

PCC Insider – December 2018 Issue

As we reflect back on and celebrate our 2018 successes, we would like to take this opportunity to wish you and your family a

Joyous Holiday Season

and a

Happy, Healthy and Prosperous New Year!



We look forward to partnering with you in 2019!

MEMBERSHIP MEMBERSHIP GROWTH

As the end of 2018 draws ever closer, we all face a time for personal reflection and the need to establish our personal and business goals for the upcoming New Year. Please consider your Postal Customer Council Advisory Committee goals in this important process. As in previous years, the challenge has been issued to all Postal Customer Councils to create an achievable goal to increase PCC membership and interest. The Membership Committee would like to share some of the goals we plan to work on to enhance membership in FY 2019:

1. Develop membership surveys to better understand the pulse of membership successes and challenges.
2. Establish membership best practices to consolidate strategies executed by other PCCs that proved efficiencies for their membership.
3. Develop a *Membership Mentor Program* to guide PCCs willing to assist and offer direction to other PCCs that are experiencing difficulties growing and maintaining membership. If your PCC is willing to assist in the *Membership Mentor Program*, please feel free to reach out to Cathy.M.Scocco@usps.gov.

There are many ways that we can promote our PCCs to drive membership. One of the most effective ways to increase membership and interest is through verbal communication with others. For example, make it a personal goal to mention your PCC to at least one colleague a month, and invite them to your upcoming meetings/events. Talking about your Postal Customer Council is testimony of your passion for its success!

We are hoping to develop additional value-added goals and plans to share these new ideas and strategies with you throughout the year. Please stay tuned for more exciting news and updates!

Happy Holidays from the Membership Committee of ***your*** Postal Customer Council Advisory Committee!



EDUCATION

UNDERSTANDING YOUR WHY...AND THE IMPORTANCE OF EDUCATION

In today's ever fast paced business world with seemingly endless business challenges, attending educational events and training employees is sometimes viewed by managers as an unnecessary cost and an unreasonable use of company time. Have you ever heard these comments: *"We just don't have time to release our team members for educational events"* or *"why should we invest in training when they might leave our organization?"*

We understand that every business faces competitive challenges. However, as the Education Committee, we would like to offer another thought for consideration: *"The only thing worse than training your employees and having them leave is not training them and having them stay."*

__Henry Ford, Founder, Ford Motor Company.

Understanding the importance of training and education, and conveying those key points to management is the first step in building the business case and changing the overall culture. Success stories should be documented and shared with leadership in order to illustrate the value added by attending training, seminars, and PCC meetings/events.

Leverage the tools that the PCC has put together and please know we are all learning together. Therefore, please share your success stories and needs so we can all continue as a team to break down barriers and strive toward success.



COMMUNICATION

THE VALUE OF A MARKETING CALENDAR

No one would argue that marketing isn't valuable; however, to be successful you must have a plan! Having a plan in place that outlines your marketing activities on a month-to-month basis keeps you organized, on track, and assures a steady stream of communication keeping your PCC events on the minds of your PCC members and potential new members.

A marketing calendar is exactly what it sounds like - a plan that covers your marketing activities for the entire year. It requires some initial investment in time and resources, but it pays off later.

You will be able to update entries, keep track of milestones and note results. Also a marketing calendar isn't just for planning future marketing efforts; recording your past efforts will allow you to note strategies and analyze what may or may not have been effective.

Marketing should be consistent in message, frequency, and appearance. Consistent branding brings recognition to your PCC, while frequency is needed to get the response and ensure that attendance will be great!

Some BEST marketing practices include:

- Monthly or Quarterly Newsletters.
- Save-the-Date Mailers - Market every PCC event to your sponsors, members, and potential members.
- Direct Mail - Market every PCC event to your sponsors, members, and potential members.
- eMail Blasts ~ send an eMail with the same marketing piece you mailed out **two** weeks prior to the event, and/or two to three weeks prior to the mailing.
- Market your event through local media Channels.
- Post flyers, posters or excess marketing pieces at your local BMEU.
- Banners and signage for the day of the event.
- Passport Booklet for the day of the event.
- Outreach to absent members.
- Use handouts at the end of each event to market your next event.
- Post events on PCC website and USPS *TeamSite*.
- Utilize your local sales team.

Best Wishes for a Wonderful Holiday Season and a Happy and Prosperous New Year!



POLICY ADMINISTRATION

2019 NATIONAL POSTAL FORUM: GETTING YOU UP TO SPEED TO HELP YOU SUCCEED.

LEARN, COLLABORATE & GROW YOUR BUSINESS

The 2019 National Postal Forum, the mailing and shipping industry's premier education, networking, and trade show event of the year, will take place May 5-8, 2019 at the Indiana Convention Center. The theme this year is [Growth Driven – Fueling your Mailing and Shipping Success](#).

Every year, the National Postal Forum (NPF) provides the opportunity for shipping and mailing professionals to learn and connect in ways that will help fuel greater growth within their companies. In 2019, the energy-packed 4-day NPF will be held in Indianapolis, IN, home of the Indy 500. What better venue to pump up excitement about the latest undertakings within the

industry! By equipping attendees with the education, networking opportunities, and training geared towards revving up your company's profit potential, the NPF will help you reap a return on investment (ROI) that is positively turbo-charged!

Innovations, information, and new methods of getting things done are some of the many benefits you can gain from attending NPF. Attendees at the 2019 NPF will be in the driver's seat, learning the tools, cutting edge technologies, and gaining front-row access to knowledge imparted by leaders from the most successful global marketing firms and mailrooms. The NPF will help participants learn best practices, more cost-effective ways of doing business, and hopefully the inside track in solidifying customer loyalty.



NPF Highlights Include:

- PCC opening session, workshops, and reception.
- 100+ educational workshops led by USPS and industry experts.
- Official USPS Certification Courses: Certified Direct Mail Professional, Executive Mail Center. Manager and Mail Design Professional.
- USPS and industry expert led sessions.
- USPS Professional Certification.
- Industry's Largest Exhibit Hall: 100+ of the industry's most innovative manufacturers and service providers.

Special Discounts: Please contact your USPS representative or [NPFFeedback.gov](https://www.usps.com/npf) for more information.

- \$50 Early Bird registration (limited time only).
- \$100 Employee Customer Recruitment Program (ECRP) discount (*expires April 19*).
- \$100 PCC Member Discount - Full registration (\$50 for a 2-day or 3-day registration).
- \$150 Hotel discount.
- \$200 New Attendee Referral.



Plan now to attend this exciting event! If you have any questions, please contact NPFFeedback@usps.gov.



PCC SUCCESS STORIES

PCCs PROMOTE MAIL AND FUTURE INDUSTRY LEADERS THROUGH ACADEMIC OUTREACH

The Carolina PCC Week event, aka, The Carolina Postal Forum was recently held at Elevation University City in Charlotte, NC. Postmaster General and CEO Megan J. Brennan opened the event. Business customers across North and South Carolina learned about a new program that teaches college-level marketing students about the value of the mail – Academic Outreach. Participating PCCs included Greater Charlotte, Greater Triad, Greater Triangle, and Upstate PCC of South Carolina.

“Academic Outreach is a great way for Gen Z to learn about mail,” said Dr. John Leininger, Professor Emeritus of the Department of Graphic Communications at Clemson University. *“The goal is to educate professors about how direct mail coursework can enrich their curriculum and teach students how mail and technology integrate in a mail campaign.”*

USPS videos from Clemson and Bentley Universities were viewed at events nationwide during PCC Week. PCC members are being challenged to reach out to local colleges and universities, develop relationships with the marketing and graphic communication departments and help provide training resources for students.

Other Postal Service (USPS) leaders met with commercial mailers across the country to thank them for their business and discuss strategies to grow the mailing and shipping industry.



Dr. John Leininger addresses attendees at the Carolina Postal Forum.



NORTHEAST FLORIDA PCC HOSTS THE PMG

On Thursday, September 27, 2018, Northeast (NE) Florida PCC was honored to have the Postmaster General and CEO Megan J. Brennan join them as their keynote speaker in Jacksonville, Florida. With 220 attendees, and 25 companies joining to sponsor the event, the day began at 8:00 AM with educational classroom seminars, followed by a 2-hour vendor show. Following the vendor show, the attendees entered the ballroom to hear Megan Brennan share the latest insight of what the USPS is working on to improve operations and service and the latest technology that is making mail visible and impactful on marketing.

The PCC celebration was held at the University of North Florida's event center, and nine leadership and faculty members from the Coggin College of Business's Marketing and Logistics Department were in attendance. The NE Florida PCC has been in conversations with the department about academic outreach. Leading up to the event the week before, Victoria Stephen and Krista Becker who lead the Academic Outreach Program attended a meeting with North Florida University and PCC members on possible next steps and improvement strategies. The University has stated they are very open to working with the PCC and USPS by incorporating direct mail into the curriculum.

The PCC was awarded the Platinum level PCC Premier Award for the 4th year in a row!





COLLABORATION LEADS TO SUCCESS

The 2018 Atlanta Small Business Expo recently achieved noteworthy success by joining forces with Area Marketing, Small Business, Mail Acceptance, the Business Development Specialists, HQ Leadership, and the Sales Teams. In doing so, the Atlanta District was able to generate several new revenue leads for the Atlanta Sales Team, and the Greater Atlanta PCC gained multiple leads for new Industry memberships. A creatively designed PCC membership brochure was key to generating a large attendance for the event, and utilizing personalized Avery labels (designed by Sanford Gordon A/BDS) on water bottles was instrumental in delivering the message.





CAPITALIZING ON INFORMED DELIVERY

The Northwestern Ohio (NWO) Postal Customer Council held its second annual fall event at the Monclova Community Center in Monclova, OH.

The NWO PCC 3*2*1 Mailer/ Business Event was held on October 25, 2018 and was hosted by the NWO PCC Industry Co-Chair, Patti Harris of Melnor Graphics. The event covered various topics and a full registration for the National Postal Forum was raffled off.

The postal guest speaker, Raschelle Parker, Area Marketing Manager for the Eastern Area presented *The Importance of PCCs* and the *Academic Outreach Program*.

The keynote speaker, Dave Lewis, President of SnailWorks is also the Industry Co-Chair for MTAC User Group 4-Mail Visibility. Mr. Lewis presented *Informed Delivery is Here! Learn all About It*. Mr. Lewis explained how businesses could capitalize by creating an Informed Delivery campaign.

The final guest industry speaker, Gary Seitz, Vice President of C.TRAC Direct, a Midwest Direct Company presented the *Value of Data Management*. Mr. Seitz showed some of the common data errors for mailings and offered ways how to avoid them.

The guests had the opportunity to network with various vendors, meet Northern OH District Marketing Manager, Alicia Rauckhorst; Monclova Postmaster, Tina Pesa, and various employees from Customer Service, BME, and Sales as well as visit the Monclova Historical Post Office Museum.

The winner for the NPF Full registration prize went to Ellen Pizza of Commerce Paper.



From left to right, Mr. Dave Lewis, President, SnailWorks, Ms. Raschelle Parker, USPS Area Marketing Manager for Eastern Area, and Mr. Gary Seitz, Vice President, C.TRAC Direct.



NOTICES

PCC ADVISORY COMMITTEE EDUCATION SUBCOMMITTEE

- **Note:** The subcommittee hosted their quarterly educational WebEx, “Speakers for PCC Events,” on Tuesday, December 11, 2018. For those of you that missed this training session, the recording and PowerPoint presentation can be found on *PostalPro* under the Webinars, Workshops and Cafes section.

PCCAC UPCOMING CAFES’

- **January 31, 2019:** PCCAC Communication & Marketing Committee
- **April 24, 2019:** PCCAC Education Committee
- **July 20, 2019:** PCCAC Membership Committee
- **October 2019:** PCCAC Policy Committee

NATIONAL POSTAL FORUM

- **Date:** May 5 – 8, 2019
- **Location:** Indiana Convention Center, Indianapolis, IN
- **Theme:** Growth Driven – Fueling Your Mailing and Shipping Success

PCC LEADERSHIP AWARDS CELEBRATION

- **Date:** TBD August 2019
- **Location:** United State Postal Service HQ, Washington, DC

NATIONAL PCC WEEK 2019

- **Date:** Sept. 23 – 27, 2019
- **Theme:** Growth Driven – Fueling Your Mailing and Shipping Success
- Start planning early

PCC HQ Liaisons:

- Capital Metro [Katrina Raysor](#)
- Eastern Area [A/Katrina Raysor](#)
- 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](https://usps.com)

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

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

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