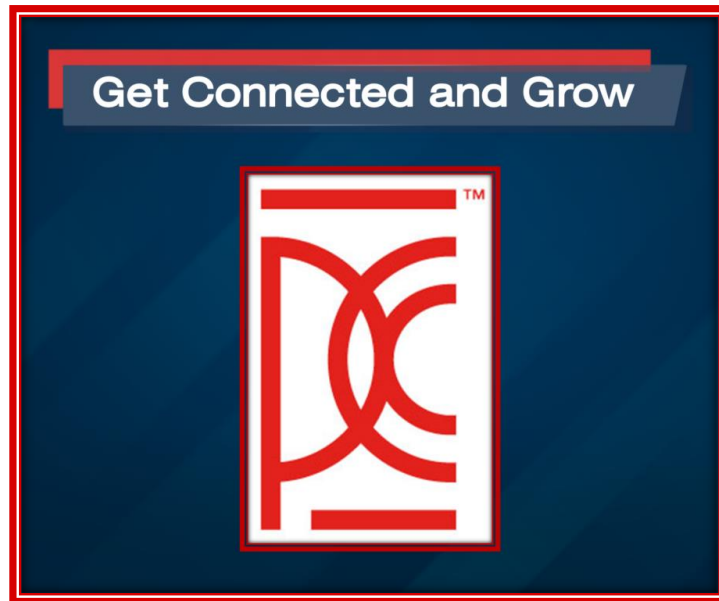




PCC INSIDER – June 2021 EDITION



**CELEBRATING 60 YEARS OF THE PCC
1961 – 2021**

POSTAL SUPPORT FOR THE PCC NETWORK

Chief Customer and Marketing Officer, Steve Monteith, and Vice President, Corporate Affairs, Judy de Torok, released the following statement on June 15, 2021.

The Postal Service has begun the implementation of the *Delivering for America* plan to put the Postal Service on a path to financial sustainability. Part of the plan involves a reorganization of our employees to put them in the best position to serve. These changes will soon be integrated into the PCC.

We will continue to provide support for local PCCs to be successful and we will prioritize our resources to enable strong local PCC collaboration. Expect the Postal Service management team to resume their PCC engagement activities. If you are not receiving the support you need, please contact your Headquarters PCC liaison for an action plan.

Headquarters PCC Liaison Contacts

Atlantic Area	Da Shiek Woodard	DaShiek.F.Woodard@usps.gov
Central Area	Sharon Barger	Sharon.A.Barger@usps.gov
Southern Area	Cathy Scocco	Cathy.M.Scocco@usps.gov
WestPac Area	Lewis Johnson	Lewis.L.Johnson@usps.gov

As we work to right-size our organization, please be patient with us. The support you receive from the Headquarters PCC Program Office will continue and we ask PCCs to hold-off on any talks of merging or dissolving PCCs due to district consolidations. Keep the status quo for now and keep up the amazing work you are doing.

For over 60 years the PCC and the Postal Service have worked together to grow the mailing industry. PCCs are ambassadors of the Postal Service and we value your support. We look forward to working with you to ensure the success of the Postal Service and the industry it supports.



Steve Monteith
Chief Customer & Marketing Officer
and Executive Vice President



Judy de Torok
Vice President, Corporate Affairs

A LOOK BACK OVER THE PAST 60 YEARS FEATURING THE SACRAMENTO PCC

Jeff French's first week working as a Senior Account Executive for an envelope company was a doozy. In 1989, Jeff's first assignment was to attend the Sacramento Postal Customer Council's general membership meeting where he met Harold Wilson from the Division of Motor Vehicles. Through conversation, Jeff learned Harold needed five million envelopes in one week. Jeff closed the deal on his first day with the PCC, impressing his new employer by earning tens of thousands of dollars in revenue.

In the early 90's there was a waning interest in the Sacramento PCC and active membership began to drop. Being proactive, the board sat down and looked at what would attract new members. They decided teambuilding was key to pique the interest of potential members. Although, not an easy task at the time, they organized facility tours, breakfasts and barbecues. The result was astounding. After six years of networking and teambuilding, the Sacramento PCC experienced substantial growth in membership going from 30 active members to 150 active members.

As Jeff travelled the country for his company he was able to work with other PCCs across the nation including Los Angeles, Seattle, Portland, Houston, Dallas and Fort Worth. He teamed up with Ruthie Ewers, one of the founders of the Greater Dallas PCC and the first National PCC Industry Co-Chair. Together, they sat on the National PCC Advisory Board. At that time, they were a travelling Public Relations show speaking at the National Postal Forum and Regional PCC events.

Through the years, Jeff has been an advocate for PCC sponsored events and programs. He fondly reflects on the impact of their annual Dear Santa program where they choose four to ten families in need. One year, a girl wrote to Santa asking for a bed for her mother. At the time, a local mattress wholesaler advertised with the purchase of a new bed, your old bed would be donated to charity. Jeff contacted the wholesaler and asked if the PCC could have the old beds to give to these people. Upon sharing the Dear Santa story, the mattress wholesaler said, "we've had a good year, we will donate 100 beds." This charitable donation continued every year from 1994 to 2008 when the downturn of the economy hit. Jeff contacted the wholesaler and thanked them for their generosity over the years and if they needed to end the program, it was understandable. The wholesaler replied, "Jeff I can't give you 100 beds this year, I'll give you 200." All of this started with the Postal Service and the mailing community coming together to share information and keep mail alive.

The biggest change that Jeff has seen in the last 30 years was the introduction of Rapid Information Bulletin Board Service Read more (RIBBS). Prior to RIBBS, you had to call your Postal representative or go to a PCC Meeting for postal information. Easy access to virtual information led to less in-person meetings.

When asked, what is the best way for PCCs to thrive, Jeff's response was to keep traditions alive and make new ones. For example, the Sacramento PCC used to send letters announcing upcoming meetings with hand written envelopes. Today, they mail post cards, still keeping with tradition but adding a new twist.

From his experience as the Industry Co-Chair for six years, Jeff's thoughts on attracting new membership is to *personalize the experience* and make it more relative/interactive. He suggested 15-minute Zoom meetings as opposed to an hour. Consider sending a \$5 Starbucks card and have a virtual coffee break to interest today's generation.



On the Left: Rich Knowles, retired USPS, and *on the right:* Jeff Knowles network during the 1997 New Orleans NPF. As one of his many generous charitable contributions, Rich once purchased a years' worth of electricity for one of the local Sacramento "Dear Santa" families in need.

For more information about the "History of the Sacramento PCC" please click: <https://www.sacpcc.com/>

LEADING THE WAY – NEW USPS LEADERSHIP ROLES ANNOUNCED

NEW VICE PRESIDENT – CORPORATE AFFAIRS



Judy de Torok
Vice President, Corporate Affairs

The Postmaster General has announced the appointment of Judy de Torok to serve as Vice President, Corporate Affairs effective May 22, 2021.

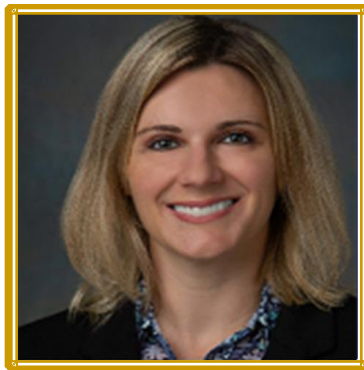
As Vice President, Corporate Affairs, Judy will be responsible for leading stakeholder engagement strategies in support of the *Delivering for America Plan*. She will oversee the offices of Industry Engagement and Outreach, International Postal Affairs, Sustainability, National Preparedness, the Historian, and the Judicial Officer.

As the manager for Industry Engagement and Outreach, Judy has been instrumental in promoting the value of mail by forging partnerships with the mailing industry, helping to resolve customer issues, and providing customers with targeted information and training through the National Postal Forum, the Postmaster General's Mailers Technical Advisory Committee and Postal Customer Councils.

Throughout her 25-year career, Judy has leveraged her expertise in communication by advocating the Postal Service's objectives to key external stakeholder groups. She has held several senior level positions in the organization including serving as the Chief of Staff to the Deputy Postmaster General, numerous corporate communication positions, and as the manager of Legislative Policy, Government Relations.

Prior to joining the Postal Service, Judy worked as a journalist for daily and weekly newspapers and as a public relations executive for both an advertising agency and community college. Judy has a Bachelor of Arts degree in communications from Chatham University in Pittsburgh, Pennsylvania and a Master of Science in journalism from Northwestern University in Evanston, Illinois.

DIRECTOR – INDUSTRY ENGAGEMENT & OUTREACH



Lindsey Taylor
Director, Industry Engagement & Outreach

Lindsey Taylor has been appointed to Director, Industry Engagement & Outreach. In her new role, Taylor will work on leading stakeholder engagement strategies in support of the *Delivering for America Plan*. She will have oversight of the Postmaster General's Mailers Technical Advisory Committee (MTAC), National Postal Forum (NPF), Postal Customer Councils (PCC), and the USPS Tradeshow team.

"I am pleased to have Lindsey lead the team," said Judy de Torok, Vice President, Corporate Affairs. "Her knowledge and experience working with the PCCs over the past 5 years will serve the PCCs well as we continue to support customer education and ways to enhance the value of mail."

A 15-year veteran of the Postal Service, Lindsey has most recently served as Manager, Customer Outreach, and Manager, Industry Engagement Strategy, in the Marketing organization. She remains committed to improving the customer experience and developing strategies to provide customers with information and knowledge about our products and services. Previously, she worked in Product Development, New Business Opportunities, and Sales.

Lindsey has a Bachelor of Business Administration degree from the University of North Florida and is a graduate of the Managerial Leadership Program and Advanced Leadership Program.

MEMBERSHIP

NETWORKING, NETWORKING, NETWORKING: YOU JUST GOTTA DO IT!

This month's PCC "Tip of the Month" is on the value of networking. The importance of sincere and engaging networking, within both our personal and professional lives, are truly remarkable attributes that will certainly add to the overall fulfillment in one's life. Moreover, it can add to that feeling of pure joy you feel when the people that you've connected with before,

serendipitously reappear with a more familiar presence. And that's when the magic of networking occurs! Networking is all about putting your best foot forward and representing yourself in a professional and engaging manner.

Networking is about striking up that conversation about our industry, that we are renowned experts in, and finding what strikes a chord or connection with another person in a similar industry. Networking is about being comfortable in yourself and proud of the organization that you are representing and simply being open to the connections that may or may not happen. Either way, you continue to hone your social and communications skills, while fine tuning your awareness of who you are around, and what sort of win-win relationship just might appear through networking. Networking amongst the PCC community has been quite rewarding to say the least. The current virtual world in which we have had to familiarize ourselves within the past year, has made every one of us "new" students of networking. It has also leveled the playing field. The virtual business environment that we have found ourselves in has proven to be quite opportunistic as it relates to networking. You can attend PCC events all throughout the country with a simple click of the online registration button. The more you are involved, the more you realize that the opportunity to network is at your fingertips...literally.

It's all about the chances you take to engage with someone and the kindness you convey when speaking with them that will certainly find its way back to you at a future time when they are seeking someone of your qualifications or expertise. As Garth Stein once said, "That which we manifest is before us; we are the creators of our own destiny. Be it through intention or ignorance, our successes and our failures have been brought on by none other than ourselves." Go forth and remember to, "Network, Network, Network." You simply just gotta do it!

Forbes.com recently provided the following "10 Reasons Why Networking is Essential for Your Career"

- An avenue to exchange ideas
- It makes you noticeable
- Avenue for newer opportunities
- Reassessing your qualification
- Improves your creative intellect
- An extra resource library
- Support from high profiles individuals
- Growth in status
- Growth in self-confidence
- Develop long-lasting relationships

EDUCATION

HAVE YOU LOCKED IN YOUR INDUSTRY SPEAKER FOR NATIONAL PCC DAY YET?

Has your PCC educational content grown stale recently? Is your board struggling to find new, exciting topics to present to your general membership? Has the well finally run dry on talented, dynamic speakers to host your next educational webinar or live event? If so, have no fear! The PCCAC Educational Programming Sub-Committee is here to help with the updated *Speakers Bureau List 2.0*. And with the recent announcement the Postal Service will not be able to provide HQ speakers for National PCC Day, there has never been a better time to start using the 'List'.

The *Speakers Bureau List 2.0* is an excellent way to find novel and exhilarating topics to present at your next general membership meeting or educational event. With over 260 topics, your PCC is bound to find subject matter that will both generate interest and provide stimulating content. Ranging from in-depth postal and business analysis to mental and physical well-being, the *Speakers Bureau List 2.0* contains an eclectic range of topics that are sure to appeal to even the most discerning members of your PCC.

Additionally, the speakers listed are carefully vetted Industry members who have volunteered to donate their time and insight to share with PCCs across the nation, at no charge. There are currently over 60 different speakers listed on the *Speakers Bureau List 2.0*. And the best part is, each and every speaker is prepared with their own PowerPoint presentation and are just waiting for you to reach out.

Thanks to recent upgrades to the *Speakers Bureau List 2.0*, it is now easier than ever to navigate and use. Plus, the list contains additional resources to help your PCC decide which speaker is right for your membership, such as included bio's and headshots, virtual capability indicators, comments from other PCCs who have previously hosted the speaker, and the ability to filter the list by topic and/or speaker. To top it off, new speakers and topics are added regularly.

And by the way, did we mention that the *Speakers Bureau List 2.0*, along with speaker headshots and bios, are available directly from the *PCC BlueShare* website? Bear in mind, the list is not to be shared with your general membership. So, what are you waiting for?

Do you have a speaker or topic in mind that is not on the list? If so, please reach out to Rob Hanks, Member-at-Large, directly via email at rob.hanks@suttle-strauss.com. As always, if you have any ideas or needs that we can assist you in, please do not hesitate to reach out to Glen Swyers, Industry Co-Chair, at GSwyers@theimagegroup.com or Cathy Scocco, Postal Co-Chair, at cathy.m.scocco@usps.gov.



COMMUNICATION

I'M THE PCC POSTAL ADMINISTRATOR..... WHERE DO I GO FROM HERE?

With the Postal Service recently announcing its nationwide plans for restructuring as part of the “*Delivering For America*” 10-Year plan, the PCCAC Marketing and Communications Sub-Committee quickly realized the PCC Community may be welcoming many new faces into our PCC Postal Administrator leadership roles. With that in mind, we saw the need to create a PCC Postal Administrator ‘Quick Start Guide’ that helps define the role and lists the duties and responsibilities of the position.

To get started, we solicited the help of newly appointed West Michigan PCC Postal Administrator Benjamin Hall, to assist with developing the guide. So, we could get a better understanding of some of the challenges a new PCC Postal Administrator might face, Ben graciously agreed to be interviewed. Our interviewing panel consisted of USPS employees Gina Segura, Sacramento PCC and Vincent Quaglia, Santa Ana District PCC. We were also joined by Suzi Oswald, Data Services/Postal Specialist at SeaChange Print Innovations and National PCCAC Industry Member-at-Large from the Twin Cities, MN area.

The following are excerpts from our interview:

Vincent, “**Have you been to the *Postal Pro*, *TeamSite* websites?**” Ben, “Yes I have, that is pretty much how I’ve gotten most of my knowledge about PCCs. I’ve watched some of the recorded zoom webinars.”

Vincent, “**Do you receive and send out PCC Alerts?**” Ben, “Yes, but only to the board. I don’t have access to the entire mailing list. The former Postal Administrator has tried to email me the distribution list, but it does not go through.”

Vincent, “**Have you thought of storing the information on a shared drive?**”

Gina, “or perhaps drive to where she is located and download the information on a thumb drive”.

Vincent, “**Do you have the mailing addresses?**” Ben “I started on April 1, 2021, and we had an event on April 28, 2021. Therefore, the whole inviting and keeping track of the people that were attending was all handled by the Industry Co-Chair.

Vincent, “A key responsibility of the Postal Administrator is maintaining the physical and email address of the members. Your first step is to gain control of that. Also, *Publication 286* outlines the circumstances where an industry member may use a mailing list for conducting PCC business. I also would want to handle registration at an event”

Vencent, “**How do you attract new members?**” Ben, “That is one of the things that I am not sure of. There was a Mid-Michigan PCC that was disbanded approximately 10 years ago. We are trying to win those members back. Membership became stagnated with no communication.

Gina, “So you potentially have both areas. With zoom everyone can attend a meeting. When your PCC goes back to live in-person events, try rotating every other month at one of the two locations.”

Vencent, “In addition to that you can do a hybrid – a live event and a zoom to capture both areas.

Gina, “Build a strong relationship with your USPS Sales and BMEU team. They are out in the field every day and are a good source for contacting, inviting and attracting new members, as well as networking at your events”.

“Ben, what are some of your questions?”

“My biggest question is what are my duties and responsibilities? For example, do I design the post card mailers?” said Ben.

Gina, “It is your responsibility to coordinate and serve as the liaison between the Postal and Industry members. You can start building committees and delegate responsibilities to others. Ultimately, it is your responsibility to make sure everything gets done.”

Ben stated, **“There seems to be an emphasis on achieving a PCC Premier Certificate Award.”**

Vencent, “One of the “best practices” of a PCC Administrator is to keep an annual binder. I have found an accordion binder on *eBuyPlus* that works well (PFX02327 from Staples). A lot of your responsibilities are contained in the PCC Premier Certificate Award and the Premier Leadership Award guides posted on the PCC *BlueShare* site.

Gina, “There was a binder when I got the job, but it was so overwhelming. It was like all these pins and stuff compiled. Once Vencent introduced me to the accordion binder it was just less stress. Sometimes I could not remember what I named a file, but now once I do something or something is completed, I simply print it out and place it in the binder. This best practice gives you an edge and beats trying to remember everything you did throughout the year, especially when it’s time to submit award nominations at the end of the year.

Final thoughts: One of the first things you want to do is get to know your Industry and Postal partner. Meet with your Executive Board to discuss expectations and current goals and initiatives.

Emphasizing everyone plays an integral part in success because:

“Team Work Makes the Dream Work”

We would like to sincerely “Thank” Ben Hall for taking time out of his busy schedule to meet with our panel. His interview greatly assisted us in creating the new PCC Postal Administrator’s “Quick Start Guide”. This valuable resource is posted under the Resource tab on the [PCC BlueShare](https://pccblueshare.com) site and on *Postal Pro* at: <https://postalpro.usps.com/node/9784>.



GET CONNECTED AND GROW!

STRATEGIC INNOVATION AND PCC POLICY

THE PCC'S ROLE IN THE 10-YEAR PLAN

Delivering for America also referred to as the 10-Year Plan has a vision and goal of making the USPS financially stable and providing excellent service. While both of these goals may sound unattainable in our current situation of living in a pandemic; the PMG and Executive Leadership Team (ELT) have an extensive strategy to obtain these goals. New leadership, new strategies, and a new mindset will hopefully create an opportunity for a new culture to evolve. This is where the National PCC Advisory Committee (PCCAC) encourages local PCCs to facilitate change and let their voices be heard.

The 10-Year plan has a comprehensive list of goals which include: new innovations, reducing cost, generating new revenue, passing needed legislation, and adjusting delivery standards. PCCs can play a role in keeping the lines of communication open with local Postal Service employees and management during these times.

As the USPS is going through its final phase of new organizational structure, it's vital to the continuity of local PCCs to stay engaged and recruit new members and retain existing ones. As postal personnel may be transitioning into retirement, changing roles, or moving to new positions, the PCC should maintain the mission statement established in *PCC Publication 286 (page 4)*:

- Promote local cooperation and support and to foster a close working relationship between the U.S. Postal Service and all businesses that use the mail to communicate and interact with their customers
- Share information and facilitate the exchange of ideas about new and existing Postal Service products, programs, services, and procedures that affect all businesses that use the mail
- Help PCC industry members and their organizations grow and develop professionally through focused educational programs.

Let your voice be heard by staying **engaged** in your local PCC. Make it a goal that each member recruit/invite one new business or new postal representative to join their local PCC before the end of 2021. Join the *PCC Voice* on LinkedIn and get engaged with sharing information with colleagues throughout the country. Stay connected and let your local USPS management team, which may include new members as a result of the restructure, know the concerns of your business and community.

Ron Bloom, Chairman of the USPS Board of Governors, stated “the Board challenged Postal management to devise a Plan that was firmly rooted in our public service mission to bind the nation together.” The PCCAC is challenging all PCCs to support this mission and help bind local relationships during these uncertain times by recruiting new members; staying engaged with new initiatives; and letting your *voice* be heard of the importance and power of our PCC network.

Please share your success stories of your role in the 10-Year Plan at PCC@usps.gov and visit <https://postalpro.usps.com/pcc> for the latest information and resources.

USPS SMALL BUSINESS

HELPING SMALL BUSINESS RECOVER FROM THE PANDEMIC



The image is a promotional graphic for a webinar series. At the top left is the USPS eagle logo. To its right, the text reads "Small Business". Below this, the title of the series is "“Delivering for America” Small Business Webinar Series". Underneath the title is the subtitle "Learn how the USPS* & Our Trusted Business Partners are Supporting Main Street". A blue banner with white text says "JOIN US: TUESDAY - JULY 13, 2021 from 2:00 PM – 3:00 PM EDT". Below the banner are three circular headshots of women. Under each headshot is their name and title. The background of the graphic shows a street scene with buildings and a USPS mailbox.

Small Business

“Delivering for America” Small Business Webinar Series
Learn how the USPS* & Our Trusted Business Partners are Supporting Main Street

JOIN US: TUESDAY - JULY 13, 2021 from 2:00 PM – 3:00 PM EDT

Mary P. Anderson
USPS
Executive Director, International Postal Affairs

Betsy Dougert
Vice President of External Relations for SCORE

Lindsey Taylor
USPS
Director, Industry Engagement & Outreach

Please join us for the next session of the Small Business Webinar Series “*Delivering for America*” on Tuesday, July 13, 2021 at 2:00 PM EDT.

During this educational webinar you will learn how Service Corps of Retired Executives (SCORE) is helping small businesses recover from the pandemic, as well as the many valuable tools and resources that are available to help businesses rebound back, stronger and better than ever. You will also learn about the benefits of joining your local Postal Customer Council (PCC).

Guest speakers include Mary P. Anderson, USPS Executive Director of International Postal Affairs, Betsy Dougert, Vice President of External Relations for SCORE, and Lindsey Taylor, USPS Director of Industry Engagement & Outreach.

If you are looking to jump start your business to the next level, or you’re an entrepreneur just getting started, this is a webinar you do not want to miss.

Hosts:

- Susan McGowan, USPS Senior Sales Program Specialist, Small Business
- Vivian Washington, USPS Sales Program Specialist, Small Business

Speakers:

- Small Business Overview, Delivering for America: Mary P. Anderson, USPS Executive Director, International Postal Affairs
- Postal Customer Council Membership Benefits: Lindsey Taylor, Director, USPS Industry Engagement and Outreach

Honorary Speaker:

- Helping Small Businesses Recover from the Pandemic: Betsy Dougert, SCORE, Vice President, External Relations

When: Tuesday, July 13, 2021 at 2:00 P.M. EST

Where: [Live Webinar](#) click here

Admission is **free**; however, all **MUST** register in advance, using the link or QR code below to attend.

https://usps.zoomgov.com/webinar/register/WN_AR5nJvLfTV6GHTBwz-RuAw



Again, we are encouraging PCCs to invite and join the webinar series. *You don’t want to miss these strategic Informational opportunities!*

PCC INSIDER SPOTLIGHT

GREATER KANAWHA VALLEY AND SOUTHWEST VIRGINIA PCCs

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

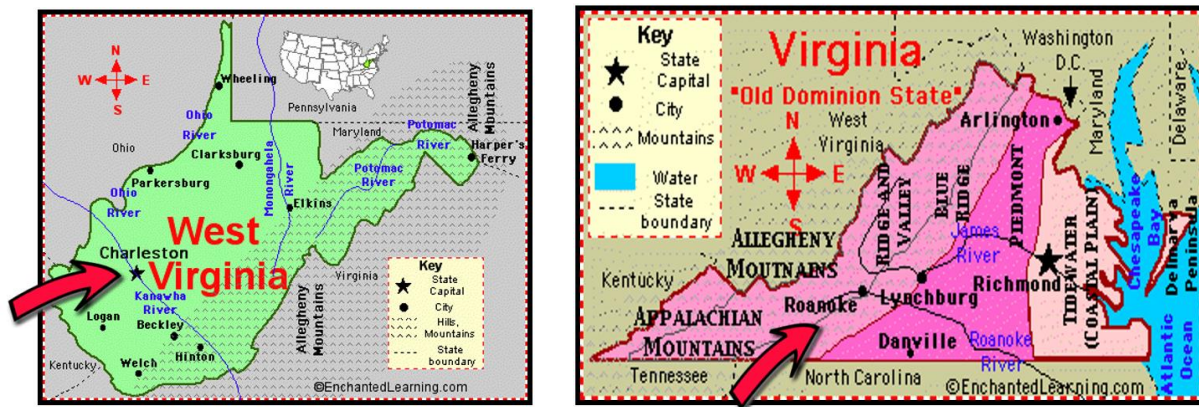
Some *fun facts* about the Greater Kanawha Valley/Charleston area that you may not know are:

- 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.



PCC SUCCESS STORIES

AFTER PANDEMIC PAUSE, IN-PERSON PCC EVENTS RETURN TO NORTH CAROLINA

The Greater Charlotte Postal Customer Council (GCPCC) held their first in-person networking event this year, hosted at TopGolf and attended by 48 members. GCPCC events like most of our nation paused last year due to the National pandemic.

The in-person events are slowly returning due to the easing of state and national restrictions for indoor gatherings, while still following CDC guidelines. Attendees at the event said the meeting was a success and a great reminder of how important face-to-face communications are in building trust relationships with, and among postal customers.

Charlotte Postmaster Justin Henderson is a vocal supporter of PCC partnerships and their ability to build relationships. “PCCs successfully combine industry leaders and customers looking for expert knowledge about the mail,” said Henderson. “Our members know the value of a strong PCC partnership. That relationship gives them a competitive edge in the marketplace.”

GCPC Industry Co-Chair Glen Swyers took the opportunity to share information regarding Postmaster General Louis DeJoy’s *Delivering For America* plan for the Postal Service, and to distribute PCC folders containing information about upcoming events, delivery changes, and seamless acceptance.

In addition, there was a surprise celebration for the 100th birthday of Pitney Bowes. “What a huge milestone for a remarkable company,” said Postal Co-Chair Justin Henderson. “Inventor Arthur Pitney and Promoter Walter Bowes invented the first postage meter in 1920, which was the award-winning Model M. That incredible machine launched the “metered mail” market.”

Awards were presented to the top three winning teams for the two-game tournament. First Place team – First Class Presort; Second Place team – PCI, INC. and our Third-Place team was UMS.

Everyone had a great time, and those who play “real golf” are looking forward to the GCPC tournament in the fall.



Charlotte, NC. Customer Relations Coordinator Jessica Dew serves up dessert to attendees in celebration of Pitney Bowes 100th Birthday and the first in-person GCPC event of 2021.

NAVAGATING USPS WEBSITES – FINDING YOUR ANSWER

With the large amount of information and mailing requirements USPS customers face, Greater Madison Area PCC members were eager to learn how to quickly find the answers they need on USPS websites.

Their May breakfast webinar was presented by Mike Filipski, USPS Commercial Acceptance Analyst III and Dale Kennedy, Manager Product Classification. Both explained how to navigate USPS websites and find the answers to your questions. Dale walked the audience through Postal Explorer. Postal Explorer is a virtual library for postal issues. Postal Explorer is used to share access digitally to the Domestic Mail Manual, International Mail Manual and other postal publications and manuals. Dale demonstrated Postal Explorer’s wide variety of tools that can assist in finding mailing standards and price calculations among others. It’s a great resource that is available to the public as well as our business customers. It can serve as a portal to other sites as well.

Mike, who is the lead for *PostalPro*, explained how *PostalPro* replaced RIBBS after working close with industry. It contains contextual, procedural, newsworthy information for commercial mailers. It’s a jumping off point for many USPS publications that commercial mailers and shippers need. *PostalPro* has other info such as PCC information. Mike noted the rise in mobile use of the site. Although about 60% of *PostalPro* users are using desktops, mobile users have jumped to 37%. Mike demonstrated the quick ways to find information via the site index or keyword searches.

To help refresh the memory of those who attended and to educate those who were unable to attend, a recording of the May Webinar “Navigating USPS Websites - Finding Your Answer” is posted on the GMAPCC website at: <https://www.madisonpcc.com/>

POWER IN NUMBERS AS THREE WESTPAC AREA PCCS JOIN FORCES FOR A COMBINED EVENT

The Sierra Coastal, Santa Ana and Los Angeles PCCs recently joined forces, to co-host an exciting ‘USPS State of the Business’ virtual event. Special guest speaker for this event was newly appointed WestPac Area Vice President (AVP) of Delivery and Retail Operations, Mr. Eduardo H. Ruiz, Jr.

Using an omni-channel approach to promote, this event boasted an audience of nearly 200 attendees. All three PCCs employed the use of targeted email campaigns, direct mail and social media posts via the *PCC Voice* on LinkedIn, to draw in their record-breaking attendee total. The marketing tools employed for this event were a combination of techniques acquired through various national events held throughout the year by the National PCC Program Office.

In addition to the presentation by Mr. Ruiz, the event featured key addresses by each of the three Industry Co-Chairs:

- Sierra Coastal PCC Industry Co-Chair, Jim Hernandez presented the PCC Mission Statement
- Los Angeles PCC Industry Co-Chair, Barbara Martine presented ‘Your Smart PCC Moment’
- Santa Ana District PCC Industry Co-Chair, Dave Rich introduced AVP Mr. Ed Ruiz as the special guest speaker.

After an informative speech on “Delivery for America - Our Vision and 10-Year Plan on Achieving Financial Sustainability and Service Excellence” the meeting transitioned to an educational round of interaction and engagement.

The live-event ‘Spin the Wheel’ raffles and ‘Kahoot!’ trivia game prizes were sponsored by three separate Industry PCC members: Datapage, Inc. (LAPCC); The DOT Corporation (SADPCC); and mypXpress, Inc. (SCPCC), each representing one of the three hosting PCC branches. All three Industry sponsors were recognized during the ‘games’ portion of the presentation and had their logos prominently displayed on a ‘Thank You’ slide, along with the verbiage, “No endorsement by the Postal Service or the PCC is given or implied by this acknowledgement,” to maintain compliance with *Publication 286*. This sponsorship methodology is sure to bring unparalleled engagement from our Industry partners and allows membership to realize unprecedented value during our virtual PCC events.

Sierra Coastal PCC Vice Chair, Jonathan Castillo, did an excellent job as the host in engaging with the audience by using innovative presentation techniques and tools, such as interactive polls, live ‘Spin the Wheel’ virtual raffles Kahoot! In addition, Vencent Quaglia, Santa Ana Postal Administrator created a great informative trivia game “Celebrating 60 Years of the PCC” which included PCC milestones, as well as key events over the past 60 years.

NASHVILLE-MIDDLE TENNESSEE AND MEMPHIS AREA PCCs HOST BSN “HOT TOPICS”

The Nashville-Middle TN PCC and the Memphis Area PCC recently turned the tables by inviting the Tennessee Business Service Network group to present their “hot topics” to our Tennessee Business Customers.

The team below is normally inviting customers to attend PCC meetings but on May 13, they took the time to introduce themselves and spoke about common tools that would assist our business customers.

Items shared were:

- How to use USPS.com to Reach the Business Customer Gateway
- Postal Pro
- Daily Industry Alerts

In addition, they shared the benefits of eService which allows 24/7 access to receive a quick response.

These Business Service Network Representatives are the “conciierge” of the link between the business world and the Postal Service and they are a great partner with businesses all over the state of Tennessee.

They are involved in every PCC meeting for Nashville Middle Tennessee PCC and also Memphis.



Debra Bogertey
BSN Representative

Dawn Weesner
BSN Representative

Dion Cornelius
BSN Representative

Tamiko Carroll
BSN Representative

Many thanks to this team for sharing their invaluable information with the PCC Network!

CELEBRATING A LIFETIME ACHIEVEMENT AWARD

The Greater St. Louis PCC is happy to present Peggy Smith with a Lifetime Achievement Award for her many years of dedication and service to the PCC.

Peggy joined the PCC in the early 90's and has welcomed several new members, served on the Education Committee and was the Industry Co-Chair for many years. During her tenure, Peggy led the Greater St Louis to many awards including PCC of the Year in 2007. She has also earned individual awards, including being named National PCC Member of the Year in 2008 and Greater St Louis PCC Member of the Year in 2018.

Peggy believed in educating the members of the Greater St Louis PCC. She brought so much value and education to the PCC over the years. She was able to bring certification courses to the Greater St Louis PCC which included the EMCM, MDP and the first CDPM training to St. Louis. This made the certification process easier and more affordable for our members

When asked what kind of impact Peggy has had on her personally, Laurie Brady of Washington University said, "Peggy Smith was my first contact with the PCC. My relationship with her and the Greater St. Louis PCC's many members helped me grow so much over the years. I could not do what I did without her and the PCC".

Anna Metzger – current Industry Co-Chair – stated that Peggy's passion for the PCC has recruited many active members over the year and she always kept us focused on education.

Peggy was the Senior Manager of Mailing and Receiving Services for Washington University School of Medicine where she was responsible for managing three receiving docks and four mail service operations on the main campus. Her and her group were responsible for handling logistics of mail and package deliveries. She also served as the Vice President on the board of the University Mail Manager's Association (UMMA).



Industry Partner Peggy Smith celebrates PCC Lifetime Achievement

On behalf of the St. Louis PCC Board and members, we wish to congratulate Peggy Smith for her contributions to the PCC and earning this Lifetime Achievement Award.

Congratulations Peggy!

NOTICES

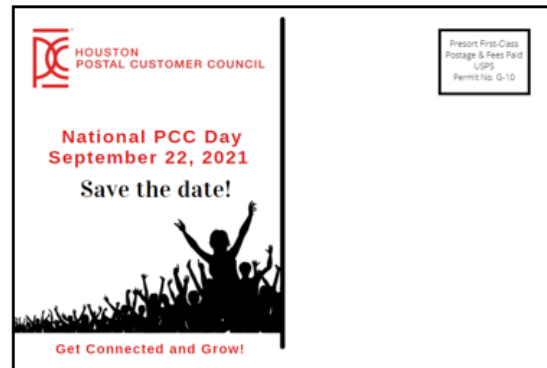
NATIONAL PCC DAY “SAVE THE DATE” EDITABLE POSTCARD TEMPLATE

With the kick-off of summerfall is not too far behind. If your PCC hasn't already started planning your 2021 National PCC Day event, there's no time like the present. The PCCAC Communications and Marketing Sub-committee is here to help you get started.

For your convenience, we've created a quick and easy editable “Save the Date” postcard template you can use to communicate with your members using the G-10 permit for PCC mailings.

Please keep in mind to qualify for a PCC Premier Certificate Award PCCs are required to communicate with PCC members via U.S. Postal Service mail at a **minimum of 4 times** throughout the year.

Simply send us an email at: PCCMktg@usps.gov to request the “Save-the-Date” 2021 National PCC Day template link.



Get Connected and Grow!

NPF 2021 FALL AND 2022 SPRING EVENTS:

- NPF Fall 2021 Virtual Forum will be a “shared” theme with the Spring 2022 NPF
- 2022 NPF – **Save the Date**
 - Phoenix, AZ – In-Person Event
 - May 15 through 18, 2022

2021 NATIONAL PCC DAY:

- Wednesday, September 22, 2021 – Save the Date
- Additional information forthcoming



PCCAC UPCOMING EDUCATIONAL WEBINARS:



- **Back to Basic Series – The Difference Between FCM and Marketing Mail**
Friday, July 2, 2021 at 2:00 PM EST
PCCAC Educational Programming Sub-Committee and National PCC Program Office
Link to join virtual event:
<https://usps.zoomgov.com/j/1604066738?pwd=ZFdyeitTZXRMcZNSRGNCOCtFM0tPQT09#success>
- **Back to Basic Series – Shape Base Pricing to include Mailability, Postcards, Letters, Non-Machinable, Machinable, Automation Basics**
Friday, July 9, 2021 at 2:00 PM EST
PCCAC Educational Programming Sub-Committee and National PCC Program Office
Link to register to attend:
<https://about.usps.com/what/business-services/postal-customer-council/pcc-event-locator-results.htm?st=HQ>
- **Small Business Series – Direct Mail**
Tuesday, July 13, 2021 at 2:00 PM EST
Link to register to attend:
<https://about.usps.com/what/business-services/postal-customer-council/pcc-event-locator-results.htm?st=HQ>
- **MTAC News You Need to Know**
PCCAC Educational Programming Sub-Committee and National PCC Program Office
Wednesday, July 14, 2021 at 2:00 PM EST
PCCAC and National PCC Program Office
Link to register to attend:
<https://about.usps.com/what/business-services/postal-customer-council/pcc-event-locator-results.htm?st=HQ>
- **Unleashing the Power LinkedIn and PCC Voice**
PCCAC Educational Programming Sub-Committee and National PCC Program Office
Thursday, July 15, 2021 at 2:00 PM EST
Strategic Innovation and PCC Policy Sun-Committee and National PCC Program Office
Link to register to attend:
<https://about.usps.com/what/business-services/postal-customer-council/pcc-event-locator-results.htm?st=HQ>
- **Back to Basic Series – Folded Self-Mailers, Booklets and Flats**
Friday, July 16, 2021 at 2:00 PM EST
PCCAC Educational Programming Sub-Committee and National PCC Program Office
Link to register to attend:
<https://about.usps.com/what/business-services/postal-customer-council/pcc-event-locator-results.htm?st=HQ>
- **Back to Basic Series – eCommerce and Shipping**
Friday, July 23, 2021 at 2:00 PM EST
PCCAC Educational Programming Sub-Committee and National PCC Program Office
Link to register to attend:
<https://about.usps.com/what/business-services/postal-customer-council/pcc-event-locator-results.htm?st=HQ>

- **Back to Basic Series – How to Set-Up Your Business Customer Gateway Account**

Friday, July 30, 2021 at 2:00 PM EST

PCCAC Educational Programming Sub-Committee and National PCC Program Office

Link to register to attend:

<https://about.usps.com/what/business-services/postal-customer-council/pcc-event-locator-results.htm?st=HQ>

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](#)

GET CONNECTED AND GROWWITH THE FOLLOWING LINKS:

U.S. Postal Service: [USPS.com](https://usps.com)

PCC on PostalPro: [PostalPro](#)

Questions? Comments? Send email to: PCC@usps.gov

Sign up for PCC Insider: [PCC Insider](#)

PCC October Virtual Calendar on PostalPro: <https://postalpro.usps.com/node/8722>

PCC Membership Resources: [PCC National Database.](#)

Join PCC VOICE:

Step 1: Sign-up for a LinkedIn account:

- https://www.linkedin.com/signup/cold-join?trk=guest_homepage-basic_directory

Step 2: Use this link to join the group:

<https://www.linkedin.com/groups/8303549/>



Celebrating 60 Years of the PCC

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