



CELEBRATING 60 YEARS OF THE PCC. PLEASE FORWARD THIS INFORMATION TO YOUR EXECUTIVE BOARD MEMBERS AND GENERAL MEMBERSHIP.

February 19, 2021

Due to the recent change in PCC industry sub-committee appointments, this spotlight announcement is being reissued. Changes are highlighted below.

Congratulations to the Sierra Coastal PCC for being chosen as the February 2021 PCC "Spotlight". You can learn more about their PCC below.

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

Get Connected and Grow!



Sierra Coastal PCC (Santa Clarita, CA)

Date founded: 1993 (formerly, Van Nuys PCC)

Members: Mailing list of over 500+ email addresses

Awards:

- 2020 District Manager of the Year (Al Santos)
- 2020 PCC Platinum Level since 2013

A key objective of the Sierra Coastal PCC is to maintain a well-established partnership among the Postal Service, business mailers, and vendors to enhance the PCC community in the Santa Clarita, San Fernando Valley, and Ventura County areas.

The major challenge facing the Sierra Coastal PCC has been converting their traditional PCC educational events and general membership meetings to the *Zoom* platform. The transition has been going very well! Currently, the PCC holds its meetings via *Zoom* once a month. Some of the topics that have been offered include:

- Seamless Acceptance Requirements
- Mailer Scorecard Seamless Tab
- Postage Adjustment Factor Overview

A key reason for the smooth transition is because the dedicated Executive Board members' commitment to offering insightful and relevant content for their meetings and events.

Executive Board members can make or break a PCC. The Sierra Coastal PCC maintains open communication with its Board and membership. This has developed into one of the major strengths of the PCC. The members are actively engaged and innovative.

The Sierra Coastal PCC is currently led by:

- Postal Co-Chair: Ramela Younekian, Manager, USPS Sierra Coastal District Marketing
- Industry Co-Chair: Jim Hernandez, Manager, University of California Santa Barbara - Distribution & Logistical Services
- Postal Vice-Chair: Jonathan Castillo, Representative, Business Service Network
- Industry Innovation Sub-Committee Lead: Cindery Liang, Executive Director, Basko Advertising
- Industry Communication Sub-Committee Lead: Robert Monzon, Board President, Montebello Housing Development Corporation
- Industry Membership Sub-Committee Lead: Tracy Parry, National Account Manager, ePost Global
- Industry Treasurer: Jeff DeVico, CEO, Postage One

Some *fun facts* about the Sierra Coastal/Santa Clarita area that you may not know are:

- 1) The Sierra Coastal District is home to one of the most exhilarating theme parks in the country, Six Flags Magic Mountain.
- 2) He lives in a pineapple under the sea, but *SpongeBob SquarePants*' creator - marine biologist and animator, Stephen Hillenburg - was a student at the California Institute of Arts located in Santa Clarita when he developed the prototype for the cartoon character. *SpongeBob SquarePants* is the highest rated series to air on Nickelodeon and is the fifth-longest-running American animated series. Over the years it has won a variety of awards including: six *Annie Awards*, eight *Golden Reel Awards*, four *Emmy Awards*, 17 *Kid's Choice Awards*, and two *BAFTA Children's Awards*.
- 3) The Travel Channel's Ghost Adventures visited Santa Clarita, CA to investigate Heritage Junction, which is rich in history and allegedly a paranormal hot spot.

- 4) There is a herd of eight American bison in Santa Clarita, CA and they live at William S. Hart Park. The herd was gifted to the county by none other than Walt Disney in 1962.

For more information on the Sierra Coastal PCC, please visit their website at: <http://www.socalpcc.org/sierra-coastal.html>.



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