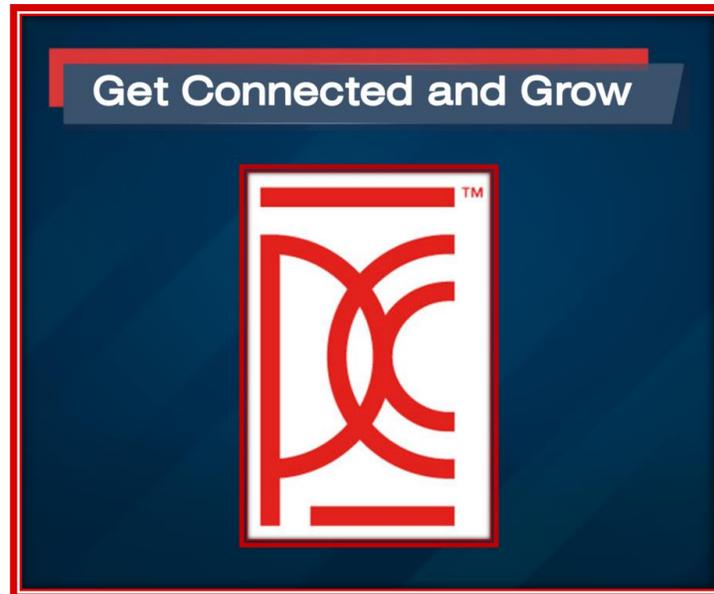


***PCC INSIDER – DECEMBER 2020 EDITION***



As we reflect on and celebrate our 2020 PCC successes, we would like to take this opportunity to wish you and your family a

*Joyous Holiday Season  
and a  
Happy, Healthy and Prosperous New Year!*



## 2021 - 2022 POSTAL CUSTOMER COUNCIL ADVISORY COMMITTEE (PCCAC) INDUSTRY BOARD MEMBERS

As we come upon the **60th Year Anniversary** of the Postal Customer Council (PCC), we recognize that strong leadership has been the core component for its success. Specifically, we acknowledge the PCC Advisory Committee (PCCAC), our national leadership team, for positioning the PCC for success for many years to come. We are pleased to welcome and announce our newly appointed PCCAC industry members whose terms begin on January 1, 2021 and extend a heartfelt thanks to those who served before them.



**DINA KESSLER  
NATIONAL INDUSTRY CHAIR**

Dina is President and Co-Founder of Kessler Creative, a multi-million-dollar company, with over 60 staff members. Kessler specializes in helping their clients with response driven mail solutions, as well as printing, creative and wide-format services. They help clients in a variety of industries including financial, health, educational, and non-profit.

Dina is a member of the Northeast Florida PCC and previously served as the Industry Co-Chair. Her PCC won PCC of the Year – Large Market in 2019.



**NEAL FEDDERMAN  
NATIONAL INDUSTRY VICE-CHAIRPERSON**

Being the first mailroom associate for CarMax 19 years ago, Neal has been instrumental in assisting CarMax with creating an environment no longer known as a “mailroom”, but CarMax’s Parcel and Mail Operations Department. Neal serves as the Senior Manager and has assisted CarMax in understanding rules and regulations regarding mailing and shipping compliance with the Postal Service and other 3<sup>rd</sup> party carriers.

Neal is an Executive Board member of the Central Virginia PCC and previously served as its Industry Co-Chair.



**GLEN SWYERS**  
**INDISTRY CO-CHAIR, EDUCATION PROGRAMMING SUB-COMMITTEE**

Glen is the Director of Marketing Integration and Analytics and the National Mailing and Fulfillment Subject Matter Expert for the newly named The IMAGINE Group. His company has locations in Burbank CA, Minneapolis and Shakopee MN, Grayslake, IL, and Charlotte NC.

Glen is the Industry Co-Chair for the Greater Charlotte PCC. He won the 2018 Gold, Industry Member of the Year PCC Leadership Award.



**MARK FALLON**  
**INDUTRY CO-CHAIR, STRATEGIC INNOVATION & PCC POLICY SUB-COMMITTEE**

Mark is President and CEO of The Berkshire Company, an independent consulting firm specializing in mail and document processing strategies. The company develops customized solutions integrating proven management concepts with emerging technologies to achieve total process management. Mark offers a vision of the document that integrates technology, data quality, process integrity, and electronic delivery. Recognized as one of the leading technologists in the print/mail industry, Mark is the author of the "Digital Document Command Center" model.

Mark is member of the Providence and Greater Boston PCCs.



**KATHY HALL**  
**INDUSTRY CO-CHAIR, COMMUNICATIONS & MARKETING SUB-COMMITTEE**

Kathy formed ATIME4Marketing about three years ago as a Multi-Channel Marketing Consultancy to continue the work from her time served with the Postal Service HQ Marketing team, providing consultative solutions to major corporations. ATIME4Marketing coordinates award winning strategic marketing material for higher education, non-profit and businesses. Kathy's marketing collateral has helped increase fundraising by 72% for one of her state contracts.

Kathy is the Industry Co-Chair of the Houston PCC and won the 2020 Silver PCC Industry Member of the Year PCC Leadership Award.



**MARGARET VICKERS**  
**INDUSTRY CO-CHAIR, MEMBERSHIP GROWTH & RECRUITMENT SUB-COMMITTEE**

Margaret has been the Director of Enterprise Business Solutions at American Fidelity Assurance Company since 2013. In this role, she oversees American Fidelity's Press, Mail Center and Document Management functional areas. Margaret has been with American Fidelity for 35 years. During her tenure, she has held numerous positions including, Assistant Vice President for Life Sales & Marketing; Training and Project Management; Third Party Administrators; and New Business, Customer Service, Underwriting, Licensing, Commission and Premium Accounting.

Margaret is the Industry Co-Chair of the Greater Oklahoma PCC.



**ROB HANKS**  
**PCC MEMBER-AT-LARGE**

Rob is an Inside Sales Representative at Suttle-Straus and has more than 25 years of experience in direct mail. Rob enjoys the challenges of mailpiece design within postal regulations and helping clients save on postage costs. Suttle-Straus provides comprehensive marketing solutions, including creative design, mailing, fulfillment, distribution, displays, signage, promotional products, conventional, and digital printing.

Rob is the Industry Co-Chair for the Greater Madison Area PCC and won 2019 PCC of the Year – Small Market Leadership Award.



**SUZI OSWALD  
PCC MEMBER-AT-LARGE**

Suzi has nearly 25 years of experience in the printing and direct mail industry. She brings dedication and a strong work ethic to every role and is passionate about creating a positive, high-energy environment while leading, teaching, and helping others. As a Data Services Expert at SeaChange Print Innovations of Minneapolis, MN, Suzi is always looking to learn more, make improvements, and apply the latest technologies. SeaChange – a WBENC certified company – provides a full range of print, mail, and election services with HiTrust Certification and HIPAA and SOC Compliance.

Suzi is an Executive Board member of the Twin Cities PCC, winner of the 2020 Silver Communication Program Excellence PCC Leadership Award.

On behalf of the United States Postal Service and the PCC Community, we welcome and congratulate our newest PCCAC members and look forward to a successful future.

## **THANK YOU OUTGOING PCCAC INDUSTRY MEMBERS**

Once again on behalf of the United States Postal Service and PCC Community we would like to extend our sincerest thanks to our outgoing PCCAC Industry members for their leadership, dedication, commitment, and endless contributions to the PCC Community.



**JUDITH E. ANTISDEL  
NATIONAL INDUSTRY VICE-CHAIR  
2017-2020**



**CATHY RUPARD  
NATIONAL PCCAC INDUSTRY CHAIR  
2017-2020**



**DIANE WINTER  
INDUSTRY CO-CHAIR STRATEGIC  
INNOVATION AND PCC POLICY  
2017-2020**

## HEARTFELT THANK YOU MESSAGE

CATHY RUPARD



Dear PCC Family,

I would like to say a very heartfelt “Thank You” for Getting Connected, Growing Your PCC, and your unwavering commitment to the PCC Community. Over the past several years it has been a pleasure and great honor to serve on the National PCCAC, first as the Education Sub-Committee Industry Co-Chair, and followed by the National Industry Chair role. The last three years as the Industry Chair has been an amazing adventure. Beginning with NPF and our first PCC Boot Camp right through the unprecedented challenges of 2020, you have been such a great inspiration.

I am honored to be able to call so many of you my friends. For many of us, our PCC relationship transcends business associates, postal team members and together we became a family. Sharing our true passion for the mail together, we celebrate our triumphs and successes, and we are there for each other when a crisis ensues.

As my term comes to an end, I would encourage you to consider this as a personal invitation to “Get Connected and Grow and join a PCCAC Sub-Committee.” They are a great way to engage and share your passion. The Education Programming, Strategic Innovation and PCC Policy, Membership Growth and Recruitment, and Communications and Marketing Sub-Committees are forever creating valuable tools and resources to assist all PCCs, regardless of size and membership. Being a part of one of these teams requires a minimal time commitment. Yet, your time will make a difference!

In closing, congratulations to the incoming leadership team. Dina Kessler will be an incredible National Industry Chair and Neal Fedderman assumes the role of National Industry Vice Chairperson. Our Sub-Committees will be in the capable hands of talented industry professionals. Congratulations to Glen Swyers, Mark Fallon, Margaret Vickers, and Kathy Hall as they assume the Industry Co-Chairs leadership roles. And last but certainly not least, a warm welcome to our new Members-At-Large, Suzi Oswald and Rob Hanks.

I hope we can all meet up in the spring in Nashville, TN for the 2021 NPF. Thank you for all your valuable time and commitment to the PCC Community. I hope to add many of you to our PCC Pen Pal list.

Wishing you a joyous Holiday Season and Happy New Year!

***Get Connected and Grow!***

## MEMBERSHIP

### RECRUITING AND RETAINING NEW PCC MEMBERS

Season’s Greetings PCC Members. As this year has almost come and gone and due to the pandemic, our industry has had to adopt to new and different ways of thinking for our organizations. The same can be said for our PCCs,

transitioning to a virtual platform for almost all of our events. There is a saying, “If nothing happens, nothing happens.” PCCs nationwide realized that our successes revolved around our ability to improvise and evolve our current techniques. Acknowledging how our PCCs responded to the pandemic, it made us aware that our PCCs are more versatile than previously thought or imagined.

As we realize now that PCCs share the same platforms as our organization’s meetings and events, it is more important than ever to ensure that our Postal Customer Council events are engaged, fun, and innovative. PCCs have been able to add these attributes by understanding the importance of establishing your PCCs voice. Constant communication to our members aids in maintaining your connections, while we work toward engaging our industry by utilizing more virtual events. A possible consideration would be to consider an omni-channel approach. This would be contacting members based on their preferences. Some PCCs have maintained connections by calling their membership to not only pass along PCC communications, but as a peer-to-peer check-in, or simply mailing “Thank You” cards as a token of appreciation. Not being aware of all of our members working environment, whether office or work from home, a multidimensional approach would only be a value-add.

As we improvise and adapt various communication plans, it is a perfect time to engage members that may be considered “high-risk”, or members that your PCC has not heard or seen at your most recent events. A suggestion for PCCs to assess or re-establish commitment is reach out to one unengaged or even lost member weekly, monthly or quarterly. Put it on your calendar and either send them a note or give them a call and let them know they are missed. This is a perfect time to refresh their memory of the benefits of the PCC. Also, you can easily find out at this point what initially brought them to the PCC and if they have specific topics of interest. As you gather information from these members, you will find more information than you started out with and the possibility of increasing your attendance and/or membership. Always remember to invite them to your next meeting, whether it is a face-to-face or a *Zoom* meeting. If they make the next meeting or, a future meeting, be sure to acknowledge their presence.

Understanding the necessity for our events to stand out from our membership’s current meeting workload, a change from the norm may be essential. Some suggestions are:

- Add events to you PCC calendar promoting employee moral/professional development
- Virtual Q & A panels/ networking sessions during PCC events
- Implement mini icebreaker games/trivia during events/meetings
- Continue to acknowledge milestones during virtual events

As we continue to find creative ways to keep our members engaged, please remember that engagement begins with our first line of brand ambassadors, better known as our PCC Executive Board members. Enthused board members set the bar on how our general membership views the PCC. Ensure that your PCC’s future is constantly communicated to provide our vision as we prepare for our 2021 events.

Thank you all for supporting the PCC, and we look forward to seeing and meeting you in the New Year.

## **EDUCATION**

### **USPS OPERATION SANTA**

With a blink of an eye, the 2020 holiday season is almost behind. This year, more than ever the USPS Operation Santa program was relying on our help, and as in previous years, you and PCCs across the nation did not disappoint.

For those who aren’t aware, we would love to share the USPS Operation Santa Program with you.

Each and every year around this time tens of thousands of letters mailed to Santa from less fortunate children and families begin arriving at local Post Offices around the country. These letters are handwritten by children of all ages ranging from newborn to 99. While most are asking Santa for a few toys and games under their Christmas Tree, many are also asking for life’s bare necessities such as a warm winter coat, underwear, groceries, diapers for their baby, or financial assistance for themselves or their loved ones.

The USPS Operation Santa program helps make it possible for individuals and organizations like yourself to adopt these letters, send heartwarming responses and thoughtful gifts in Santa’s place.

The Postal Service — then the Post Office Department — began receiving letters to Santa Claus more than 100 years ago. In 1912, Postmaster General Frank Hitchcock authorized local Postmasters to allow postal employees and citizens to respond to the letters. In the 1940s, mail volume for Santa increased so much that the Postal Service invited charitable

organizations and corporations to participate by providing written responses and small gifts - a program that eventually became known as USPS Operation Santa.

Through the years, the program grew and took on a life of its own. Today, customers can go online and read through letters received from individuals, as well as entire families. Based on their budget, which letter touches them, or story is near and dear to their heart, they can choose to adopt the letter and help provide that child or family with a magical holiday complete with memories they will cherish forever.

The USPS Operation Santa program kicked off the 2020 giving season on December 4. If you missed it, simply click the following [Dear Santa](#) link to view a heartwarming documentary about this program.

This year, over 23,000 letters to Santa have been adopted.



As of Monday, December 21<sup>st</sup> the site will transition messaging to let users know the letter adoption process has ended. Participant profiles will only accessible until Wednesday, January 6, 2021. Afterwards, the site will maintain a “come back next year” message with an option to sign up for notifications.

Many thanks for all who so generously supported this very deserving project in so many ways. Without your assistance this project would not be as successfully.

Remember it’s never too early to start planning for 2021. Pencil in USPS Operation Santa on your PCC calendar now.

Happy Holidays!

## COMMUNICATION CELEBRATING 60 YEARS

As we closeout 2020 celebrating this year’s successes, we are beyond excited to kick off the 2021 year for so many reasons, but the greatest one for our PCCs nationwide is celebrating our **60<sup>th</sup> Year Anniversary**.

As we think back to the first time someone asked us, if we were familiar with the PCC, many of us might have answered with the resounding question, “*What is a PCC?*” Our typical response is “The Postal Customer Council – is an organization where mailing professionals come together to share their knowledge, keep up to date with information and events that are ever evolving in our industry, and at the heart of it is the United States Postal Service working side by side with their business customers.”

Dating back to 1961, the PCC Community has a rich history filled with many great accomplishments along the way, as well as many amazing people to celebrate and thank for their dedication, commitment, and love of our councils which has made a great difference in our industry.

With the very first PCCs originating in Dallas, TX and Baltimore, MD, we recently had the privilege to sit down and talk with a few of our PCC leaders (past and present) who shared with us some of their thoughts and experiences on how the PCC has evolved throughout the years.

Ruthie Ewers, one of the founders of the PCC community and very first National PCC Industry Chair, said what pleases her the most is that “after 60 years, the PCCs are just as exciting and vibrant as they were back from the beginning.” Ruthie also explained that at that time she fully understood that continued communication between the Postal Service and its business mailers was vital to the success of the industry.

Ellie Alexander – a past PCCAC National Industry Chair shared that she attended her first PCC meeting to learn about recent postal price changes. Ellie learned that knowledgeable speakers and valuable resources are available from both postal and industry that could help her grow professionally. “Though the years, I’ve been able to watch people learn, grow, take on additional responsibilities and mentor others, all because of a selflessness that seems to be intrinsic to PCCs. Locally, regionally, and nationally, this organization is like no other. The professional connections become personal, and the personal connections enriched me professionally” Ellie shared.

Another past PCCAC National Industry Chair, Kim Waltz, explains, “With PCCs, it doesn’t matter the size of your company, or where you are from - you will have a whole network at your fingertips. You just have to engage.”

Current PCCAC National Industry Chair and longtime advocate for the PCC Community, Cathy Rupard said, “The PCC is one of my favorite things! This organization quickly transcends from a business organization to a nationwide family. As 2020 comes to a close and my term as the Advisory Council Industry Chair comes to an end, I would like to say thank you to all those that I have had the opportunity to meet, for the amazing innovations and success stories you have shared, and the I look forward to 2021 and helping the PCC celebrate its 60th Anniversary.”

The one thing that resonated throughout all of our conversations was that the greatest part of being a PCC member has been the lifelong friendships they gained along the way. This is what happens when like-minded individuals find their way together. They bond, enrich each other’s lives, stay connected, and continue to grow.

The past 60 years have been an amazing journey full of growth for our PCCs across the nation. As we embark on a new chapter beginning with the recent unveiling of our new PCC Logo, we celebrate our past and the many great leaders and members who were instrumental in laying a strong foundation allowing the PCCs to blossom and evolve to who we are today and look forward to many more successful years to come.

As we launch into 2021, fasten your seatbelts because the *BEST* is yet to come.

Stay tuned, **Get Connected and Grow!**

## **STRATEGIC INNOVATIONS AND PCC POLICY**

### **PCC VOICE REACHES MILESTONE**

*PCC Voice* family let’s give ourselves a round of applause for recently **exceeding** our 2020 *PCC Voice* membership goal. Congratulations to Gina Segura from the Sacramento PCC for being named our **500th** registered member.



The *PCC Voice* is a valuable resource for all PCCs. As you know, *PCC Voice* members have the opportunity to help our fellow PCCs by sharing ideas, successes and failures. With that in mind in these unprecedented times, we have enjoyed participating in a wide range of your virtual events (including Covid-19 updates; Mail Design Professional Certification courses; Hurricane Preparedness; Mail/Identity theft; creating prospect lists to increase membership; business mail rooms and postal plant tours; member appreciation virtual Bingo Happy Hour; Managing Stress in Our New Norm; USPS Loyalty Program and Every Door Direct Mail – Retail Discount Program; and of course USPS Operation Santa). This topic list is far from all-inclusive, but we want to thank you for thinking outside the box to engage our community.

Thank you to all who are getting connected and growing with us. We encourage you to post all things PCC and look forward to seeing what's in store for 2021 as we kick off the ***PCC 60<sup>th</sup> Year Anniversary***.

**Reminder:** Your PCC general membership is invited to join. Please forward the following link to join the group:

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

Or scan this QR Code below:



## PCC INSIDER SPOTLIGHT TWIN CITIES PCC

Congratulations to the Twin Cities PCC for being chosen as the December *PCC Insider* “Spotlight”



### TWIN CITIES PCC (MINNEAPOLIS, MN)

- **Date founded:** Records show the St. Paul PCC, and the Minneapolis PCC date back to the late 1970's. The best guess for the emergence of the Twin Cities PCC is that it was created around 1985.
- **Members:** They currently have 477 active members who receive mail, email and newsletter information. Of that, they generally have 150 who attend their in-person events throughout the year.
- **Sponsorships:** They currently have 13 corporate sponsorships
- **Awards:**
  - 2020 Communication Program Excellence Leadership Award (*Silver*)
  - 2020 PCC Postal Member of the Year (*Gold*) – Mark Janda, PCC Postal Administrator
  - 2018 Up-and-Comer Award
  - PCC Premier Silver Level in 2007, PCC Premier Gold Level since 2008, and Premier Platinum Level since 2013

In early March, to assist their membership face the challenges of the COVID-19 pandemic, the award-winning Twin Cities PCC was the first PCC to create and host via webinar a discussion of all the protocols the Postal Service had put into place during these unprecedented times. It turned out to be one of their most well-attended webinars in their PCC history with over 100 registrants and an interactive audience ranging between 70 and 90 people during the presentation itself.

Throughout the pandemic they have continued to host their Executive Board meetings, General Membership meetings, National PCC Day, and other webinars via *Zoom*. In addition, they've hosted their annual Mailpiece Design Professional class with instructors from the National Center for Educational Development in Norman, OK in October. And, thanks to the programming available through the National PCC Program Office and PCCAC, they have enhanced their educational offerings by posting information for the national meetings on their website.

Beyond the virtual meetings and prior to the pandemic, the Twin Cities PCC is well known for their love of hosting numerous networking events, ranging from certification classes to the Midwest Mailers Forum and the many networking programs hosted annually. These educational opportunities provide a significant link between the Twin Cities mailing industry and the Postal Service. In the past, they've hosted holiday and Postal themed Jeopardy games, get acquainted receptions prior to NPF and PCC Boot Camps (now known as PCC University). In addition, they send a large contingent to the NPF every year with 60 attendees in 2019.

Engaged membership and established committees can make a difference in a PCC's success. One of the major strengths of the Twin Cities success is its incredibly dedicated and innovative industry presence. This includes their established committees:

- **Education:** Focuses on creating and hosting content-rich educational meetings and events to keep their membership abreast of cutting-edge postal services/products/discounts and current information based on the needs of their members.

- **Membership:** Focuses on recruiting and retaining new members and active members, both general and corporate.
- **Communications:** Focuses on creating the quarterly newsletter, *call-to-action* flyers, emails, letters, and other information to be disseminated, keeping their members well-informed.
- **Event Planning and Facilities** – Responsible for locating and reserving meeting sites, vendors, and catering services for all meetings and events.
- **Surveys:** Creates and administers surveys for all PCC events. Analyzes data and provides reports to the Executive Board and planning committee members for future events.
- **Charity:** Giving back to the community is near and dear to the Twin Cities PCC. This committee is responsible for coordinating with our partner(s) hosting events and monitoring donations and charitable contributions throughout the year.
- **Webmaster:** Responsible for constantly monitoring and publishing up-to-date information and current events on their state-of-the-art [PCC website](#).

The Twin Cities PCC is currently led by:

- Postal Co-Chair Anthony C. Williams, USPS Northland District Manager
- Industry Co-Chair Bill LeVoir, Vice President, Business Development, Mackay Mitchell Envelope Company
- Industry Vice-Chair Cathy Hufford, Corporate Database, Hazelden Betty Ford Foundation
- Postal Administrator Mark Janda, USPS Northland District Marketing Manager
- Executive Board Member Will D. Jones, USPS Minneapolis Postmaster
- Executive Board Member Shawneen Betha, USPS St. Paul Postmaster

Some *fun facts* about the Minneapolis, MN area that you may not know are:

- 1) **Minnesota** is nicknamed “The Land of 10,000 Lakes,” but it has at least 11,842 lakes of 10 acres or more. If you count smaller lakes, the number goes up to as many as 15,000. It’s not surprising that Minnesota has more shoreline than California, Hawaii, and Florida combined, and more recreational boats than any other state: one per every six people.
- 2) Fifteen Fortune 500 companies call the Minneapolis – St. Paul region home. Target, UnitedHealth Group and Best Buy are just a few notables among the fifteen
- 3) Minnesota is infamous for its cold winters. Luckily, Minneapolis residents can stay warm within the Minneapolis Skyway. This enclosed pedestrian walkway system links many downtown buildings, spanning 80 full city blocks and over 9.5 miles making it possible for residents to work, shop, eat and walk in climate-controlled comfort year-round. It is the longest continuous skyway system in the world.
- 4) Minneapolis is third to New York and Chicago for having the largest theatre market. ... Minneapolis and Seattle are tied as the most literate cities in the United States.
- 5) Located in Bloomington, MN, the Mall of America is 78-football fields large translating into 9,500,000 square feet.
- 6) Famous musical artist, Prince is from Minneapolis.

Everyone who knows Diane Dotzler would agree she had a unique role in molding the direction and goals of the Twin Cities PCC. Diane retired in 2018, but her presence is still felt in the Twin Cities largest events. She was Industry Co-Chair for several years and, before that, served on the Education Committee. Her vision of what the Twin Cities PCC could become truly shaped the ability to plan and to execute those plans.

For more information on the PCC, please visit their website at: <https://www.twincitiespcc.org/>





## **PCC SUCCESS STORIES**

### **CHICAGO PCC HOSTS THIRD ANNUAL EVENT VIRTUALLY**

The Chicago Postal Customer Council (CPCC) hosted their third Annual Mail Service Professional Recognition event virtually.

They invited many mailers by advertising with the HQ November PCC event calendar, sending emails, and contacting close colleagues. The annual event theme was “You survived 2020” as many experienced difficult times during the pandemic. CPCC wanted to celebrate and recognize the mailing industry with a Watch Box – Mail Service Professional Recognition Survival Kit - as thanks for their support and participation with the Chicago PCC.

When customers registered for the CPCC event on the Chicago PCC website, the first 100 guests received the Watch Box which included an appreciation certificate, CPCC logo First-Aid Kit Pouch, CPCC logo power bank, bandage, hand sanitizer, alcohol pad, and emergency chocolate snack. Not only did the CPCC Executive Board members donate their time and effort for the Watch Box assembly, but they were able to find industry sponsors for the items in the Watch Box.

The virtual event was opened by Chicago District Postmaster Wanda Prater, providing Postal updates. Manager, Marketing, Regina Aikens then provided information about the USPS Operation Santa program and shared a “Dear Santa” video clip. Lastly, featured speaker Leo Raymond provided an update about Postal FY20 finances and programs.

The feedback from the virtual event was great. Many enjoyed the USPS Operation Santa program information and the Watch Box. As a result of this virtual program, the Chicago PCC was able to recruit one additional Executive Board member to move forward with the Chicago PCC’s goal, which is *Teaching Mailers How to Optimize the Post Office to Save Money*.

The Chicago PCC will continue to evolve and be flexible to be a part of the mailing industry success!



## **CENTRAL MISSOURI PCC “CELEBRATE WHAT’S RIGHT WITH OUR WORLD”**

Since the beginning of COVID -19, the Central Missouri PCC has focused on providing their members, and local businesses with up-to-date information and innovative ideas to help assist in this ever changing and challenging business environment.

As we prepare to close out 2020 and prepare for a new year, the Central MO PCC wanted to provide a refreshing, positive message to enhance and encourage those around them. To accomplish this task, Executive Board member Cathy Rupard invited Dewitt Jones, a world-renowned National Geographic photographer, as guest speaker. Mr. Jones presented “*Celebrate What’s Right with Our World*” through unique visual photographs. Using unique visual photographs, he taught the audience that being open to change first comes through our mental attitude and visual sights. Therefore, it is important that we as individuals and businesses continue to be open-minded and “look” and “see” things in a new and different light.

In addition, Mr. Jones provided optimistic messages for the audience to reflect on throughout their everyday lives on a personal, professional and spiritual level. As the presentation wrapped up, the audience of 22 was left with a refreshed outlook and positive perception of the world around us.

## HOUSTON PCC KICKS OFF EACH NEW YEAR WITH AN ENGAGING ANNUAL TOWNHALL

Over several years now, the Houston PCC (HPCC) has kicked off the new year with an Annual Town Hall meeting. With the help of their Postal Service Liaison, they invite the District Manager and direct reports to a sit-down panel discussion with their HPCC members. They carefully select a date and time that works best for the Postal officials. Once set, they create a short list of questions for each presenter as a conversation starter. Their Executive Board helps draft the questions which are shared with the panel in enough time for them to prepare.

They typically will ask the BMEU Manager to take a few minutes to present on the new rate changes so there is no outside speaker other than the panel discussion.

They begin with introductions from both the Industry and Postal Co-Chairs, followed by an overview of new rate changes leading up to the panel discussion.

The format is for the executive to begin by telling the audience about themselves, their role and responsibilities, and address the pre-set questions. The audience is asked to hold their questions until all panelists have spoken, at which time they open it up for questions from the floor.

In addition, they ask the audience to write their questions and pass them in or raise their hand. Without fail there is always at least one service issue question asked. However, thanks to careful planning they typically have all Post Office Operations Managers in attendance who address the concerns and provide follow-up contact information.

Attendance for their annual Town Hall is typically the 2<sup>nd</sup> highest behind their National PCC Week event. Over the years, this event has proven to be a great way to engage their membership and get them excited for more great things to come in the new year!

Should you have any questions, please feel free to reach out to our Executive Board anytime at: [info@houstonpcc.com](mailto:info@houstonpcc.com). They will be more than happy to help you **get connected and grow!**



## ATTITUDES TOWARD MAIL AND THE POSTAL SERVICE REMAIN CONSISTANT DURING PANDEMIC

During the pandemic, Americans continue to express gratitude and appreciation when receiving cards and letters from friends and family members. As the number of COVID-19 cases are on the rise and previously loosened restrictions are once again mandated, cards and letters continue to play an important role in helping people feel connected.

The Postal Service first surveyed consumers in April 2020 regarding their sentiments on receiving mail during the pandemic. A survey conducted in November indicates that in the months since the initial survey, little has changed in consumer feelings regarding mail and the Postal Service overall. As the health crisis wears on, the survey highlighted the importance of personal correspondence in helping Americans stay connected during a time of social distancing and heightened stay-at-home mandates.

The survey of more than 1,000 adults was conducted on-line during November 16 – 18, 2020, with demographics matching weighted census data. The majority, or 59%, of respondents continue to support the Postal Service during this time and agree that receiving mail lifts their spirits. Another 58% strongly agree that it means more to them to receive a card or letter than an email.

More than half – 52% – of respondents find they have a more meaningful connection to those they send mail to and 40% say they are more reliant on mail due to social distancing.

It is expected that more greeting cards and gifts will be sent through the mail this year, and the busiest time of the season peaks two weeks before Christmas, when much of the last-minute shopping starts. Customer traffic is expected to increase beginning December 7, with the week of December 14-21 predicted to be the busiest mailing, shipping and delivery week.

The complete survey – including questions and responses – is posted on *PostalPro*™ at <https://postalpro.usps.com/market-research/covid-mail-attitudes-11.19.20>.



### NOTICES

## NOTICES

### PCC LEADERSHIP AWARDS QUALIFYING AWARDS

As we say goodbye to 2020 and prepare to kick-off 2021, please keep in mind the PCC Leadership Award nomination qualifying period started January 1, 2020 and ends **December 31, 2020**. All 2021 PCC Leadership Award nominations must be submitted through the [PCC BlueShare](#) site, no later than **January 29, 2021**.

Please remember to keep your submissions under 1,000 words, while being very clear and concise on the objectives, action, results, provide quantifiable data, and other supporting comments.

Here are a few key reminders regarding your PCC Leadership Awards submissions for the categories listed below:

- A PCC may only submit **ONE** entry per eligible category.
- The five categories listed below will have only **ONE** winner.
- To be eligible for the PCC of the Year (Small, Large, and Metro Markets) awards, your PCC must meet all Premier Certificate Gold Level Award requirements.
- If your PCC won one of the Leadership Awards listed below last year, then your PCC is ineligible to compete in that category this year. No back-to-back category wins.

AWARD CATEGORIES	POST OFFICE LEVELS
PCC of the Year- Small Market	EAS - 23 and below
PCC of the Year- Large Market	EAS - 24 and 26
PCC of the Year- Metro Market	PCES Post Office
District Manager of the Year	

For the following categories, a Gold, Silver, and Bronze level will be awarded.

- A PCC may only submit **ONE** entry per category.
- If your PCC won a Gold award in one of the Leadership Award categories listed below, you are not eligible to win Gold this year. No back-to-back category wins. You are however eligible to compete for a Silver or Bronze award in the category.

AWARD CATEGORIES
Membership Program Excellence Award
Education Program Excellence Award
Communication Program Excellence
PCC Innovation of the Year
PCC Postal Service Member of the Year
PCC Industry Member of the Year

Should you have any questions, or require any additional information please reach out to your Area PCC Coordinator. Good luck with your submissions.

#### 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](#)



#### PCCAC UPCOMING EDUCATIONAL WEBINARS:

- Thursday, January 7, 2021 at 2:00 PM – Move Update and Addressing National PCC Program Office and PCCAC

Link to join virtual event:

<https://usps.zoomgov.com/j/1606277078?pwd=aDc0QUtGTlZrYU1SekdzdlB4dGordz09>

Password: 472749

## INNOVATIVE HELP WANTED



Do you thrive on innovation?

Are you bursting with new ideas?

Do you enjoy working with like-minded people to help improve Postal Customer Councils?

Then you should join the PCCAC Strategic Innovation and PCC Policy Sub-Committee!

Our committee is tasked with discovering and sharing innovative ideas to help PCCs improve their organizations. We also help PCC leaders understand the policies designed to add stability, protect the group and ensure compliance.

This isn't a solo effort. We work with the other PCCAC Sub-Committees – Marketing and Communication, Membership Growth and Recruitment, and Education Programming. By working together, we remain connected and grow.

You don't need to be a PCC Co-Chair or Executive Board member to join the committee. You just need to be someone with a passion for helping others improve.

What's the commitment? Once a month, we have a one-hour meeting via *Zoom*. After receiving updates, we discuss other ways we can be a resource for the PCCs. When we develop new ideas, we ask for volunteers to help bring the ideas to life.

If you're interested, please send an email to Katrina Raysor at [Katrina.R.Raysor@usps.gov](mailto:Katrina.R.Raysor@usps.gov), and/or Mark Fallon at [mmf@berkshire-company.com](mailto:mmf@berkshire-company.com) with your contact information, including name, title, company, phone, email, and the name of your local PCC. We'll schedule a follow-up call to go into further details about or sub-committee meeting times and current projects.

Hope to hear from you soon!

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

**U.S. Postal Service:** [USPS.com](https://www.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](https://postalpro.usps.com/node/8722)

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

**PCC Membership Resources:** [PCC National Database.](https://postalpro.usps.com/node/8722)

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

**WISHING YOU AND YOUR FAMILY A**  
***JOYOUS HOLIDAY SEASON***  
**AND A**  
***HAPPY, HEALTHY AND PROSPEROUS NEW YEAR!***



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