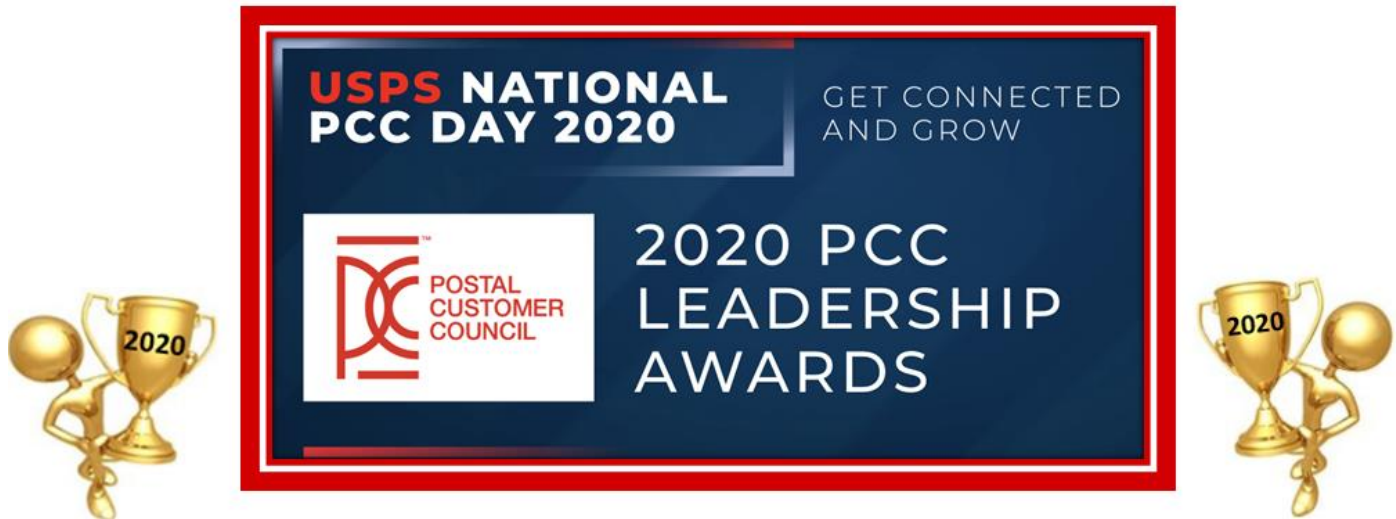




## PCC INSIDER SPECIAL EDITION



## CONGRATULATIONS 2020 PCC LEADERSHIP AWARD WINNERS

### *Great leadership deserves recognition!*

The Postal Service recently recognized the elite top performing Postal Customer Councils (PCCs) during the 2020 National PCC Day Virtual Event.

Recognition is a key pillar of the PCC Mission and demonstrates the well-established partnership between the Postal Service and PCC Network that has existed since 1961. Following in that historical tradition, the Postal Service began celebrating PCCs in the early 2000s for their exemplary work to strengthen and grow the PCC Network with the inaugural PCC Leadership Awards.

As PCCs continue to evolve, our recognition programs adjust as well. This year, we created a new Leadership Award category, **PCC of the Year – Metro Market**. We now have PCC of the Year – Metro, Large, and Small. Creating a Metro category allows us to better segment the PCCs and group “like” PCCs, the largest in the country, into one category. There is only one winner of each PCC of the Year category.

In addition to the Small, Large and Metro Market Awards, PCCs are recognized in the following categories:

**PCC Industry Member of the Year** award winners are tireless supporters of the Postal Service and are constantly advocating Postal products and services. There are three winners in this category: Bronze, Silver and Gold.

**PCC Postal Member of the Year** award recognizes Postal employees who contribute to the PCC – going above and beyond their expected duties. There are three winners in this category: Bronze, Silver and Gold.

**District Manager of the Year** is nominated by the PCCs and approved by the Area Vice President. This coveted award is presented to the District Manager who consistently leads, supports and is actively involved in all PCCs in his/her District. There is only one winner in this category.

**Innovation of the Year Award** is given to a PCC who demonstrates out-of-the-box thinking and implements creative ideas that can be replicated by all PCCs. There are three winners in this category: Bronze, Silver and Gold.

**Communication Excellence** is awarded to the PCCs who excelled in implementing effective and creative communication programs utilizing various touchpoints to reach their members. There are three winners in this category: Bronze, Silver and Gold.

**Education Excellence** is the cornerstone of every successful PCC. This award is given to PCCs who have incorporated unique educational topics, speakers and workshops to increase mailing and shipping knowledge within their PCCs. There are three winners in this category: Bronze, Silver and Gold.

**Membership Excellence Award** recognizes PCCs who implement strategies to acquire new members and maintain existing members, as well as keeping all members fully engaged. There are three winners in this category: Bronze, Silver and Gold.

**Mentor of the Year Award** is given to the PCC that leverages their resources to mentor other PCCs to help them grow. This partnership can take on many different forms; however, the essential goal is for the PCC in need of assistance to perform at a higher level and become more successful. There is only one award winner in this category.

**The Up-and-Comer Award** recognizes a PCC who is thriving in all areas and is on the cusp of winning various leadership awards. There is only one winner in this category.

A comprehensive list of the 2020 Leadership Award winners and their accomplishments are listed below:



# PCC INDUSTRY MEMBER OF THE YEAR



## VIVIAN LAROSA, GREATER HARTFORD PCC, BRONZE AWARD WINNER

One of the Greater Hartford PCC’s initiatives was to attract new membership while fulfilling the need of current members. As an Executive Board member since 2014, Vivian did not hesitate to take the lead. She immediately began orchestrating educational events with fresh ideas, including a non-profit seminar. Through her leadership, the Greater Hartford PCC was instrumental in attracting many new attendees at events which resulted in six new PCC members.



## KATHY HALL, HOUSTON PCC, SILVER AWARD WINNER

Combining her passion of marketing and growing PCC membership, Kathy utilized her expertise by creating various marketing collateral, including templates to announce new PCC sponsorships. The sponsorships were celebrated through organized email blasts, and on the Houston PCC website in a consistent and timely manner. Through her leadership the Houston PCC was successful in recruiting new sponsorships in 2019, as well as retaining 90% of their sponsors for 2020.



**DARREN LAWLOR, TAMPA BAY SUNCOAST PCC, GOLD AWARD WINNER**

Darren took the initiative to partner with the Rapid Learning Institute to provide monthly educational seminars to three Suncoast District PCCs. In addition, he facilitated multiple workshops to share information he learned by attending Areas Inspiring Mail meetings, National Postal Forum and other industry meetings. As a result of Darren’s leadership, the Tampa Bay Suncoast PCC experienced an impressive 38% increase in membership.

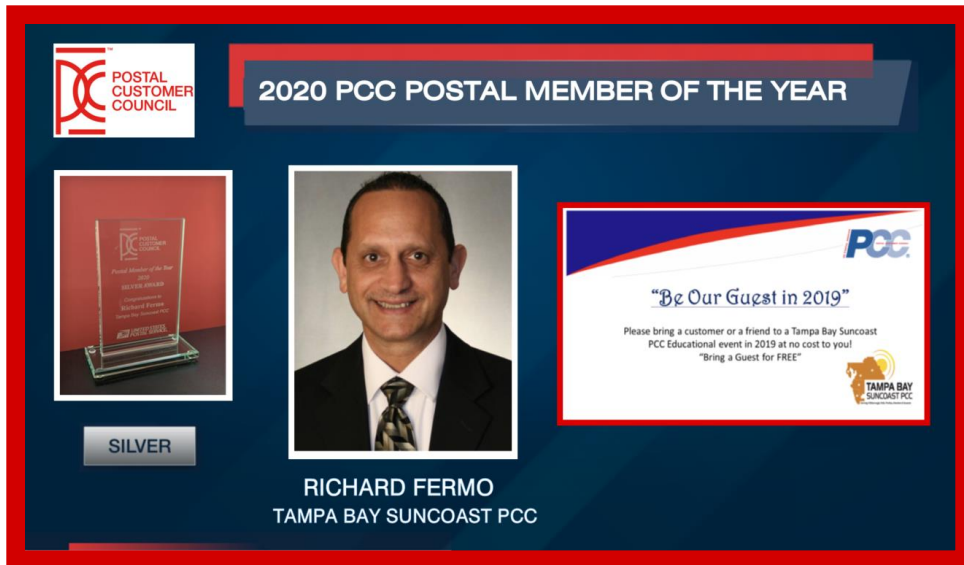
**PCC POSTAL MEMBER OF THE YEAR**



**VENCENT QUAGLIA, SANTA ANA DISTRICT PCC, BRONZE AWARD WINNER**

One of the Santa Ana District PCC’s goals was to continue to expand their membership. In the previous year, Vencent Quaglia was instrumental in winning the Gold Leadership award for Membership. He did not disappoint this year as he led the charge in creating targeted campaigns, designing eye-catching mailers, establishing signage and executing email drives to increase event attendance. His efforts resulted in an increase of 25-40 attendees per event with an overall membership growth of 21%.





**RICHARD FERMO, TAMPA BAY SUNCOAST PCC, SILVER AWARD WINNER**

Thinking outside-the-box was a membership initiative of the Tampa Bay Suncoast PCC. In support of this vision, Richard created the “Be Our Guest” program. Through this program he single-handedly invited eight new members increasing the Tampa Bay Suncoast PCC overall annual attendance by 21%.



**MARK JANDA, TWIN CITIES PCC, GOLD AWARD WINNER**

In 2019, Mark led the charge in organizing the Midwest Mailers Forum, the Minneapolis PCC Boot Camp, and the initiation of the first-ever networking event prior to the PCC Boot Camp. In addition, he was extremely instrumental in developing, planning and facilitating a Northland District PCC traveling educational seminar which included various educational workshops, highlighting the value of the PCC. Through Mark’s leadership, attendance at the Midwest Mailers Forum increased more than 10%, Northland District PCC membership has increased across the board, and six, otherwise struggling, PCCs have been revitalized and are currently growing.

## DISTRICT MANAGER OF THE YEAR



### AL SANTOS, SIERRA COASTAL DISTRICT

Al Santos leveraged his leadership role to successfully integrate the PCC Mission into the Sierra Coastal District's operations, planning, customer experience, and employee engagement programs. From the moment Al was assigned to the Sierra Coastal District, he made it a mission to strengthen the regional presence of the PCC. He identified and communicated to his board customer service and customer experience were to serve as the keys to driving participation. He attended all Executive Board and general membership meetings, and supported revenue growth opportunities, such as stamp dedications and networking events.

Al also used PCC events as an opportunity to increase attendance to the National Postal Forum. This cross promotional effort resulted in the Sierra Coastal District leading the nation by sending 27 new customers to the forum in 2019.

## COMMUNICATION PROGRAM EXCELLENCE AWARD



## GREATER PORTLAND PCC, BRONZE AWARD WINNER

The Greater Portland PCC strived to acquire new businesses by attracting business partners who would benefit by becoming members. They utilized LexisNexis, a business and financial database tool containing company profiles and demographic statistics. Monthly postcards and letter mailings were sent to potential industry partners listing the multiple ways the PCC could bring value to their business through education and networking events. Being able to target industry partners who would benefit from the Greater Portland PCC as opposed to blind mailings trimmed their mailing expenses. Mailings are sent to different zip codes each month widening their reach. The result was 55% growth over the past two years.



## TWIN CITIES PCC, SILVER AWARD WINNER

“Returning to Our Roots” was the theme of the 2019 Midwest Mailers Forum held by the Twin Cities PCC. Traffic to the vendor tables was encouraged by a newly devised game, based on a family tree motif. Each attendee was given a leaf and a registration packet to be stamped by each vendor visited. Completed leaf game pieces were entered into a drawing for door prizes at the end of the day. This creative way of engaging attendees increased attendance and participation in the exhibit hall by more than 50%.

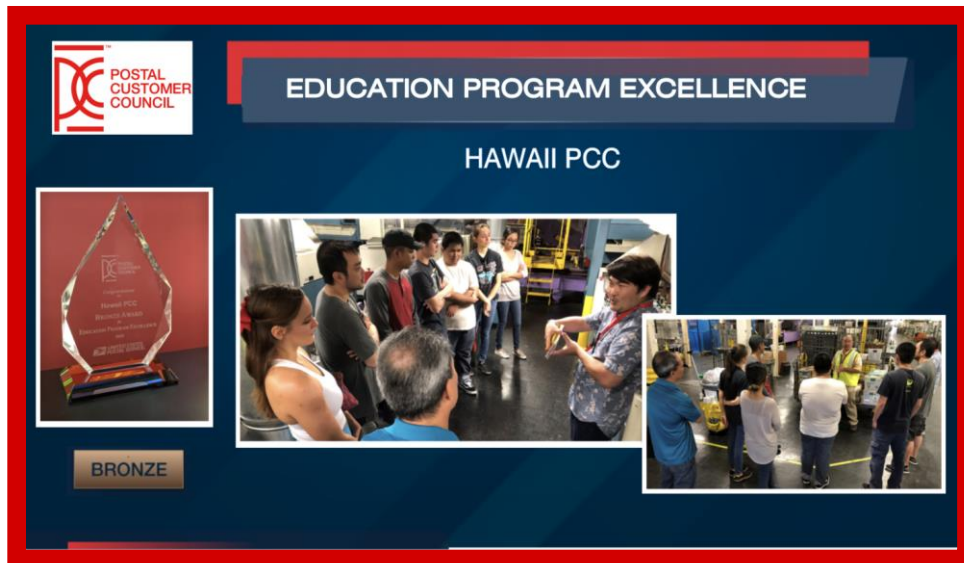


## TAMPA BAY SUNCOAST PCC, GOLD AWARD WINNER

The Tampa Bay Suncoast PCC strives to effectively utilize various channels of communication to keep their current membership, customers, and Postal partners informed of all events. They created a calendar, along with a graphic artwork campaign that would be easily recognizable. Their mailing campaign theme was related to the Postal Service's Day at the Fair Forever Stamp image. The stamp image was placed on all communications, including email notifications. During the year, Tampa Bay utilized mail for each event. The PCC hosted 12 events and mailed over 28,500 postcard mailings throughout the year. For National PCC Week alone, over 7,500 mailpieces were placed in the mail stream.

Due in large part to the communicative efforts, PCC event participation increased by 35%. National PCC week attendance also grew by 29%.

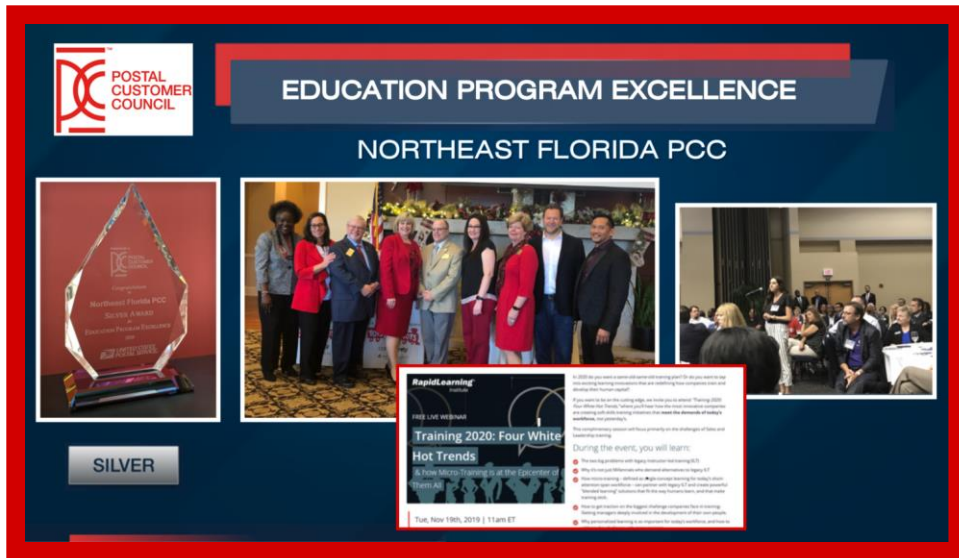
## EDUCATION PROGRAM EXCELLENCE AWARD



## HAWAII PCC, BRONZE AWARD WINNER

The Hawaii PCC collaborated with Honolulu Community College and the Postal Service Academic Outreach team to reintroduce mail as a key part of a multi-channel marketing strategy. A series of meetings were held between Honolulu Community College, the Academic Outreach team, and the Hawaii PCC to share program objectives and proposed curriculum. To keep students energized and excited through the process, the Hawaii PCC facilitated a tour of the mail processing facility furthering students understanding of how mail is handled. With their continued collaboration, the Academic Outreach curriculum became part of "The Business of Advertising" course in fall of 2019. As a result of the collaboration with the Hawaii PCC, consultation has begun with the University of Hawaii to include the Academic Outreach curriculum into their class offerings.





**NORTHEAST FLORIDA PCC, SILVER AWARD WINNER**

The Northeast FL PCC partnered with the Rapid Learning Institute, a leading provider of research-based information, to showcase videos that focused on a single concept for sales and leadership training. The PCC board voted on the first two topics offered: Employee Loyalty and Coaching Your People Back from Failure. The Rapid Learning Institute was rolled out in conjunction with the Suncoast District and the Gulf Atlantic District, allowing more PCC members to grow personally and professionally.



**FORT WORTH PCC, GOLD AWARD WINNER**

The Fort Worth PCC started their year with the objective of providing high quality relevant content for educational events while leveraging relationships with Area and Headquarters speakers to add marketability. The PCC set-up a dual tour of the plant and the Kenneth Copeland Mail Operations Center. At the Printing United convention, the Fort Worth PCC rented a booth where they were able to promote the PCC Mission and speak with potential new members. The PCC leveraged the Southern Area Inspiring Mail meeting, Mailers Technical Advisory Committee webinars, HQ Monthly Touchpoints and PCC Boot Camp to meet their industry member's needs, thus, increasing attendance by 55%.

## MEMBERSHIP PROGRAM EXCELLENCE AWARD



### GREATER ST. LOUIS PCC, BRONZE AWARD WINNER

To attract new members due to active members retiring, the St. Louis PCC surveyed their existing members to gain valuable information to increase membership. They changed their welcoming approach, offered special discounts to specific events, they promoted the PCC on customer visits, and developed a strategic marketing plan that included sending out marketing pieces via mail instead of email blasts. Theirs efforts proved to be successful with the recruitment of 19 new members, an increase of 36%.



### DETROIT PCC, SILVER AWARD

In order to increase membership, the Detroit PCC focused on educating Postmasters and Managers on their role in the PCC. With the support of the Postal Co-Chair, the Postal Administrator created a PowerPoint presentation called: "Postal Customer Council: Know Your Role". The PowerPoint was designed to discuss the history of the PCC, how to identify potential business partners, share the benefits of becoming a member, and gain knowledge on the latest innovations. "Know Your Role" concluded with providing Postmasters with PCC membership applications, the PCC brochure, and the PCC calendar of events. As a result, the Detroit PCC experienced an increase from 60 to 80 attendees at their National PCC Week event and an overall increase of 49 new members this past year.



### FORT WORTH PCC, GOLD AWARD WINNER

Fort Worth was experiencing a decline in its membership due to several industry mergers in its region. This led to an initiative to focus on education. A lecture series was born and soon, members were learning about the 2020 Price Change, Informed Delivery, Informed Visibility, and the Power of the Mail. By leveraging the participation of Postal Service Headquarter speakers and the Southern Area Vice President, members participated regularly because of the exclusive networking and educational opportunities available to them. This proved to be an effective method to drive participation because members saw immediate value in the events because of the quality of the information being shared. Membership participation increased from between 27% to 50% compared to the same events held the previous year.

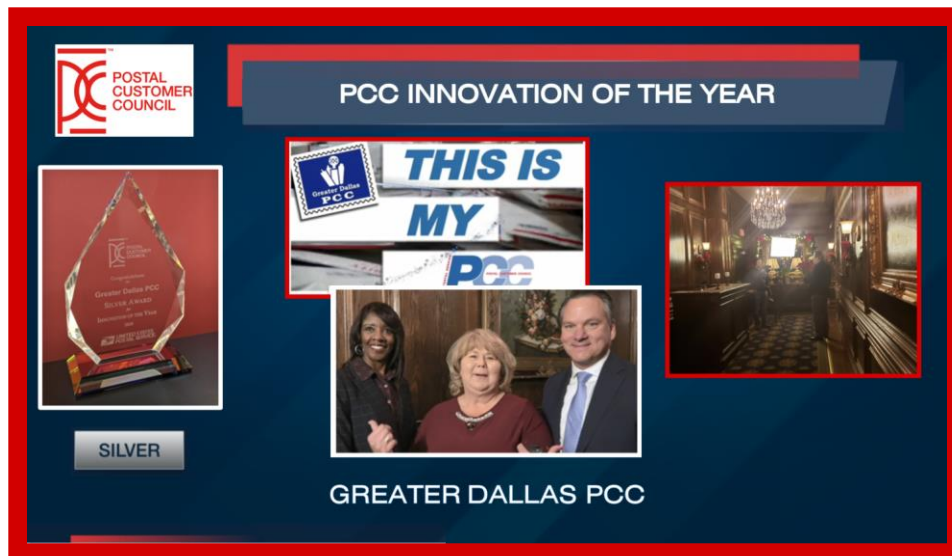
### PCC INNOVATION OF THE YEAR



### FAIRFIELD COUNTY CT PCC, BRONZE AWARD WINNER

Postal Biz-Buzz is the name of the game. Searching for an innovative and convenient way to deliver educational content to their PCC members 24/7, the Fairfield County CT PCC launched the award winning Postal Biz-Buzz. These interview-style bi-monthly broadcasts consist of 15 - 30 minute episodes on a variety of innovative postal related topics. In a very short time Postal Biz-Buzz has become a proven winner!





### GREATER DALLAS PCC, SILVER AWARD WINNER

Presenters and guests are amazed at the turnout to Greater Dallas PCC (GDPCC) events. Attendees always ask, what is the secret? Enthusiasm! As proof, the GDPCC decided to visually document the level of enthusiasm by the Executive Board and general membership by creating a video titled “This is My PCC” during their annual December Holiday Member Appreciation Luncheon. Since filming, this great testimonial has been posted on the GDPCC website and will be utilized for many years to come as a valuable and innovative recruitment tool.

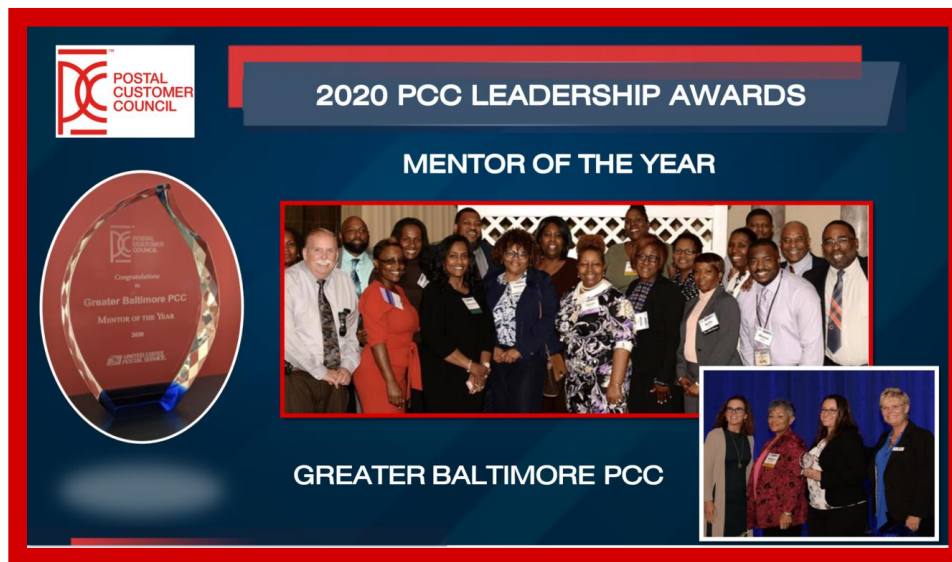


### DETROIT PCC, GOLD AWARD WINNER

The Detroit PCC wanted to do something different during National PCC Week so they created the “Detroit PCC Today Show”. This format enabled them to have multiple topics, be interactive, take questions from the attendees, and host a panel of experts. The vision was to create the stage so it gave the appearance of a studio talk show set. Video cameras, movie lights, and other accessories were used for the effect. The new format resulted in record high attendance, new industry members, and new exhibitors. The video from the event is posted on their website and has been a great tool to help increase membership. Postmasters are using the video in their business community to promote the value of PCC membership.



## MENTOR OF THE YEAR



### GREATER BALTIMORE PCC

The Greater Baltimore PCC wanted to give back and position themselves as a resource to assist other PCCs to be successful. To start their journey, the Greater Baltimore PCC mentored the Washington Metropolitan and South Jersey PCCs.

The Washington Metropolitan PCC was invited to the Greater Baltimore PCC planning and Executive Board meetings to learn what it takes to host a successful event. The Washington Metropolitan PCC co-hosted the Greater Baltimore PCC's National PCC Week event. Co-hosting helped the Washington Metropolitan PCC acquire new members and establish partnerships with business mailers.

The South Jersey PCC wanted to find ways to increase its membership and build excitement around their PCC. With support from the Greater Baltimore PCC, the South Jersey PCC learned how to host engaging events to generate funds for future events.

## UP-AND-COMER AWARD



## GREATER PHILADELPHIA PCC

The Greater Philadelphia PCC strives to provide education, information, training and networking opportunities for their Industry mailing partners. Creating unique events have been the key to their success. Greater Philadelphia co-hosted National PCC Day at the Simeone Car Museum to emphasize the 2019 NPF theme of “Growth Driven, Fueling Your Mailing and Shipping Success”. The PCC hosted other engaging events like the National Center for Employee Development Certified Mail Design Professional training, a Mini Postal Forum, a Hot Dog Tour of the Processing and Distribution Plant, and the PCC exhibited at the Philadelphia Small Business Expo. Through all of these activities the Greater Philadelphia PCC has seen an uptick in attendance, membership, sponsors and vendors.

## PCC OF THE YEAR - SMALL MARKET

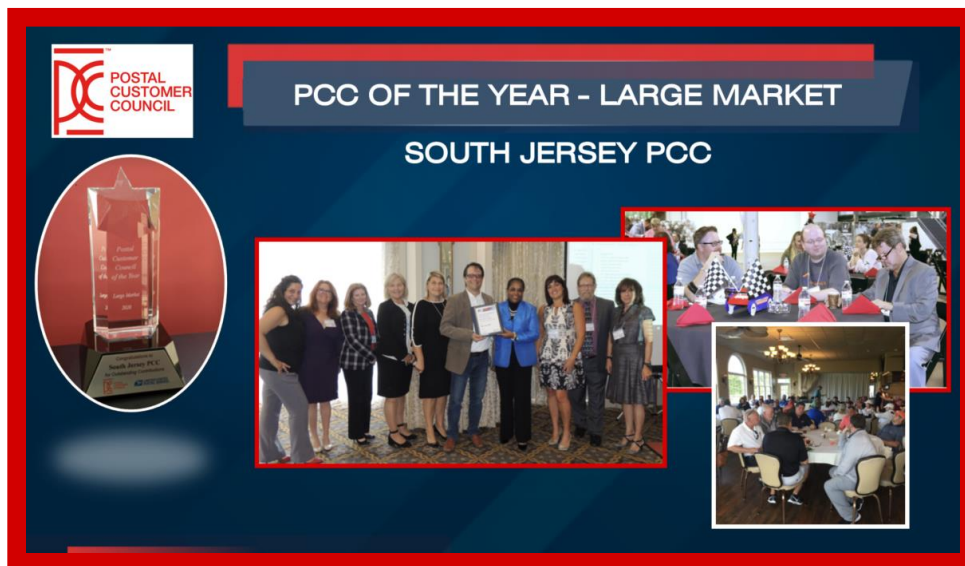


## GREATER WILMINGTON AREA PCC

The Greater Wilmington Area PCC was dissolved 10-years ago but decided to re-establish itself in 2019 with an active board, committees, and general membership. In order to find sponsors and build upon their membership, numerous emails and mailings were sent out to express the vision and goals of the PCC. In concert, they worked with their local Chamber of Commerce and the University of North Carolina (Wilmington) to reach out to printers, mailers, and marketers for involvement and event participation. A calendar of future events was created and continually updated so members and prospective members would be informed on educational and networking events.

As a result of their efforts, the Greater Wilmington Area PCC went from zero members to 50 members and secured sponsors. They formed their Board and established their committees. They held six educational networking events and during National PCC Week, they co-hosted their event with 100+ business leaders, vendors, and Postal employees in attendance.

## PCC OF THE YEAR - LARGE MARKET



### SOUTH JERSEY PCC

Offering educational and networking opportunities was a key objective for the South Jersey PCC to add value to its membership. To kick things off, they conducted three Price Change webinars. This was followed by a Promotions and Incentive webinar for First-Class and Marketing Mail. Keeping true to its objective, the South Jersey PCC held a meeting to recognize National Consumer Protection Week, partnering with the Cape May County Chamber of Commerce, Avalon Chamber of Commerce, and the U. S. Postal Service Inspection Service. South Jersey co-hosted a mini Postal Forum with the Greater Philadelphia PCC, attracting 90 attendees. These educational and networking efforts increased the South Jersey PCC's membership to 323 and they added two new Executive Board members.

## PCC OF THE YEAR - METRO MARKET



### FORT WORTH PCC

Congratulations to the Fort Worth PCC for being the recipients of the first ever PCC of the Year – Metro Market Award. Focusing on providing high quality and relevant content for educational events, they embraced the notion that valuable information would result in increased attendance. In addition to careful topic selections, the Fort Worth PCC leveraged

relationships with Area and Headquarter speakers to add marketability, which also led to active participation in educational events. They also participated in community activities such as the 2019 Stamp Out Hunger Food Drive. Their success was evidenced by double-digit percentage attendance and membership increases throughout the year as compared to the previous year.

For additional highlights and information regarding all 2020 PCC Award Winners please click on the following link: [2020.pccday.com](https://2020.pccday.com).

**Congratulations** again to all our 2020 PCC Leadership Award Winners. You are the Best of the Best. You've captured the heart and soul of partnership. Your dedication inspires, you are always ready to Connect, Grow and Step into the Future. **Thank you, and keep up the great work!**

## NOTICES

## NOTICES

### HQ PCC LIAISONS:

- Atlantic Area [Da Shiek Woodard](#), lead and [Judy Caldwell](#) support
- Central Area [Sharon Barger](#), lead and [Katrina Raysor](#), support
- Southern Area [Cathy Scocco](#), lead and [Brian Corley](#) support
- West-Pac Area [Lewis Johnson](#)

### **GET CONNECTED AND GROW** .....WITH THE FOLLOWING LINKS:

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

**PCC on PostalPro:** [PostalPro](https://postalpro.usps.com)

**Questions? Comments? Send email to:** [PCC@usps.gov](mailto:PCC@usps.gov)

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

**PCC October Virtual Calendar on PostalPro:** <https://postalpro.usps.com/node/8722>

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

**National PCC Day Platform Video:** [2020.pccday.com](https://2020.pccday.com)

### **Join PCC VOICE:**

**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/>



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