

## BEGINNING YOUR JOURNEY AT NPF

Have you registered for the National Postal Forum (NPF) yet? If not, be sure to go directly to [www.npf.org](http://www.npf.org) and register today!

The NPF is the premier educational venue, trade show, and networking event for the mailing industry, and will be held at the Orlando World Center Marriott in Orlando, Florida, April 26-29, 2020.

You will have an opportunity to attend some great educational sessions. Best of all, you can learn from fellow managers – people who have actually used the tools and techniques that will be covered during the sessions. When you ask questions, you won't be talking to a professor with abstract ideas; rather, you'll get answers from fellow professionals with real world experience. Whether you've been in the business for 2 years or 20 years, there's always something new and innovative to learn.

Trade shows like the NPF provide the best opportunity for face-to-face time with vendors. Nothing can replace seeing a product, touching it, and talking to a vendor about it. And at a trade show, you can visit another competitor's booth three aisles away to compare products, all within a few minutes. The information will be fresh in your mind, and you can easily compare "apples to apples."

Speaking of fellow professionals, it is important to expand your network. Whether it's renewing acquaintances or making new contacts, conferences are the best place for networking. There's so much to gain by building relationships with your peers in the industry. You'll know who to call when facing

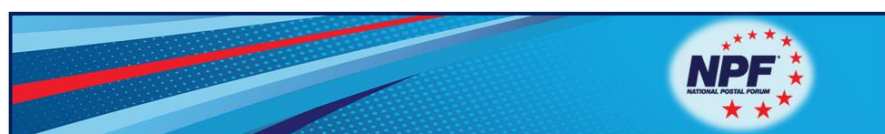
problems for the first time, or checking references on a vendor. Who better to talk to than someone you already know? Your network can become the best tool in your personal development drawer.

For Postal Customer Council (PCC) members, there will be several unique opportunities to share best practices to maximize the performance of their PCC – Small, Large or Metro, starting with Sunday morning at the PCC Opening Session (10:15 am – 11:45 am). In this session, we'll share new innovations the PCC Advisory Committee and the USPS National PCC Program Office have developed – things you can implement locally to help your PCC thrive. Also this year we are bringing back the PCC Leadership Awards to NPF. We encourage you to attend and see your peers, *The Best of the Best in 2020*, be recognized for their outstanding achievements! Don't miss this insightful, fun, and engaging session with games and a few surprises.

On Monday evening, please join us at the *PCC Reception* hosted by the NPF and USPS Industry Engagement and Outreach, Marketing teams from 5:30 pm – 7:00 pm. Spend time with USPS executives and your peers in an outdoor setting with great food and live music in a relaxing atmosphere. Please feel free to bring your PCC lapel pins and exchange them with other members.

We'll also have several educational sessions throughout the week to help you put passion back in your PCC and learn best practices from PCC Leadership Award winners.

Mail is all about innovating the journey at every touchpoint for your company and your prospects. This year, the journey begins in Orlando at the NPF. See you there!



## MEMBERSHIP GROWING THE PCC NETWORK

ATTENTION FELLOW USPS AND INDUSTRY PCC MEMBERS  
LOOKING FOR STRONG PCCS AND MEMBERS!



- Is your PCC a thriving, strong organization in your area?
- Are you a PCC member committed to the success of your PCC?
- Is your PCC in a geographical area that could benefit from a new PCC being established in that area?

If you answered **YES** to any of those questions, then you are who we are looking for. The Postal Customer Council Advisory Committee (PCCAC) takes pride in acknowledging and supporting our 143 active PCCs nationwide. Our goal is to remain diligent in this initiative by creating tools and

resources to facilitate PCC engagement with educational sessions/workshops, PCC meetings, and networking opportunities. As the PCCAC continues to partner with PCCs nationwide, our team received feedback that our network has expansion opportunities that would enhance the PCC community's bandwidth.

In 2011, our PCC network was connected by more than 200 PCCs nationwide. Through a variety of circumstances within our industry, there was a substantial decrease in the number of PCCs nationwide. Understanding that the mailing industry represents 7.3 million jobs throughout the nation, there is a greater need to educate all mailing partners around postal regulation changes and innovative best practices. Now that our PCCs are demonstrating optimal stability and motivation, it is a perfect opportunity to develop our resurgence strategy to grow and optimize our network. Therefore, we need your help!

If you and your PCC are interested in getting involved with the PCC expansion initiative and would like more information, please contact your Area PCC Coordinator and send an email to [PCC@usps.gov](mailto:PCC@usps.gov).

Looking forward to furthering our partnership in growing our community!



## EDUCATION PCC UNIVERSITY KICK-OFF



The *PCC University* program is the next generation of the PCC Boot Camp series. Boot Camps were designed to teach PCCs the basics of the PCC. *PCC University* shows PCCs how to host events, how to find members, how to find speakers, and how to keep PCC members engaged. Even if PCC members attended any of the PCC Boot Camps during the past three (3) years, attending *PCC University* is a totally new learning experience. The program is highly interactive, including breakout sessions, live demos, games, role playing, and much more. The information is presented in a fun and engaging format you will remember for years to come.

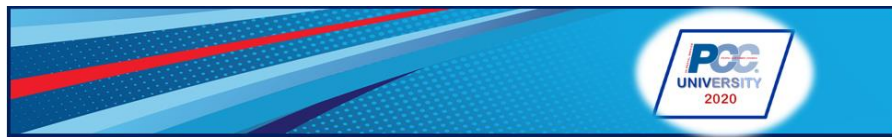
The overarching objective of *PCC University* is to provide PCCs with actionable, refreshing, and insightful information, as well as best practices, tools and materials, to propel PCCs to perform at their maximum level. This includes helping business mailers to grow their business.

*PCC University* is open to PCC members who have a leadership role in their PCCs, members who aspire to serve on the Executive Board, and members who want to learn more about how to operate an effective PCC. Moreover, the program is designed to give attendees an opportunity to speak about challenges their PCC faces, to collaborate with other Postal and Industry members in attendance, and to collectively add to the networking and educational opportunities available.

Each module is one hour and 15 minutes. The modules are jointly taught by the National PCC Advisory Committee (PCCAC) industry and postal members to demonstrate the partnership that exists between the Postal Service and the PCC Community.

For 2020, seven *PCC Universities* will be conducted: one per Area. The program is free for all attendees. The first *PCC University* was hosted by the Pacific Area on February 20, 2020, in Los Angeles, CA. Attendees learned How to Run a Successful PCC Meeting and How to Setup Committees, How to Find Speakers, Prospecting New Members, and How to Put Passion Back into Your PCC.

Forty-nine PCC members were in attendance, including the PCCAC industry and postal presenters. Survey results prove we are on the right track with overwhelming approval of the new format. Stay tuned for dates and locations of future *PCC University* events.



## COMMUNICATION THE PCC BOOK UPDATE

As you all know by now, Postmaster General Megan Brennan will be retiring in the very near future. Throughout her tenure as PMG, Ms. Brennan has been a huge advocate and strong supporter of the PCC community and our Industry partners.

As a small token of appreciation from the PCC family, we created a *Thank You PCC Book*. To accomplish this task, a few months ago we asked each PCC to submit photos and/or a letter to be included in the book.

I am happy to report due to your tremendous response our mission was successfully accomplished. In fact, we far exceeded our expectations. On January 28, 2020, the PCCAC Industry Members surprised Ms. Brennan by presenting her with the First volume of our *PCC Thank You Book*.

With so many wonderful entries, it was impossible for us to include them all in one book. Therefore, we have decided to create additional volumes of the *PCC Book* so that every PCC can be included. To achieve this goal, we are asking all PCCs, that haven't submitted, to please do so. All items should be sent to [PCC@usps.gov](mailto:PCC@usps.gov) no later than Friday, March 20, 2020.

Please remember the picture doesn't have to include the PMG. If you do send a picture, please include the names and PCC titles of the persons pictured. We are confident Ms. Brennan will appreciate and cherish her multiple PCC Books and the many successes they represent for many years to come!

Once again, many thanks for your help, support, and ongoing leadership. The PCC is a powerful voice and our success is due to the involvement of our Industry volunteers and Postal partners.

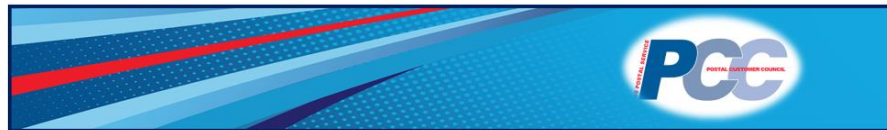
Best regards,



Lewis L. Johnson  
National PCC Program Manager  
Industry Engagement and Outreach



Cathy Rupard  
National Industry Chair  
Postal Customer Council Advisory Committee



### **STRATEGIC INNOVATIONS AND PCC POLICY** **PCC VOICE – THE PCCS ON LINKEDIN (PRIVATE GROUP)**

The PCC Voice LinkedIn private group was created by the PCCAC to create an online forum to support PCCs and their members.

There are several ways to support your fellow PCCs on the *PCC Voice* – posting valuable content, responding to posts, and connecting with fellow PCC board members:

1. You must be signed in to LinkedIn to use PCC Voice (if you don't have a LinkedIn account, sign up at <https://www.linkedin.com/home>).
2. PCC Voice is a private group, to join visit the following URL and click the "Request to Join" tab: <https://www.linkedin.com/groups/8303549/>.
3. Once approved, go to the [PCC Voice LinkedIn page](#). Click on "Start a conversation with this group". A dialog box will pop up, and you can type in your information. If drafting a post in MS Word, consider cutting and pasting into Notepad before posting. This removes any formatting, eliminating issues.

Here are some of the topics that make good posts:

- Post your upcoming events
- Share pictures
- Post your PCC videos
- Share success stories
- Share best practices
- Chat with fellow PCC industry members to help enhance your PCC

What you **shouldn't** post:

- Advertisements for your company
- Self-promotions

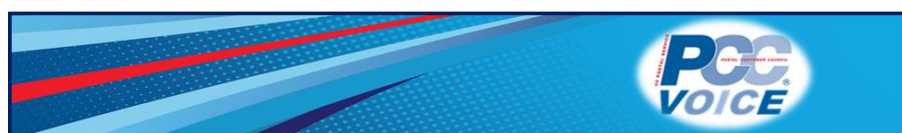
➤ Political endorsements or statements

Supporting your fellow PCCs can be as easy as clicking the “Like” button under a post. This simple act improves the visibility of the post on LinkedIn. For events, photos, or success stories, you may want to post a simple encouragement, like *Great job!* When other PCCs post questions to seek help, consider posting an answer, including any ways you’ve overcome the situation in the past.

The PCCs are most powerful as a network. We should enhance that network by connecting with each other on LinkedIn. When you see a post by a fellow PCC Executive Board member, consider connecting. Simply click on their name, and you will be taken to their profile.

Click “Connect” and a dialog box will show up. Click on “Add a note”, to personalize the connection. Tell the person what PCC you belong to and ask to become part of their LinkedIn network. This makes it easier for the recipient to know which connection requests to accept.

The *PCC Voice* on LinkedIn is another way to educate each other, help each other, and support each other. Your participation will help make the *PCC Voice* a success!



## ACADEMIC OUTREACH PROGRAM THE DIRECT EFFECT UPDATE



In prior Insider issues, we provided updates to let you know what we’ve been up to. Now, we would love to hear about what you’ve been up to.

- *Are you fired up about the Academic Outreach program?*
- *What do you think of the PCC Academic Outreach Handbook?*
- *Did this inspire you to connect, or reconnect with academia at your local colleges/universities?*
- *What are the challenges you encounter?*
- *How can we make this better?*

These are questions that will be asked in an upcoming survey that we will be sending to you *March 6th*.

In our joint effort to expose as many students as possible to the Direct Effect™ curriculum, we have connected with 83 schools, where our content has been incorporated into existing curricula, or used to develop new courses. According to the National Center for Education Statistics (NCES), there were 4,298 colleges and universities in the U.S. as of the 2017-2018 school year. So, how do we reach the

remaining 4,000+ schools? We will have the greatest chance of success with *your* help - our PCC network.

We recognize that through your own networking, you may encounter educators who impact and influence how future marketers think and communicate direct mail, and ask that you help us connect with them. To that end, we developed resources and tools to help facilitate engagement and communications, such as the *PCC Academic Outreach Handbook*, which was provided during National PCC Week 2019.

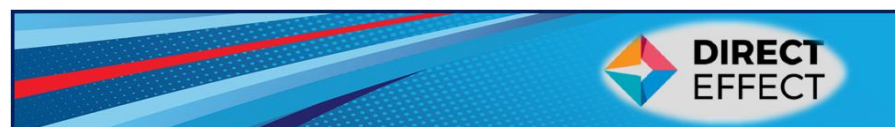
If you have not yet had the opportunity to review this useful tool, we invite you to check it out by clicking [Academic Outreach PCC Handbook Flipbook](#). The handbook can also be downloaded by visiting <https://postalpro.usps.com/academic-outreach/pcc-handbook>.

We want to know... *did we get this right?*

Please look for a survey in your *Inbox next week*, where you will have an opportunity to share what works and what doesn't. Your feedback is invaluable as we continue to develop additional resources.



We would also love to hear about your successes and challenges in your own Academic Outreach effort. Please contact us anytime at [DirectEffect@usps.com](mailto:DirectEffect@usps.com).



## PCC SUCCESS STORIES

### GREATER WILMINGTON AREA PCC COMBINES EDUCATION WITH COMMUNITY OUTREACH

The Greater Wilmington Area Postal Customer Council (GWAPCC) hosted its First "Annual Holiday Luncheon" on December 5, 2019 at the Tex-Mex Grill in Wilmington, NC.

The event was held in conjunction with the Cape Fear Marine Corps League Detachment 1070 Toys for Tots Toy Drive.

It is the mission of the GWAPCC to hold events that provide educational content and an environment of growth and success for the business community. To that end, a webinar hosted by Ms. Angela Dyer, HQ Director of Business Acceptance Solutions was presented to educate the attendees about Seamless Acceptance and the January 26, 2020 Price Changes.

Ms. Dyer explained that Seamless Acceptance is a mail acceptance process that automates the entry and verification of commercial mailings; that the Postal Service is a vital driver of the American economy, and business mail is a principal factor. With facilities that accept business mail and plant-verified drop shipments in 50 states, initiatives to implement consistent, cost-effective processes nationally, will position the USPS to stay an integral part of every American community.

PCC Postal Co-Chair and Wilmington Postmaster Chris Spann, Industry Co-Chair Brad Donnell, and Industry Vice Co-Chair, Nick Svab offered a warm welcome to all in attendance which included many of Wilmington's largest printers, mailers, and publishers. They enjoyed a delicious lunch while networking

with each other, as well as with USPS experts, including Linda Gordon, HQ Executive Sales Consultant, Joshua Kelly, HQ Senior Account Representative, and Beverly Hall, Mid-Carolina's District Mailing Standards Specialist.

The event was closed with door prizes, raffles and many takeaways. The attendees were thanked by the local Marine Corps for their generosity to the Toy for Tots program.



### **ALBUQUERQUE PCC TEAMS UP WITH THE ALBUQUERQUE HISPANIC CHAMBER OF COMMERCE ON THE DANGERS OF HAZMAT MAIL**

On November 19, 2019 the Albuquerque PCC teamed up with the Albuquerque Hispanic Chamber of Commerce. Together they enjoyed Tamales and Pozole while learning about the dangers of mailing holiday packages containing hazardous materials. Home Land Security Coordinator, Alfonso Gutierrez provided visual aids to help the group better understand about Hazmat mailability. He also demonstrated the dangers of mailing Lithium batteries, as well as other flammable materials, and the importance of proper markings on boxes when entering them into the mail stream.

A presentation was given explaining the good works of the USPS Operation Santa program. Everyone was encouraged to participate as individuals or as a business. Wrapping up the luncheon, Ernie C 'De Baca, President and CEO, Albuquerque Hispanic Chamber of Commerce spoke about how the Hispanic Chamber of Commerce is focused on improving education and economic development opportunities in Albuquerque and throughout the state of New Mexico. It is a place where people and business thrive.

Thank you to the Albuquerque Hispanic Chamber of Commerce for being so hospitable and hosting our November event. We look forward to partnering with you in the future in helping businesses in Albuquerque grow and be successful!





## **SIERRA COASTAL PCC AND USPS PACIFIC AREA CO-HOST AREAS INSPIRING MAIL (AIM) MEETING**

Together, the Sierra Coastal PCC and USPS Pacific Area hosted the Areas Inspiring Mail (AIM) Meeting at the Santa Clarita Processing & Distribution Center last fall. AIM is where our business customers meet the Area and District postal leaderships. Our business customers had the chance to: hear a welcome message from USPS Sierra Coastal District Manager, Al Santos; the Area state of business address from USPS Pacific Area Vice President Larry Muñoz; and a Mailers Technical Advisory Committee (MTAC) update.

Our keynote speaker was USPS Director of Shipping Products & Services, Karen Key. Karen provided our 120+ attendees with insight on the development of new USPS mailing and shipping solutions.

We also introduced a new feature at the AIM meeting called ZIP Talks, where various Mailing Industry Partners shared how they have used USPS to enhance their businesses and organizations. We would like to thank our ZIP Talk speakers: Joseph Schusterman from BlueMark Inc., Tom Mackel from P Sterling, LLC & Freewheel Mobile Engagement, and Bree Salas from Sandboxx.

We enjoyed a delicious lunch from Stonefire Grill and played a rousing round of *Kahoot!* There were several raffle drawings, including the beautiful centerpieces made by Michel Gelas. To top it all off, attendees were given the opportunity to tour the Sierra Coastal Processing & Distribution Center by members of their operations team.



## **CARIBBEAN PCC PROMOTES NPF AND USPS 2020 PRICE CHANGES**

Even amid all the recent havoc Mother Nature has wreaked on Puerto Rico, the Caribbean PCC has remained strong. The devastation did not dampen their holiday spirit. On December 6, 2019 they hosted a Holiday Activity event at the Don Tello Restaurant.

With over 40 attendees, the Caribbean PCC maintained its goal of continuously informing and educating its customers about the latest Postal changes and initiatives. During the luncheon a presentation was given on the proposed USPS Price Changes for January 26, 2020.

In addition, District Manager Lisa M. Ojeda and District Marketing Manager Martin Caballero, promoted the 2020 National Postal Forum in Orlando, FL, emphasizing the value of attending and sharing their past experiences.

To wrap-up the event, they brought in a local comedian as entertainment, and prizes were awarded. Everyone in attendance had a great time, and customers were able to relax and celebrate after a year of hard work!



Right to Left: Mr. Kenneth Sewell, PCC Industry Vice Co-Chair, Ms. Alida Martinez, PCC Treasurer/Secretary, Ms. Lizette Suarez, PCC Industry Co-Chair, Ms. Olga Ortiz, Manager BMEU, and Mr. Javier Hernandez, Education Committee

## **UTAH HOLIDAY EVENT THANKS PCC MEMBERS AND CUSTOMERS**

The Utah PCC (UPCC) hosted their annual Holiday Party at the Salt Lake ASF postal facility. The theme for 2019 was a Mexican Celebration with food and decorations such as piñatas and poinsettias.

The UPCC invited Postal customers via email blast and postcard. Knowing it is a busy time for our customers and the Postal Service, the Business Service Network and Sales made a personal call to our customers to ensure they knew about the event.

Over thirty customers and postal personnel attended the luncheon. Laura Hubrich, District Manager (A) and Daphne Glaspie, Sr. Plant Manager (A), welcomed everyone and briefly spoke about PEAK preparations and current status of the processing within the Salt Lake District. A tour of the plant was offered to the customers.

Tasty fajitas, frittatas, salads, and brownies filled the belly of all --- like a bowl full of jelly! Longtime UPCC members and new customers enjoyed the comradery and networking. Before everyone left, Steve

Chaus, Salt Lake City Postmaster and UPCC Postal Co-Chair, gave a poinsettia and a Hallmark ornament to each member and customer, in appreciation of their support of the PCC.

The event provided networking between customers and the Postal Service managers in a relaxed atmosphere. In addition, it cements relationships with our newer customers and members at a busy time of season through the UPCC. The event shows our customers that we care about them and their businesses.



### **GREATER ST LOUIS HOSTS INFORMED DELIVERY BUSINESS SEMINAR**

The Greater St. Louis PCC hosted a business seminar educating customers on the current features and benefits of Informed Delivery. The Lunch and Learn seminar provided business customers options on attending in person or through WebEx.

Anna Metzger, Industry Co-Chair for the Greater St. Louis PCC, knows the importance on how to reach the PCC audience while they are at work. "This event was another success, we had 22 attend the lunch and 23 learned while at their desks at work. We also recruited seven new members at the event", said Metzger.

Informed Delivery allows consumers the opportunity to digitally preview their household mail and manage packages arriving soon. This session guided mailers through the benefits of interactive campaigns for Informed Delivery.

"Informed Delivery technology has been enhanced", said Business Alliance Manager, Peggy Osborne. "Now it creates opportunities for business mailers to integrate colorful and interactive campaign elements. This helps them engage users through integrated mail and digital marketing campaigns." she added.

Those customers who attended the Lunch and Learn had the opportunity to ask questions about the process and how interactive campaigns are created. Several mailers were able to attain feedback and learn something new as they geared up campaigns for the holidays. For more information about Informed Delivery, please contact your local USPS Sales Representative.



Business Alliance Manager, Peggy Osborne addressing the audience.

## **SAN ANTONIO T.REX SUCCESS**

Open the door, get on the floor, everybody walk the dinosaur! San Antonio did just that. October 16, 2019 was National Fossil Day, and when most of us think of fossils we think dinosaurs. That is why the USPS and San Antonio PCC chose National Fossil Day to unveil our newest stamp. The latest Forever Stamp showcases the Tyrannosaurus Rex and the most fitting place in San Antonio to show it off was the Witte Museum. T. Rex is the coolest dinosaur since Barney and Dino, or was T. Rex the first cool dinosaur? Either way, the stamps are impressive - each stamp unveiling are ways to get involved with the community and get people excited about collecting stamps again.

The king of the dinosaurs was in town and made a special appearance, as he roamed the lobby of the Witte museum for all to see. The carnivorous dinosaur must have had his fill before he arrived, because we all went home in one piece.

The Tyrannosaurus Rex Forever stamps are available in panes of 16 stamps with four designs. Featuring lenticular printing, two of the four designs show movement when rotated. See the skeletal remains with and without flesh and watch as an approaching T. Rex suddenly lunges forward. Forever stamps depict the awe-inspiring Tyrannosaurus Rex in growth stages from infancy to adulthood.

PCC Co-chairs Robert D. Carr (Postmaster San Antonio), Terrie Reagan (San Antonio), April Key (Secretary/Vice-Chair, Programs), and Christina Moreno (PCC Postal Administrator) spearheaded the event. They coordinated a checklist of tasks including:

- Securing a venue
- Getting required USPS approval
- Securing a representative to assist from the Witte Museum
- List of RSVP's
- Custom Stamp Cancellation
- Securing Sales Service Associate for retail sales
- Retail Revenue of \$880.00 (sold 100 panes)

The end result of all the planning was a gathering where guests had a great time networking, meeting USPS partners, and fellow mail industry partners, and enjoying the entertainment. The event was a huge success and will serve as the model for future stamp events.

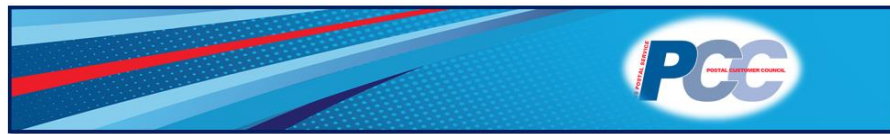


### **GREATER DALLAS PCC HOSTS HOLIDAY MEMBERSHIP RECOGNITION AND COMMUNITY OUTREACH EVENT**

The Greater Dallas PCC ended 2019 by hosting a Membership Holiday luncheon. With an attendance of over 80 members and postal employees, it proved to be not only entertaining and a great opportunity to network, it also gave the PCC a chance to recognize its premier members. Each of our Platinum, Gold and Sustaining member companies received an engraved plaque to proudly display at their businesses.

This year's event as well as years' past events, the PCC requested all who attended bring diapers or baby wipes for Hope Supply Co formerly Captain Hope's Kids. This charity provides over 45,000 diapers and wipes every week to homeless children. Because of the generosity of the Greater Dallas PCC membership, the tables were overflowing with baby essentials!

During the event the Greater Dallas PCC also successfully created, for the first time, a video titled "*This is my PCC*". The video was the brain child of Treasurer Chris Slauter. It's going to be utilized in many ways. The main purpose of it, however, is to generate awareness to promote PCCs but also help increase membership.



## NOTICES

### PCCAC UPCOMING EDUCATIONAL WEBINARS AND CAFES'

- March 10, 2020 at 11:30 AM EST – PCCAC Education Programming Committee – Addressing and Return Service National Webinar.
- March 12, 2020 at 2:00 PM EST – PCCAC Communications and Marketing Committee Educational Café – PCC eMail Best Practices.

### 2020 NATIONAL POSTAL FORUM

Orlando World Center Marriott Florida – April 26 – 29, 2020: <https://npf.org>



### 2020 NATIONAL POSTAL FORUM – KEY PCC ACTIVITIES

- April 26: PCC Opening Session, 10:15 AM – 11:45 AM EST
- April 26 – April 28: Three PCC Workshops (times TBD)
- April 27: PCC Reception, 5:30 PM – 7:00 PM EST
- April 25 – April 29: PCC Welcome Booth
- April 27 – April 29: PCC Exhibit Hall Booth, Open Exhibit Hall Hours

### HQ PCC Liaisons:

- Capital Metro [Judy Caldwell](#)
- Eastern Area [Brian Corley](#)
- Great Lakes [Katrina Raysor](#)
- Northeast [Da Shiek Woodard](#)
- 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](mailto:pcc@usps.gov)

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