

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 which include: the MackayMitchell Envelope Company, King Solutions, SmartPress, Lorton Data, Venture Solutions, Japs-Olson Company, Impact, Pitney-Bowes, United Business Mail, MCA, On-Trac International Mail, The Berkshire Company, and Sequel Response.
- **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, MackayMitchell 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/>

