



## **General Membership Orientation**

## Getting the Most of your PCC Membership







#### **Dina Kessler**

National Industry Chair <a href="mailto:dkessler@kesslercreative.com">dkessler@kesslercreative.com</a>

#### **Lindsey Taylor**

National Postal Vice Chairperson lindsey.c.taylor@usps.gov

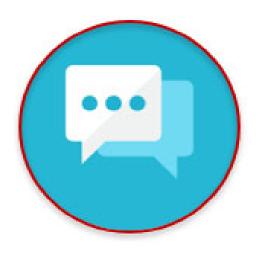








## Housekeeping



Please utilize the chat box to ask questions, or voice any comments, or concerns.



Please note: All phones and videos will be muted due to the large volume of information that we are sharing on today's call.







# Agenda

- Welcome
- Icebreaker
- History of the PCC
- Purpose of the PCC Advisory Committee (PCCAC)
- PCCAC Sub-Committees:
  - Membership Growth and Recruitment
  - Strategic Innovation and PCC Policy
  - Communications and Marketing
  - Education Programming
- Resources
- Questions and Answers
- Closing
- Thank You







#### **Icebreaker**

#### **Cathy Scocco**

National Postal Vice Chairperson cathy.m.scocco@usps.gov









### **Icebreaker**

- I would like everyone to turn their video on please.
- I'm going to ask you 3 to 5 questions.
- If you answer YES to any of the questions, please turn your video off.
- Then, I will ask you a follow-up question. If you turned your video off for the previous question, please answer the follow-up question in chat.







Cornelius "Neal" Fedderman
National Industry Vice Chairperson
Neal Fedderman@carmax.com









"The PCC® Program's mission is to foster a close working relationship between the U.S. Postal Service and commercial mailers. Our goals are to share information about new and existing Postal Service business products, programs, services, and procedures."

"Through focused educational programs, the PCC® strives to help industry members and their organizations grow and develop professionally."







"The PCC® Program's mission is to foster a close working relationship between the U.S. Postal Service and commercial mailers. Our goals are to share information about new and existing Postal Service business products, programs, services, and procedures."

- Identified an opportunity for better communication between local mailers and the Post Office
- Established in 1961 Mail Users Council
  - Greater Baltimore and Greater Dallas
  - Supporting Business and Residential mailers
- Later became known as the Citizens' Advisory Councils (CAC)
  - Addressing the "Mail Early" campaign







"Through focused educational programs, the PCC® strives to help industry members and their organizations grow and develop professionally."

- 1971 The Citizens' Advisory Committee changed their name
  - Postal Customer Council
  - Primary focus Business mailers
- Addressing mailer issues and concerns
  - Focus on Education and Networking
- 144 PCCs representing 7,500 mailers
  - Avenue frequently used to improve customer service and satisfaction
  - Support corporate profitability for Business Mailers and USPS
- PCCs Governing Body Postal Customer Council Advisory Committee







# **PCC Advisory Committee**

**Da Shiek Woodard** 

dashiek.f.woodard@usps.gov









# Purpose of the PCC Advisory Committee

- Oversight Body
- Provides Guidance on PCC Practices
- National effort to accomplish the PCC mission
- Comprised of 4 Sub-Committees:
  - ✓ Membership Growth & Recruitment
  - ✓ Strategic Innovation & PCC Policy
  - ✓ Communication & Marketing
  - ✓ Education Programming







## Membership Growth and Recruitment

#### **Margaret Vickers**

margaret.vickers@americanfidelity.com

**Katrina Raysor** 

katrina.r.raysor@usps.gov









#### **Definition**

PCC membership consists of both Postal Service employees and representatives of the mailing industry. Membership is open to all business mailers who use the services of the Postal Service within the sponsoring Postal Service manager's geographic area.









#### Value and Benefits

- Gain Inside Access to Products, Services, and Innovations
- Stay in the Know
- Get Easy Access to the PCC Community
- Mail Facility Tours
- Exhibition Opportunities
- Special Events
- https://about.usps.com/video/PCCPromo2020.mp4



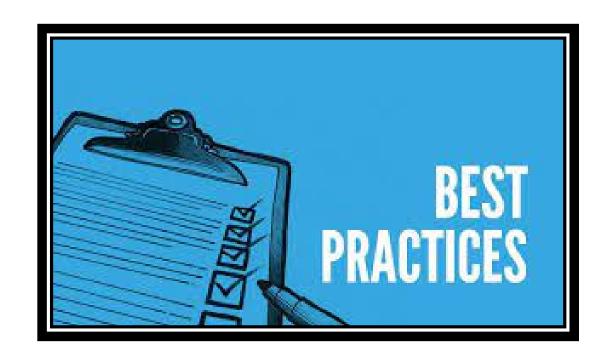






# Value and Benefits (continued)

- Membership Networking Opportunities
- Sustain a Competitive Edge
- Networking Advantages
- The Power of Connections









## Strategic Innovation and PCC Policy

#### Suzi Oswald

Member-at-Large

Suzi.Oswald@seachangemn.com



National PCC Program Manager

lewis.l.johnson@usps.gov













## Leadership of a PCC

- Partnership between postal and industry
  - Postal Co-Chair
  - Industry Co-Chair (elected by the general membership)
  - Treasurer
  - Secretary
  - Postal Administrator
- Committee Chairs marketing, membership, newsletters, education, public relations, website, events, etc.
- Volunteers needed for all committees







#### PCC Voice on LinkedIn

- A LinkedIn group and a place for PCC members to:
  - Promote events
  - Share and exchange ideas
  - Ask questions
  - Post photos and information
  - Create a networking environment
  - Comment on other posts
  - Give a shoutout to others
- Use this link to join the group: <u>https://www.linkedin.com/groups/8303549</u>







#### **PCC Voice**

- **DO** 
  - Publish posts
  - "Like" posts
  - Comment on posts
  - Respond to questions
- DO NOT POST
  - Business advertisements
  - Self-promotion
  - Political posts







## Policy on Social Media

- PCC Voice! is the only approved social media for PCCs
  - Follow the rules when posting
  - Encourage other members to join
- Personal pages
  - May promote PCC events
  - For PCC event posts, follow PCC Voice! Rules
- Think before you post!
  - Common sense
  - What would your mother think?`







# Communications and Marketing

**Kathy Hall** 

Kathy@ATIME4Marketing.com

**Sharon Barger** 

Sharon.a.barger@usps.gov



**COMMUNICATIONS & MARKETING** 







# **PCC Communications and Marketing**

- Purpose: Inform the PCC community of upcoming events; share PCC news and announcements from the industry and USPS; create marketing materials and recommend strategies to all PCCs nationwide regardless of size or available resources.
- Methods: PCC Marketing Committees develop marketing templates, execute emails, create flyers, mailers and other marketing material.

**COMMUNICATIONS & MARKETING** 







#### **PCC Communications**

#### PCC Alerts:

- PCC Insiders
- PCC Spotlights
- PCC Virtual Event Calendar

If you don't want to miss these alerts, please subscribe to the PCC Alert mailing list by contacting <a href="PCC@usps.gov">PCC@usps.gov</a>.

#### Industry Alerts:

If you'd like to receive the Industry Alerts, please subscribe to the Industry Alert mailing list, by contacting <a href="mailto:IndustryAlert@usps.gov">IndustryAlert@usps.gov</a>.

**COMMUNICATIONS & MARKETING** 







#### **PCC Member to Member Communications**

- PCC Voice Our only USPS approved Social Media Outlet
- Share links to PostalPro (PCC) <a href="https://postalpro.usps.com/pcc">https://postalpro.usps.com/pcc</a>
- Be ready to share the value of the PCC Elevator Speech
- Forward PCC Alerts, Industry Alerts and other email information
- Networking
- Email us at <a href="PCCMktg@usps.gov">PCCMktg@usps.gov</a>

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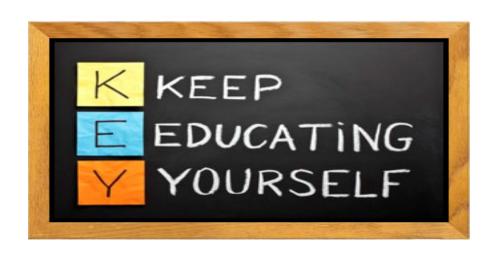




## **Education Programming**

#### **Glen Swyers**

GSwyers@theimaginegroup.com



#### **Rob Hanks**

rob.hanks@suttle-straus.com









# **Educational Topics**

#### **Traditional Postal Topics**

- Postal Rate/Promotions
- · Seamless Acceptance
- · Marketing Direct Mail
- Address Change Return Services
- Business Customer Gateway
- · Informed Visibility
- Mailpiece Design
- Shipping Package Delivery
- International
- Cybersecurity

#### **Traditional Non-Postal Topics**

- Safety Weather
- Leadership Skills
- Mental Health
- Financing/Retirement
- Personal Development
- · Social Media
- · Value of Mail
- Inspirational
- Integrating Direct Mail
- Networking







## National Center for Employee Development (NCED)

Two Certification Programs
Host locally or virtually

Information on Scheduling and Pricing contact:

Cherlyn.D.Ruggeri@usps.gov,
Darlene.E.Pace@usps.gov, and
Bernadette.M.Morgan@usps.gov

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#### **PostalPro**

Find PCCs Near You Find a PCC Event Join the PCC Community Academic Outreach PCC Alerts Strategic Innovation and PCC Policy

PCC Awards Guides and Forms Membership Communication and PCC Insiders Marketing Toolbox Education PCC University

Webinars, Workshops, Cafés, and Library PCC Monthly Events PCC Spotlights

- PostalPro is accessible by Postal and non-Postal visitors
- Education Tab
  - Speakers Bureau List
  - PCC Library
  - Past Educational events (PPTs and Recordings)







#### Resources

- PCC BlueShare Site
  - https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx
- PostalPro
  - https://postalpro.usps.com/pcc
- PCC Postal Administrator Quick Guide <a href="https://postalpro.usps.com/node/9784">https://postalpro.usps.com/node/9784</a>
- PCC Voice LinkedIn
   https://www.linkedin.com/groups/8303549
- PCC Mailbox
  - PCC@usps.gov
- PCC Communications and Marketing Mailbox <u>PCCMktg@usps.gov</u>
- PCC Insider
  - PCCInsider@usps.gov







#### Resources

**PCCAC Industry Executive Board** 

Dina Kessler **National Industry Chair** dkessler@kesslercreative.com National Industry Vice-Chair Neal Fedderman

Kathy Hall **Industry Co-Chair** 

**Communications and Marketing** 

Glen Swyers **Industry Co-Chair** 

**Education Programming** 

**Margaret Vickers Industry Co-Chair** 

Membership Growth and Recruitment

**Industry Co-Chair** Mark Fallon

Strategic Innovation & PCC Policy

Member-at-Large Suzi Oswald Member-at-Large Rob Hanks

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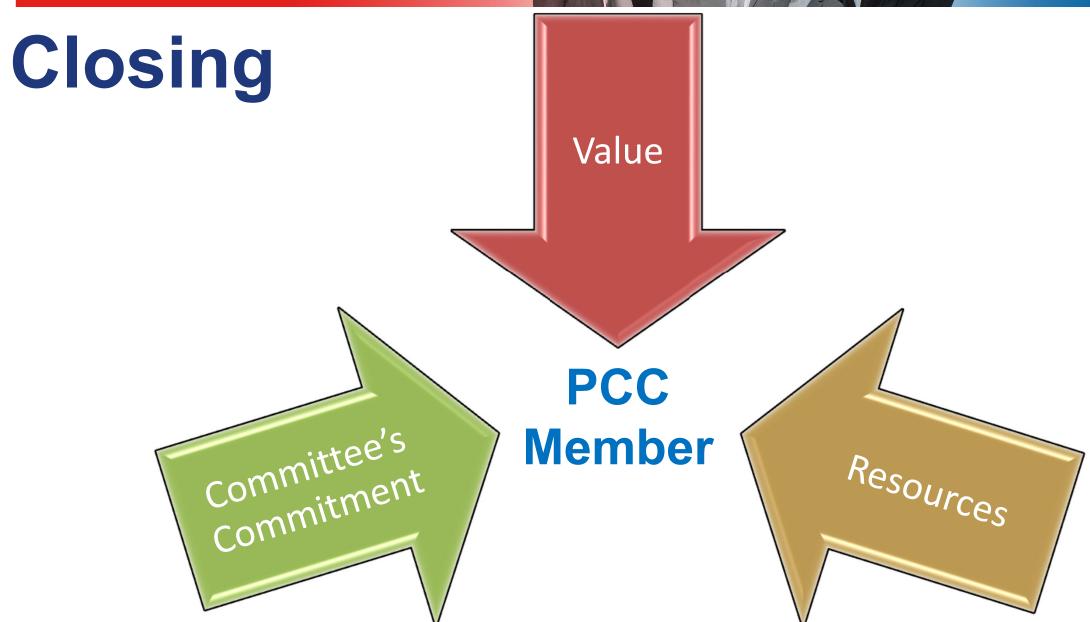
#### **HQ PCC Liaisons:**

Da Shiek Woodard, Lead Katrina Raysor, Support **Atlantic Area Central Area** Sharon Barger, Lead **Donna Thabet**, Support Cathy Scocco, Lead **Brian Corley**, Support Southern Area Lewis Johnson, Lead Jacquelyn Gilliam, Support WestPac Area















## **Questions and Answers**











# **Many Thanks**

