



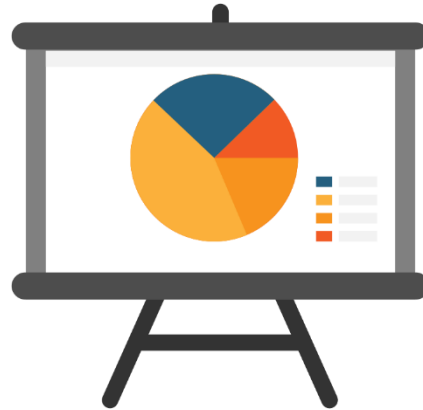
# *National PCC Meeting*

*Thursday, October 8, 2020*

# Housekeeping



Please utilize the chat box to ask questions, or voice any comments or concerns.



PPT presentation along with the recording will be posted on PostalPro.



**Please note:** All phones will be muted due to the large volume of participants that we are expecting on today's call.

# Agenda

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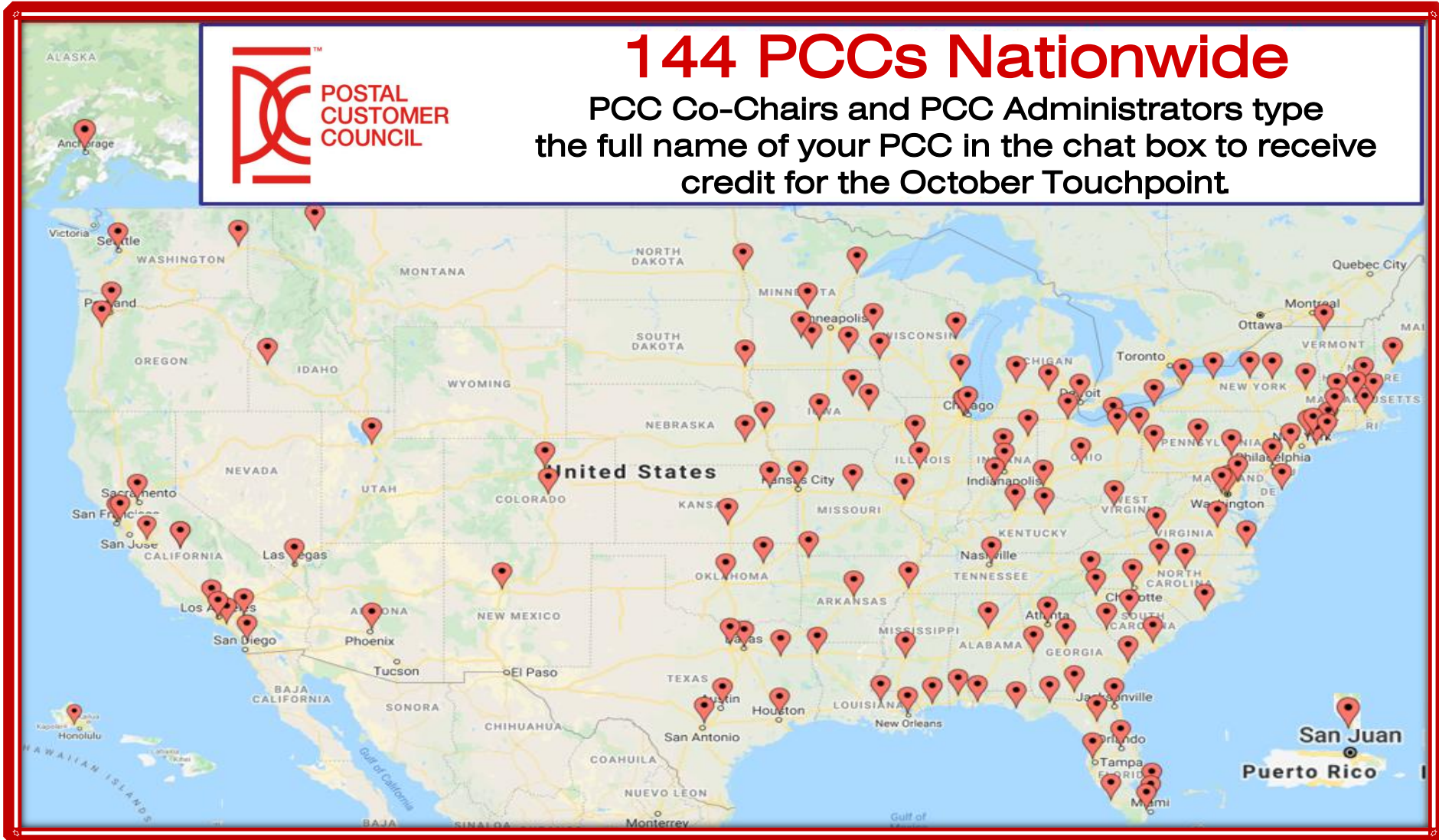
- Realignment of Areas presented by **Lindsey Taylor**
- New PCC Logo presented by **Sharon Barger** and **Dina Kessler**
- Collateral Materials presented by **Cathy Rupard**
- New PCC Membership Recruitment Video presented by **Da Shiek Woodard** and **Neal Fedderman**
- PCC Voice presented by **Katrina Raysor** and **Diane Winter**
- Five Benefits to Belonging to a PCC presented by **Judy Antisdell** and **Mark Fallon**
- PCC Survey presented by **Glen Swyers** and **Cathy Scocco**
- Questions and Answers

# PCC Roll Call

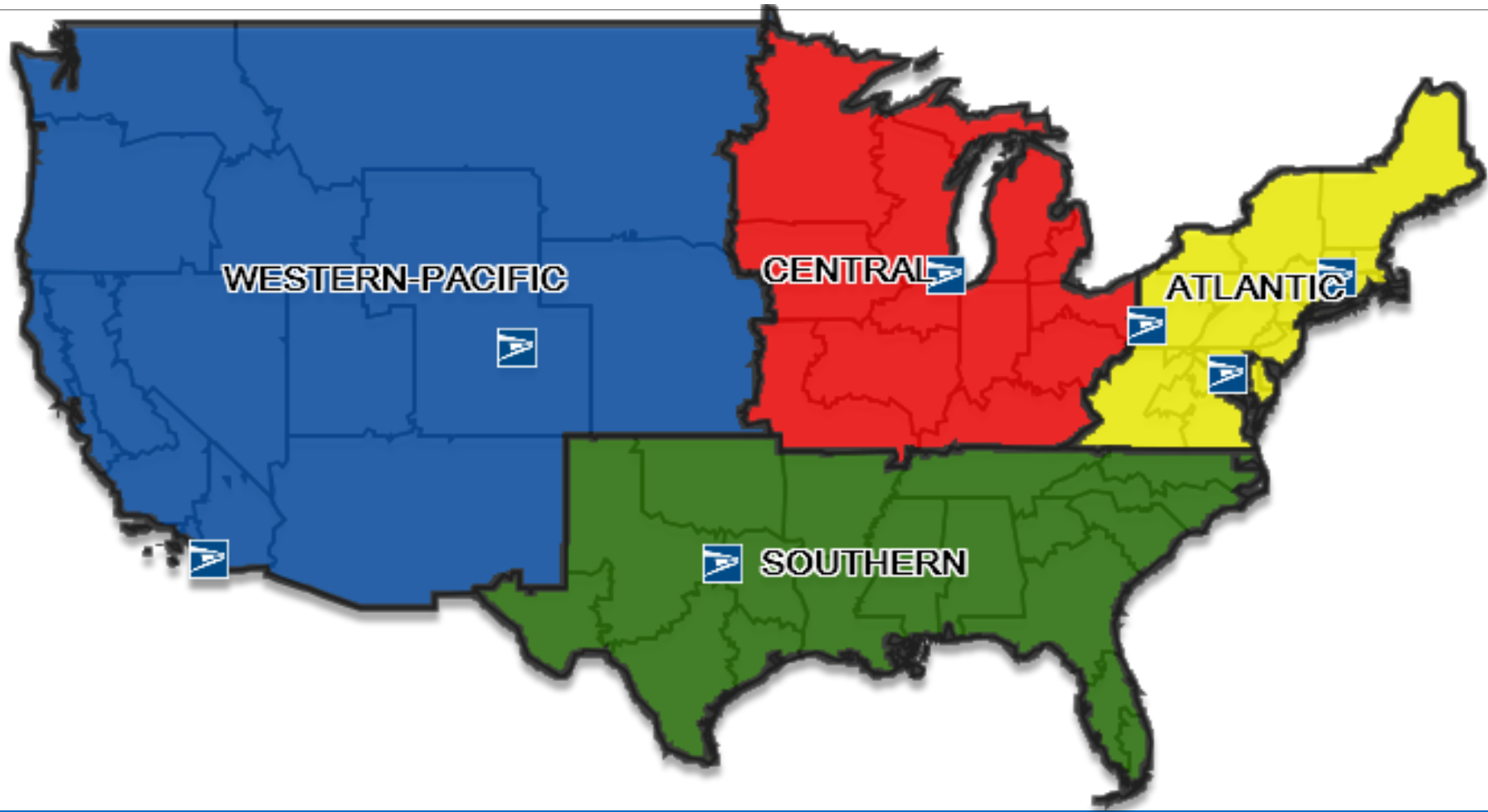


## 144 PCCs Nationwide

PCC Co-Chairs and PCC Administrators type the full name of your PCC in the chat box to receive credit for the October Touchpoint



# *Realignment of Areas*



# Headquarters National Program Office



**Steve Monteith**  
A/Chief Customer and Marketing  
Officer and Executive Vice President



**Judy de Torok**  
*Manager, Industry Engagement  
& Outreach*



**Lindsey Taylor**  
*Manager, Customer Outreach*

# Atlantic Area PCC Contacts



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*Industry Partner*

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**Jamie Milikowski**

*Support Area Liaison*

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# Atlantic Area PCCs

**Touchpoints will be the Third Thursday of Every Month at 1:00 PM ET.**

PCC Name	PCC Name	PCC Name
Buffalo/Niagara	Greater Kanawha Valley	Mohawk Valley Regional
Capital Region	Greater New Haven	New Hampshire
Central Massachusetts	Greater New Jersey	Northern Virginia Metro
Central New York	Greater New York	Providence
Central Pennsylvania	Greater Philadelphia	South Jersey
Central Virginia	Greater Pittsburgh	Southwest Virginia
Erie Area	Greater Rochester	Triboro
Fairfield County	Hampton Roads	Vermont
Greater Baltimore	Harrisburg Capital Area	Washington Metropolitan
Greater Boston	Lehigh Valley	Western Massachusetts
Greater Hartford	Long Island	
Greater Hudson Valley	Maine	



# Central Area PCC Contacts



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**Diane Winter**  
*Industry Partner*  
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**Shari Myers**  
*Lead Area Liaison*  
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**Linda Bergeland**  
*Lead Area Liaison*  
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# Central Area PCCs

**Touchpoints will be the Fourth Wednesday of Every Month at 2:00 PM ET.**

PCC Name	PCC Name	PCC Name
Akron/Canton	Detroit	Northeast Indiana
Bloomington	East Central Iowa	Northern Illinois
Bluegrass	Greater Cleveland	Northwestern Ohio
Cedar Valley	Greater Kansas City	South Bend
Central Indiana	Greater Madison Area	South Central Minnesota
Central Missouri	Greater St. Louis	South Suburban
Central Ohio	Green Bay Area	Southeast Minnesota
Chicago	Heart of Illinois	Steel Valley
Chippewa Valley	Kentuckiana	Twin Cities
Cincinnati	Lincoln Land	Twin Ports
Coulee Region	Milwaukee	West Michigan
Des Moines	Minnesota Heartland	

# Southern Area PCC Contacts



**Cathy Scocco**

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**Brian Corley**

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**Dina Kessler**

*Industry Partner*

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**Torie Miles**

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**Cathleen Lujan**

*Support Area Liaison*

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# Southern Area PCCs

**Touchpoints will be the Second Thursday of Every Month at 11:00 AM ET.**

PCC Name	PCC Name	PCC Name
Austin	Greater Mobile Area	Northwest Arkansas
Big Bend	Greater New Orleans	Northwest Louisiana
Caribbean	Greater Oklahoma	Panama City Area
Central Arkansas	Greater Triad	Panhandle
Central Florida	Greater Triangle Area	PCC of the Palm Beaches & Treasure Coast
Central MS	Greater Wilmington Area	San Antonio
Central Savannah River Area	Houston	Savannah
East Texas	Low Country PCC of Greater South Carolina	South Central Georgia
Fort Worth	Memphis Area	Southwest Florida
Gainesville-Ocala	Miami-Dade County	Southwest Georgia
Greater Atlanta	Middle Georgia	Tampa Bay Suncoast
Greater Baton Rouge	Midlands PCC of Greater South Carolina	The PCC of Broward County
Greater Birmingham	Mississippi Gulf Coast	Tulsa
Greater Charlotte	Nashville Middle Tennessee	Upstate PCC of Greater South Carolina
Greater Dallas	Northeast Florida	Western North Carolina

# Western-Pacific Area PCC Contacts



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**Glen Swyers**  
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**Debbie Stoops**  
*Lead Area Liaison*  
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# Western-Pacific Area PCCs

**Touchpoints will be the Fourth Wednesday of Every Month at 2:00 PM ET.**

PCC Name	PCC Name	PCC Name
Albuquerque	Hawaii	Sacramento
Arizona Desert Skies	Inland Empire	San Diego
Bay-Valley	Lincoln	San Francisco
Capital	Los Angeles	San Jose
Fresno	Missoula	Santa Ana District
Greater Anchorage	Nevada Sierra	Sierra Coastal
Greater Omaha	Pikes Peak	Sioux Falls Area
Greater Portland	Puget Sound	Southwest Idaho
Greater Spokane	Red River Valley	Topeka
Greater Wichita Area	Rocky Mountain	Utah

# Thank You Area Marketing Managers



**Lisa Adams**



**Raschelle Parker**



**Mike McInturf**



**Margaret Pepe**



**Bridgette Carroll**



**Mike Cook**



**Eileen Veach**

# Thank You Area PCC Coordinators



**Margaret Floyd**



**Ray Staub**



**Linda Bergeland**



**James Milikowski**



**Florem Rodil-Separa**



**Tori Miles**



**Debbie Stoops**



# Why Change?



## PCC Logo



The PCC exists to educate the mailing community and forge new connections among the community, businesses, and the USPS.

- Previous PCC Logo created in August 2005
- Does not represent the current PCC
- Does not easily relate to Who We Are
- Identifies more with the Postal Service
- Does not convey Industry Partnership

## PCC Logo

### Objective

Refresh existing Logo – add a tagline that resonates with our PCC Community

- PCC Mission and Goals
- What does the PCC mean to us
- Partnership
- Future
- Explored some of our favorite logos
- What we liked and what we didn't like



# Identifying Attributes of the Future PCC



# PCC Logo



**McCANN**  
WORLDGROUP

- Trusted
- Innovative
- Educational
- Networking
- Community
- Collaboration
- Partnership



*Introducing the Official*



# *New PCC Logo*



# Branding Formats



# New PCC Logo



This monogram speaks to the PCC as an institution that is deeply connected to the Postal Service, and also exists separately to support it. The unity of the letters symbolizes the goal of USPS and PCC in coming together to provide better business for customers.

The Postal Customer Council's full title can be spelled out alongside the logo, depending on where the logo appears and how familiar the audience is with the PCC.

For consistency, always use one logo per material.

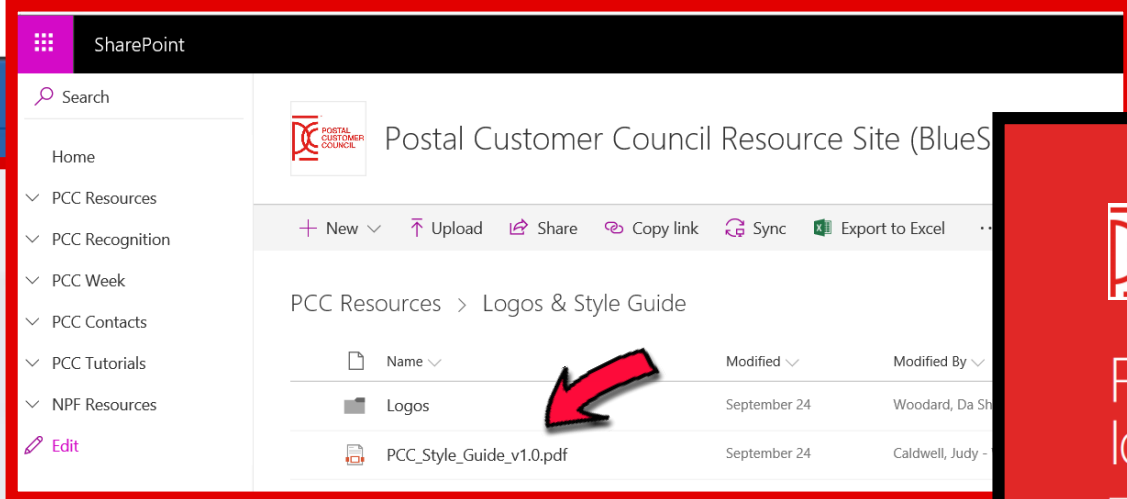
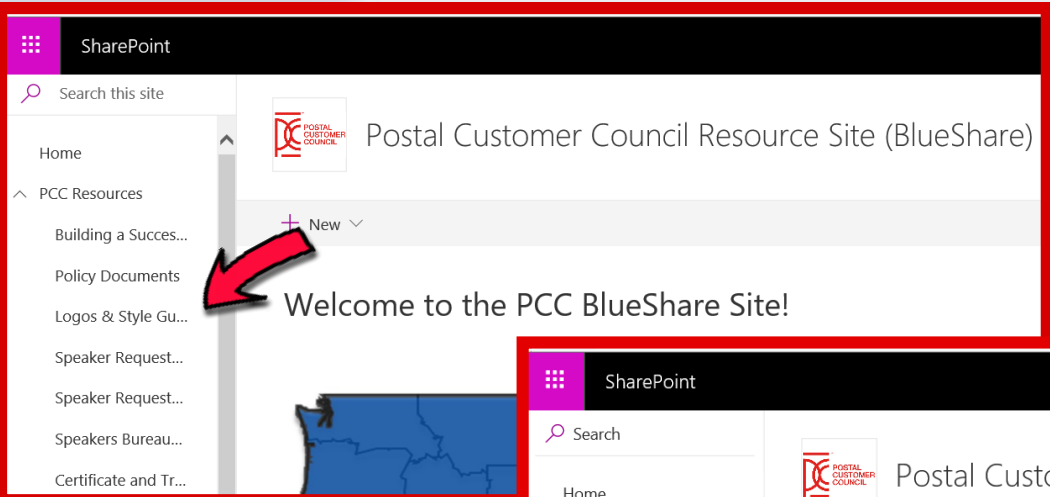
Recommended for special cases.

For use on large customer-facing materials in public areas, such as banners at trade shows.

# Branding Formats



# Identity Style Guide

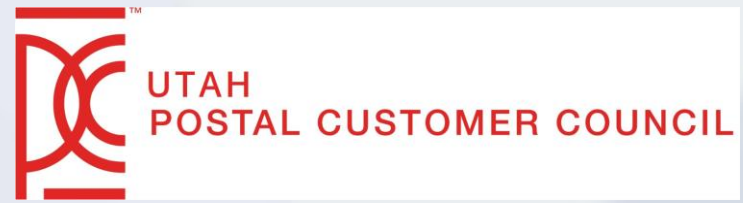
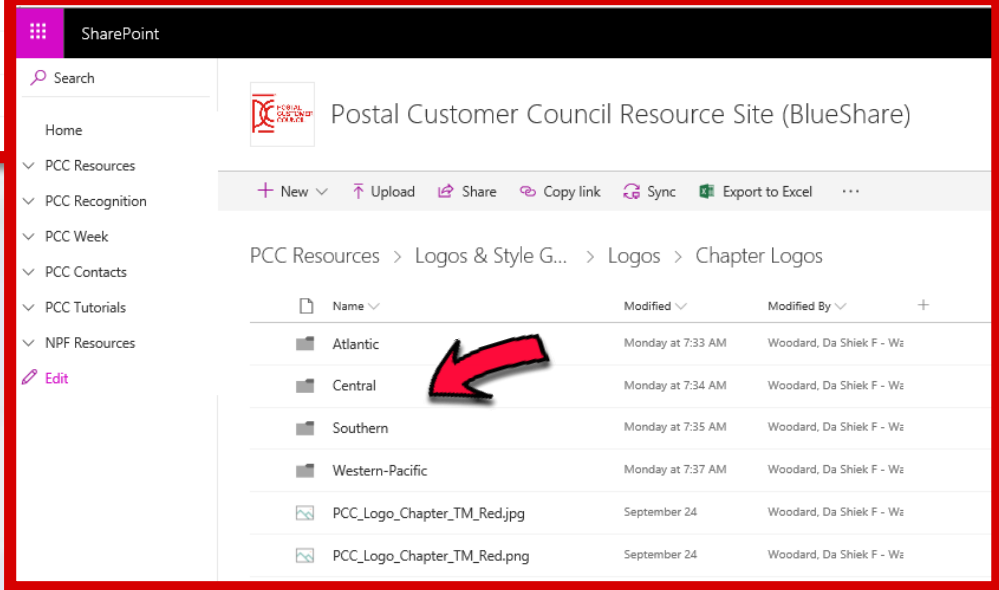
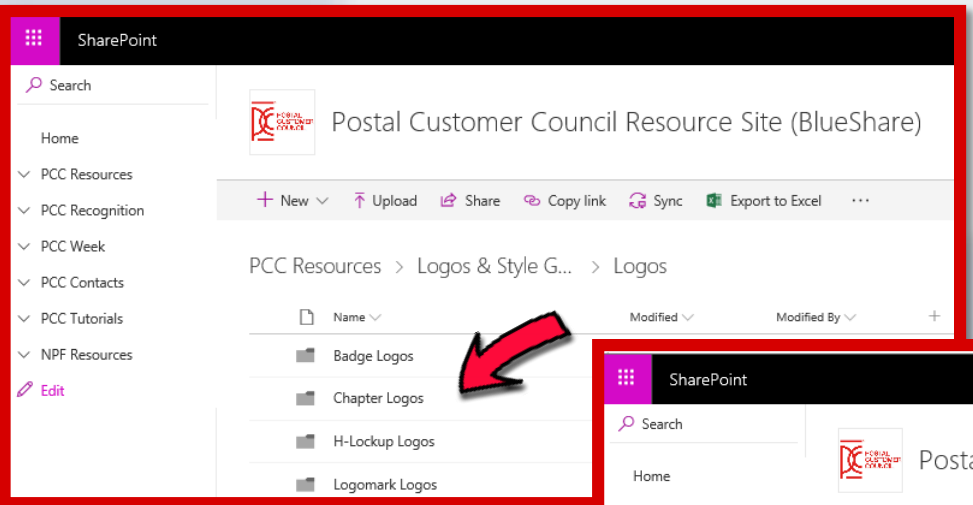


<https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx>

# Branding Formats



# Identity Style Guide



# *PCC Day New Collateral*



- 250 randomly selected winners
- Finalizing winners list
- Winners will receive an email from PCC Insider
- Winners must respond by COB, Friday, October 16, 2020



# *PCC Day New Collateral*



- High Quality Bag
- “A-Z Best Practices of the PCC” – Tri-fold
- PCC New Logo Lapel Pin
- Stationery Notepad
- Writing Pen
- PCC Voice Invitation
- PCC Folder
- PCC Get Connected and Grow Bookmark with Flowering Planting Seeds

# PCC Collateral



## *PCC New Collateral*

- Distribution of starter kits prior to next PCC Live Event
  - High Quality Bag
  - “A-Z Best Practices of the PCC” Poster
  - “A-Z Best Practices of the PCC” – Tri-fold
  - PCC New Logo Lapel Pin
  - Stationery Notepad
  - Writing Pen
  - PCC Voice Invitation
- Work with your HQ PCC Liaison



# *PCC Recruitment Video*

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- The Origin of the PCC Recruitment Video
  - Membership, Growth, and Recruitment Committee
  - Original concept – nationwide contest
  - Evolved to the realization for a universal tool
- Sampling of PCCs nationwide, large and small
  - Central Ohio PCC
  - Los Angeles and Santa Ana District PCCs
  - Miami-Dade County PCC
  - Western North Carolina PCC



# *PCC Recruitment Video*

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- Opportunities to use the PCC Recruitment video
  - For existing members
    - Ensuring alignment of the same definition
  - For new members
    - Seeing testimony from more than a local perspective
- How can you promote the video to recruit new members?
  - During local PCC events (virtual/in-person)
  - During virtual PCC follow-up chats
  - Virtual newsletters



**EXTRA!**  
**EXTRA!**



# PCC Voice Challenge

**Currently 449 Members – Goal by Dec 31 – 500 Members**

## Group 1

*New member:* Follow Step 1 link to sign up. Post on PCC voice at least twice a month.  
Capture your posts and send to [PCC@usps.gov](mailto:PCC@usps.gov).

## Group 2

*Existing member:* Follow Step 2 link. Post at least twice per month.  
Capture your posts and send to [PCC@usps.gov](mailto:PCC@usps.gov).

## Here's How to Join:

**Step 1:** Sign up for a LinkedIn account:

[https://www.linkedin.com/signup/cold-join?trk=guest\\_homepage-basic\\_directory](https://www.linkedin.com/signup/cold-join?trk=guest_homepage-basic_directory)

**Step 2:** Use this link to join the group:

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

**Each month a winner will be drawn to receive a special gift.**



[For Questions Please Contact PCC@USPS.gov.](mailto:PCC@USPS.gov)



# *PCC Voice*

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- Post your upcoming events
- Share Ideas and information to help other PCCs
- Stay connected
- Ask questions
- Post photos and videos of your innovative creative ideas
- Brag about your PCC





PCC VOICE  
Get Connected  
and Grow

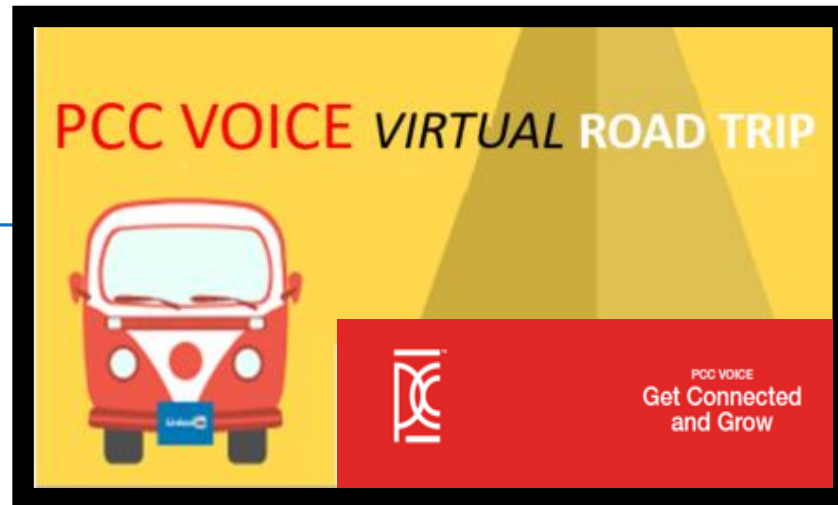


# PCC Voice Virtual Road Trip

**The PCCAC is coming to your PCC**

**Tell us about your innovative ideas**

**We will be sharing the feedback on PCC Voice**



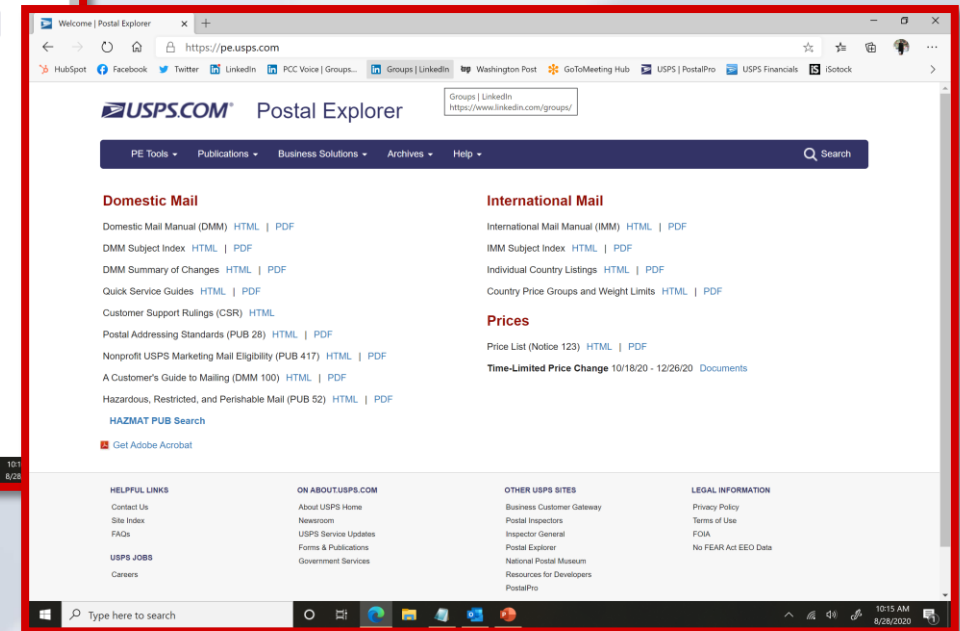
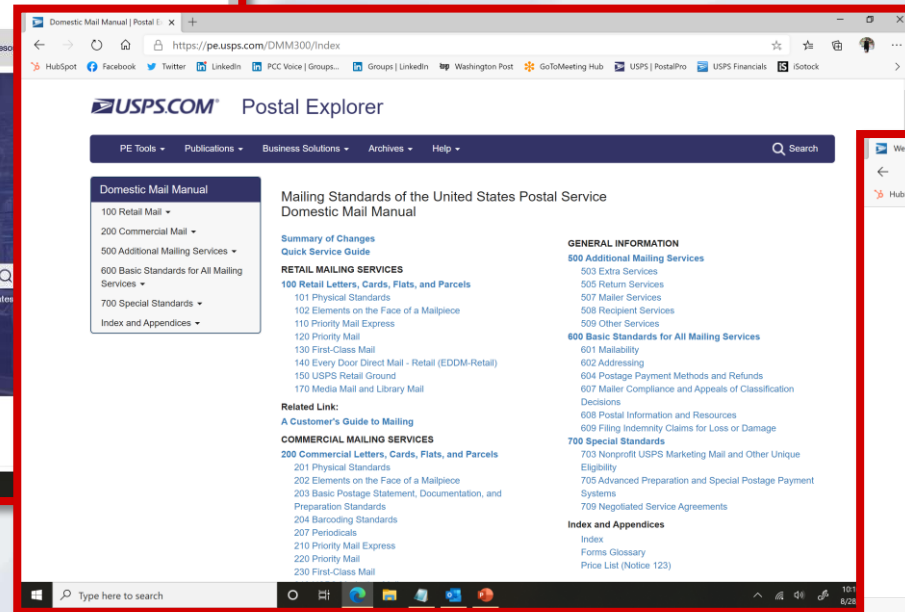
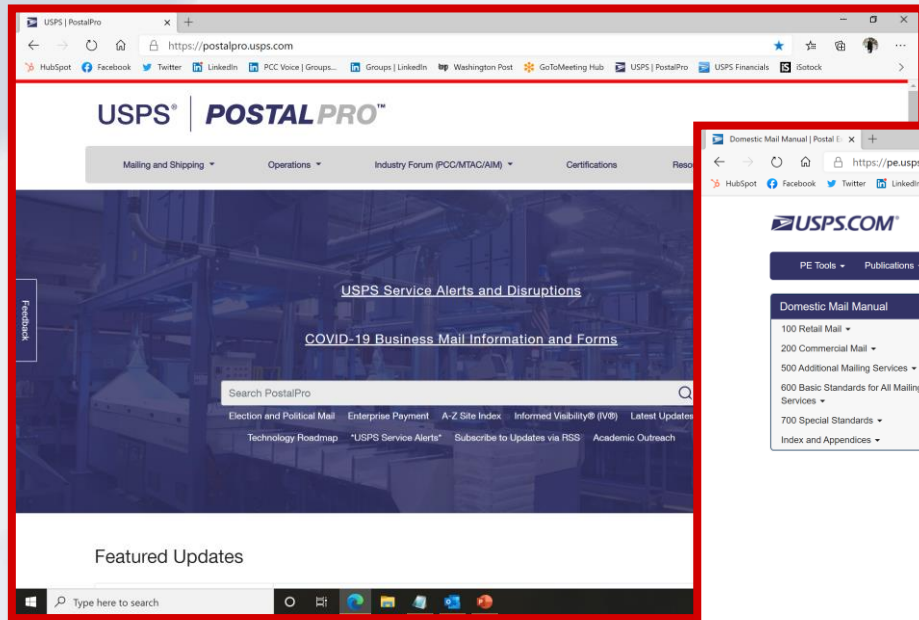
[For Questions Please Contact PCC@USPS.gov.](mailto:PCC@USPS.gov)



# Five Benefits of Belonging to the PCC



## # 5 – Postal Education



# Five Benefits of Belonging to the PCC



## # 4 – Industry Education



# Five Benefits of Belonging to the PCC



## # 3 – Postal Networking



# Five Benefits of Belonging to the PCC



## # 2 Industry Networking



# Five Benefits of Belonging to the PCC



## # 1 – Leadership through Service



# Five Benefits of Belonging to the PCC

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## National PCC Day Broadcast Now Available

If you were unable to attend the event or you want to watch it again, the full program, including the breakout sessions is now available on the National PCC Day Platform: [2020.pccday.com](https://2020.pccday.com).

Once you navigate to the National PCC Day Platform, you may be prompted to:

- **Register** – Even if you already registered for the National PCC Day event, please re-register
- The page will refresh and you will be taken to the main page
- Select the button “**click here to start**” on the right-hand side of the screen
- Once you select that button you will be taken to the “**agenda**” page
- **Select** either the National PCC Day Program or any breakout session

# PCCAC Survey

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## PCC Advisory Sub-Committees Created a Survey:

- Will be sent out via PCC Alert on October 14
- PCC Postal and Industry Board Members and Postal Administrators to complete
- Sample questions:
  - Type of Workshops PCC Executive Board needs to be successful
  - Type of Educational Topics do you need in FY21
  - What Support Materials do you need from Sub-Committees

Information will help PCC Advisory Committees set goals for FY 21.

# PCC Post Survey

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## National PCC Day Post-Survey Responses:

- Over 2,900 attendees
- 720+ responses
- 29% first-time attendees
- 50+ potential new members
- 92% recommends Breakout Sessions for future PCC meetings/events
- Comments



# Questions

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*Thank You*

Get Connected and Grow