



San Diego PCC (San Diego, CA)

- **Date founded:** Early 1980's
- **Members:** Mailing list of 600 members and monthly general membership meetings attract between 40 – 50 members.
- **Awards:**
 - 2019 PCC Industry Member of the Year (*Gold*)
 - PCC Premier Gold Level since 2010, and Premier Platinum Level since 2015

To face the challenges of the COVID-19 pandemic, the San Diego PCC keeps its membership engaged by hosting content-rich meetings and events by using the virtual WebEx and Zoom platforms. Once the lockdown and social distancing rules were set in San Diego County, the PCC has scheduled at least two or three PCC webinar events through August 2020. The majority of their webinars have had high attendance and has generated a lot of interest locally and nationwide. The PCC is also taking advantage of the *PCC Voice* social media platform to increase their virtual meetings participation nationwide.

One of the San Diego PCC's major webinar projects was their *Mail Design Professional (MDP) Certification Test Study Session*. The six week virtual series launched on June 12th, and was a great success. The goal was to provide members with the knowledge and confidence to pass the MDP certification test, as well as enhance their mailing and shipping professional credentials.

Executive Board members can make or break a PCC. The major strength of the San Diego PCC is its Board members. They are actively engaged and innovative. This includes their established committees:

- **Education:** Focuses on creating a network for *Academic Outreach*: Develop events involving colleges/universities in order to familiarize them with their PCC and its benefits, including educating them on available postal services/products/discounts, etc.
- **Membership:** Focuses on acquiring new members via prospecting and retaining current active members.

- **Communications:** Focuses on creating *call-to-action* flyers, emails, and letters. Takes advantage of news and public relations announcements for all PCC events.

The San Diego PCC is currently led by:

- Postal Co-Chair Christine Carmichael, USPS District Marketing Manager
- Industry Co-Chair Joseph Banks, MCIWEST Consolidated Postal Systems, Postal Director
- Industry Vice-Chair Pat Brown, Blazar Communications
- Postal Administrator Gloria Albaran, Customer Relations Coordinator (A)

Some *fun facts* about the San Diego area that you may not know are:

- 1) The San Diego Zoo Safari Park is home to a cheetah who reaches speeds of up to 70 mph on her daily official Cheetah runs.
- 2) With over 700,000 flora, the San Diego Zoo qualifies as an official botanic garden.
- 3) Balboa Park is the world's largest urban cultural park.

For more information on the PCC, please visit their website at:

<http://www.socalpcc.org/san-diego.html>.

