



## Sacramento PCC (Sacramento, CA)

- **Date Founded:** 1967
- **Members:** Active mailing list of 1,200+ members; regularly hosted events attract 100+ attendees; and monthly general membership meetings draw between 30 – 60 members.
- **Awards:**
  - 2019 PCC Premier Award: Platinum Level and Gold Level since 2007
  - 2019 PCC Leadership Awards: Silver Education and Silver Communication

Even though the Sacramento PCC faces challenges due to the current COVID-19 pandemic (i.e., social distancing, stay-at-home policy, etc.), they are doing an excellent job of keeping their members fully engaged. The PCC continues to use traditional forms of communication that utilizes the mail, newsletters, save-the-date postcards, and letters from their Executive Board members. Moreover, the Sacramento PCC continues to use email blasts and partner with their District Marketing team.

Innovatively, the PCC stepped outside the box and started using the *Zoom* platform to keep their membership engaged and excited. The technology has allowed them to host national speakers who will attract attention and conduct follow-up and feedback sessions through *town-hall* style meetings via *Zoom*.

One of the key strengths of the Sacramento PCC is to provide world-class educational content for their members. Continuing to do so has avoided members from drifting away during the pandemic. They are planning to host two *Zoom* meetings per month. Topics include:

- Seamless Acceptance
- Business Mail Entry Unit Seamless Acceptance Town Hall
- USPS 2020 Promotions
- Digital Platform and Innovation
- Value of First-Class Mail

The Sacramento PCC is currently led by:

- Postal Co-Chair Robert B Garza, Senior Plant Manager, Sacramento District - USPS
- Industry Co-Chair John Millet, Vice President of Sales, MSI
- Industry Vice-Chair Max Hanna, California Department of Motor Vehicles
- Postal Administrator Gina Segura

Some *fun facts* about the Sacramento Area that you may not know are:

- 1) One of the favorite nicknames for Sacramento is *City of Trees*. The city has the most trees per capita of any other city in the world (though some say Paris takes the top spot).
- 2) The original city is actually underground due to a massive 1862 storm. These days, underground tours, put on by the [Sacramento History Museum](#), take visitors down into the tunnels to share stories about the businesses and lives that thrived nine feet below the ground.
- 3) The Sacramento River is the longest in the whole state of California.

**For more information on the Sacramento PCC, please visit their website at: <https://www.sacpcc.com>.**

