

PCC Insider – August 2020 Issue



COUNTDOWN TO NATIONAL PCC DAY 2020 **GET CONNECTED AND GROW!**

With **National PCC Day 2020** right around the corner, the countdown is on!

Unfortunately, due to the COVID-19 pandemic and the ongoing challenges of adhering to CDC guidelines for social distancing, everything has been different this year. This includes National PCC Day 2020 and the National Program Office's planning efforts.

To assist with your local planning activities, the information below is intended to provide PCCs with some general information about the Postal Service's HQ virtual National PCC Day 2020 event:

Theme: *Get Connected and Grow!*

Date and Time: Tuesday, September 22, starting at 2:00 p.m. ET

- 2:00 p.m. – 3:00 p.m.:
 - Welcome – Get Connected and Grow Your PCC to New Heights
 - Corporate Strategic Message and Mail's Role in the Future of Marketing
 - The Magic of Disney
 - Growing Forward: The Future of the PCC
 - Celebrating Excellence
 - Thank You – Connect, Grow, & Step into the Future!
- 3:00 p.m. – 3:15 p.m.: Break
- 3:15 p.m. – 4:00 p.m.: Optional concurrently conducted Educational Breakout Sessions Topics:
 - Five Benefits to Belonging to the PCC
 - Election and Political Mail
 - Innovation (Informed delivery)
 - Informed Visibility/Data Metrics
 - Shipping Strategy – Products and Services
 - Small Business Initiatives
 - Mail Repositioning

Note: The one-hour agenda titles and breakout session topics may slightly change. All sessions will be recorded and posted for future PCC use.

The **National PCC Day 2020 Professional Certificate** will be available on the *PCC BlueShare* site on September 23 and should be sent to all PCC members who join the HQ one-hour virtual event, starting at 2:00 p.m. ET.

A National Registration Link to join the virtual event will be coming soon!

We look forward to you joining us on September 22 at 2:00 p.m. ET for an insightful and exciting event!

Stay Tuned.....Get Connected and Grow!

MEMBERSHIP

BEST PRACTICES FOR KEEPING YOUR EXECUTIVE BOARD AND INDUSTRY PARTNERS ENGAGED (ESPECIALLY FOR SMALLER PCCs)



If your PCC has seen a decline in attendance to your events since the pandemic, then you are not alone. This pandemic has required us to modify our communication platforms, which change the way that we connect with our local PCC colleagues. We should always remember that, to keep our Board and Industry partners engaged, requires the 3 C's: **Connection**, **Commitment**, and **Consistency**.

Have you recently been in a situation where you awkwardly retract your hand from a handshake before the start of conversation due to the Covid-19 pandemic? That's because the human mind acknowledges that gesture as a form of connection. The abundance of PCC in-person events is at a halt for the same reasons, so this is where we must become creative. One suggestion is to establish your connections via informal *Zoom* meetings for meet and greet time. Another suggestion is to extend your meeting times with your Board and/or Industry members, so that you can use the beginning of that time to catch up and connect. This way, once the official meeting begins, side-bar conversations will be at a minimum.

Commitment demonstrates to our Postal and Industry members that the success of the PCC mission is much larger than an individual. PCC members see that type of commitment when we modify our existing physical events into virtual environments. Commitment to our PCC members revolves around the ability to serve as a liaison between growing our business and having the education to do so.

Consistency speaks for itself. Based on the percentage of Gen types in our industry, we are creatures of habit/routine. So, the lack of consistency will spawn distractions and absences. Demonstrating consistency presents an energy that our Executive Board and general members can feed on and pass along to their counterparts. While we understand that your award-winning event may be out of reach due to the pandemic, you may reveal that it wasn't the event that won the award, it was your PCC's Connection, Commitment, and Consistency that really was the winner.



EDUCATION

VIRTUAL TOURS – DEMYSTIFIED

Let's face it, field trips were some of the most memorable events from our childhood. The joy of getting out and, more importantly, breaking the normal routine was powerful. Now that we are adults these field trips have a more professional name – *Plant Tours*. Hosting tours can provide unique and value-added educational opportunities for your membership.

We suggest the next best thing to an in-person tour is a virtual one. The guiding principles are the same: It's a break from your routine meetings and it provides a visual of mail processing operations.

Here are some simple things you can do to host a virtual tour. All of these techniques can use any of the virtual meeting platforms. Currently, the preferred platform for the Postal Service is a special government security approved version of *Zoom*.

Most Basic – The host can use a smart phone and simply walk through the plant. *Pro* – very simple and *Con* – need to take care of the audio as you point the phone in many directions. Both a pro and con is everything is live.

Medium – Similar to the most basic, you can use a smart phone, or other video camera to pre-record the tour. If you do this all in one continuous shot, no editing would be required. This allows you to play back the video during the meeting. One very common technique is the live voice over / talk through the tour. This way you don't have to worry about recording your voice. *Pro* – very simple, you can play back, stop and fast forward as needed. *Con* – need to pre-shoot the material.

Advanced – Similar to the medium, you can use a smart phone, or other video camera to pre-record the tour. If you have access to iMovie or similar applications (some video editing applications come free with your computer), you can do some post production. These application let you stitch together multiple clips, remove unwanted sound, add music, and add graphics. You can still use the technique of doing your voice over during your live event, but this moves the effort from shooting the original material in one long shot to post production editing.

Bonus – If you want to host the video for later private use, consider using platforms similar to Vimeo. They have both free and paid platforms that have more privacy settings than YouTube.

Summary – A video tour can be as simple as a phone call with video and walking through a plant to as advanced as you want it to be. Don't let the technology be a road block to your meeting. First, choose the right place to have a tour and then match the technique to the resources that you have available. Remember it is better to have a basic tour than no tour at all.

Have fun!



COMMUNICATION

HOW TO MAKE THE MOST OUT OF YOUR NATIONAL PCC DAY AS A VIRTUAL EVENT

“If you fail to plan, you are planning to fail.”

- Benjamin Franklin



With National PCC Day fast approaching, the key to success is to be prepared by planning ahead. Whether your PCC is planning on hosting a local event prior to or immediately following the Postal Service HQ National PCC Day virtual event, listed below are a few best practice tips to ensure the success of your local virtual event **CELEBRATION!**

Best Practice Tips for Hosting a Virtual Event:

- Mail your *Save-the-Date* post cards and email blasts.
- Plan your *Agenda*, including a fun ice breaker.
- Watch for *PCC Alerts* containing updated planning information, especially the *National Registration Link*.
- Email follow-up invites with *National Registration Link*.
- *Contact IT* – If possible, have IT support available or on-site the day of your event.
- Look for *PCC Alerts* that contain Postal Service IT support information to connect from your local virtual event to the national event.
- Consider having a time for *networking* by creating rooms and auto assigning people into rooms in small groups, have a Board member/moderator in each room to facilitate a *go round* so each person can introduce themselves and their company.
- Offer sponsorship opportunities, including proper acknowledgement.
- Pre-record as much content as possible to help make sure timeliness is met.
- Always provide an audio dial-in option with your video conferencing invite.
- In addition to HQ’s theme, *Get Connected and Grow*, have fun with a local theme or dress code.
- Raffle a donated/sponsored or purchased item.
- Include some type of virtual game: bingo etc....
- Get a local mixologist to create a signature “virgin cocktail” – *PCC Day Happy Hour or Mixer*.
- Plan at least one *dry-run* practice session with the event planners, speakers, etc.
- Rehearse with all participants. This allows for people to check lighting, sound, etc.
- Create an instruction sheet flyer to email to people showing directions of how to join the meeting.
- Reboot your computer about 30 minutes before the event. After rebooting, shut off any unneeded programs (i.e., Outlook, Chrome, MS Edge, etc. Keeps your memory clear.
- Plan to set-up early the day of the event (test audio and video) etc.
- Start on time.
- Smile for the camera!
- Have fun, it’s a **CELEBRATION!**

Best Practice Tips for Attending a Virtual Event

- Register early!! Stay tuned and watch out for the *National Registration Link* to register in advance.

- If applicable, review instructions and the agenda in advance.
- Use your laptop not your phone, this allows you to take notes and participate.
- Reboot your computer about 30 minutes before the webinar. After rebooting, shut off any unneeded programs (i.e., Outlook, Chrome, MS Edge, etc.). Keeps your memory clear.
- Be prepared – Have advance instructions, agenda, and any other items needed for the meeting readily available.
- Dress accordingly.
- Dial in early to test audio and video.
- Ensure you have a *Clean* and *Work*-appropriate background.
- Position your webcam at or slightly above eye level.
- Be respectful – Mute your microphone while others are presenting/speaking.
- Participate, participate and participate!
- Smile for the camera!
- Have fun it's a **CELEBRATION!**

STRATEGIC INNOVATIONS AND PCC POLICY NEWSLETTER AND WEBSITE INNOVATION



The PCC Advisory Committee Strategic Innovation and PCC Policy Sub-Committee focuses on developing innovative solutions to enhance PCCs, and to ensure PCCs are in compliance with the rules and regulations of *PCC Publication 286*.

The Greater Madison Area PCC (GMAPCC) illustrated a perfect example of being innovative by sprucing up their PCC newsletter. They published their 2020 Summer Newsletter using color ink for the first time this July. Switching over to color ink was the next step in their PCC rebranding. The GMAPCC began rebranding in 2018 with a new logo, membership brochure, membership letter, and additional collateral. The conversion from black ink over to color ink on the newsletter gives a fresh updated look to match what they are doing with other marketing and membership materials. Bob Sheehan, the PCC Postal Administrator, says “at times it feels like our rebranding is taking a lot of time, but we see the light at the end of the tunnel as we move to the final item which is our website.”

The GMAPCC is working on updating their website to give a more modern new look to mirror the look of the newsletter and other marketing printed material. While the website is a work in progress, they are happy with the updates that they have made and have received great feedback regarding the exciting new innovative and colorful look. Please check out their website! www.madisonpcc.com.



ACADEMIC OUTREACH PROGRAM THE DIRECT EFFECT UPDATE



Meeting Demand through Adaptability and Creativity ***What is the Direct Effect?***

If you are not already familiar with the Direct Effect® Innovation Challenge, you may not realize why this is such an effective way of engaging and educating college students on omni-channel marketing, and specifically, the important role that mail plays in an integrated marketing campaign. Before you continue reading this article, we invite you to take a moment and click [Cincinnati DEIC](#) to view the video (3:27) from an innovation challenge hosted by University of Cincinnati. You'll see and hear from students, faculty, USPS executives, and the (live) clients and their agency on what they learned from this experiential learning process, and what they learned from each other.

Building a Learning Community

As you can see from the video, a symbiotic learning community develops during these live-client experiences, with teaching and learning being transferred between all participants. We're giving businesses and educational institutions some new tools, and opportunities to develop new relationships. There's potential for growing the business community, to grow opportunities, and in the process, grow the use of mail.

Live-Client Projects in the Virtual Classroom

COVID-19 has accelerated the changing face of education. Academic Outreach has kept pace. Our team has been helping educators look through a lens of adaptability and creativity as they navigate the transition from the classroom to the virtual classroom.

Remote learning is not so easy for everyone. It's no secret that effective teaching is paramount to effective learning, and in the case of online studies, it is important for educators to find ways to connect with students and to help them to connect with each other. Individuals learn in various ways, and for many students, the interactive dynamics of the classroom is not only a preference, it is a necessity. A healthy mix of group and individual projects is the best way to ensure success with online learning. Academic Outreach has been adapting the [Direct Effect curriculum](#) to meet these needs. In a special three-part webinar, presented last month as part of our Summer [Direct Effect LIVE Webinar Series](#) and adapted from *module 5 of the curriculum*, faculty members were guided through the steps to implementing *Live-Client Projects in the Virtual Classroom*. These team projects provide insightful and rewarding virtual live-client experiences that preserve not only the educational value of the innovation challenges, but also the collaboration, creativity, and fun. We also created a [resource page](#) where recordings from these three sessions, along with instructions and a packaged client challenge and other key resources, will enable educators to deliver an engaging and impactful learning experience in the virtual classroom.

"... It has better prepared me for working with clients in the future."
-Shivani Rajan, Student

Isn't this what it's all about?

The applicable knowledge and real-world experiences that students gain from hands-on learning will serve them well for internship opportunities, and more importantly, as they prepare to take leadership positions later in their career.

The live-client team projects unleash creativity to solve marketing challenges. The exercises empower participants to collaborate with each other, to elicit rich discussion, and to find consensus and move forward. The materials encourage robust thinking, and the tools give students plenty of opportunity to engage with the content and with each other. And finally, the "client pitch" helps these future marketers to develop and hone critical presentation skills as they enter the job market.

Impacting the Next Generation of Marketers

PCC members can help bring this effective and engaging learning experience into more classrooms, and expand relationships that are built through this process across the country; and really build a movement that we can take forward into the next generation. If you have contacts with faculty at colleges and universities, and particularly, if you wish to participate as a live-client or industry guest speaker, please use this [Live-Client Projects email](#) that you can customize to share information about Direct Effect's latest developments for the virtual classroom. What better way to introduce educators to our curriculum than by demonstrating its *direct effect*!

For more information and to connect us with schools in your area, please write us at DirectEffect@usps.com.



Sources:

- Video: Cincinnati DEIC (3:27) – <https://vimeo.com/379132028>
- Direct Effect Curriculum Overview – <https://postalpro.usps.com/directeffect/Curriculum-Modules>
- Webinars: Direct Effect LIVE Webinars Series – <https://www.directeffectinnovation.com/direct-effect-live>
- Webinar miniseries: Live-Client Projects in the Virtual Classroom – <https://www.directeffectinnovation.com/resources>
- Email template: Live-Client Projects email to faculty – <https://postalpro.usps.com/node/8492>

Be part of something larger than ourselves. Help fulfill a vital public service!



PCC INSIDER SPOTLIGHT

Congratulations to the Fairfield County CT PCC for being chosen as the first *PCC Insider* “Spotlight” You can learn more about their PCC at: <https://postalpro.usps.com/node/8535>



Fairfield County CT PCC (Stamford, CT)

- **Date founded:** The Fairfield County CT PCC was established in 2005 with the merging of Greater Bridgeport PCC and Stamford PCC
- **Members:** There are approximately 250 general members that participate in regular events such as the Annual Fairfield County CT PCC Sacred Heart University Spring Event, and the Annual Mail Piece Design Seminar at Corporate Mailing Services.
- **Awards:**
 - Premier Platinum since 2013 and Premier Gold since 2009
 - 2007 PCC Innovation of the Year - Gold
 - PCC Education Program Excellence – Gold
 - PCC Communication Program Excellence – Gold
 - PCC Industry Person of the Year – Gold
 - PCC Postal Person of the Year – Gold
 - 2020 PCC Innovation of the Year – Bronze

Fairfield County Connecticut PCC is currently led by:

- Postal Co-Chair – Kevin Hogan, Postmaster, Stamford, CT - USPS
- Industry Co-Chair – Art Gerckens, Sacred Heart University – Print and Delivery Manager
- Industry Vice Chair – Bill Llewellyn, Universal Printing – Owner
- Postal Administrator – Lisa Landone – Customer Relations Coordinator, Stamford, CT – USPS

When the Fairfield County CT PCC launched their *Postal Biz-Buzz* podcast in December of 2019, they unwittingly placed themselves ahead of the curve for the challenges that 2020 would present to Postal Customer Councils nationwide. Despite the widespread suspension of in-person events throughout most of 2020, their podcast keeps their members informed and connected to the current events related to the mailing and shipping industry.

Postal Biz-Buzz is hosted by Fairfield County CT PCC Industry Co-Chair, Art Gerckens. Gerckens is also the Print and Delivery Manager for Sacred Heart University in Fairfield, CT, and provides an industry perspective related to postal topics. Their commitment to podcasting was born out of a desire to innovate, and grew from there. When asked about his opinion on what their podcast means, Gerckens said, “I think the podcasting is a great way to promote our PCC. It is a regular agenda item on our monthly Executive Board meetings and gets us all thinking and throwing ideas out as a team... I see a day when the podcast is called on to either promote or talk to people involved in National PCC Day, the National Postal Forum, MTAC, NACUMS, MSMA, and other organizations that deal with the USPS. As they say, the sky’s the limit.”

Fairfield County CT PCC Administrator, Lisa Landone, serves as the audio engineer and editing producer. Landone sees a major benefit of podcasts being able to reach larger audiences. “We have

had guests call-in from Colorado and inquiries from Missouri and even Australia... So far everyone we have asked to be guest has said yes!" said Landone.

Postal Biz-Buzz can be found at www.pcc-ct.org or <https://www.buzzsprout.com/776966>.



Stay tuned to see which PCC will be randomly selected in our next edition of **PCC Insider Spotlight**

Get Connected and Grow!

Postal Customer Council Advisory Committee (PCCAC), Communications and Marketing Sub-Committee

U.S. POSTAL SERVICE RANKED #1 IN RECENT HARRIS POLL®

The U.S. Postal Service ranked #1 in the recently released “The Harris Poll® Essential 100”, a ranking of corporate response to the COVID-19 pandemic. Americans rank 100 leading companies that played a truly essential role during the crisis based on their resolve, integrity, responsiveness, and permanence.

The top 10, based on the survey, are (in order): **United States Postal Service, Clorox, Google, United Parcel Service, Walmart, Amazon, Purell, Microsoft, FedEx, and CVS.**

THE HARRIS POLL: COVID-19 IN THE U.S.

The Harris Poll Essential 100 Ranking: Full Composite

1 U.S. Postal Service	26 UnitedHealth Group	51 The Walt Disney Company	76 Cardinal Health
2 Clorox	27 McDonald's	52 Whole Foods	77 American Express
3 Google	28 3M	53 Delta Air Lines	78 NFL
4 UPS	29 Target	54 Toyota	79 AT&T
5 Walmart	30 Chick-fil-A	55 Southwest Airlines	80 NBA
6 Amazon	31 General Mills	56 Xfinity	81 MLB
7 Purell	32 Best Buy	57 Cottonelle	82 Pfizer
8 Microsoft	33 General Electric	58 United Airlines	83 DoorDash
9 FedEx	34 Costco	59 Intel	84 Marriott
10 CVS	35 Domino's	60 Perdue Farms	85 T-Mobile
11 Samsung	36 Nestle	61 PepsiCo	86 Publix
12 Johnson & Johnson	37 Campbell's	62 IBM	87 Honeywell
13 YouTube	38 Kroger	63 Hewlett-Packard Enterprise	88 Bank of America
14 Coca-Cola	39 Tyson Foods	64 U.S. Bank	89 Kaiser Permanente
15 Walgreens	40 Bayer	65 Scott	90 GlaxoSmithKline
16 Netflix	41 General Motors	66 Trader Joe's	91 Aetna
17 Apple	42 Verizon	67 Hulu	92 eBay
18 Visa	43 Anthem Health	68 American Airlines	93 Macy's
19 Mastercard	44 Aldi	69 Little Caesars	94 Starbucks
20 The Kraft Heinz Company	45 Dollar General	70 Smithfield Foods	95 Nissan
21 Lowe's	46 Dell	71 Humana	96 Facebook
22 Procter & Gamble	47 Pizza Hut	72 Papa John's	97 McKesson
23 The Home Depot	48 Sam's Club	73 Nike	98 Conagra
24 The Hershey Company	49 Sony	74 Zoom Video	99 Capital One
25 Ford	50 Burger King	75 Boeing	100 ESPN

Harris Insights & Analytics, A Regent LLC Company © 2019

What is clear from the survey is corporate America is seen as part of the solution today, rather than the problem, as was the case during the 2008 financial crisis.

"When they needed it the most, Americans put their trust in the business community to help them through COVID-19," said John Gerzema, CEO of The Harris Poll. "We've seen widespread approval of the corporate response to the pandemic – whether pivoting to different goods and services, reinforcing supply chains, or seeking cures for the deadly virus."

The survey also shows that the reputation of companies during COVID-19 has improved in every sector and that trust in business is at a high.

To download the full report, visit www.theharrispoll.com

WHAT TO DO NOW

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

"No matter how bad a situation, you have to ask yourself, 'What do I do now?'" – Bob Howard, Medal of Honor Recipient

As we enter a new phase of the current crisis, our concerns continue to grow. While we adapt to new routines, the future remains uncertain. There's no part of our lives that aren't impacted by the virus.

The internet has become a source of both connectivity and divisiveness. We've watched videos of generations using webcams and software to close the *social distancing* gap. People offering suggestions and humor to cope with the boredom and exasperation. Others expressing their concerns and frustration, which have unintended consequences of provoking backlash and arguments.

We find new heroes – not just the doctors and nurses saving lives, but the cleaning staff disinfecting rooms and equipment, grocery store clerks trying to keep shelves stocked, and delivery drivers bringing orders to our front doors. Teachers finding new ways to educate children using technology and imagination to share lessons. Front line responders of all types continuing their day-to-day jobs of keeping us safe.

But most of us aren't on the front lines. We may still be reporting to work – just in our homes instead of the office. Or we may be in *economic limbo* – our company is shut down during the quarantine, and we don't know what the future holds. In both cases, we're unsure about our role during the pandemic.

With so much information to digest, so many other people making sacrifices, and so much makes us feel helpless, we're faced with the question, "What do I do now?"

The first part of the answer lies in the question – we need to do something. Action, any action, brings with it a sense of purpose, a feeling of control. As an added benefit, we're not refreshing our screens to read the latest opinions or join the most recent online arguments.

Here are just a few ideas:

If you are working – whether from home or at your office – take pride in what you're doing, because you are a vital piece of the solution. The claim you process helps the medical professionals get paid and the patient know they can continue to get care. The signs you print and the mail you create helps keeps businesses going through the economic downturn. The corporate emails and online posts provide valuable information in a time of uncertainty.

If you're able, volunteer in your local community. Food pantries, senior centers, meals on wheels, and other services are inundated with requests. Many of their regular volunteers are elderly and must remain home. Just a few hours of your time will have a powerful impact.

Be kind to your neighbors. That means people who may need you to get them groceries because they're more vulnerable to the virus. The other people in the grocery store who can't reach items at the back of the top shelf. The elderly person who starts a conversation – from a safe distance – because they need to talk to someone. The world is smaller than ever before – everyone is your neighbor.

Check in on your friends. There are a lot of people who are afraid right now. They need to know that someone cares about them. You don't need to have answers, just listen. Find a way to close the physical gap with a call or a text. Now, more than ever, it's impossible to overuse the phrase, "I love you."

We don't know when this will end. We don't know how it will end. We don't know what the post-pandemic future will look like.

By doing something, especially by doing something for someone else, we become part of the answer.



PCC SUCCESS STORIES

THINKING OUTSIDE THE BOX TO BE SUCCESSFUL



Santa Ana District PCC Virtual Plant Tour

When the COVID-19 pandemic began to unfold, PCCs turned to the *Zoom* platform to host their meetings as the primary communication vehicle to stay connected with their members. This was certainly true for the Santa Ana District PCC. As the PCC Postal Administrator, Vencent Quaglia thought outside the box to host a virtual plant tour using the new *Zoom* platform.

As a novice to *Zoom*, Vencent was determined to conduct a virtual plant tour of the Anaheim, CA Processing and Distribution Center on July 9, 2020. Below are the steps he took to host a very successful event:

- Obtained approval to use the Anaheim, CA Processing and Distribution Center to record the tour.
- Selected a videographer.
- Started the tour outside of the plant and welcomed people who would join the virtual tour *Zoom* meeting.

- Handed the tour over to the plant tour guide to explain the different processing machines.
- Asked some of the machine operators on duty to explain what they were doing and why.
- Closed the tour by interviewing various craft and administrative employees about their roles and how their roles have changed since the pandemic and surge in parcel volume (*e-commerce*).
- Submitted questions through the chat box were answered.

Congratulations to Vencent and team for a job well done! The National PCC Program Office encourages all PCCs to think of creative ways to use the Zoom virtual platform.

Featured Tour Participants in Order of Appearance:

- PCC Postal Administrator, Vencent Quaglia
- Operations Industrial Engineer, Tracey Jones
- Mail Processor/Expeditor, Arlene Calvin
- Mail Handler Assistant, Art Pechaco
- Mail Handler, Chuck Laxina
- Administrative Assistant, Cecilia Romero
- Custodian, Betsy Stratton
- Data Control Technician, Colin Lau
- Maintenance Operations Supervisor, Manny Rodriguez



NORTHEAST FLORDIA PCC TECHNOLOGY SHOOTOUT



The Northeast Florida (NEFL) PCC had their annual Technology Shootout Seminar Breakfast on August 12, 2020. But this year, like most of our recent events, it was virtual. This did not stop the energy and creativity of all those involved. The lineup featured four extraordinary presenters from some of the industry’s best print & mailing software companies around. NEFL PCC Industry Vice-Chair Chris Huber hosted the western themed showdown, including cowboy hat and sheriff badge. Kicking off the event was PCC Postal Administrator Sherwin Salla, singing a country song to get attendees fired up at 7:30 am. Sheriff Huber then began the presentation by introducing TJ Forsyth of Ironsides Technology, followed by Shawn Burst of Direct Mail.IO, Josh McCaully of Grayhair Software, and closing out the lineup was Josh Goodwin of Earth Class Mail. Each presenter had 10 minutes to present the latest and greatest

technology advances their company had to offer. Most presenters kept with the country theme in cowboy hats and old-west *Zoom* backdrops. NEFL PCC Industry Co-Chair Monica O'Connor kept the webinar running seamless behind the scenes. The event was a huge success with great feedback from most of the nearly 50 attendees who joined. We are already looking forward to next year's event. *Y'all come back now, 'Ya here?*

NEVADA-SIERRA PCC CORONAVIRUS INDUSTRY UPDATE



Nevada-Sierra Postal Customer Council (NSPCC) hosted a *Coronavirus Industry Update* on June 30, 2020. NSPCC invited Postal Service Nevada-Sierra Management, including Kevin Romero, District Manager; Terry Mullins, Senior Plant Manager; John McLucas, Postmaster; District Marketing Manager David James; Stephen Perea, BMEU Manager; Shawna Heaton, A/Marketing Specialist; and Don Kravos, Manager of Operation Support to speak to our Industry members regarding any Postal updates and/or changes caused by coronavirus pandemic. Due to social distancing and facility restrictions, we were limited to having only eight (8) Postal leadership speakers attend. However, 16 membership attendees were able to join via *Zoom*.

Despite the busy schedules of our District leaders, we were honored they were able to take time to meet with our PCC members. During their presentations they provided many updates, including how the pandemic has impacted Postal operations. Some of the data that was shared gave us all a better understanding on how the mail volumes have changed overtime, and how the pandemic has impacted the Postal Service.

Afterwards, industry members were given an opportunity to ask questions relevant to their small businesses, such as how the changes in our operation have affected their mailing or shipping process?

At the end of the meeting both industry attendees and postal speakers came away with a better understanding of how each of us are dealing and adjusting during these uncertain times, and knowing that through our partnership we will get through this crisis together.

SACRAMENTO PCC JOINS FORCES WITH THE PACIFIC AREAS INSPIRING MAIL TEAM

The Sacramento PCC joined the *Pacific Areas Inspiring Mail (AIM)* Virtual Meeting that was presented on August 13, 2020. AIM and the Sacramento PCC joined forces and created a very informative and unique experience for the over 300 attendees. The agenda was filled with keynote speakers such as Joseph Corbett, Chief Financial Officer and Executive Vice President; Larry Munoz, Vice President, Area Operations; and Donald Nichols, HQ National Lead, Political and Election Mail. Lindsey Taylor, Manager, Customer Outreach, was the last keynote speaker. She provided an update on the National Postal Forum (NPF) 2020 Summer Series, NPF 2021 in Nashville, TN on May 2 – 5, 2021 and PCC Day 2020 on September 22. This meeting served as the Sacramento PCC's August General Membership Meeting and the live link for this meeting is posted to *PostalPro*.



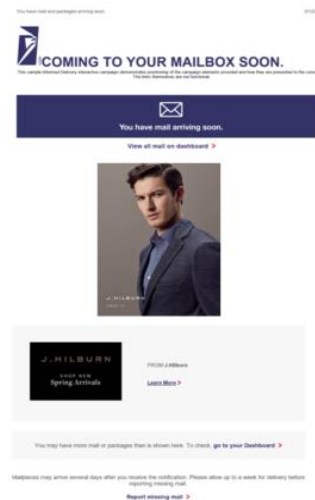
INFORMED DELIVERY SUCCESS – THE GREATER DALLAS PCC J.Hilburn Lookbook Spring Mailing Informed Delivery Campaign

J.Hilburn used the Postal Service Free Informed Delivery Campaign to enhance their LookBook Catalog mailing, which increased Direct Mail effectiveness. J.Hilburn customers could click, view, and make purchases from the LookBook luxury product catalog prior to receiving delivery in the mail.

The flat ride-along image was provided by the J.Hilburn Creative Department, New Product Images and Video. These images were included in the daily digest email to the Postal Subscriber. J.Hilburn believes that the right ingredients create the best products. Their clients and stylists look to them to provide the very best luxury fabrics for their made-to-measure custom suits and shirts, showing in the Informed Delivery Campaign and premium products they could be first to order.

Results

Total Mail Pieces: 36,813
Postal Subscriber Emails Sent: 2,883
Opened Emails: 1,505
Percent Rate: 52.20



NOTICES



2020 PCC UNIVERSITY CANCELLED

- Western Area – Salt Lake City, UT - Cancelled
- Eastern Area - Memphis, TN - Cancelled
- Great Lakes Area – Grand Rapids, MI - Cancelled
- Northeast Area – Boston, MA - Cancelled
- Southern Area – Fort Lauderdale, FL - Cancelled
- Cap Metro Area – Charleston, SC - Cancelled

Unfortunately and due to the COVID-19 pandemic, we have no choice but to cancel the remaining scheduled PCC University classes. We look forward to seeing you in 2021.

PCCAC UPCOMING EDUCATIONAL WEBINARS:

- Wednesday, September 16, 2020 at 1:00 PM ET – PCC Advisory Committee Membership Café

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](#)

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

U.S. Postal Service: [USPS.com](https://www.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>

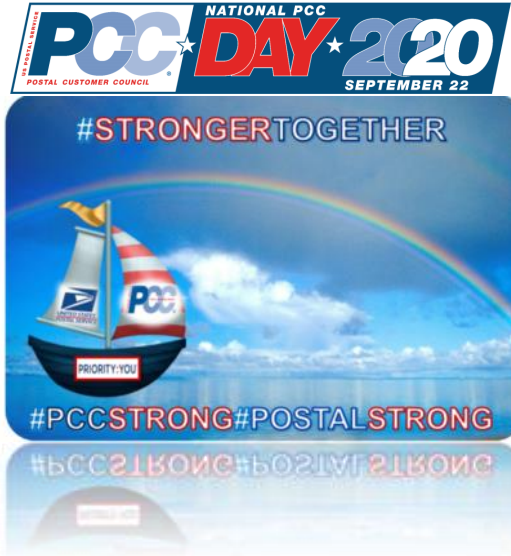
PCC Membership Resources: [PCC National Database.](#)

PCC VOICE 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/>



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