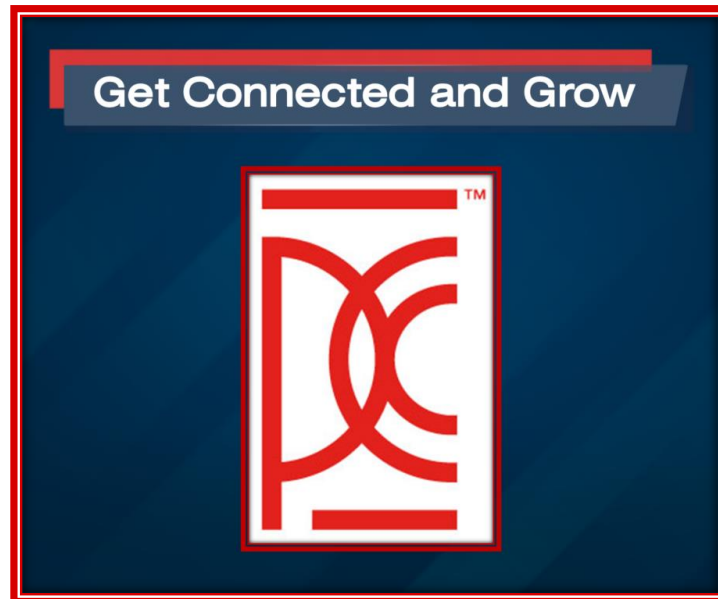




PCC INSIDER – FEBRUARY 2021 EDITION



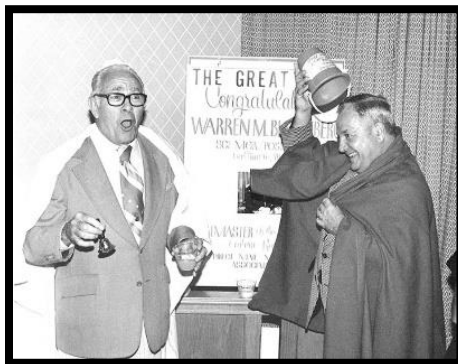
CELEBRATING 60 YEARS OF THE PCC

A LOOK BACK OVER THE PAST 60 YEARS BEGINNING WITH THE GREATER BALTIMORE PCC

It runs in the family...being a member of the Postal Customer Council (PCC). In a recent interview with Greater Baltimore PCC's (GBPCC) Membership/Marketing Chairman, John Fetcho, he told us his father, Joe Fetcho, was part of the PCC when it was founded in 1961 and served well into his 80's, holding board positions as Industry Chair and Hospitality Chair.

At that time, the concept of the PCC was welcomed in the Mail Service Provider community because it focused on improving communication between mailers and the Postal Service. When mailing lists were harder to maintain prior to computers, mail was a more important form of communication for businesses.

John reminisced about many early events that involved his father. In the early 1980's, the GBPCC used to have a cruise from Baltimore to Annapolis. Although they thought Warren Bloomberg, the Baltimore Postmaster, wouldn't join them, they invited him anyway and he attended. Mr. Bloomberg also attended the National Postal Forum that was held in DC in the 80's where he dressed up as a priest and performed fake weddings, circumcisions, and confessionals.



The PCC still hosts to this day a fall Bull Roast...no they don't actually roast a bull, but they do have roast beef and set up their Toys-for-Tots campaign for the holiday season.

When John (Joe's son) became involved with GBPCC in the late 1970's, they were just starting to host a summer picnic that has now been in existence for 40 years. They call it a crab fest and back in the day they would play horseshoes, softball, games, and have a couple guest speakers. It was an informal get-to-know-you event. It is still held annually at Conrad's Ruth Villa.

Today, the GBPCC is known for their cutting-edge educational seminars/events. In these challenging times, they look for educational opportunities that are interesting and relevant.

John took over the family business his father founded in 1957, Circular Advertising Company (now CAC Direct Marketing Services). The company started as a competitor of the Postal Service, delivering circulars door-to-door leaving them on customer's door knobs. When requests came in for rural addresses and apartment complexes, the company transitioned to mail. Along came Marriage Mail so the company shifted entirely to mail. At the height of their business they had 10 trucks with 10 men delivering circulars throughout the city of Baltimore each week. In the 80s and 90s with the advent of computers, better mailing lists, and enhanced equipment for producing mail things changed again. Instead of hand attaching labels the company moved to a Cheshire machine, and then to ink jet printing. Other important advancements were the Zip Code, bar code, and drop shipping. John uses drop shipping to move mail closer to delivery destination to time in-home dates more consistently.

PCC HISTORICAL NEWS

BUSINESSMEN SEE EFFECT OF LATE HOUR POSTING

The Times-Picayune | The New Orleans Advocate circa Friday, August 18, 1961.

A group of business executives Thursday observed at first hand a problem confronting post office employees in New Orleans. They are the executive committee of the newly formed New Orleans Mail Users Council on Postal Matters. They toured the operations department of the main post office under the guidance of Marcus McWaters, Assistant Postmaster. The problem according to Postmaster A. Frank Fairly, is the "bottleneck" resulting from the practice of most business firms of depositing their entire mail output daily in the post office or in mail boxes at the close of the working day.



E.T. Colton (left), Chairman of the New Orleans Mail Users Council on Postal Matters' Executive Committee, observes behind-the-scenes operations at the main post office with Marcus McWaters, Assistant Postmaster. Colton with other members of the committee, Thursday inspected the "bottleneck" caused by business firms depositing their entire mail output at the close of the working day. The council is attempting to correct the situation.

A TRIP DOWN PCC MEMORY LANE IF YOU HAVE A PCC STORY TO SHARE, WE WANT YOU!

That's right, if you have a historical PCC story to share, old news articles, and/or pictures of yesteryear, we want to talk to you!

As we kick-off the year **Celebrating 60 Years of the PCC**, our hope is to interview and reminisce with many of you who have been affiliated with the PCC dating back for several years, or perhaps decades, just like John's Family. Once we've gathered the information we plan on archiving the data for future generations, as well as sharing it with the PCC Community via the PCC *Insider*, PCC *Alerts*, PCC Area Monthly TouchPoints etc. throughout 2021.

So... if you have a piece of PCC History to share, **please** send an email to the PCC Insider mailbox at: PCCinsider@usps.gov and copy your HQ PCC Liaison. We'll be more than happy to set-up an interview time that works best with your schedule.

We look forward to connecting with you soon!

OFFICIAL 60th ANNIVERSARY TAGLINE CELEBRATING 60 YEARS OF THE PCC

As we begin 2021, the National PCC Program Office is pleased to celebrate the 60th anniversary of the PCC and announce a special tagline to commemorate the occasion.

Mail Users Councils, renamed Postal Customer Councils (PCCs) in 1971, were first established in 1961 in 300 large cities. The council's initial focus was to improve mail service by encouraging postal customers to deposit mail earlier in the day or in staggered increments, to avoid delays in mail processing. Later, the councils served as open channels of communication for local business and postal executives to exchange ideas and information that ranged from best mailing practices to solving local challenges. Through the years, PCCs have evolved to promote and maintain a well-established

partnership between Postal Service and the mailing and shipping industry through meetings, educational programs, mailer clinics, and seminars.

To celebrate the PCC's 60th anniversary, the PCC Advisory Committee, Marketing and Communication Sub-Committee worked with the National PCC Program Office and USPS Brand team to create the official 60th anniversary tagline, **"Celebrating 60 Years of the PCC."** We encourage PCCs to use this tagline throughout this year in your communication material to highlight the 60 years of PCC success; however, as specified in our style guidelines we ask you NOT to place the tagline near the PCC logo. This would alter the logo which is not approved.



Celebrating 60 Years of the PCC

MEMBERSHIP

MEMBERSHIP CHAIRS AND RECRUITMENT LEADERS: THE PCCAC MEMBERSHIP & RECRUITMENT SUB-COMMITTEE NEEDS YOU!

The PCCAC Membership & Recruitment Sub-Committee meets virtually on a monthly basis to discuss tips, best practices, and unique ways to retain and grow PCC membership for the PCCs nationwide. If you are a Membership Chair, tasked with growing your PCC's membership, or a general member who is passionate about growing your PCC, please join our next virtual meeting so we can support your efforts. Our next meeting is March 17, 2022 at 2:00 p.m. Eastern Time, and our meeting is always the third Wednesday of every month at the same time.

The PCCAC Membership & Recruitment Sub-Committee strives to be a peer-to-peer resource for PCCs to participate in for their individual and collective growth. Your participation is essential to the strength of our overall PCC network, and we look forward to seeing you at the next meeting. To join our meeting, please send your email to DaShiek.F.Woodard@usps.gov to be added to the invite. Act now, you won't regret it!

EDUCATION

HOW CAN YOUR PCC QUALIFY FOR A 2021 PCC PREMIER CERTIFICATE AWARD? BEGINNING WITH THE BRONZE LEVEL

Did your PCC fall short in 2020 with meeting the requirements to earn a PCC Premier Certificate Award? If so, what were you lacking? Did you understand the requirements needed? Who did you reach out to for help? Did you find yourself asking, "What does a PCC even need to do to earn a Bronze level award?" If your PCC didn't submit a nomination, don't fret - just don't make the same mistake in 2021! The PCCAC Education Committee is here to help. Did you know that there are several programs, tools, and templates your PCC can use to assist you in reaching your goals this year? You also have several "life lines" that are only an email or phone call away. Area PCC Coordinators, Headquarters PCC Liaisons, and other PCCs are just a few of the places to turn to for help. For a PCC to achieve the Bronze level, it's as simple as meeting the following 13 requirements. Let's review each requirement individually:

1. **Establish a PCC Executive Board that consists of at least a Postal and Industry Co-Chair, Secretary, Postal Administrator, and Treasurer.**

Do you have a full board? If not, what positions are you missing? Have you reached out to your District for help with filling some of these positions? Were you aware all the positions except for the Industry Co-Chair, can be a Postal member? If not, contact your District Marketing Manager (DMM) for assistance. They can provide insight

into who would be best suited and willing to help. There are so many options: (e.g. Neighboring Postmasters, Business Mail Entry (BME) Manager, Retail Manager, Customer & Industry Contact Manager, Customer Relations Coordinator, DMM, Supervisors, Business Development Specialists (BDS), Sales, Plant Manager, etc.). If you don't have an Industry Co-Chair don't be afraid to ask around. You have many options in selecting an Industry member that would benefit being a part of your PCC. (e.g. Printers, Mailing Houses, Colleges, Nonprofit Associations, Paper/Ink Manufacturers, known mailing customers from the BME, Business Service Network, BDS, and Sales, etc.)

2. Minimum of 4 PCC events, excluding Executive Board meetings, must be listed on *PostalPro* through *TeamSite*.

Do you have access to *TeamSite*? Do you know how to post events on *TeamSite*? The National PCC Program Office recently held a training session on using PCC *BlueShare* and *TeamSite*. The information is posted on the PCC *BlueShare* site under the "Tutorial" folder. You must input at least four (4) events your PCC is partaking in regardless who is hosting it (more info on this below). This process is simple, but before you can post, you must have access. Please Note: TeamSite access is limited to Postal employees only.

3. Minimum of four (4) postings on PCC Voice. Make a copy of each posting and save it in your PCC binder.

Have you or another member of your Executive Board created a LinkedIn Account and requested access to PCC Voice yet? If not, you won't be able to fulfill this requirement. Any Board Member can post on PCC Voice. Reach out to your HQ liaison for assistance if you don't have a LinkedIn account.

4. Minimum of one (1) PCC Leadership Award nomination to be considered for the 2021 PCC Leadership Award.

There are 13 PCC Leadership Award categories for your PCC to choose from in 2021. As a best practice, successful PCCs typically set their goals for which PCC Leadership Awards they would like to submit a nomination for during their annual Executive Board planning meeting(s). PCCs track their progress throughout the year to be sure they are on track to achieve their goals. And remember, you don't have to win the award, you must simply submit a nomination for an award.

5. Minimum of four (4) Executive Board meetings. May be conducted in-person or virtually.

Board meetings are a great way to connect and discuss opportunities to review where you stand with the Premier Award requirements. You can plan future events and network too.

6. Minimum of one (1) local PCC representative must attend the 2021 National Postal Forum either in-person or virtually.

If you do not have an industry board or general member attending NPF, your District Manager or District Marketing Manager can be your representative.

7. Minimum of four (4) General Membership meetings. (e.g., events, luncheons, educational training, etc.) May be conducted in-person or virtually.

There are several ways to meet this requirement; you can host your own events, partner with another PCC who is hosting an event, or use another PCC, PCCAC or National Program Office Zoom meeting as "your" event if you promote and market the event to your membership. You will also need to post in *TeamSite* and on *PCC Voice*.

8. Participate in National PCC Week by hosting an individual or joint event that enables PCC members to view the PMG/Executive Leadership Team's corporate message. May be conducted in-person or virtually.

This event is held in September. Your PCC can host its own National PCC Week event or partner with a neighboring PCC. More information forthcoming.

9. Minimum of two (2) PCC activities/events that your Area Vice President, Area Marketing Manager, Area PCC Coordinator, District Manager, District Marketing Manager, or Plant Manager attends either in-person or virtually.

When you are sending messages out to your general membership, always include these individuals and invite them to join your PCC event. To get them involved, ask one of them to speak for a few minutes to the members.

10. Minimum of six (6) nationwide PCC virtual educational events hosted by the National PCC Advisory Sub-Committee or the National PCC Program Office.

The National PCC Program office hosts several National Zoom meetings throughout the year. A member from your Board and/or membership must attend at least six (6) sessions.

11. PCC Executive Board attends a minimum of eight (8) Area Monthly TouchPoint calls.

The National PCC Program office conducts 11 Area Monthly Touchpoint meetings per year. PCC Postal Co-Chairs and/or Postal Administrators should be on each one of them. If you can't attend, designate someone to attend in your place. These meetings are where you will hear valuable information, updates, and tips for managing a successful PCC. Other Executive Board members may also attend.

12. Minimum of four (4) times to communicate with PCC members via U.S. Postal Service mail. The G-10 Permit should be used for mailings.

You must send out at least four (4) mailings to your members using the G-10 permit within the calendar year. This could be a promotional mailpiece, a certificate, newsletter, thank you letter, etc.

13. Minimum of one (1) PCC success story for possible inclusion in the PCC Insider Newsletter. (Send articles to the PCC *Insider* mailbox at PCCInsider@usps.gov.)

You must write a success story about one of your events for submission to the PCC Insider Newsletter.

For assistance with any of the Premier Award requirements, please contact your HQ PCC Liaison.

To track these requirements, a PCC best practice is to use a "PCC Binder". Begin by creating 13 tabs. Label each tab with the corresponding requirement above. After you have completed a requirement, or part of one, make a copy and insert it into your binder.

Another great resource available are the PCC Alerts. They provide valuable information for your PCC. All Tools and Templates can be found either in *PostalPro* or the *PCC BlueShare*. To sign up for PCC Alerts, simply send an email to PCC@usps.gov and request to be added to the distribution list. Provide your first and last name.

Remember, you must complete these requirements between January 1, 2021 and December 31, 2021. You must complete the 2021 PCC Premier Certificate Award Nomination Form, with your District Manager's signature and date captured by January 31, 2022. The forms must be submitted into the PCC *BlueShare* site.

The PCC Advisory Education Sub-Committee is here to assist if you need more information on this or any other questions your PCC may have. Please contact the PCCAC Education Sub-Committee Postal Co-Chair, Cathy Scocco, at cathy.m.scocco@usps.gov.



COMMUNICATION

CREATING PCC VIRTUAL BACKGROUNDS AND A "ZOOM ROOM" AS A MARKETING TOOL

Communication is key to success in any business, especially in today's virtual world. With that in mind, we would like to share with you two innovative branding and marketing best practices that two of our sub-committee members; Kathy Hall, Industry Co-Chair, Houston PCC, and Jon Bowman, Industry Co-Chair, Greater Triad PCC, have recently implemented within their PCC and company business.

Realizing virtual meetings would be the new "norm" from now on and into the foreseeable future, the Houston PCC's Program Committee immediately jumped into creative mode. The Committee took note that on a few of their PCC Zoom meetings, some individuals were using virtual backgrounds as a marketing tool to advertise their companies. So, when they began planning their Holiday Zoom quarterly meeting, the committee asked for a PCC Zoom Holiday background to be created for the Board. The uniformed look was so successful, the Program Committee decided that each event should have a unique virtual background including all executive board meetings. Starting with a whole new creative canvas, the Houston PCC kicked off their first event of 2021, their annual Town Hall Panel Discussion, with a virtual background not

only celebrating the new year, but also recognizing their sponsors. Thanks to their Program Committee, the Houston PCC is now enjoying a newly discovered creative freedom they get to use during their virtual events, as well as a new marketing tool.

Thinking outside the box, once Salem One Inc saw an increase in virtual meetings due to COVID-19 pandemic, they quickly decided to dedicate a specific space for a “Zoom Room”.

Wanting to create a space where people can have a quiet comfortable environment with a background that was branded and professional, their initial step was to determine what equipment would be needed in the room.

They took a conference room and began transforming a 10 X 12 area to create the “Zoom Room”. Inside, they began setting up the following:

- TCL Roku 50” TV - approximate cost \$279.99
- Workstream Web Camera - approximate cost \$279.99
- Jabra USB/Bluetooth Speakerphone – approximate cost \$89.99
- 3 Wall Sounds Baffles – approximate \$135

In addition to the above list, they’ve added a desk with a mounted computer and a USB switch where employees can dock their own laptop if needed. They have a designated phone for meetings that are dial-in only.

Next, they designed a backdrop that allows for comfortable seating around the desk with good visibility. The backdrop was printed on a wide-format printer on fabric and then mounted in a metal frame to hang on the wall.

The computer is connected via HDMI to the TV. The TV and camera both are controlled by remote. When preparing for a meeting their employees can use the camera remote for adjustments, if needed. The Jabra speakerphone is connected to the computer via Bluetooth. Fortunately, Salem One has a skilled maintenance crew that were able to run the wiring through the wall, so wires would not be visible.

The purpose of the baffles is to mute sound that may come from the hall or adjoining offices. As you can see from the below images, two baffles are beside the TV and one on an adjacent wall.

On the desk they keep a folder with simple instructions on how to either start a meeting or join a meeting using the provided equipment.



Salem One Inc. “Zoom Room”

Since conception, the “Zoom Room” has proven to be an asset and marketing tool especially during these uncertain times.

Thank you to Kathy and Jon for sharing one of their “Best Marketing Practices” and don’t forget to stay tuned, ***Get Connected and Grow!***

Please not that PCCs may not be used to advertise or promote individual businesses or vendors or to convey other messages or commentary not in furtherance of the PCC Mission. “Advertising” is defined in this context as the use of sales slogans or verbiage intended to promote non-Postal Service

STRATEGIC INNOVATIONS AND PCC POLICY

I MISS US

On behalf of the National PCC Advisory Committee (PCCAC), we enthusiastically welcome you to the New Year. During the Strategic Innovations and PCC Policy Sub-Committee's meeting earlier this month, we each took a moment before tackling our agenda to truly check-in with one another. And I mean truly check-in. As we were recounting our quiet holidays on the home front, while paying special mind to many of us having to break traditional holiday routines due to keeping our loved ones and our fellow communities safe from the ongoing pandemic, one simple thought came to mind: "I miss us."

At this moment of quiet reflection amongst the sub-committee, I thought it appropriate to express my thought to everyone in attendance. As my eyes scanned our own live ZOOM version of "Hollywood Squares," I quipped in delight, "I miss us!" I miss our PCC in-person local and national events. I miss seeing our postal and industry members faces and catching up with them in their physical presence to small talk about family and profession.

Unanimously, we all agreed: we truly miss one another. This simple fact, this simple gesture expressed to one another, provided the right amount of a positive boost to carry on with our sub-committee's duties. This sentiment is exactly what PCCs provide to one another throughout the country. The continued support, guidance, and camaraderie connects each PCC and is what drives us to carry on with our 60-year mission: to foster a close working relationship between the U.S. Postal Service and our industry partners.

As we forge forward in 2021 together, let's pay mind to the following year-end achievement and a few other items for you to become familiar with to assist with the continued success of your PCC and membership:

- **PCC Voice on LinkedIn:**
 - Congratulations to us for exceeding our goal to acquire 500 members by the year end of 2020. As of February 25, we have 737 members on the PCC Voice platform on LinkedIn.
 - Tip: an easy way to increase our LinkedIn PCC Voice members is to simply invite your professional and personal LinkedIn connections if you feel that these individuals and their businesses could benefit from being a member of this platform
 - Your PCC's general membership is invited to join. Please forward the following link to join the group: <https://www.linkedin.com/groups/8303549>
- **PCC Publication 286 and Addendums**
 - For use by all PCC members and postal employees involved in PCCs
 - Sets forth the policies and rules of operation for all PCCs
 - Visit postalpro.usps.com to find the most current edition of each
- **PCC Innovation Road Trip**
 - One of the PCCAC's goal is to increase cross-communication between PCC members throughout the country
 - The PCCAC Sub-Committee on Strategic Innovations and PCC Policy will have a few of their industry members taking a "road trip" to visit, engage, and interview other industry members throughout the country to gain insight into local PCCs innovations and challenges.
 - The goal is to communicate with at least 75% of industry PCC Executive Boards by end of 2021.

And remember, "I miss us!" Be certain to stay in touch with your PCC! Stay connected with us here: <https://postalpro.usps.com/pcc>



Awakening Future Marketers

In a socially distanced world, the Direct Effect® team has been exploring strategies to continue our mission virtually. We have found there are 5 eLearning trends in 2021: Mobile Learning, Microlearning, Personalized Learning Experiences, Data-Driven Processes, and Peer-To-Peer Learning (eLearning Trends, September 2020). To stay relevant, the Direct Effect® team is testing microlearning as a new way to awaken future marketers to the power of mail.

Over the last six months, the Direct Effect® team has been busy reviewing, designing and prototyping online course offerings. In March 2021, we will launch a free micro-certification on the “Fundamentals of Integrated Direct Marketing”. Through this eLearning series, college students develop a basic understanding of the core elements of integrated direct marketing. The course covers mail and omni-channel marketing, provides an example of a real-world marketing challenge and student-driven campaign, planning and execution, and closes with a current look at pursuing careers in the marketing industry. The platform and format perfectly meet the needs of a new generation of learners. If completed in one sitting, it only takes about 2 hours.

To celebrate the new course and make it a fun learning experience, we are launching a nationwide competition: Marketing Madness. Registration starts today, and the competition begins March 1st!

It's Madness...Marketing Madness

Marketing Madness is a nationwide online certification challenge presented by the Direct Effect® program, to take place over the four weeks of March. Teams from the top 6 universities (as determined by the competition points structure) around the country will win a networking engagement with the Stacy Wolff, Global Head of Design at HP Inc.

When: March 1 through March 31, 2021

Who: Faculty, students, and clubs at colleges and universities nationwide

Why: Amplify the value/power of digital+print integrated marketing at college level and develop and engage the future marketing workforce in the power of combining print and digital.

Help Build Our Community

Interested in helping? Download this informational flyer by [clicking here](#) or visiting <https://postalpro.usps.com/marketingmadness> and share with as many college and university faculty members and students. Ask them to join today!

PCC INSIDER SPOTLIGHT SOUTH JERSEY PCC

Congratulations to the South Jersey PCC for being chosen as the February *PCC Insider* “Spotlight.”



SOUTH JERSEY PCC (BELLMAWR, NJ)

- **Date founded:** 2007
- **Members:** Approximately 300 on membership list
- **Awards:**
 - 2020 PCC of the Year, Large Market
 - 2018 PCC District Manager of the Year, Bronze Level Award
 - PCC Premier Gold Level since 2015, and Premier Platinum Level since 2019

Established in 2007, the South Jersey Postal Customer Council (SJPC) also includes the entire state of Delaware. The executive board consists of dedicated postal and industry members committed to hosting monthly board meetings/events. Postal Co-Chair Bernadette Puodziunas, states that, “our people - industry and postal members - are our greatest assets and our greatest strengths.” When asked what their greatest challenge is, Bernadette conveyed, “among all of our members, specifically our executive board, is the constant juggling of the many hats of our professional and personal lives, all the while, remaining committed to the tasks that a volunteer position asks of us; however, our board and members have never flinched, nor have they come up short in their steadfast commitment to the PCC. We remain committed to one another and the fair sharing of tasks and workload necessary to remain an award winning and nationally recognized PCC.”

To better serve their members, the SJPC Executive Board created three additional committees to plan and organize three annual events:

- **PCC Awards Committee:** Maintains the awards binder and prepares and submits for awards each year. Since the creation of this committee, the SJPC achieved Platinum Premier Award status in 2019 and will continue the tradition for years to come.
- **PCC Day Committee:** Brainstorms, strategizes, organizes and executes the annual National PCC Day during National PCC Week.
- **Golf Outing Committee:** Organizes and orchestrates the planning and execution of the annual golf outing. This committee is responsible for sponsor retention, communication with sponsors, sponsorship hole coordination, creation of sponsorship signage as well as recognizing sponsors in all communications leading up to and the day of the event.

Despite the COVID-19 pandemic, the SJPC remained an actively engaged organization by following through with the PCC’s mission: to educate, communicate, and engage their members about everything relating to the United States Postal Service. Invitations and announcements to virtual monthly board meetings, educational events and promotion of fellow PCCs events were conveyed utilizing Constant Contact. In addition to these Zoom webinars, the SJPC was able to hold their annual golf outing in September. With their commitment to following the CDC recommendations on behalf of their members’ health and wellness, the SJPC realized their best turnout (100 members) at the 2020 outing.

Like many PCCs the SJPC hopes to return to in-person events in 2021.

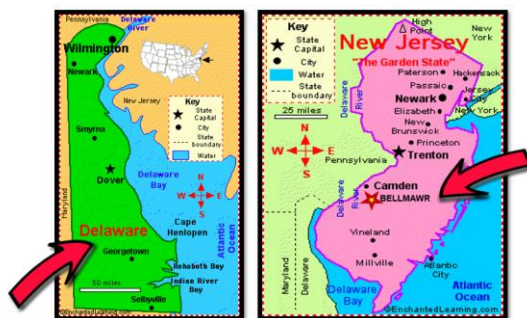
The South Jersey PCC is currently led by:

- Postal Co Chair – Bernadette Puodziunas, Wildwood, NJ Postmaster
- Industry Co Chair – Matt Gorman, Print and Mail Communication
- Industry Vice Chair – Tanya Erickson, Evergreen Printing
- Postal Administrator/Communications Chair – Melissa Lomax, Avalon, NJ Postmaster
- South Jersey District Manager – Le Gretta Y. Ross-Rawlins (A)
- Treasurer – Dennis Palandro, USPS Regional Manager Customer Accounts
- Webmaster - Tim Morelli, Maple Direct
- Administrative Committee:
 - Loren Brister, Industry Executive Board Member
 - Dana Milnes, USPS Manager Sales
 - Donna Fahler, USPS Sales Executive Sr. Shipping
 - Frances Laskowski, USPS Sales Executive Sr. Shipping
 - Denise Riker, USPS Business Service Network Representative
 - Judy Seip, USPS Major Mailer Support Specialist
 - Ed Strow, Industry Executive Board Member
 - Neil and Nancy Schwartz, Mail South Jersey LLC
 - Suzanne Lukasiak, USPS Business Service Network Representative

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

- 1) New Jersey is considered the “Diner Capital of the Country” with an estimated 525 diners.
- 2) Camden, New Jersey was the site of the very first drive-in movie theater.
- 3) Salt water taffy's origins can be traced back to Atlantic City in 1883.
- 4) First Beauty Contest: In 1880, the first beauty contest in the United States was held in Rehoboth Beach, DE. Thomas Edison was one of the three judges in this contest, called the “Miss United States” contest. This contest is considered to be the forerunner of the Miss America pageant.
- 5) The street names in the board game Monopoly are named after real streets in Atlantic City.
- 6) The first Indian reservation was in Shamong Township.
- 7) Some nationally known South Jerseyans include Bruce Willis, Mike Trout, Roscoe Lee Browne, John Forsythe, Ali Larter, Kelly Ripa, Tara Lipinski, Michael Landon, Linda Fiorentino, Joe Flacco, Carl Lewis, Grace Helbig, Martin Truex, Jr., Steve Kaplan, and Carli Lloyd.

For more information on the South Jersey PCC please visit their website at: www.snjpc.com



PCC SUCCESS STORIES

CENTRAL MISSISSIPPI UTILIZING ZOOM TO REMAIN ACTIVE

The Central Mississippi PCC was challenged with identifying a way to remain active during the national COVID pandemic. Jackson, MS, Postmaster/PCC Postal Co-Chair Betty Collins hosted ZOOM meetings that were welcomed and attended by the PCC. Educational seminars, sponsored by Postal Headquarters, were also presented on ZOOM and attended by the local membership. Postmaster Collins plans to continue utilizing ZOOM as the method of communications, for the PCC, until in-person local meetings can be held again.



Central Mississippi PCC Zoom Meeting

MILWAUKEE PCC KEEPING MEMBERS INFORMED DURING CHALLENGING TIMES

The Milwaukee Postal Customer Council (MPCC) recently held an Informed Delivery Virtual Workshop “Everything You Need to Know” featuring Dave Lewis, President, SnailWorks. Topics Dave covered included:

- *What is Informed Delivery, and How Does it Work?*
- *Who Subscribes to Informed Delivery? Where are They, What are Their Characteristics?*
- *Who is Using Informed Delivery Already? What are Their Results?*
- *How Do You Create an Informed Delivery Campaign? Dave provided step-by-step instructions*
- *How Can You Measure Results? What About Attribution?*
- *What Are the Rules, Tricks & Traps You Need to Know?*

The COVID-19 Pandemic has had a tremendous, negative impact on the MPCC and their ability to meet as a group. Taking advantage of Zoom and its features was their first virtual event featuring a speaker located elsewhere.

Due to limited financial resources and man-power in 2020 as a result of the national pandemic, the PCC hosted this event free of charge. They promoted the event via email marketing with multiple invitations sent over the course of several weeks. They were pleased to have over 55 people attend this event which provided members the opportunity to learn more about Informed Delivery. Dave Lewis’ presentation was one of the keys to their success. He is a well known industry speaker and always well received.

In addition, the PCC took this opportunity to promote the new PCC Logo by incorporating the new logo on their PCC website, and including it on emails and their “First-Class Notes” newsletter.

The Milwaukee PCC believes the new PCC Logo is a dramatic change for the better and more accurately reflects what the organization is about.

They are optimistically looking forward to kicking off a new membership campaign in 2021, leveraging the PCC as a valuable resource for business mailers, large and small in the Milwaukee Area.





“NON-PROFITS MATTER TOO”- GREATER KANAWHA VALLEY PCC EVENT FINDS SUCCESS

In every community of our country, Non-Profit organizations are important to quality and sustainability of life. With over 1.5 million registered organizations, they are not only a broad source of employment, but they help generate revenue for other companies as consumers of goods and resources needed to make their organization run. Due to the nature of the organization not being profit motivated, their goal is to provide as much service as possible, while using as few resources as possible. This is where the PCC becomes an asset for such an organization.

Very early in 2020 Greater Kanawha Valley (GKV) PCC met with the Appalachian District Bulk Mailing staff to discuss where they felt the need for education may be necessary. It was determined that churches in the area were lacking knowledge or understanding of the benefits available to them. Some of those benefits are the Business Customer Gateway, Pricing Comparison, and the Intelligent Mail Small Business Tool (IMSB).

In response to the information gathered from discussion with the Bulk Mailing department, the GKV PCC scheduled an online educational event aimed at providing information on the topics discussed. An Eventbrite invite for the event was created to reach as many individuals as possible, whether in their direct community or the mailing and shipping industry at large. Business Main Entry Units were supplied flyers for distribution and Bulk Mailing staff suggested participation in the event to customers who could benefit from the information being provided.

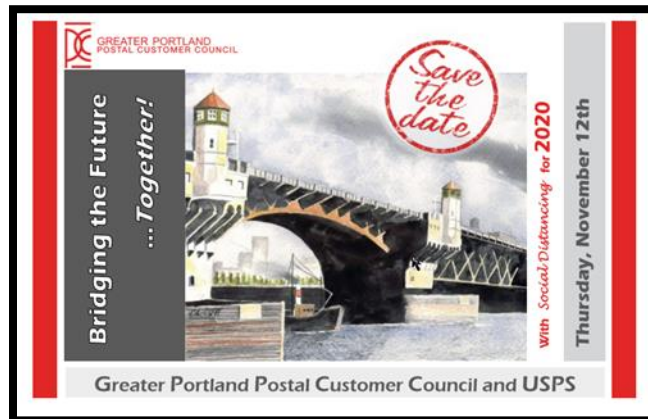
“The Non-Profits Matter Too” event, which took place, via Zoom, on May 19, 2020 was pleased to welcome 17 participants ranging from PCC membership to individual invitees. Mailing Standards Specialist, Matthew Peckham, provided information on the necessary tools and applications available in the bulk mailing industry. Two of the 17 participants in attendance were staff members for local area churches and both have since communicated they would be interested in sharing the information obtained with other church officials in the area as well as utilizing the information for their own organization.

GREATER PORTLAND PCC HOLDS IN-PERSON CONFERENCE WHERE SAFETY IS TOP PRIORITY

Portland, Oregon – The Greater Portland Postal Customer Council (GPPCC) held a successful in-person Mailer and Shipper Conference on November 12, 2020. Trying to hold an in-person conference in light of the pandemic and local and state restrictions was a challenge, but through partnership with the USPS and industry participants, they pulled it off! Their number one priority was safety, and the GPPCC leadership team, in conjunction with the USPS staff, followed all recommended guidelines, which included masks for all, social distancing, and a limit of 50 attendees seated at individual tables, among other accommodations.

The conference was held at the new, state-of-art Portland Processing & Distribution Center, which saved money and allowed for a tour of the facility during the conference. The sold-out conference featured two keynote presentations and a third, special presentation. For the first keynote presentation highly regarded humorous motivational speaker Charles Marshall provided an inspiring and well received talk on "The Seven Powers of Success". The second keynote was a very informative presentation of "The Future of the US Postal Service", delivered by Portland District Manager, William Schwartz, with assistance from Portland Marketing Manager, Kirsten Sherrell. The special presentation was Wes Friesen's "Your Team Can Soar!", one of the presentations he has shared at NPF and other conferences.

The day-long event also featured four informative breakout sessions led by Portland USPS experts; a vendor exhibit hall; a complimentary copy of Charles's book "The Seven Powers of Success"; a swag bag with customized GPPCC face masks; two boxed meals; and door prizes! We kept our costs down by holding the conference at the postal facility... this resulted in a remarkable value for the money. Bottom line: the conference was a great success and all the attendees were grateful for the opportunity to attend a valuable, in-person event!



SAVE & GROW WITH THE USPS LOYALTY PROGRAM **INTRODUCING LOYALTY TIERS – INCREASED REWARDS FOR SMALL LOYAL BUSINESSES**

By Mary Anderson, Director of Small Business Engagement

We all know how good it feels to be recognized for our loyalty by the small businesses we frequent. It's that happy feeling that comes over us when we've earned a free coffee or discount on our next purchase as a reward for our business.

That's why I couldn't be more pleased to share the news that USPS is implementing Loyalty Tiers as part of its USPS Loyalty Program. This past year, small businesses have really faced so many challenges; they've had to adapt and find new ways to thrive. The increase in benefits means our loyal small business customers will receive even more at a time when they need it most.

Our USPS Loyalty program is free for all registered users of Click-N-Ship. As their business grows, so will their reward. Each year, we'll automatically review your prior year purchase history of Priority Mail and Priority Mail Express, and one of three tier statuses; base, silver, or gold will be assigned. Base members will earn \$40.00 for every \$500 spent. Once silver status is reached the benefit increases to \$50.00 for every \$500 spent and with the gold tier they'll qualify for Commercial Base Pricing offering up to 20% off every shipment of Priority Mail and Priority Mail Express.

Helping small businesses with the tools they need to grow is a priority of the USPS and this new program is just one more way for us to demonstrate that commitment. If you are a small business owner or know one, I encourage you to sign-up or share this information with them. When they join Click-N-Ship and register as a business user, they'll automatically be enrolled in USPS Loyalty. Yes, it's that easy. Visit [USPS.com/loyaltybenefits](https://www.usps.com/loyaltybenefits) today.



NOTICES

NOTICES

2021 PCC LEADERSHIP AWARD SUBMISSIONS

Congratulations and give yourselves a round of applause! Despite the ongoing challenges we faced in 2020, the PCC Community persevered together, adapting to change, putting into place new innovative strategies to help grow our membership, while keeping our current membership engaged, and on a successful path of ensuring the PCC mission continues to thrive in 2021 and beyond.

As a result, we are pleased to announce we had 89 PCCs submit for a PCC Premier Certificate Award this year, along with a total of 296 PCC Leadership Award nominations nationwide.

| PCC PREMIER CERTIFICATE AWARD NOMINATIONS | |
|---|----|
| GOLD | 83 |
| SILVER | 2 |
| BRONZE | 4 |
| PCC LEADERSHIP AWARD NOMINATIONS | |
| PCC INDUSTRY MEMBER OF THE YEAR | 75 |
| PCC POSTAL MEMBER OF THE YEAR | 65 |
| DISTRICT MANAGER OF THE YEAR | 24 |
| PCC OF THE YEAR - METRO MARKET | 13 |
| PCC OF THE YEAR - LARGE MARKET | 5 |
| PCC OF THE YEAR - SMALL MARKET | 7 |
| PCC INNOVATION OF THE YEAR | 22 |
| MEMBERSHIP PROGRAM EXCELLENCE | 11 |
| COMMUNICATION PROGRAM EXCELLENCE | 39 |
| EDUCATION PROGRAM EXCELLENCE | 35 |



Congratulations again and **Good Luck** to all our award nominees!

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:

- **Periodical Updates** – Chuck Tricamo, Manager, Pricing & Classification Service Center, and Steve Smith Publishing Logistics, and Postal Expert on Base 60 Consulting
PCCAC Educational Sub-Committee
Wednesday, March 10, 2021 at 2:00 PM EST
Link to join virtual event:
<https://usps.zoomgov.com/j/1616233915?pwd=eJSSkVSQXRblFzeWhnY0tnQWtuUT09>
Password: 814861
- **PCCAC Communications and Marketing Sub-Committee Café - “How to Create a PCC Newsletter and Editable Template(s)”**
PCCAC Communications and Marketing Sub-Committee
Thursday, March 11, 2021 at 2:00 PM EST
Link to join virtual event:
<https://usps.zoomgov.com/j/1613901436?pwd=MUHLNXRSVlkwc3Y3MVM4YkZjMXIUZz09>
Password: 508343
- **Taking Care of You** – Adrienne Clark, USPS Wellness Program Manager
PCCAC Educational Sub-Committee
Tuesday, March 16, 2021 at 2:00 PM EST
Link to join virtual event:
<https://usps.zoomgov.com/j/1607326271?pwd=ay9aSkVKdDNRRFcyVVc5OW1UTG44QT09>
Password: 575897
- **PCCAC Communications and Marketing Sub-Committee Workshop** - Specifically for local PCC Communications and Marketing Leads
PCCAC Communications and Marketing Sub-Committee
Thursday, March 25, 2021 at 2:00 PM
Link to join virtual event:
<https://usps.zoomgov.com/j/1608115402?pwd=eE04WHhIRGNjdjh5TEVlODd2Sk8rdz09>
Password: 066157
- **How to Host an Interactive Zoom Meeting**
National PCC Program Office and PCCAC
Tuesday, April 6, 2021 at 2:00 PM EST
Link to join virtual event:
<https://usps.zoomgov.com/j/1605254397?pwd=bTJvZTRBRk9YRnU4UTMzWGFzZlNIUT09>
Password: 415189

GET CONNECTED AND GROWWITH 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

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)



Celebrating 60 Years of the PCC

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