



## Hawaii PCC (Honolulu, HI)

**Date founded:** 1996

**Members:** Mailing list of 675

**Awards:**

- 2018 – 2020 PCC Premier Certificate Award (*Bronze*)
- 2020 Education Program Excellent Award (*Bronze*)

The Hawaii PCC's primary challenge during the current pandemic has been to maintain the same level of enthusiasm and interest in PCC events and meetings during a time when in-person contact is very limited, if not impossible. To overcome this hurdle, they have been laser-focused on making sure members are kept updated on timely and relevant information via direct mail and email communications. They also took full advantage of the use of the *Zoom* platform as an effective way to stay in touch and grow the organization.

The PCC believes their biggest strength is its sense of *aloha*, which permeates their island, their lives, and their way of doing business. It is impossible to live or work in Hawaii without knowing what that feeling is: love, compassion, and peace. They work together to ensure their PCC, their district, and their customers feel this sense of *aloha* in all that they do.

Post pandemic, the Hawaii PCC is looking forward to hosting its next main event, which will focus on the upcoming release of the "Go for Broke" stamp commemorating the important contributions made by the 442<sup>nd</sup> Infantry Regiment, an Army fighting unit composed almost entirely of second-generation American soldiers of Japanese ancestry, many of whom were from Hawaii or who had ties to Hawaii. The event will encompass local dignitaries and Postal personnel and will help to strengthen the PCC's ties to the community at large. At this and every PCC event, the PCC has general discussions about any changes to Postal Service products and services, but also helps their members acquaint themselves with the Postal marketing staff, various local postmasters, and postal officials who serve in the communities where many of their PCC industry members are located.

Established committees include:

- Education: Focuses on increasing knowledge of mailing and shipping products and postal regulations
- Membership: Focuses on encouraging smaller businesses to join the PCC to meet other similar and like-minded companies to expand opportunities for growth.

- Outreach: Focuses on cultivating the relationship with local colleges and universities in the hope of revitalizing the mailing and shipping industry to increase those who utilize the mail as a primary means of advertising and communication.

The Hawaii PCC is currently led by:

- Postal Co-Chair Grant Nakashima, USPS District Customer Relations Manager
- Industry Co-Chair Malia Lageman, Cardinal Services Limited
- PCC Postal Administrator Ciara Emerson, USPS Marketing Secretary

Some *fun facts* about the Honolulu area that you may not know are:

- 1) Honolulu is the largest city in the world—if you're talking city borders. According to Hawaii's constitution, any island not named to a county, is considered part of Honolulu, making the city 1,500 miles long. For those keeping count, that's halfway across the whole contiguous United States.
- 2) Honolulu has been named the number three happiest city to work in by Forbes magazine.
- 3) We can all thank Honolulu for *Casual Friday*, known in Hawaii as "Aloha Friday." Back in the 1970s, clothing companies in Honolulu convinced executives to allow employees to dress down so they could sell clothes. The relaxed dress code then circled around the rest of the country. It is rare not to see most of the working public dressed in aloha shirts and mu'umu'u to celebrate the upcoming weekend.

**For more information on the PCC, please visit their website at: <http://www.pcc808.org/>.**

