

## PCC Insider – February 2019 Issue



### MEMBERSHIP

#### MEMBERSHIP GROWTH DRIVEN

The 2019 National Postal Forum (NPF) theme, *Growth Driven – Fueling Your Mailing and Shipping Success*, not only explains the value of attending this year's Postal Forum, but it also describes the initiatives and direction of your Postal Customer Council Advisory Committee (PCCAC) membership, recruitment, and growth. Understanding this type of alignment between the NPF and the PCCAC, we encourage you to develop and drive your growth personally and professionally while attending the NPF. Driving personal growth can be done by one of the most effective techniques in our industry - networking. We would encourage all attendees- returning and first-timers- to use this event to learn and grow by meeting individuals who have the same purpose. Some networking best practices at the NPF are:

1. Every hour, introduce yourself to at least one new person from both industry and the Postal Service (USPS).
2. Connect with other Postal Customer Council members.
3. Attend the evening receptions, including the PCC Reception on Monday, May 6 from 5:30 PM – 7:30 PM at the Indiana State Museum.

Driving professional growth can also be done by simply following the education matrix according to the learning track that appeals to you the most. These courses are to provide you with tools and resources to enhance your professional development. As you look to further your postal knowledge after the NPF, we encourage you to attend educational courses throughout the year. As a member of your PCC, you can stay

informed of those educational opportunities that are available on *PostalPro*. These workshops/seminars will vary based on current hot postal topics, but all are relevant to professional development and/or USPS updates.

For any questions regarding how to find and join your local PCC, or a more in-depth discussion of the values of the Postal Customer Council, please stop by the PCC Booth located inside of the Exhibit Hall at NPF 2019.

*See you in Indianapolis!!!*



## EDUCATION

### A PERSONAL BUSINESS STRATEGY TO MAXIMIZING THE EDUCATIONAL “BUFFET” AT THE NATIONAL POSTAL FORUM (NPF).

The National Postal Forum may be considered to be the ultimate educational buffet for the mailing industry. With more than 100 workshops, three certification programs, and multiple general sessions, choosing the best events to meet your business needs can be challenging and overwhelming. Therefore, we consulted with several experienced NPF attendees and we requested their advice regarding the most efficient ways to utilize time at the NPF. Listed below are several important strategies that you may find useful to get the most out of your experience at the NPF:

1. **Avoid “Fear of Missing Out” (FOMO)** – Start with a plan or you may suffer from the “Fear of Missing Out.” There are a total of 17 workshop opportunities, but due to scheduling conflicts, you won’t be able to attend each and every session. Therefore, before you travel to Indianapolis, use the scheduling tools (NPF App) to create your plan for attending the events. Review your plan each evening for the next day. It’s very common to switch things up as you discover new material.
2. **Divide and Conquer** – While one attendee can only attend 15% of the workshops, two attendees from the same company and/or PCC can attend 30% of the total number of workshops. Therefore, whenever possible, meet up with your fellow attendees and compare schedules so you can maximize your learning opportunity.
3. **To Track or Not to Track** – Tracks allows you to zoom in on workshop selections by theme. Tracks also help you balance your diet. It may not really be practical to have 100% of your sessions be in one track, so mix it up. It was suggested to always mix in a few of the eight Leadership and Professional Development sessions for personal development. This way you will go home a better professional and industry expert.

**Get Certified** – This year there are three Certification Programs being offered – Certified Direct Mail Professional (CDMP), Executive Mail Center Manager (EMCM), and Mailpiece Design Professional (MDP). No need to travel to Normal OK when you can get access to material at the NPF. You can also earn Professional Training Certificates by attending a mix of workshops—8 will earn you a Bronze, 11 Silver, 14 Gold, or with perfect attendance—Platinum for 17.

In the movies the Grail Knight told us, “That you must choose, but choose wisely.” Fortunately, at NPF, just like a great buffet, there are no bad choices, so relax, create a plan, and enjoy the opportunity.



## COMMUNICATION

### THE MARKETING TOOLBOX – MEMBERSHIP MARKETING MADE EASY

The newly released Marketing Toolbox created by the PCCAC Communications and Marketing Committee contains a wide variety of marketing templates designed to help market your PCC events to your PCC members and others. Conveniently located on *PostalPro*, these templates are in both PDF and edible word formats making it easy for your PCC to download the information and create customized professional marketing pieces. Currently there are six resource categories within the Marketing Toolbox to choose from:

1. Promote Membership
2. Increase Sponsorships
3. Communicate with your PCC
4. Market an Event
5. Promote National PCC Event
6. Promote a Special Event

Please note that many of the templates posted have been voluntarily shared by PCCs throughout the country. Therefore, you will find examples from 2017, 2018, and 2019. As we move forward, these templates will be updated. So please check back periodically for the latest and greatest innovative marketing information.



To find these templates click <https://postalpro.usps.com/>


Click the Industry Forum (PCC/MTAC/AIM) dropdown



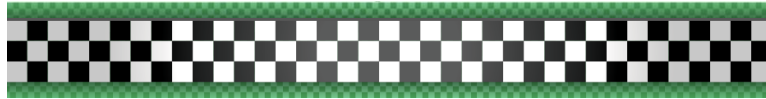
Click the Communication Link



Scroll down to the Marketing Toolbox Section

Marketing Toolbox 

*Happy Marketing!*



## POLICY ADMINISTRATION

### SEVEN PRODUCTIVITY TIPS TO MAKE 2019 YOUR BEST YEAR EVER!

1. **Time Blocking** - Time blocking is one of the most efficient ways to get things done in a timely manner. When someone simply lays out a long list of tasks to do each day without time blocking, it can easily become overwhelming and rarely all of the tasks get done on time.
2. **Get More Sleep** - It's safe to say that every single one of us has taken sleep for granted. We all figure, "I can live off three hours of sleep tonight." The simple truth is, lack of sleep can destroy your productivity. Research has indicated that at least seven hours are needed for a good night's sleep.
3. **Productivity Planner** - A productivity planner is such an effective way to get all of your tasks done on time. Planning helps with prioritizing your tasks and keeps you accountable.
4. **Eat the Frog** - If you have a daunting task on your to-do list, make sure to complete it first thing in the morning. This will give you peace of mind since you'll have the hardest task over for the day. Procrastinating and waiting until the very end of the day to complete the hardest task on your to-do list is a bad idea for several reasons.
5. **Track Your Online Time** - If you work online, it can be incredibly easy to get off track. Social media is only a click away, making it almost too easy to check Facebook, Pinterest, and other websites that can be wasted on for hours.

6. **Turn Off Social Media** - If you end up realizing that you're wasting time on your computer on a social media website like Facebook, this is one thing you can do to completely block out the desire to check your newsfeed.
7. **Block Out Time for Yourself** - When it comes down to it, most people do not give themselves enough time to do things for themselves. What do you enjoy doing most? It's crucial to stay active in hobbies that make you happy.

*Have a super productive year!*



## ACADEMIC OUTREACH UPDATE

### TODAY'S LESSON: PRINT/MAIL INDUSTRY MEANS JOBS

Are you wondering what has happened since the kick-off of Academic Outreach during last May's National Postal Forum and during PCC Week 2018? We are happy to report, with your help, we are successfully re-introducing mail as a key part of a multi-channel marketing strategy to the college community at large. Several colleges have adopted parts of the curriculum, and we continue to pursue others. One key driver of colleges' excitement for this program is the job opportunity for graduates. Leading up to last year's PCC Day events in September, your survey responses demonstrated **hiring happens almost every day of the year**, all across the country, in our industry. This is a critical proof point supporting use of the curriculum content. Approximately 250 PCC Members shared their hiring plans for the year...but we know there are many more who we didn't hear from – and that means this number is likely even higher. The good news is, the statistics are sparking interest, and encouraging colleges, deans and professors to adopt parts or all of the curriculum. Not surprisingly, we've learned that personal connections work the best in connecting with the professors/department chairs/deans. Without exception, when we connect with the people with these titles, we've been able to work with their schools to adopt the content. The challenge is getting to the right folks – so keep those leads coming, but try to leverage your PCC community's personal relationships with people in the academic areas and titles we're targeting. Don't have a relationship? It's ok to build one! Let us know if you have any great new leads or need support – either through <https://postalpro.usps.com/academic-outreach/questionnaire> or through our eMail inbox at: [AcademicOutreach@usps.gov](mailto:AcademicOutreach@usps.gov). Both through surveys and providing personal connections, you are helping strengthen the future of the mail industry. Let's continue to plant the seeds that will produce an ever-growing mail industry of tomorrow.



## GET CREATIVE!

### “WHY, SOMETIMES I’VE BELIEVED AS MANY AS SIX POSSIBLE THINGS BEFORE BREAKFAST”

This quote is one of my favorites and is from a great book by Lewis Carroll. What the White Queen was trying to say to Alice was that there is always time to find the time to think, even before breakfast! Try putting your cell phone out of reach, turn off the T.V., and find someplace where you and your tablet are

alone. Sounds like going on a date but forget the bread and wine this time. Just you and your iPad are all you need. It's hard to disconnect and let go, but you will survive. I promise! Find the right space to create; some folks like to hide in the basement and some work in the attic. It doesn't matter where you are if it's a comfortable spot and you can let your mind free. Jot down some notes on the task at hand and it doesn't matter if it's a napkin at the grill or the back of your hand. Just start somewhere. I like to use voice memos on my phone or jump into WORD and type as fast as I can until all my thoughts are recorded.

What's next? Get your groove on and tackle the project. Need some new ideas on how to communicate with your members or want to develop a great new design for your event postcards? Stop wasting time and get moving. Graze over Google images and look at what other people do. It's okay to borrow a bit of this and that and then make it your own. In other words, time to get creative! All it takes is some quiet and you.



## **PCC SUCCESS STORIES**

### **INCREASING MEMBERSHIP AT THE ROCK N' BOWL**

The Greater New Orleans Postal Customer Council (GNOPCC) recently held its annual Holiday Party at Rock n' Bowl located in the heart of New Orleans. The major goal of our PCC is to create a great networking and working relationship between the U.S. Postal Service and all of our local businesses and mailers. Through partnering, we continually strive to help PCC industry members and their organizations grow and develop professionally through focused educational programs and networking.

At this year's event, representatives from many of New Orleans' major mailers were in attendance - Tulane University, Smartmailers, Peoples'Health, Mele Printing, Pitney Bowes, Advantage Services, and the New Orleans Saints and Pelicans. Also in attendance were New Orleans Postmaster, Matt Connelly; Customer Service Operations Manager, Charles Chavis; Customer and Industry Contact Manager, Deidra Pierre; and representatives from the Sales and Business Development team were also on hand to strengthen the PCC partnership and address any Postal questions or concerns. In addition, we were honored to host five new attendees – two of which have committed to becoming members of the GNOPCC. Therefore, we've succeeded in increasing our membership!

Trophies were given to the top three teams and to individuals with the highest and lowest bowling scores. A great time was had by all!





### **PCC HONORS OUR VETERANS**

On December 3, 2018, members of the Greater Boston PCC Board joined the Postal Service (USPS) and Congressman Joe Kennedy III in a "Salute to Veterans".

The event took place at the Boston VA Hospital in West Roxbury and included the unveiling of a World War I stamp and an address by Congressman Kennedy. Hand-made pens that were crafted by Boston PCC Board member Al Silverstein were distributed to the veterans, along with note cards and envelopes.

This annual event for the Greater Boston PCC was a perfect opportunity to express our gratitude for the service of our veterans, and it was truly a memorable event for all involved.



Pictured: PCC Industry Co-Chair Mike Shields, David Hencke VA, PCC Board Member Al Silverstein, Postmaster Nick Francescucci, Congressman Joe Kennedy III, Melissa Conway VA, and Jim Holland, USPS Marketing Manager.

### **GIVING BACK TO THE COMMUNITY**

The Buffalo Niagara PCC recently hosted their Holiday Party/Charity event at Curly's Grill in Lackawanna NY. This annual event combines celebrating the past year PCC successes, along with recognizing the needs of the less fortunate in the Buffalo and Western New York communities. Banding together, the Buffalo Niagara PCC members and Postal leadership collected over 100 gloves, scarves, and winter hats

that were donated to “Hearts for the Homeless”. Hearts for the Homeless is a local organization which prides themselves on being a force for good for the homeless and struggling individuals of Buffalo and WNY.



### **PCC KEYNOTE SPEAKER INSPIRES CUSTOMERS AND EMPLOYEES**

The Greater Charlotte Postal Customer Council (GCPC) recently hosted the annual Holiday Luncheon at Charlotte Motor Speedway (CMS) for customers in the mailing industry.

Keynote speaker Mark Fallon – CEO of The Berkshire Company – entertained and enlightened the audience with motivational tidbits and insights gained from his extensive career. The topic “No Big Wins”, challenged members to set aside the idea of achieving one major goal and instead, focusing on the little lessons that take place every day.

Fallon says little lessons – such as defending your people (employees), learning to sell, networking for success, and knowing what you want – can lead to sustainable, long-term success.

To illustrate life successes, Fallon asked the audience to stand and raise their arms in the air. “Life is like a rollercoaster,” he said. “You go up and then you go down, and then there’s a sharp curve you don’t see,” he said, as the audience laughed and moved to his instructions. “And most importantly,” he said, “don’t take yourself too seriously!”

After the luncheon, 30 customers and employees enjoyed a tour of CMS speedway, zMAX Dragway, and the Dirt Track in the speedway complex, followed by a van ride around the Superspeedway to feel the full-tilt force of the 24-degree banking.

During the event over 200 toys were collected for the U.S. Marine Corps. Annual Toys-for-Tots Program.







## NOTICES

### PCC ADVISORY COMMITTEE UPCOMING CAFES'

- **April 24, 2019 – 2:00 PM ET:** Education Café, Topic: Best Practices for Implementing a Successful Educational Event
- **July 10, 2019 – 2:00 PM ET:** Membership Café, Topic: Roles and Responsibilities of the PCC Board and Committees/

### UPCOMING WEBINARS

- **February 20, 2019 – 12 PM ET:** Topic: PCC 2020 Recognition Programs
- **February 25, 2019 – 2:00 PM ET:** Topic: New PCC *BlueShare* Training
- **March 13, 2019 – 2:00 PM ET:** PCCAC Education Committee, Topic: How to Set Up a WebEx and Tips to a Successful Event
- **Every Tuesday through April 2, 2019 – 1:00 PM ET:** Topic: Enterprise Payment System



### 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:** August 2019 (*Tentative.*)
- **Location:** United State Postal Service HQ, Washington, DC

#### PCC Leadership Awards & PCC Premier Certificate Awards 2019

- Award Nomination Qualifying Period
  - ✓ May 1, 2018 – May 31, 2019
- Nomination Submission Deadline
  - ✓ June 1, 2019 – June 14, 2019



### NATIONAL PCC WEEK 2019

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

Critical Deadlines:

1. **April 26, 2019:** Submit all PCC event dates and locations. Must submit through the internal *PCC BlueShare* site with or without a request for a HQ speaker.
2. **May 31, 2019:** Provide expected number of attendees and confirm event date and venue.
3. **June 14, 2019:** Deadline to request a speaker from HQ. Must submit request through the *PCC BlueShare* site and share with your HQ PCC liaison.

**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](#)

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

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