



GREATER DALLAS PCC (Dallas, TX)

- **Date founded:** 1961
- **Members:** Approximately 1,547 on membership list and 29 sponsors.
- **Awards:**
 - Platinum and Gold Premier
 - 2018 PCC Industry Member of the Year – Bronze, Innovation of the Year – Gold, Education Excellence – Bronze, and Communication Program Excellence – Silver
 - 2019 Innovation of the Year– Bronze
 - 2020 Innovation of the Year – Silver

The National Postal Customer Council (PCC) was established in 1961 to improve communications between Postal Service customers and managers. Around that same time, the Greater Dallas PCC (GDPCC) started as one of the first local PCCs in the country with Ruthie Ewers as a founding member. Their website features a video interview with Ms. Ewers about the early days of the Greater Dallas PCC and what it has meant to her.

Along with Ms. Ewers interview, the GDPCC Executive Board felt it was important to communicate to its members that the GDPCC is *not* an exclusive club for the benefit of a few, but rather it belongs to all members. So, with that in mind they created a “This is My PCC” video. The video also posted on the GDPCC website, was filmed at their 2019 Annual Membership Appreciation Luncheon featuring various members sharing why they belong to the PCC and how their business or organization has benefited from the connections they’ve made with the Postal Service and colleagues at PCC meetings and events.

In March 2020, as the pandemic grew nationwide, the Dallas County Judge ordered the shutdown of all non-essential businesses creating some confusion throughout the industry as to what was considered an essential business. To assist their membership, the GDPCC quickly communicated via email to all their members an official letter released by the Postal Service, stating that companies in the mailing industry are considered to be “essential workers” and may remain open. Also, in December as a good will gesture, the GDPCC Executive Board agreed to waive their 2021 annual membership fees for all members including the Bronze, Silver, Gold, and Platinum companies.

Like most PCCs, the GDPCC was unable to hold in person meetings for most of 2020 but did find great success with online Zoom webinars. They covered topics on Election Mail, Seamless Acceptance, NPF Summer Series, and had 41 attendees register for the June Mail Design Professional (MDP) certification course they held in conjunction with the National Center for Employee Development in Norman, OK. During National PCC Week they hosted a 3-day event which consisted of an in-person National PCC Day live broadcast watch party and Zoom webinars on the two days following National PCC Day. Wrapping up 2020, they created the “Quick Hits” which are 30-minute-long Zoom webinars held right before lunch on a variety of topics such as; Data Privacy, Rate Case Filing, and Print Trend Updates. Finally, their last event of the year was a clothing and personal care items donation drive to benefit homeless children and families through the Hope Supply Co. charity.

Kicking off 2021, the GDPCC will continue with online meetings. Their January meeting provided an update on the USPS 2021 rate changes and an industry perspective on what's to come presented by Leo Raymond, Managing Director, Mailers Hub LLC. They hope to resume in-person meetings by summer and have already started planning their National PCC Week activities and October Golf Tournament.

The Greater Dallas PCC is currently led by:

- Postal Co Chair – Yulonda Francis-Love, Postmaster, Dallas, TX, Dallas District, USPS
- Industry Co Chair – Chris Leitnick, Strategic Accounts Executive, ColorDynamics, Allen, TX
- Industry Vice Chair – Allen Aven, Vice President Sales, G&C Direct Mail Marketing, Dallas, TX
- Postal Administrator – John Torrez, Customer Relations Coordinator, Dallas District, USPS

Some *fun facts* about the Dallas Area that you may not know are:

- 1) Turns out, German chocolate cake isn't German. Back in 1852, chocolatier Sam German created a type of sweet baking chocolate for the Baker's chocolate company, called German's Chocolate. Over a hundred years later, Dallas homemaker Mrs. George Clay submitted her recipe for a layered German's Chocolate Cake that was filled and topped with a coconut-pecan frosting to The Dallas Morning News in 1957. The recipe was so popular that German's Chocolate sales shot up 73 percent in one year. General Foods, which owned the Baker's brand at the time, took notice and distributed the cake recipe to other newspapers in the country. Somewhere along the way, the possessive form (German's) was dropped, tricking us all into thinking the delectable treat had German origins.
- 2) The ritzy Highland Park Village opened in 1913 as the first and only planned cluster of retail shops in the country and still stands today, with luxury retail shops from Jimmy Choo to Christian Louboutin. In fact, Dallas Fort Worth has more retail space per-capita than any other metro area in the country.
- 3) The first frozen margarita machine was invented on May 11, 1971 by a Dallas restaurateur.

For more information on the Greater Dallas PCC please visit their website at: <http://dallaspc.org>

