

Congratulations to the Greater Kanawha Valley PCC and the Southwest Virginia PCC for being chosen as the June *PCC Insider* “*Spotlight*”



**Greater Kanawha Valley PCC (Charleston, WV)
Southwest Virginia PCC (Roanoke, VA)**

Date founded: Mid 1980's (*both PCCs*)

Members: Greater Kanawha Valley PCC (GKW) has 27 active members
Southwest Virginia PCC (SWV) has 30 active members

Awards:

- GKV 2019 – 2020 PCC Premier Silver Level 2021 - Gold Premier Gold Level
- SWV 2019 – 2020 PCC Premier Bronze Level 2021 - Gold Premier Award Level

A key objective of the GKV PCC and SWV PCC is to keep members involved.

Both PCCs witnessed members close their businesses and cut staffing over the past year. With that in mind, the two PCCs decided to join forces to support each other in this time of need. The major challenge they faced was maintaining a sense of normalcy and continuing to provide content-rich events to their members.

Together, the GKV and SWV PCCs set a goal to continue to provide educational information to their members. Through their shared website, they have succeeded by offering links to nation-wide virtual events including their own webinars:

- Non-Profit Mailers: Do You Have Money to Waste?
- The 2020 Political Mailing Campaign
- Smart Lockers the Total Solution to Contactless Delivery for Mail

As the CDC guidelines are lifted, the GKV PCC and the SWV PCC look forward to hosting in-person events individually and together on topics of interest to small businesses. Their goal is to help businesses rebound back from what has been a difficult year.

Established committees include:

- **Education:** Assists in determining educational topics, fact checking, and obtaining speakers.
- **Communications:** Creates and issues communication with membership and the general-public through direct mail, email and maintaining the webpage.
- **Membership:** Recruits new membership by creating, and distributing promotional flyers, brochures and packets.

The GKV PCC is currently led by:

- Postal Co-Chair Jonathan Litton, Postmaster of Charleston, WV
- Industry Co-Chair Nancy Tackett, Printing Technician Encova Insurance
- Industry Vice-Chair is Leonard Lovely, Marshall University Mail Room
- Postal Administrator Tammy Braley, USPS Retail Specialist (A)

The SWV PCC is currently led by:

- Postal Co-Chair Donald S. Jourdian, OIC of Roanoke, VA
- Industry Co-Chair Mrs. Doreen Flint, Salesperson, BMS Direct, Inc.
- Industry Vice-Chair Robin Waff, Bison Printing
- Postal Administrator Jim Turner, Appalachian District Business Service Network

Some *fun facts* about the Greater Kanawha Valley/Charleston area that you may not know are:

- 1) Charleston is the capital and largest city of the U.S. state of West Virginia. It is located at the confluence of the Elk and Kanawha Rivers.
- 2) There are mythological figures in the carved heads above the entrances to the West Virginia State Capitol building. For example, you will find Poseidon, Demeter, and Hestia on the west entrance to the main building.
- 3) Jerry West, the Los Angeles Lakers basketball player whose silhouette is featured on the NBA logo, is from Charleston.

Some *fun facts* about the Southwest Virginia/Roanoke area that you may not know are:

- 1) The town first called **Big Lick** was established in 1852 and chartered in 1874. It was named for a large outcropping of salt which drew the wildlife to the site near the Roanoke River. It became the town of Roanoke in 1882 and the independent City of Roanoke two years later. Its location in the scenic Blue Ridge Mountains, in the middle of the Roanoke Valley between Maryland and Tennessee, made it the transportation hub of western Virginia and contributed to its rapid growth.
- 2) Roanoke has the world's largest man-made illuminated standing star, which shines more than 1,000 feet atop Mill Mountain within the city limits. Constructed in 1949 for Christmas festivities, the nearly 100-foot-high neon-lit concrete-and-steel star provides Roanoke the nickname of "Star City of the South."
- 3) Wrestler Tony Atlas is originally from Roanoke, as are twin NFL players Ronde Barber and Tiki Barber, singer Wayne Newton, and actor John Payne. J.J. Redick, former basketball star with Duke University, is also from Roanoke.

For more information on the GKV and SWV PCCs, please visit their website at: www.AppalachianPCC.com.

