

PCC Insider – March 2019 Special Edition



ALL ROADS LEAD TO INDY AND THE NATIONAL POSTAL FORUM! **Sunday, May 5 – Wednesday, May 8, 2019**

You are just a direct road trip or short plane ride away from the Premier Mailing and Shipping Convention! Easy access to the National Postal Forum (NPF) means wide-open access to:

- ❖ 100 plus super-charged Mailing and Shipping workshops
- ❖ Three industry recognized USPS Certification Courses
- ❖ Unprecedented time with the most influential USPS and Industry leaders
- ❖ Energy-packed networking events
- ❖ The industry's largest exhibit hall with the most cutting edge, wow-inspiring innovations

While we live in a high-tech world, mail remains the preeminent “high-touch” means of reaching out to customers, businesses, and the world. No one knows that better than our attendees! The NPF is the ideal way to stay in sync with all the advances and trends that affect the rapidly progressing and changing mailing and shipping industry.

This is the only event that brings together senior-level USPS executives, leaders of the mailing and shipping industry as well as the industry's major suppliers and partners. You can't afford to miss this opportunity to listen and learn from these champions of mail and shipping!

Go to the National Postal Forum website www.npf.org for all the detailed information you need to make the decision to register for this must attend event!

Don't wait – discounts ending soon, and the hotels are filling up fast.

See you in Indy!



THE NATIONAL POSTAL FORUM'S MISSION

To assist the United States Postal Service in building relationships with mailers and educating them in the most effective and efficient use of the products and services offered by the United States Postal Service. Click [here](#) to see which Industry/Market Segments will be attending NPF.



EMPLOYEE CUSTOMER RECRUITMENT PROGRAM

The 2019 National Postal Forum (NPF) is a catalyst for growth in your business and career. Whether you are seeking mailing and shipping solutions to run your business more efficiently, looking for the right partnership to complement your business strategy, or pursuing continuous educational opportunities for career advancement, the 2019 NPF is the place to be. We're bringing the United States Postal Service and top industry leadership together so you can make the right connections to energize your career and business success.

In an effort to highlight growth in the mail and to enhance mailer knowledge of postal products and services at the National Postal Forum (NPF), the Employee Customer Recruitment Program is offered nationwide to a select group of Postal Service employees. These employees have a special discount code they can provide to customers who did not attend the Forum last year.

Connect with your USPS representative to learn more about why attending the Forum can enhance your industry knowledge as well as provide networking opportunities and discounts to attend.
Multiple Discounts Include:

- \$100 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



USPS OFFICER-LED SESSIONS*

IMPORTANT MAILER TOPICS AFFECTING THE INDUSTRY*

The USPS *Officer-Led Sessions* at the 2019 National Postal Forum feature a variety of key mailer topics to keep you in the know about growing your business, as well as providing perspective on some of the most important issues, changes, and ideas affecting the industry.

This year's sessions include:

WELCOME TO THE CYBERHOOD: PLEASE WON'T YOU BE MY (SAFE) NEIGHBOR?

Speaker: Vice President and Chief Information Security Officer, Greg Crabb

Learn about the cyber risks facing your enterprise and take the first steps towards eradicating cyber threats and strengthening your cyber defenses.

INNOVATING TODAY FOR TOMORROW'S CUSTOMERS

Speaker: Product Innovation Vice President, Gary Reblin

Throughout the years the Postal Service has grown and changed with America, boldly embracing new technologies to better serve its customers. Join VP of Product Innovation Gary Reblin as he shares progress on features such as Informed Delivery and discusses new innovations that are laying the groundwork for the digital future of USPS.

WHAT'S NEW IN PRICING AND PRODUCTS

Speaker: Marketing Vice President, Steve Monteith and Acting Vice President Pricing and Costing, Steve Phelps

2019 marks a pivotal time for the mailing industry. Key market and regulatory forces are driving future pricing and product decisions. The landscape presents a combination of industry, regulatory and

legislative changes that could shape the mailing industry for years to come. Product Management's insights into product assessments and suggested changes and improvements will also be discussed.

STAYING ALIVE!

Speaker(s): Chief Postal Inspector, Gary Barksdale and Deputy Chief Inspector, Thomas Noyes

Learn strategies from U.S. Postal Inspectors—the Postal Service's own federal law enforcement agents—as they provide some simple actions you can take to protect yourself, co-workers and loved ones in an active shooter situation. *BE PREPARED – SURVIVE!*

TOMORROW'S MAILING AND SHIPPING SOLUTIONS TODAY!

Speaker: Acting Mail Entry and Payment Technology Vice President, Marc McCrery

In this fast-paced, advanced technological age, USPS is striving to ensure our customers' evolving expectations are met. In this informative session you'll learn about all the ways USPS is working to help you meet your business needs.

UTILIZING ANALYTICS TO DRIVE PERFORMANCE AND FUEL INNOVATION.

Speaker: Acting Enterprise Analytics Vice President, Jeff Johnson

Learn how the USPS is creating predictive and prescriptive insights and business intelligence across the enterprise through the use of data analytic tools, geospatial technology, and predictive models, and is innovating new ways to utilize its rich dataset to improve visibility into its service, performance, and customer experience.

VISUALISING THE END TO END JOURNEY OF MAIL AND PACKAGES THROUGH THE OPERATIONS NETWORK (VIRTUAL AND PHYSICAL FLOW FROM SUPPLIER TO MAILBOX).

Speaker: Network Operations Vice President Robert Cintron

Explore the latest in data, technology, and future vision for the mailing industry.

ON THE ROAD TO GROWTH: FIRST AND LAST MILE PAVES THE WAY.

Speaker: Delivery Operations Vice President, Kevin McAdams

Discover how Delivery Operations is leading the charge through innovation, emerging technology and our *ENGAGED* employees to keep you informed. It's all about the mailing experience and our efforts to ensure customer satisfaction from the *First Mile* to the *Last Mile*.

TRANSFORMING THE CUSTOMER EXPERIENCE AT USPS.

Speaker: Customer Experience Vice President. Kelly Sigmon

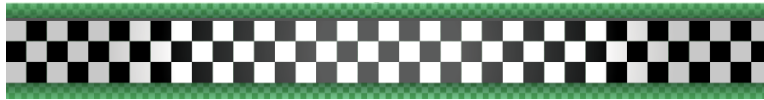
In this session, we discuss market trends and insight on customer experience. We will also share how the Postal Service is incorporating these learnings to improve our customer experience.

PARTNERING WITH SUPPLIERS FOR SUCCESS.

Speakers: Acting Supply Management Vice President, Mark Guilfoil

This session will focus on how the Postal Service partners with suppliers to implement continuous improvements and provide new innovative solutions to grow the business.

**Please note: All sessions are subject to change.*



OFFICIAL USPS CERTIFICATION COURSES

The United States Postal Service Certification courses offer an exclusive opportunity for National Postal Forum (NPF) attendees to expand their base of knowledge and commitment to ongoing education through three comprehensive training courses: The Mail Design Professional, Executive Mail Center Manager, and Certified Direct Mail Professional. Each certification focuses on a different and unique aspect of the mailing industry. All three certification courses will be offered at the NPF. The NPF offers one of the best and most cost-efficient avenues to obtain one of these certifications.

The **Mail Design Professional (MDP)** certification course provides in-depth training on postal standards related to designing letter and flat mail, focusing on the guidelines found in the Domestic Mail Manual. Learning these standards can prevent small or large production errors that may cost a business thousands of dollars. MDP certification is valid for two years.

The **Certified Direct Mail Professional (CDMP)** certification course is designed for the mailing industry professional to develop and strengthen core skills that build and maintain successful Direct Mail business within this highly-competitive environment. This course covers everything from predictive modeling to return-on-investment to direct mail campaign testing strategies. CDMP is a lifetime certification course.

The **Executive Mail Center Manager (EMCM)** certification course is a comprehensive training program that is designed for individuals who wish to develop mail center management skills. It offers a professional designation that emphasizes proficiency in mail center management. The course builds skills needed to manage mail centers more effectively, boost productivity, and cut costs. EMCM is a lifetime certification course.

We are excited to bring these certification courses to the NPF, the mailing and shipping industry's premier educational trade show and networking event.

Certification pricing at NPF includes workshops and exams with paid registration to the Forum.

- Executive Mail Center Management (EMCM) - \$180.00
- Certified Direct Mail Professional (CDMP) - \$160.00
- Mail Design Professional (MDP) - \$95.00

EMCM Topics – 4-Days – Sunday – Wednesday

- People Management
- Sales & Marketing
- Managing Mail Center Operations
- Managing Mail Center Finances
- Mail Center Safety & Security
- Planning & Managing Technology
- Tool & Resources
- Quality Management

CDMP Topics – 4-Days – Sunday – Wednesday

- Omni Marketing
- Mailing List Management
- Mailpiece Creation
- Response Rates
- Technology

MDP Topics – 2-Days – Tuesday and Wednesday

- Classes of Mail

- Processing Categories
- Basic Addressing
- Barcode Formats
- Automation Letters
- Automation Flats
- Reply Mail
- Postage Payment Methods
- AIS Products

[Register](#) today!



USPS CONSULTATION CENTER

The 2019 Exhibit floor features access to top postal experts available for consultation. To best serve your customers, join postal representatives who will offer their latest insights on mailing, shipping, marketing, and US Postal Service solutions. Receive hands-on technical assistance to ensure that your mailpieces meet discount eligibility requirements. Plus, pricing experts will be on-hand to answer your most detailed questions about prices and how to maximize your return on investment.



PCC ACTIVITIES YOU WON'T WANT TO MISS!

PCC OPENING SESSION

Postal Customer Councils (PCCs) – local communities of business mailers and Postal Service experts – continue to be one of the most insightful networks of the mailing and shipping industry. Attend this session to learn how you can benefit from the PCC community. Find new insights on how to grow your business, advance your leadership skills, and receive content-rich information to enhance the performance of your PCC. This session is open to all National Postal Forum attendees, including current and future postal and industry members.

On center stage will be members of the PCC Advisory Committee, and you will benefit by learning about industry trends facing the mailing industry and their implications on the PCCs, including media updates, modern learning opportunities, workforce demographics changes, digital communications, corporate social responsibility, and much more.

Also, an engaging panel will provide a briefing on the progress of the Postal Service's PCC Academic Outreach initiative. This strategic initiative is all about teaching millennial at universities and colleges about Direct Mail as an integral part of the omni-channel marketing campaigns.

PCC EDUCATIONAL SEMINAR

Did you attend the PCC Boot Camp 2.0 that focused on Communication & Marketing, Education, Policy Administration and Membership? If so, get ready for the next phase of Boot Camp training. If you did not attend, it's time to take advantage of how to maximize your PCC's overall performance by attending the *PCC Boot Camp Refresh* seminar at the National Postal Forum. The *PCC Boot Camp Refresh* launches on March 20, 2019 (see [NOTICES](#) section of this *PCC Insider*).

PCC RECEPTION

Throughout the years the PCC Reception has become known as one of the most highly anticipated, and one of the BEST receptions to attend during National Postal Forum. Don't miss your opportunity to spend an evening engaging with US Postal Service Headquarters' executives, local postal leaders, top industry leaders and the entire PCC community!

The PCC Reception will be held on Monday, May 6 from 5:30 PM–7:30 PM at the Indiana State Museum. All NPF attendees are welcome to attend!

Please feel free to bring your PCC lapel pins and exchange them with other members.

Looking forward to seeing you there!



2019 PCC Reception – Indianapolis, IN

PCC BOOTH

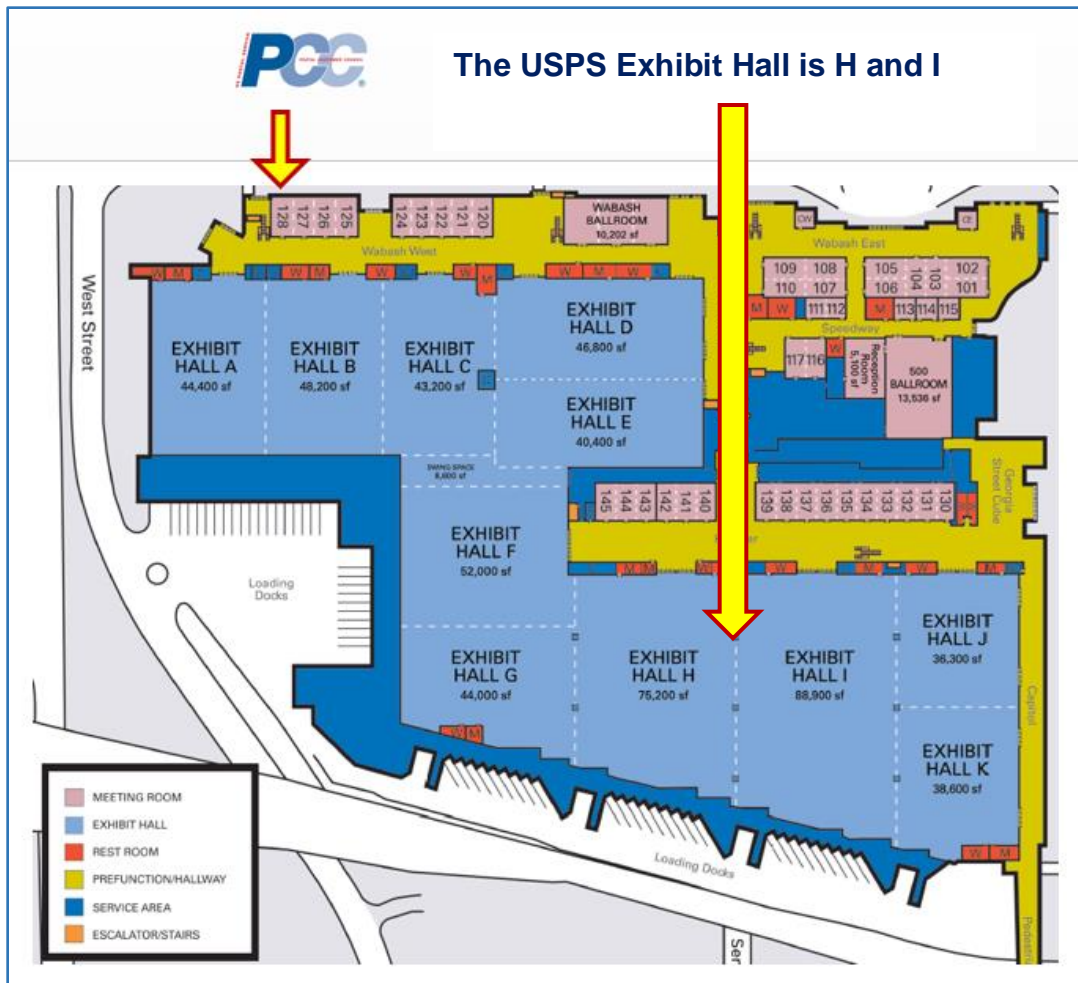
Come join us at the **PCC Booth #128** for an opportunity to meet and network with other PCC members from across the country. The PCC community is an invaluable resource for business mailers to share best practices to maximize the performance of your PCC – small or large.

The *PCC Booth #128* is located in the Mailing Industry Resource Pavilion in the Exhibit Hall.

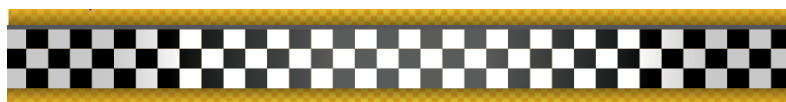
Stop by to meet old friends and make new ones! Whether you're a Postal Customer Council (PCC) member or not (yet). We will have a variety of insightful and educational PCC handouts, fun games and activities, along with special give-a-ways throughout the Forum!

We are excited to meet you during the following Exhibit Hall hours:

- Monday, May 6, 2019 9:30 AM–4:00 PM
- Tuesday, May 7, 2019 9:30 AM–2:00 PM
- Exhibitor Reception Tuesday 5:00 PM–6:30 PM
- Wednesday, May 8, 2019 9:00 AM–12:00 PM



Map of the Exhibit Hall and PCC Booth



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/departments 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 okay 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.

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.



NOTICES

PCC BOOT CAMP REFRESH

UPCOMING EVENTS

- Indianapolis, IN - Wednesday, March 20, 2019
- Boston, MA – Thursday, March 21, 2019
- Las Vegas, NV – Tuesday, March 26, 2019
- San Diego, CA – Thursday, March 28, 2019

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

- Every Tuesday through April 2, 2019 – 1:00 PM ET: Topic: Enterprise Payment System

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:** September 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 [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

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

[Sign up](#) for PCC Insider

[Sign up](#) for PCC National Database

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