

PCC Insider – June 2020 Issue



“TRAJECTORY FOR SUCCESS” A NEW ERA BEGINS

Louis DeJoy took the oath of office as the nation’s 75th Postmaster General on June 16, expressing optimism for the Postal Service’s future and appreciation for the organization’s employees.

“Together, we will put the Postal Service on a successful trajectory for generations to come,” DeJoy said during a ceremony at USPS headquarters in Washington, DC.

The event was held in a meeting room named for Benjamin Franklin, the nation’s first Postmaster General. Participants observed social distancing guidelines during the ceremony, which featured a small audience that included members of the Board of Governors and the executive leadership team.

Board Chairman Robert M. “Mike” Duncan administered the oath to DeJoy. John M. Barger, a governor who chaired the committee that selected DeJoy for the position, was also present, while the board’s other governors, Ron A. Bloom and Roman Martinez IV, participated in the ceremony through videoconferencing.

As chairman and CEO of New Breed Logistics, DeJoy spent decades in collaboration with the U.S. Postal Service, Boeing, Verizon, Disney, United Technologies and other public and private companies to provide supply chain logistics, program management and transportation support. New Breed Logistics was a contractor to the U.S. Postal Service for more than 25 years, supplying logistics support for multiple processing facilities. The company received Quality Supplier Awards from the Postal Service on four separate occasions.

In 2014, New Breed merged with XPO Logistics, with DeJoy serving as CEO of XPO Logistics’ supply chain business in the Americas before his retirement in December 2015. He then joined the company’s board of directors where he served until 2018.

As Postmaster General, DeJoy has committed to creating a long-term, viable operating model for the Postal Service that will ensure the organization can fulfill its public service mission while remaining self-sustaining.

DeJoy is a member of the Board of Trustees at Elon University in North Carolina and the Fund for American Studies in Washington, DC. He received his Bachelor of Business Administration from Stetson University.

USPS BOARD OF GOVERNORS ADOPTS USPS MISSION STATEMENT

The USPS Board of Governors recently adopted a mission statement — the first in the Postal Service’s history — as part of the governors’ work to conduct long-range planning and set strategic policy for the organization. The mission statement describes the organization’s history, its duties and its status as an essential part of the federal government.

“For more than two centuries, the Postal Service has helped bind the nation together by providing prompt, reliable and efficient delivery services. The new mission statement reflects these values and articulates the organization’s vital role as a trusted part of the federal government in every community across the nation,” said Board of Governors Chairman Robert M. “Mike” Duncan.

The following is the Mission Statement, adopted by the Board of Governors on April 1, 2020. The [full mission statement](#) is also available to view on usps.com.

USPS Mission Statement

Our History

The United States Postal Service has a storied history as the institution of our Government guaranteeing safe and secure communication among and between the Government and the American people.

Many are familiar with our history, which began with the Second Continental Congress and Benjamin Franklin in 1775 and continued in 1787 when the Postal Clause of the U.S. Constitution empowered Congress to establish post offices and post roads. Congress exercised those powers with the passage of The Post Office Act of 1792, which made the Postal Service a permanent fixture of the Federal Government. The Act included provisions to facilitate freedom of the press, the privacy of personal correspondence, and expand the nation’s physical infrastructure, all vital to our nation’s growth and prosperity.

These principles and objectives endure. While radio, television and the Internet have irrevocably altered our information-gathering habits, postal correspondence remains the most secure and resilient form of communication, providing the American People with a delivery infrastructure vital to our National Security.

USPS retains the largest physical and logistical infrastructure of any non-military government institution, providing an indispensable foundation supporting an ever changing and evolving nationwide communication network. Capitalizing on its expertise in scheduling and high-volume sorting, USPS also serves a vital role enabling digital commerce.

Our Mission

- To serve the American people and, through the universal service obligation, bind our nation together by maintaining and operating our unique, vital and resilient infrastructure.
- To provide trusted, safe and secure communications and services between our Government and the American people, businesses and their customers, and the American people with each other.
- To serve all areas of our nation, making full use of evolving technologies.

Carrying Out Our Mission

To meet this Mission we will:

- Remain an integral part of the United States Government, providing all Americans with universal and open access to our unrivalled delivery and storefront network.
- Maintain and enhance our reputation and role as a trusted face of the federal government in every community and provide all levels of government with access to our network and services.

- Provide frequent, reliable, safe and secure delivery of mail, packages and other communications to all Americans.
- Use technology, innovation and where appropriate private sector partnerships, to optimize and adapt our network, operations and business model to meet the changing needs of our customers and delivery recipients, while maintaining our core mission.
- Operate in a modern, efficient and effective manner that allows us to minimize what we charge for our services, consistent with meeting, in a fair way, our obligations to our current and retired employees and other stakeholders.
- Remain an employer of choice, able to attract retain and develop high quality employees that possess the skills necessary to excel in a rapidly changing business environment.

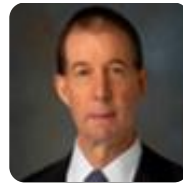
The Postal Service’s mission and purpose are also described in [Section 101 of Title 39 of the U.S. Code](#), originally enacted in 1970.



Robert M. Duncan
Chairman,
Board of Governors



John M. Barger
Member
Board of Governors



Ron A. Bloom
Member
Board of Governors



Roman Martinez IV
Member
Board of Governors



2020 NATIONAL PCC WEEK/DAY UPDATE

Due to these unprecedented times, the National PCC Program Office, in conjunction with the PCC Advisory Committee, have made the decision to host a virtual National PCC Day instead of the traditional National PCC Week. We came to this conclusion based on recent survey results where the PCC community overwhelmingly requested PCC Week be held on a specific day versus the traditional week long festivities. Many in the PCC community cited concerns about large group gatherings, company travel restrictions and challenges in obtaining event sponsorships.

In light of these concerns, a live PCC Day event will be held on Tuesday, September 22, 2020 at 2 p.m. ET. Please hold the date on your calendar.

National PCC Week is the premier annual PCC event featuring postal leadership sharing USPS strategic initiatives and the opportunity for PCCs to hold educational workshops and training sessions. This year will be no different. Break-out workshop sessions will be offered on key topics facing the mailing and shipping industry.

In addition, we will recognize the 2020 PCC Leadership Award winners for their outstanding contributions.

National PCC Day will be a unique opportunity to showcase PCCs successes and share insightful and content-rich information and the Industry Engagement & Outreach team will assist with the facilitation of the event. Please stay tuned for more event details.

MEMBERSHIP

NATIONAL PCC DAY – HAVE YOU STARTED PLANNING YET?

National PCC Day will be here before you know it, especially if you have not begun your planning discussions.

A few key tips for planning, along with striving to increase your membership are:

- Assess all your PCCs current marketing platforms to understand your bandwidth and find new platforms to get your message across (*local newsletters, PCC Voice, etc.*).
- Ensure your PCC's "Word of Mouth" campaign provides excitement and opportunity for both new and existing members. Try including buzzwords that capture the attention of your peers.
- Sending a "Save the Date" postcard or a calendar invite is effective as a proactive call to action.
- Consider incentivizing your event with something PCC related. For example, the PMG Tribute books are for sale at \$35 per book (includes shipping) until July 15th. Since the books can only be purchased by a sponsor (not with PCC funds), encourage sponsors to buy multiple books to use as raffle prizes during your event. Don't forget to acknowledge the purchaser(s) during the event.

We hope these tips help you and your PCC have a successful PCC Day!

For more information on PCC Membership resources click on [PCC National Database](#).



EDUCATION

NATIONAL POSTAL FORUM ANNOUNCES “NPF Virtual Summer Series”

The National Postal Forum (NPF) has introduced a new theme and format for a summer education series dedicated to the needs of the mailing and shipping industry during the COVID-19 national emergency. Businesses nationwide have changed their marketing approaches, which makes the role of mail even more important in connecting consumers to products and services.

The *NPF Virtual Summer Series* replaces the 2020 National Postal Forum, which was canceled because of the coronavirus epidemic. Each year, approximately 4,500 mailing and shipping professionals come together to learn about best new mailing and shipping practices at the industry's largest tradeshow.

The *NPF Virtual Summer Series* – a partnership between the NPF and USPS – is available to anyone in the mailing and shipping industry. The virtual program will be offered free of charge.

Mark your calendars for the five week *NPF Virtual Summer Series* *beginning Thursday, July 23 through the end of August*. Each session will follow the same cadence, with one-hour meetings occurring weekly on Thursdays at 2:00 p.m. ET. Each session will feature topics and presentations conducted by USPS and industry subject matter experts. Program content will feature new and different work practices adopted by mailers, as well as ways in which the Postal Service plans to work with our customers post-COVID-19.

“Supporting and connecting the mailing and shipping industry is now more important than ever,” says USPS Chief Customer Marketing Officer Jakki Krage Strako. “We feel it is critical to continue to provide the type of learning and education that has defined the Forum throughout its history, and we are proud to

partner with NPF to do so through new virtual methods. The mailing and shipping industry is looking to explore new growth opportunities and this series is a way to give business mailers information to prepare for the new normal.”

Despite the shared global health and economic hardships customers are facing, the USPS remains committed to providing education and up-to-date information through all of its customer outreach channels – including the NPF, Areas Inspiring Mail (AIM) and Postal Customer Councils (PCC) – to help the mailing and shipping industry overcome the mutual challenges presented by the pandemic.

The next Postal Forum is scheduled to take place May 2-5, 2021, in Nashville, Tennessee.



FREE REGISTRATION OPENS JULY 9, 2020

For more information, please visit us at NPF.org.

COMMUNICATION

PCC ADVISORY COMMITTEE GUIDE TO A SUCCESSFUL PCC

As we experience the re-opening of businesses nationwide, the National PCC Program Office is here to support and engage our PCC communities.

If you are looking for guidance on how to start a new PCC or revitalize your current PCC, look no further. Coming in July we will provide the tools you need for your toolbox all in one place. The new **PCCAC Guide to a Successful PCC** will be posted on the *PCC BlueShare* site listed under the **PCC Resources** tab.

The guide will contain the following topics:

- PCC Bylaws Template
- Board Structure and Responsibilities
- Non-Disclosure Agreement for PCC Use
- How to Solicit Sponsorship
- What Committees are Important for your Success
- Sample Calendar of Events
- How to Create Mailing Lists
- Sample Welcome Letter
- Sample Thank You Note for Attending Meeting
- How to Set-up *Kahoot!*
- How to Host a Virtual Zoom Events
- *And So Much More!*

Stay tuned**Stay Connected and Grow!**



STRATEGIC INNOVATIONS AND PCC POLICY ARE YOU A MEMBER OF LINKEDIN AND PCC VOICE?

The *PCC Voice* is a place to *Share, Learn* and *Stay Connected!* With 286 registered members, our challenge is to reach 1000 members by the fall. Check out one of the recent posts listed below and don't forget to join today.

The Detroit PCC hosted a successful virtual event recently where Mark Fallon, President and CEO of The Berkshire Company, presented on *Home or Office or Both*. As a "thank you" La Donna Smith and Carol Zarek (Detroit PCC Postal Administrators) shipped a wonderful gift of appreciation to all of the presenters. Included in the bag of goodies was a bag of coffee, a cold beverage cup and some pens. It was a great grab bag of happiness! What a lovely gift!



How to Join:

Step 1: Sign up for a LinkedIn account:

- https://www.linkedin.com/signup/cold-join?trk=quest_homepage-basic_directory

Step 2: Use this link to join the group:

- <https://www.linkedin.com/groups/8303549/>

For more information contact PCC@USPS.gov.

ACADEMIC OUTREACH PROGRAM THE DIRECT EFFECT UPDATE



At the onset of 2020, no one could have predicted that within a month or two, the regular rhythm of academic daily routines would be completely disrupted. Students and faculty have had to adjust to virtual classrooms and online learning. Will this be short-lived, or must we adopt these changes for post-COVID-19 education?

Lockdowns might be starting to lift across the country, but the future is still uncertain for colleges and universities. Some universities are planning for another remote semester, while others expect to reopen campus with social distancing regulations in place. Return to campus parameters will create profound challenges for colleges and universities. Hybrid models are among the popular planning options – in-class plus online teaching, and virtual collaboration.

Helping academia shift from immediate response to ongoing education in the wake of COVID-19.

Educators care deeply about remaining connected to students, and being able to deliver instruction and learning in engaging ways. The Academic Outreach team is helping to facilitate this by fast-tracking an agile approach – adapting Direct Effect and developing new content in formats that make sense for how students are learning today, whether it's online, in the classroom, or anywhere in between.

- Feedback from academic focus groups is helping us evolve our curriculum to initiate in-class and complete offline.
- Within weeks of the onset of social distancing, we launched weekly interactive Direct Effect LIVE Webinars featuring guest presenters from academia and industry, focusing on best practices in teaching modern integrated direct marketing. The weekly sessions are recorded and made available for faculty to use in classrooms. *Please [contact us](#) to learn more.*
- We are adapting the Direct Effect Innovation Challenge and developing a resource pack that allows faculty to implement virtual marketing team competitions, complete with facilitator guide, *Irresistible Mail* samples, tools and resources, and guide to industry support.
- To help advance the Academic Outreach program with a sustainable, engaged sounding board, we are assembling an Advisory Board comprised of educators and industry partners.

Direct Effect® can help bridge Skills Gap to better prepare students for a competitive post-COVID-19 Job Market.

The uncertainty graduates face as they near the end of their post-secondary journey is to be expected. However, the pandemic has added a layer of anxiety as students graduate into an unstable workforce with fewer career opportunities. In a recent [Indeed survey](#) of over 1000 graduating students, 54% said COVID-19's impact on the job market has made them feel less confident in finding work after they graduate, while 33% said they will struggle to land a job in the industry in which they earned a degree.

Direct Effect curriculum encourages experiential learning, including team projects with students from multiple disciplines, such as digital marketing, graphic design, IT, and business communications. Students who have experienced the curriculum stated this exposure to the “real world”, and the opportunity to collaborate with others in different fields made them feel versatile and more well-rounded. These experiences also gave them a better understanding of the relationship between marketing channels, and the relationship between the agency and the client. By demonstrating that they have real-world experience in omni-channel marketing and the ability to “wear many hats”, emerging marketers will best situate themselves for landing jobs in a competitive job market. Exposure to the possibilities of mail within an integrated campaign positions these graduates to be advocates for the channel as they move through their careers.

PCCs can help shape the Future of Marketing!

Academic Outreach wishes to leverage members' networks to make connections at schools where a relationship exists or can be created. PCC members are not expected to introduce the curriculum to

schools, only identify good leads and make introductions to the USPS headquarters team. Once you connect us, we will take the lead from there. For guidance on our target audience, please click [Academic Outreach PCC Handbook Flipbook](#) and see pages 17 and 18, or go to <https://postalpro.usps.com/academic-outreach/pcc-handbook> to download.

We want to thank all those who have been engaged with Academic Outreach, and conducting outreach of their own. We are grateful for your role in helping to shape the future of marketing. Please contact us at DirectEffect@usps.com to discuss how to make connections with schools in your area.



Together, we can make a difference!



WHEN LIFE GIVES YOU LEMONS, MAKE LEMONADE DOES THIS APPLY TO YOUR PCC?

Just like you, most PCCs have tabled most, if not all, live events for the remainder of 2020. Safety comes first, so what can you do?

When life gives you lemons, make lemonade!

Although the last few months have been a challenging time, there is so much sweetness that we have learned.

Our Board Meetings for the first time have been held virtually and more members, especially ones we haven't heard from in a while are calling in to participate! Oh how sweet it is to hear their voices and know that they're ok. The added bonus is that our board has come together stronger and more committed than before. Great minds think alike – even the quiet ones are speaking up. With all the tedious details of live event planning that is currently not consuming most of our meeting time, we are having real conversations, and they all start with “How are you doing? - How can I help? - Thanks for that advice!” Our brainstorming sessions have been more powerful and fluent. Why? Because these unprecedented times have brought us even closer. **#StrongerTogether**.

Through PCCAC hosted educational webinars we are learning how to host productive, effective and successful virtual events. Some *Best Tips* we've learned along the way include:

- Guiding Principles don't change – Content Matters!
- Workshops, Sub-meetings, Pre-recorded messaging, and Breakout Rooms with white boards
- Meeting Tips and Best Practices
 - Assign a host , an alternate host, and a monitor for Q & As
 - Prepare Yourself – Dress to Impress – Dress for the Occasion
 - Have a Rehearsal or Dry-Run
 - Invite HQ and Industry Speakers – they have more availability to speak virtually
- Webcam Tips and Best Practices
 - Camera
 - Lighting
 - Sound

- Posture and Hands
- Eye Contact
- Be Creative and Adventurous
 - Postal and Non-Postal presentations
 - Virtual Tours
 - Themed Events
 - Live Entertainment or Do It Yourself (DIY) Presentations
 - Games, Prizes and Swag Bags
- Think Out of the Box and Bring on the *WowFactor!*

Finally we've learned through collaboration to be better partners with other mail organizations and PCCs all across the nation. By utilizing the [PCC Virtual Calendar](#) located on *PostalPro* we are able to tune into other PCC events and other PCCs are tuning into ours. It's almost magical to see how this has quickly spread across the PCC Community as we reach out to offer solutions and ideas on everything and anything and it just keeps flowing.

Sure, this is a tough time. We all can't wait to be back in-person, nothing can beat that personal touch. But if all of us commit and are open to the opportunities of working together to build our PCC's into something special, just imagine how sweet that lemonade will be once we are able to see each other again, not through the lens of a camera but face-to-face.

There is a land of opportunity right in front of us, join the movement, I promise you it will be an amazing ride!



PCC SUCCESS STORIES

PROVIDENCE PCC FORMULATES EDUCATIONAL PROGRAM



Left to right: Jeanne Jackson, Providence PCC Postal Co-Chair, Kristen Lussier, Principal, and Maria Petrosenelli, Assistant Vice Principal of the Martin Luther King, Jr. Elementary School.

The Providence Postal Consumer Council (PPCC) Education Committee was seeking to develop and implement an educational program for elementary, middle and secondary school students across America on the proper methods for addressing an envelope.

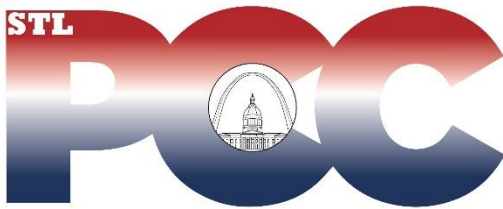
The PPCC Education Committee opted to begin a “grass roots” level instructional program within the city of Providence, targeting elementary schools within the city. The committee prepared a poster with the basic addressing format on a stamped envelope. In addition, the PPCC sought the services of “Scholastic Books” to assist in the development and implementation of a nationwide program to expose students across America on the correct format for lineage, names, streets, cities, states and zip codes. The PCC contacted “Scholastic Books” to assist with the inclusion of such materials for all of their subscribed periodicals.

The Martin Luther King, Jr. Elementary School in Providence was the first educational institution within the city to respond to the Providence Postal Co-Chair’s “*Read across America*” program. Members of the PCC visited the school March 2, 2020, meeting with third, fourth and fifth graders. USPS and PCC representatives presented posters on the proper procedures for addressing a letter in addition to providing each student with a stamped postcard. Students were instructed on the process and were urged to send the postcard to a family member or friend as a tool for the educational process.

The Providence PCC also presented the King School with a framed “*Scooby Doo*” caricature stamp and “*Scooby Doo*” books in appreciation for their support of the project. Representatives participated in the “*Read across America*” program by reading chapters of the book along with taking the event to a whole new level with a sing-along of the “*Scooby Doo*” theme song.

The students and faculty members positively responded to the engagement and instructional process. Since then, other elementary schools within the Providence School District indicated a willingness to participate in the program. However, since that early-March program, the COVID-19 pandemic has suspended the terms of engagement within the school districts according to CDC, federal and state guidelines.

GREATER ST. LOUIS PCC HOSTS A CREATIVE CONTEST



GREATER ST. LOUIS POSTAL CUSTOMER COUNCIL

During a recent monthly luncheon, the Greater St. Louis PCC began developing a plan to create a new brochure for increasing membership. Prior to finalizing the brochure, Industry Co-Chair Anna Metzger suggested creating and adopting a new Greater St. Louis PCC logo. Adding a little fun and creativity to the project, while engaging their membership, they decided to host a contest inviting all members to participate. Keeping *PCC Publication 286* in mind, there would be no monetary prize for winning the entry. Instead, the top prize would be “*bragging rights*” along with the recognition that the winning design was selected among all others to proudly represent the Greater St. Louis PCC into the future.

Ground rules were established and shared with membership. All entries were submitted through a non-board member. This allowed the board members to judge and vote on the designs without bias. Six outstanding and very creative designs were received. All six entries were anonymously presented to the board at the March General Membership meeting. It was a very difficult decision and, after much consideration, the board selected the entry received from Jodi Beaman, Certified Mail Professional and Postal Specialist, Gabriel Group, as the winning design. Jodi stated, “It was very exciting to find out we had won. When Anna notified me, I immediately sent an email to our graphic designer, management, and the previous owner of Gabriel Group. They all agreed it was awesome that our logo had been chosen. Overall, we are very proud!”

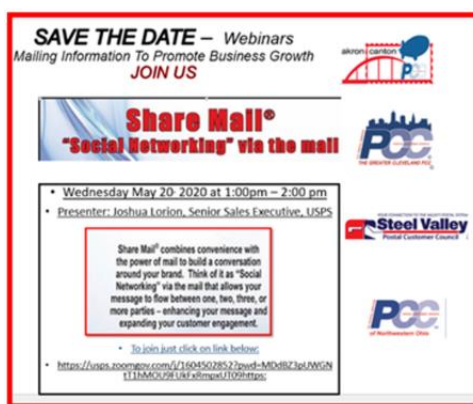
The new PCC logo has since been added to the Greater St. Louis PCC website, the new membership brochure, and will be transitioned to all of their PCC collateral. Many thanks to all who participated.

FOUR PCCS HOST JOINT SHARE MAIL WEBINAR

In the Northern Ohio District, the Akron/Canton, Greater Cleveland, Steel Valley, and Northwestern PCCs held their second joint virtual *Zoom* webinar about *Share Mail* on May 20, 2020. After the Industry Co-Chair, Mandy Gebbie-Clayton, of Midwest Direct, gave a warm welcome to all in attendance she introduced Senior Sales Executive Joshua Lorion, USPS.

The goal was to introduce *Share Mail*, (i.e., “*Social Networking*”) via mail. Joshua demonstrated how to access and utilize *Share Mail* to increase customer growth. He also provided data that illustrated the cost of *Share Mail* compared to the number of potential customers which proved to be very reasonable.

The audience was fully engaged and elicited a great response for more information through email, as well as requesting contact follow-up. With this level of interest, the potential for increased revenue and long-term business relationships will be the result of diligent follow-up with valued customers.



GREATER CHARLOTTE PCC OFFERS MDP CERTIFICATION TRAINING

Due to COVID-19 travel restrictions and distancing requirements, the National Center for Employee Development (NCED) offered *Mail Design Professional (MDP)* certification training for PCC members. Greater Charlotte PCC (GCPCC) and multiple other PCCs in North Carolina and South Carolina participated. More than 115 people attended the recent virtual event.

The MDP training was offered at no charge for anyone who wanted to learn more about postal standards related to designing letter and flat-size mail to facilitate processing on high-speed automated equipment, while maximizing cost effectiveness and reducing processing delays. Those attending learned about mail design, addressing and barcode formats required for processing, as well as payment methods and Address Information System (AIS) products.

The course is geared toward people who work for commercial mailers, although the program benefits USPS employees too. Customers who registered for the 12-hour course could opt-in to pay \$95 and take the 100-question exam. Those who receive a score of 80% or higher will receive a USPS MDP Professional Certificate, and their name will be published on the list of graduates.

Cher Rupp-Ruggeri was the NCED instructor who facilitated the training over the course of three afternoons from 1 to 5 p.m. As she covered material, Cher referenced questions on the exam. By the end of the course, those who attended all session were fully prepared to answer all exam questions.

GPCCC Postal Co-chair Walter Rowland is pleased by the large number of attendees. “MDP is the only mailpiece design certification program approved by the Postal Service,” he said. “It’s good for business when we have mail preparers maximize their proficiency in designing letter-size and flat-size mail to meet USPS standards. It’s a win for everyone.”

NEITHER SNOW NOR RAIN

A HISTORY OF THE UNITED STATES POSTAL SERVICE by Devin Leonard

AN INDUSTRY PERSPECTIVE by Mark Fallon, President and CEO, Berkshire Company

Congress needlessly delays taking action on postal legislation.

Private carriers compete with the governmental Postal Service while also being paid by the governmental Postal Service to transport mail.

Loud voices declare that low postage rates are the best way to increase mail volumes.

Critics call for privatization of the Postal Service.

To many in the mailing industry, these appear to be the headlines from the last decade. However, as Devin Leonard points out in his enjoyable new book – *Neither Snow nor Rain: A History of the United States Postal Service* – these arguments have been recycled for over two centuries. And if past is prologue, we can expect more of the same.

The story of the establishment and growth of the USPS is intertwined with the story of the establishment and growth of our country. As Leonard points out, the first attempts at a government-run post took place in the 1600s to aide communication between the colonies. There were varied levels of success, until 1753, when Benjamin Franklin received his royal appointment as Deputy Postmaster General of the colonies.

Leonard explains how Franklin, along with his fellow deputy, William Hunter, instituted reforms that reverberate to today – the Dead Letter Office, postal inspectors and home delivery. After leaking private correspondence from the Massachusetts colonial governor about the Stamp Act, Franklin was removed from office. His loyalty to the cause was rewarded when the Second Continental Congress appointed him Postmaster General.

While Franklin may be the best known figure in Postal history, he’s not alone. Leonard introduces his readers to a cast of colorful characters who influenced what Americans sent and how they used the mail as the nation grew. From William Harnden to Henry Wells to Anthony Comstock in the 19th century, and Albert Burleson to Jim Farley to James Radembacher in the 20th, people inside and outside the system shaped policies and progress. Entrepreneurs, union leaders, moral crusaders and Postmasters General all played a role.

Leonard dedicates almost 40% of the book to the last 50 years or so. This period covers the famous strike of 1970, reorganizing the Post Office Department into the United States Postal Service, the rise of FedEx and explosion of the internet. He was able to interview former and current postal leaders, and shares their insider look at the changes and challenges facing the USPS today.

Like many of us who work in the industry, Leonard appears cautiously optimistic about the future of the USPS.

A good read that will have a special place on my bookcase.



PCC HISTORY

“WE ARE NOT MAKERS OF HISTORY. WE ARE MADE BY HISTORY”

Martin Luther King, Jr.

The PCC Program began in 1961 with the formation of local mail users' councils, also known as Citizens' Advisory Councils (CACs). The old Post Office Department organized the councils to improve communications between USPS customers and local USPS managers. The councils first came into prominence supporting a "mail early" campaign in the mid-1960s. In 1971, the name changed to Postal Customer Councils.

Did you know in 1961, Ruthie Ewers was among the first founders of the Greater Dallas PCC. Former Postmaster General Marvin Runyon served as the first National Industry Co-Chair of the PCCAC. Ruthie worked closely with PMG Runyon traveling around the country helping to establish new PCCs. Ruthie would travel to a potential PCC city and meet with Postal Service letter carriers the night before her meeting. She would ask the letter carriers to help identify one of the largest mailers and one of the smallest mailers in the area. Ruthie realized the value of the letter carriers as a source of information for this purpose, and she and knew that the letter carriers would be able to provide valuable contacts to help grow a PCC.

This is just a small sampling of the rich history that exists throughout the PCC Community. There is undoubtedly a vast amount of PCC History that remains undocumented. That is why, the PCCAC is soliciting the help of each and every PCC in capturing the many untold PCC stories that have yet to be documented and archived in the PCC history books. Please help us by sharing your PCC's history with the PCCAC and the HQ PCC Program Office.

What a tremendous loss it would be to the future PCC Community if your PCC's story is left untold.

For your convenience, a template is available for use by your PCC board to assist you with providing us with your PCC data and history. If you have any questions, or want a copy of the template, please email pcc@usps.gov. In addition, we ask that you kindly return all completed templates to the [PCC Mailbox](#) by *COB, Thursday, July 30, 2020*. We look forward to your submission to include in this project.

Thank you to all who have already submitted your templates.



NOTICES



2020 PCC UNIVERSITY SCHEDULE

- **Western Area – Salt Lake City, UT - Cancelled - TBD**
- **Eastern Area - Memphis, TN - Cancelled – TBD**
- **Great Lakes Area – Grand Rapids, MI - Cancelled – TBD**
- **Northeast Area – Boston, MA - Cancelled – TBD**
- **Southern Area – Fort Lauderdale, FL - Friday, October 16, 2020**
- **Cap Metro Area – Charleston, SC - Thursday, November 5, 2020**

As we continue to monitor the COVID-19 situation, we will evaluate the status of future PCC University dates.

PCCAC UPCOMING EDUCATIONAL WEBINARS:

- Wednesday, July 8, 2020 at 2:00 PM ET – Updated Information on the State of the Business – An Industry Perspective – Michael Plunkett
- Thursday, July 9, 2020 at 2:00 PM ET – PCC Leadership Awards Meeting
- Wednesday, August 12, 2020 at 2:00 PM ET – News You Need to Know from MTAC
- Wednesday, August 12, 2020 at 2:00 PM ET – Information Exchange Panel: Understanding COVID-19's Impact on the Mailing Industry – Chris Lien, BCC Software President, Steve Monteith, VP USPS Marketing, Mike Plunkett, President and CEO Postcom and Carlos Moreno, Director of Postal Compliance and Mailing Services, Shawmut Communications Group

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](#)

STAY CONNECTED AND GROW.....WITH THESE LINKS:

U.S. Postal Service: [USPS.com](https://usps.com)

PCC on PostalPro: [PostalPro](#)

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

Sign up for PCC Insider: [PCC Insider](#)

PCC July Virtual Calendar on PostalPro: <https://postalpro.usps.com/node/8269>

PCC Membership resources: [PCC National Database.](#)



[Return to top](#)
INFO@USPS
© USPS 2020