to the community. Below are some of the education events 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 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 – They partnered with local BMEU manager and Alliance Business Manager to teach the class to make this more affordable to members. The PCC was able to offer the program at \$125 including continental breakfast and a delicious Italian buffet lunch instead of \$480.
- 2017 September 27th – PCC Week at the Zoo – They used this venue as a great networking opportunity. The PCC provided the following program: USPS video by Postmaster General Megan Brennan; Sharon Owens, Vice –President of Pricing and Costing, explained the updates and gave first- hand knowledge of the price increase; and a presentation on hurricane response and Informed Delivery / Visibility was given.
- 2017 December 13th – Mail Design Professional – They partnered with the Central Missouri PCC and National Center for Employee Development 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. The PCC held a price change seminar at the local National Distribution Center (NDC).
- 2018 April 27th –PCC Board members and USPS leadership attended the event to increase awareness and network with shippers.

Key Results:

2017 Conference

- Eight (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

- Certified 46 attendees, including a number of them being first time Mail Design Professionals. Two attendees from the United States Air Force base had never received training in mail.

PCC Week Event

- Attendees found the program and PMG videos helpful to their businesses.

NDC Tour

- 47 registered for the tour.

Greater Dallas PCC – Bronze

Greater Dallas held 15 events in 2018, increasing their number of events by 136% over the previous year. A few unique events were, “Direct Mail – An Ad Agency perspective”, an Industry tour of the Dallas Morning News, and a briefing about the role and responsibilities of the Postal Regulatory Commission and a discussion about the regulatory environment.

Our event planning calendar below:

MONTH/DAY	TOPIC
January 17, 2018	POSTAGE RATE UPDATE
February 14, 2018	The advantage of Full Service vs. Basic IMb. discuss ACS returns, Score Card and Informed Delivery. (USPS Broadcast)
March 21, 2018	LEGISLATIVE UPDATE
April 18, 2018	ADVERTISING AGENCY OVERVIEW / NPF PUSH
May 23, 2018	Informed Visibility (USPS Broadcast)
June 20, 2018	INDUSTRY TOUR
July 18, 2018	IN-PLANT EFFECIENCIES & POSTAL INSPECTOR DEMO
August 15, 2018	Informed Delivery - UPDATE (USPS Broadcast)
September 26, 2018	PCC DAY
October 19, 2018	ANNUAL GOLF TOURNAMENT
November 21, 2018	Overall Postal Report (USPS Broadcast)
December 19, 2018	HOLIDAY LUNCHEON

Membership Program Excellence:

Greater Baltimore PCC –Gold

Greater Baltimore aligned their membership goals by teaming them up with USPS strategic initiatives. They also grew their membership by offering more critical course offerings on mailer scorecard and Informed Visibility. They started a webinar series which has grown 65% over the prior year. To better understand opportunities for PCC sustainability and member growth, GBPP used the SWOT analysis tool (strengths, weaknesses, opportunities and threats) to review its best practices and course offerings. They also used the competitor websites (*threats*) as another layer of information to gauge where they may be failing. Using the new data, they implemented changes or adjusted regarding what they were offering to members, fee structure and how to make them need us more. They collected more data (opinions, surveys, phone calls, conversations and had many discussions on how or where to change and what structures were strong enough to stay the same. They found out that the competitors were communicating critical information more often and much faster. They identified new *opportunities* for education networking and building customer relationships and implemented those too. They adjusted some membership categories and added a 1 time per year overall cost. They added events like a Breakfast with The Postmaster series, a Luncheon Cruise and a much stronger content-based webinar series. Its general membership meetings were one of its strong suits because they always picked speakers that could talk to a general audience and attendance was usually over 100. GBPCC invited likeminded organization participants to come at PCC member rates to boost attendance and visibility. For the PCC Day event they strategically choose Annapolis, MD so the neighboring PCC's could join in without having travel limitations.

Greater Boston PCC –Silver

Despite decreasing numbers nationwide, Greater Boston set a goal to increase their registered members by 15% while also growing the Executive Board over the past year. A particular focus to grow the Greater Boston PCC Membership and Executive Board was the inclusion of industries that were either not represented or lightly represented in the current make up of members and board members

Understanding the needs of the industry, Greater Boston planned an Educational Events Calendar several months in advance with one question in mind; “What do customers want to know and how can they be best informed?” The Educational Events presented by the Greater Boston PCC and its Executive Board throughout the year included:

- 2018 Postage Rates

- Industry Certifications
- Mail Through The Millennia
- Informed Delivery Presentation
- Postal Pro Presentation
- International Postal Changes
- P&DC Facility Tour

In addition Greater Boston hosted a summer and winter social event at a Boston Red Sox game and Boston Celtics game respectively.

Another element of growing membership included PCC Executive Board Members attending the Small Business Mail Expo in Boston to answer any questions at the USPS booth as it related to the impact, importance or just a better understanding of the PCC.

The Greater Boston PCC achieved their goal as total membership increased by 16%, from 109 to 126 members (a 37% increase over the last two years). They also gained two Executive Board Members that were part of an under represented group in the Health Care and Education industries.

Heart of Illinois PCC – Bronze

The Heart of Illinois PCC (HOIPCC) thrives on education and networking through their monthly meetings. The HOIPCC board recognized the ability to assist its membership with these networking needs through an easy to use platform, available to all members. By bringing their membership together in a newly created Community Network, they enhanced the relationship among all members to benefit both the individual and businesses.

A Community Network is more than just a membership directory. In addition to business and individual contact information, each member also can include the following:

- Certifications
- Mailing Software
- Subject matter expertise (i.e. EDDM, FSM, Periodical)
- Class of mail/mailpiece expertise
- Specialty services

- Equipment brands & capabilities
- Photo headshot

The Community Network is located on the HOIPCC website, but it is not available for public viewing. Instead the network is accessible only to members once logged into the website. This allows for more shared information to be listed, enhancing the networking experience. Members can reach out and assist each other not only at their monthly workshops, but at any time the need arises.

The HOIPCC has greatly benefited from the *Community Network* in many ways:

- Increased traffic to the website
- Enhanced networking opportunities
- Immediate response to inquiries/issues
- Developed new vendor-customer relationships
- Shared industry knowledge with others in PCC

Through the creation of the online *Community Network*, the PCC was successful in growing and enhancing the interpersonal relationships among the members.

Success Stories:

- Member A had a customer who wanted to do an EDDM mailing. Member A contacted Member B who lists EDDM as a subject matter expert for assistance. Member A created a successful EDDM campaign for his customer.
- Member C had a need to print pocket folders for his organization. Member C contacted Member D who lists pocket folders as a business capability. Both businesses benefited from the networking opportunity.
- Member E was having issues with mailing software X. Member E reached out to Member F who uses the same software company to get resolution to the issue.

Above are a few examples of members taking advantage of the newly implemented Community Network. As more members realize the benefit of the network, the opportunities for success will continue to grow.

Up-and-Comer Award:

The Up-and-Comers award recognizes three (3) PCCs that were very close to winning an award in many of the Leadership Award categories.

Fort Worth PCC

The Fort Worth PCC has partnered with Greater Dallas for National PCC Day the prior few years and felt it brought the two PCCs closer together. They wanted to continue that experience with surrounding PCCs across Texas. They joined in a partnership with PCCs in Texas to mentor two new PCCs trying to get off of the ground. Fort Worth has donated their time, energy, and funds to help make all PCCs in Texas successful. Dallas and Fort Worth are two large metroplexes that have merged together by smaller linking cities. Fort Worth approached Dallas and asked if they would be interested in doing a joint PCC Day, reducing the financial burden of a special event, allowing sponsors and exhibitors to concentrate on one event and opening communication between two PCC's that have been rivals for several years.

They held PCC Day committees meeting at centrally located restaurants, and made sure that each committee had at least one industry or postal board member. The Fort Worth and Dallas PCC's have co-hosted at least two events a year and National PCC Day in a centrally located city ever since. It's important that members are getting the education, updated information and networking opportunities needed without an excessive amount of time away from the workplace. Fort Worth PCC is one of the original PCC's that organized the Texas Round Up, a group of Texas PCC's that meet throughout the year to share the successes and challenges experienced at each PCC.

Long Island PCC

In the category of Education Excellence:

The Executive Board created a yearly calendar of meetings and events. The board chose topics that would be of interest to the largest number of PCC members and topics that would interest new members and entice them to attend. Some of the events held included:

- "Ask the Expert" - A panel of experts answered questions from the large group of attendees
- 2017 "National PCC Day" - Pritha Mehra, VP Mail Entry & Payment Technology was our guest speaker with a presentation on Informed Delivery and e-Commerce and the Mail.
- "Irresistible Mail" - Lou Figurito, USPS Sales Executive Senior of Major accounts.
- "Mailer Scorecard & Seamless Acceptance" - Pritha Mehra, VP Mail Entry & Payment Technology.

- “Rate Change Presentation” - Business Mail Entry Unit staff, Adriana Sallows, Manager of BME and Geriann Wakely, Supervisor of BME.
- 2018 “Mail Design Professional” MDP Program - Kyle Moore-NCED.
- “Informed Visibility” - Blaise Steele, Program Manager Mail & Package Information Technology.
- “Parcels Made Simple” - Jeff Ehrlich, PCC Member gave a presentation on package shipping.
- “Improving Data Quality and Enhancing Direct Mail” - Len Schenker, PCC Member led the presentation discussing the latest trend in Marketing.

In the category of Communication Excellence:

- Created a PCC Calendar with the dates of the meetings and special events highlighted.
- Published monthly PCC Newsletter with details of the upcoming meetings and special events.
- Marketing Manager and BSN Representatives send out meeting/special event email invitations to all PCC members, Business Service Network customers, and to the District sales team.

These efforts increased membership and gave the PCC a great opportunity to meet customers and explain the benefits that come with attending and sponsoring PCC events. Long Island was able to attract new attendees which has turned into new memberships and sponsorships for their PCC.

Twin Cities PCC

The Twin Cities PCC re-evaluated their commitment to their members by creating invigorating educational sessions and communication initiatives for their members and mentoring their six (6) sister PCCs within the Northland District.

Communication: Wanting to expand their reach and target a regional audience they incorporated the following:

- First they analyzed and streamlined their work groups and committees, developing a template for all members to use in order to track additions or changes to our plans and events.

- Utilized Direct mail to reach mailing professionals in surrounding states.
- They completely redesigned our website and launched an updated version with significant enhancements.

Education: Committed to educating their members and mentoring their six (6) sister PCCS.

- They offered certification courses to our membership by bringing NCED instructors to the Twin Cities to conduct our CDMP course offering. We also continued our offering of the MDP certification via local interactive instruction and study.
- They researched for gaps in the educational relevance of their session offerings and rededicated ourselves to reaching the beginning and intermediate mailers through our “March Madness” offerings of Basic Elements of Design workshops.
- They held a full-day EVOLVE seminar on a variety of mailing topics in September. In addition to the annual PCC Week presentation, they conducted 10 additional educational and/or professional sessions for our members.

Membership:

- They developed and implemented new mailing to businesses, explaining who they are, describing their mission and listing events.
- They accelerated their Corporate Membership campaign, simplifying the process for new members.
- They purchased a business list of mailers from across MN, WI, IA, ND, SD and NE, including publishers, printers, advertisers, and direct mailers.

Partnership: Increased collaboration with their BSN and BMEU staff and the local USPS Sales Representatives marketing their events and those of the six (6) other sister PCCs.

As a result of their actions the Twin Cities PCC was able to accomplish the following:

- Added ten new Corporate Members.
- Restructuring the work groups made it easier for their Communications Committee to identify the most important items to disseminate to their members. Additionally, it has aided all of the Committee Chairs in knowing expectations and who is working on any individual issue.
- Increased CDMP and MDP graduates.
- Utilizing Direct Mail they were able to attract 24 new members

- Significantly increased attendance at all PCC events.



