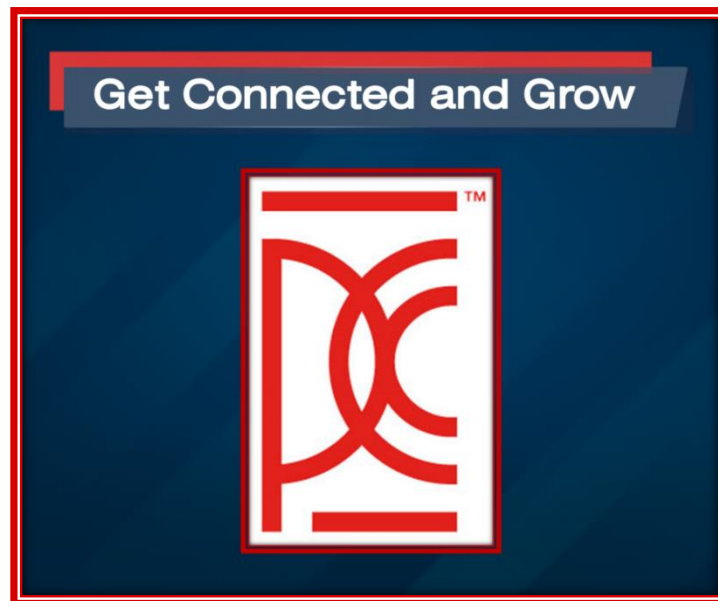




PCC INSIDER – October 2021 EDITION



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

A LOOK BACK OVER THE PAST 60 YEARS FEATURING THE PCC OF PROVIDENCE

Education is the key...states Kimberley (Kim) Waltz, Industry Vice Chair of the PCC of Providence. In a recent interview, Kim described how coming from a family business in a small state in the world of Nonprofits, she never dreamed a number of years later she would be where she is today and attributes a large part of it to the PCC.

When asked by her Business Service Network Representative to become a member of the PCC board to represent a small business some forty years ago, she was honored to have the opportunity to connect and learn from other executive board members like CVS and Citizens Bank. From there she developed face to face partnerships with not only her local post office but also developed relationships with postal senior leadership and her competitors who she now calls friends.

Kim reflected on her experiences through the years. The first National PCC Day was actually two days where you had to submit an application to have the Postmaster General (PMG) at your event to do a live broadcast to PCCs Nationwide. The PCC of Providence submitted a 200-page document including a list of the local businesses, hotels, etc. and won the opportunity to host the event. Not only did Bill Henderson, PMG, at the time host the event, the Board of Governors were also in attendance.

Being on the frontline of new products and services was key to her success in the mailing industry. One milestone she recalled was a game changer, it was the beginning of the Intelligent Mail barcode (IMb). The IMb allows transparency for tracking mail through the Postal Service's mail stream. With this visibility, she is able to follow suit with her clients.

Personally, she loved being asked to be part of the Postal Customer Council Advisory Committee in the 90's and it was an extreme honor for Kim to be named Industry Member of the Year in 2004-2005. And of course, being on stage with the Postmaster General was indescribable.

When asked what can PCCs do moving forward to increase engagement, her first thought was to get back to grassroots as we come out of the Pandemic...just start by talking to people. Invite two people to your next meeting. If you have ten people on your board, that is adding twenty people. It can be as simple as just starting the conversation.

As we ended our interview, she stated “**I love the PCC**. And I would never ever be where I am today if I had not been part of the PCCs to start.”



Kimberley Waltz (center) is recognized by PMG John (Jack) E. Potter (left)



PCC Night National Postal Forum
Nashville, TN – May 7 -10 1995

WRAP UP THE YEAR WITH A LITTLE BLING BY INCLUDING THE PCC 60TH ANNIVERSARY IN YOUR HOLIDAY EVENTS

The 2021 PCC year is swiftly reaching its climactic end, which means our 60th Anniversary celebratory year is almost over as well. There's no need to stop the celebration! Here are a few ideas for memorializing this holiday with your PCC and giving one final hurrah to ***Celebrating 60 Years of the PCC!***

Possible themes:

- **Diamond December** (a 60th wedding anniversary gemstone is the diamond and “diamond awards” were given on National PCC Day to recognize those who have won PCC awards since the inception of the PCC awards program.
- Don't just “*Bring it – Bling it!*”
- **Bling-along** (instead of a sing-along)

Possible agenda items:

- Ask members (retired and current) for historical content; Have a contest for the best history item brought to the meeting – award a pictorial cancellation to the winner. Examples of PCC historical items:
 - Pictures
 - Stories
 - PCC lapel pins
 - Memorabilia
 - Etc.
- Have attendees sign a book in-person or virtually (Kudoboard)
 - What are your Diamond moments?
- Recognize a Diamond Member(s)
- Homecoming for past (retired) PCC members
 - **Bring one – bling one**
 - Introduce someone from your company to the PCC

Possible mementos or activities:

- Create a memory book (virtual or in print)
- Create a virtual or physical time capsule (to be opened in 10 years – 2031, 70th Anniversary)
- Branded ornaments (check your membership for promotional item companies like 4imprint, edco.com, etc.)
- Invite members to donate their time for a worthy cause (food bank, habitat for humanity, shelter)
- Create a PCC 60th Anniversary Diamond ornament

As a reminder, you can always reach out to the Communications and Marketing PCCAC for any help regarding design strategies and marketing information at PCCMktg@usps.gov. We are here to help your PCC in any way we can.

We look forward to hearing all about your innovative ideas.

So have fun... get creative and *Get Connected and Grow!*



Celebrating 60 Years of the PCC

MEMBERSHIP

THE BENEFITS OF CORPORATE SPONSORS

PCCs are operated on a not-for-profit basis, but they are not classified as nonprofit organizations. This creates quite a challenge when establishing a budget because PCCs cannot benefit from the nonprofit vehicles currently in place to boost finances. Charging for membership and/or charging for attendance at PCC events are the two most common methods of generating funds, but another highly successful method is to solicit corporate sponsorship.

Corporate sponsorship as it relates to PCCs is defined as the provision of cash, goods or services to the PCC in support of the PCC Mission or of a PCC-hosted event. This provides the capital needed to conduct educational and networking events even when membership may be low. This is an excellent option for upstart PCCs and established PCCs alike.

It also strengthens the brand of your PCC because being associated with corporate sponsors brings a level of acceptance by patrons of that company. This cross-promotion ultimately gets your PCC in front of potential new members who have an instant connection with you because of their trust in the corporate sponsor's brand.

Things to keep in mind when soliciting corporate sponsorship is to show the value. Explain to potential sponsors who your audience is and why their participation would benefit them. Primarily, PCCs are educational and social by nature, and these two aspects lend themselves to a strong word-of-mouth advertising model. This is something that companies value highly and this point should be leveraged when pitching potential sponsors on your events and needs. Always follow the guidelines in Publication 286 regarding "Donations and Sponsorships" as well as "Appropriate Acknowledgment of Donations and Sponsorships." Abiding by these guidelines will help you stay compliant while also being able to acknowledge your sponsors appropriately.

It takes some effort, and you'll hear "NO" more often than you hear "YES." But the rewards for your PCC and the momentum that you generate from soliciting corporate sponsorship is well worth the effort. It is one of the quickest ways to help your PCC grow.

EDUCATION

PCCS PUT ONE FOOT IN FRONT OF THE OTHER

Postal Customer Councils could learn something from small creatures.

Ancient wisdom literature advises us to "consider the ants" to learn the effectiveness of their daily habits. Fables gave us the "slow and steady wins the race" strategy.

For PCCs the finish line for the 2022 Premier Certificate program is in sight. Regular tasks performed now can improve the self-nomination process. Hopefully, PCCs have been keeping an annual binder or storing documents in support of their 2021 Administrative, Meeting, Educational and Communication requirements. Now is a great time to start gathering those documents with an eye toward submitting for a PCC Premier Gold, Silver, or Bronze Certificate awards.

The *good news* is the time frame to submit nominations has been expanded. This year PCCs may begin electronically submitting their completed PCC Premier Certificate Award nomination forms on the PCC *BlueShare* site as early as December 1, 2021.

Not everyone works at the steady pace of the legendary tortoise, and for those the deadline still remains as January 31, 2022. However, like the ant, some regular activities are important in the application process:

- **Review** the requirements for each award level listed on the certificate nomination form. The forms are available in BlueShare (link below). For new members, each PCC self-nominates for the award your PCC is trying to achieve.
- **Update** PCC events in *TeamSite* (link below).
- **Find** the local documentation, i.e. meeting minutes, copies of items mailed to members and invitations to educational events, to support the nomination.
- One important requirement in the nomination process is getting the approving signature of the USPS District Manager. With supporting documentation, the District Manager will have the confidence to approve the nomination.
- **Talk** with United States Postal Service Headquarters PCC Liaisons. Each PCC is assigned a HQ Liaison by Postal Areas. They have resources to help PCCs navigate the nomination process, and even possibly performing a PCC Check Up.

The PCC Premier Certificate Awards Program started in 2007, provides PCCs with a set of national standards that serve as the benchmark for PCC excellence and recognizes industry best practices that support business growth opportunities for the Postal Service and its PCC members.

These standards and practices will support the National PCC Mission Statement which is to:

- Promote local cooperation and support and 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; and

- Help PCC industry members and their organizations grow and develop professionally through focused educational programs.

Based on the established national standards, PCCs are recognized as performing at a **Bronze, Silver, or Gold Level** of excellence. In 2021, 83 PCCs achieved the *Gold* status, two achieved *Silver* and four PCCs achieved the *Bronze* level award. In addition, 70 PCCs achieved the prestigious Platinum Award. This award recognizes PCCs that have achieved Gold Level for five consecutive years.

The lessons things crawling on the ground teach us is that in spite of the many challenges PCCs face in today's world, all 144 PCCs nationwide can all make incremental steps toward progress and cross the finish line for achieving a PCC Premier Certificate Award in 2022.

Good Luck!

PCC *BlueShare* site is at: <https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx>

TeamSite is at: <https://teamsitepx.usps.gov/>



**COMMUNICATION
IN THE SEASON OF GIVING - SHOW LOCAL PCC MEMBERS YOUR APPRECIATION**

As the PCC continues to celebrate our 60th Anniversary, why not reach out to your local members and sponsors to let them know how much we appreciate their support. Our members and sponsors together really make the statement true that “the whole is greater than the sum of the parts.” With dedicated volunteers from the USPS and the Industry, the PCC truly excels as a resource for this great industry.



As we head towards the holiday season it is a wonderful time to reach out and let our members and sponsors know how much they are appreciated. A simple way to say, “thank you”, but often overlooked is the handwritten note. Sure, it is easier and quicker to send off an email to say, “thank you”, but there is truly something different about the handwritten word. It takes time, energy, and thought.

When was the last time you sent a handwritten note? When was the last time you received a handwritten note? Have you ever saved a handwritten note or card? How about an email? Take a moment to think about the answers to these questions. I know for me, growing up if I received a gift, my Mom would always remind me to send a thank you note. Granted, I grew up before email was an option for that, so I never had to ask, I knew to write it. Turns out Mom was right, often times

people would remember and comment later.

Here is a challenge - take a few minutes to divide your PCC member list among the Executive Board and assign the co-chairs to take the sponsor list. Have the co-chairs hand write and mail “thank you” notes to the members on their list. It

can be as simple as writing a note on a plain sheet of paper, or if you have branded notecards those will work as well. As the old adage goes “it is the thought that counts”. The recipient will appreciate it. They may not say it, but they will. Receiving a handwritten note in the mail **WILL** absolutely stand out in today’s automated world.

Get Connected and Grow!

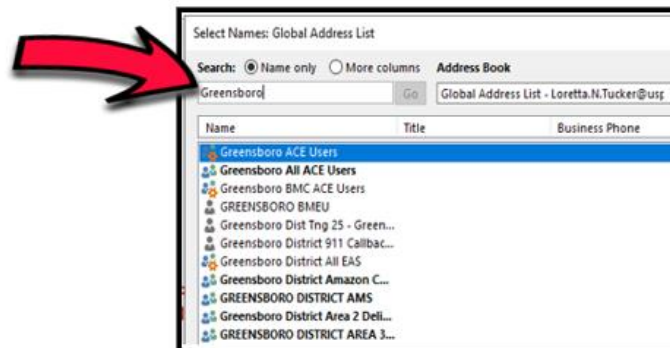
STRATEGIC INNOVATION AND PCC POLICY REACHING OUT TO GROW OUR USPS MEMBERSHIP

PCC workshops, meet-and-greets, zoom meetings, NPF, the PCC Insider newsletter, and the PCC Voice LinkedIn group are all great opportunities to learn, share best practices, celebrations, and identify emerging trends. The National PCC Program Office also hosts a wide variety of educational webinars, training, USPS updates, PCC Best Practices and Networking opportunities for business and industry leaders, as well as USPS employees.

It’s time to share one of the best kept mailing industry’s secret by inviting USPS employees to get involved and take advantage of all that their local PCC and the PCC community has to offer. Many USPS Headquarters, Area and District employees were impacted by the recent USPS restructuring, and consequently, they have accepted new positions. What a great opportunity to reach out to these employees with an invitation to Get Connected and Grow by joining their local PCC and the PCC Voice group on LinkedIn.

Postal PCC members can and should reach out to local USPS leaders and unions by inviting them to local PCC meetings, education and training events, while introducing them to the PCC community. It’s as simple as sending an email to your peers in your District containing the benefits and value of becoming a PCC member both personally and professionally. Did you know that Postal employees can include their PCC membership in their *HERO* and *eCareer* profiles?

Start by using your Outlook global address search to retrieve email addresses for your District, including EAS, BMEU, Managers and Supervisors. Just type in your District name and groupings will populate in the search, i.e.:



As a PCC member, both industry and postal employees will have opportunities to speak and network with prominent leaders in the mailing industry, as well as local USPS Leadership including Postmasters, Supervisors and BMEU employees.

When planning your next meeting, be sure to drop off a PCC flyer at the BMEU or local Post Office and ask for email addresses to keep them updated with direct mail invitations. For those who are unable to attend your event, follow-up with goodie bags full of informational materials.

Let’s **Get Connected and Grow** our USPS PCC membership!

ACADEMIC OUTREACH PROGRAM THE DIRECT EFFECT UPDATE



Direct Effect® Ambassador Program

The Direct Effect team, in collaboration with Industry Co-Chair of Greater Charlotte PCC, Glen Swyers, has launched the Direct Effect Ambassador Program. The role of Direct Effect Ambassadors is to serve as extensions of the Direct Effect program and engage collegiate faculty and students by visiting classrooms—both in-person and virtual—to teach the role modern mail plays in the marketing mix.

Volunteers complete several hours of self-paced online training to learn about:

- The purpose of the Direct Effect program,
- Ambassador expectations,
- The presentation Ambassadors will deliver in collegiate classrooms,
- Downloadable Ambassador resources, such as the Speakers Guide, the class presentation deck, FAQs, and a demonstration of the class presentation given by Glen.



Our initial mention of the program at National PCC Week has already driven substantial interest, and several PCC members have volunteered and completed the online training.

With your help, Direct Effect wants to pave the way for the next generation of marketers. Let's connect people who *want* to know with the people *in* the know.

If you are interested in:

- Connecting with college students,
- Attracting new and diverse talent to the industry,
- Teaching the role modern mail plays in the marketing mix, and
- Sharing real-world examples of integrated mail...

...check out the Direct Effect Ambassador program at:

<https://directeffect.thinkific.com/courses/direct-effect-ambassador-program>

ABOUT DIRECT EFFECT

Direct Effect® is a collaborative effort among academia, the printing and mailing industry, and the United States Postal Service® to advance integrated direct marketing education among collegiate marketing, design, business, and entrepreneurship students.

As Service Performance Improvements Continue for All Mail Categories, Postmaster General DeJoy Says Americans Should Feel Confident Sending Holiday Mail and Packages with Postal Service

- *Holiday peak season preparations continue across the USPS network with 88 of 112 new high-speed package sorting machines installed to date*
- *Improved service reliability and network performance are elements of the Postal Service's 10-year plan, Delivering for America*

WASHINGTON, DC — The U.S. Postal Service reported service delivery performance scores for the first three weeks of the fiscal first quarter started in October showing continued positive gains across all First-Class, Marketing and Periodical mail categories.

First quarter-to-date service performance scores covering the period Oct. 1 through Oct. 22 included:

- **First-Class Mail:** 91.0 percent of First-Class Mail delivered on time against the USPS service standard, an improvement of 3.0 percentage points from the fourth quarter.
- **Marketing Mail:** 92.8 percent of Marketing Mail delivered on time against the USPS service standard, an increase of .2 percentage points from the fourth quarter.
- **Periodicals:** 83.3 percent of Periodicals delivered on time against the USPS service standard, an improvement of 1.2 percentage points from the fourth quarter.

“As we continue to improve service reliability and network efficiency, we are working across the nation to add facilities and equipment at a magnitude not endeavored here in a long time and at a pace that rivals any high-performing commercial enterprise,” said Postmaster General Louis DeJoy. “Everyone at the Postal Service has been working all year long to prepare for the upcoming holiday season and we are ready to deliver. The American public should feel confident sending their holiday mail and packages with the Postal Service this year.”

The reported service performance scores reflect new service standards for First-Class Mail and end-to-end Periodicals that went into effect on Oct. 1. The new service standards are part of the Postal Service's ongoing efforts to increase delivery reliability, consistency for our customers and operating efficiency across our network. Most First-Class Mail (61 percent) and Periodicals (93 percent) are unaffected by the new service standard changes. Standards for single-piece First-Class Mail traveling within a local area will continue to be two days. The delivery standards for Marketing Mail have not changed.

One of the goals of Delivering for America, the Postal Service's 10-year plan for achieving financial sustainability and service excellence, is to meet or exceed 95 percent on-time service performance for all mail and shipping products once all elements of the plan are implemented. Service performance is defined by the Postal Service as the time it takes to deliver a mail or package from its acceptance into our system through its delivery, as measured against published service standards.

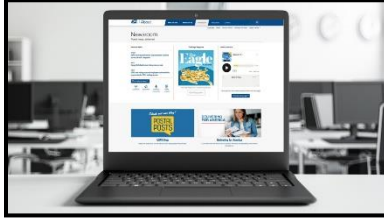
The Postal Service's preparations for the anticipated higher delivery demands of the 2021 holiday peak season continue. Ongoing efforts have included a [national drive](#) to hire delivery and plant personnel that is expected to result in an additional 40,000 seasonal hires by year-end; the leasing of 7.5 million square feet of additional space across more than 40 annexes with multiyear leases to address space constraints due to parcel growth; and the installation of new processing equipment to accommodate higher volumes reflecting customers' delivery needs.

Since April, the Postal Service has installed 88 of 112 new package sorting machines, reflecting the Delivering for America plan's \$40 billion of planned investment over ten years. Additionally, more than 50 package systems capable of sorting large packages are expected to be deployed prior to December. The new machinery gives the Postal Service the capacity to process an additional 4.5 million packages each day.

This past week, new processing sorting machines were installed in Mid-Florida, Fort Worth (TX), Indianapolis (IN) and Boston (MA). Additional machine installations have recently occurred in NW Arkansas, Austin (TX), Cleveland (OH), Des Moines (IA), Lancaster (PA), Oklahoma City (OK), San Antonio (TX), Minneapolis (MN), Grand Rapids (MI), Shreveport (LA), Sacramento (CA), Atlanta (GA), North Bay (CA), Philadelphia (PA), Scranton (PA), Seminole (FL), Las Vegas (NV), Cincinnati (OH), Richmond (VA), Dallas (TX), Little Rock (AR), and Pittsburgh (PA).

DELIVERING THE NEWS

USPS LAUNCHES HUB FOR EMPLOYEES, CUSTOMERS



The Newsroom Hub is part of usps.com.

The Postal Service generally receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

The Postal Service has introduced an online news hub to help employees and customers learn more about the organization and Delivering for America, its 10-year plan to achieve financial sustainability.

Newsroom, part of usps.com, features three new resources:

- “Mailin’ It!,” a podcast that will cover a variety of topics, such as the importance of ZIP Codes; Informed Delivery; and preparations for this year’s peak season. A new episode will be released every other week.
- The Eagle, a quarterly magazine about the Postal Service’s business. A print version will be mailed to employees’ homes.
- Postal Posts, a rejuvenated version of the organization’s corporate blog.

Together, these resources will provide employees and customers with context about the Postal Service’s efforts to change and improve while helping the organization strengthen its brand.

Newsroom will continue to feature the Postal Service’s latest news releases and media statements.

Source: USPS News Link -Washington, DC.

MAILERS SPOKE, USPS LISTENED

BIGGER, BETTER, SAME COST

Postcard rate now includes larger size

On July 28, the Postal Regulatory Commission approved an increase in the maximum size limit for postcards that fall under the Commercial Presorted or Automation First-Class Mail postage rate. The new limit took effect Aug. 29.

At Retail the maximum size of postcards remains 4 ¼” high by 6” high. The current templates that are used at RSS are unchanged. A card-like piece that exceeds the maximum dimensions is still subject to letter-size pricing.

The move is a response to business mailers who sought more room to share information with customers and to accommodate digital features such as QR codes and multiple social media contacts.

The new maximum for the rate is 6 inches by 9 inches. The former maximum was 4.25 inches by 6 inches.

The new postcard size also reflects the Postal Service’s effort to add value to mail, a major tenet of Delivering for America, the organization’s 10-year plan.

“The Postal Service and our customers have worked toward this for some time and we expect that the large-size commercial First-Class Mail postcard keeps mail relevant in an increasingly digital marketplace,” said Margaret Pepe, product management executive director.

For more information: Frequently asked questions: Larger Size Commercial Postcards (usps.com) <https://faq.usps.com/s/article/Larger-Size-Commercial-Postcards>



PCC INSIDER SPOTLIGHT CHICAGO PCC

Congratulations to the Chicago PCC for being chosen as the October *PCC Insider* “Spotlight”



Chicago PCC (Chicago, IL)

Date founded: 1981

Members: Approximately 335 general members

Awards:

- 2021 Membership Program Excellence *Bronze* Award
- 2010 – 2021 PCC Premier Certificate Award *Gold* Level
- 2014 – 2021 PCC Premier Certificate Award *Platinum* Level

The Chicago PCC (CPCC) quickly moved to an online platform in March 2020 due to the pandemic. As they evolved to a virtual Zoom environment, they were able to attract more attendees by communicating via emails, postcards, and a simple phone call to friends and colleagues within the industry. As a result of their outreach efforts, CPCC has increased the number of customers and participants attending their educational seminars. From there, the CPCC took it one step further - they designed a “watch box” which facilitated a bridge from the virtual to the personal by truly engaging more senses than sight and sound. By adding a tactile experience and a box with “gifts,” a richer experience was provided. This deeply touched the hearts of their members as individuals; they felt a part of something bigger than themselves, and not alone in isolation. Feedback received was touching as the membership knew that they were cared for and truly appreciated.

CPCC typically hosts National PCC day/week events in collaboration with the South Suburban PCC, and Northern Illinois PCC as the *Greater Illinois PCC (GIPCC)*. This year due to the ongoing challenges of COVID-19, the event was hosted virtually.

Another great success is the CPCC *Mail Service Professional Recognition* program. Since 2018, this annual event celebrates and recognizes Chicagoland mail, print and shipping Industry members who have played an important role and contributed to the success of CPCC educational seminars, activities, and committee engagement.

Chicago is a giant city consisting of Chicagoans and Midwesterners. The CPCC works tirelessly to continue to help bridge the gap between all members by hosting engaging events rich in educational content and fun activities where people in the mailing industry can network and form both long-lasting business and personal relationships.

The Eagle faces *forward* and so does the Chicago PCC. They look forward to the future and expanding their membership to include the new *Illinois 1 District*.

Due to the pandemic, CPCC suspended paid membership recruitment and pivoted to an all complimentary free membership model. In 2022, they plan to reinstate their tiered membership model of *Free, Paid* and *Corporate* Levels which will help rebuild their treasury. All programs are free for paid membership, non-members are requested to pay a nominal fee to attend programs, while Corporate members receive additional tickets for each educational program and promotions.

The CPCC website contains links to their monthly event registrations, newsletters, resources, membership page, and USPS quick links. They are in the process of upgrading their website to include features such as ZOOM recordings and meeting notes which will be available to paid membership.

The CPCC has four thriving committees, **Education, Membership, Website,** and **Communication**. They feel their committees, along with their Executive Board is their biggest strength and key to their overall success.

The Chicago PCC is currently led by:

- Postal Co-Chair, Regina Aikens, Manager of Customer Relations, USPS
- Industry Co-Chair, Dennis MacHarg, Discounts and Letters
- Industry Vice-Chair, Dawn L. Hastings, DLH Direct, LLC
- Postal Administrator, Hyekyu (Hannah) Yoo, Manager Business Mail Entry, USPS
- Randy Stines, USPS District Manager, (*Illinois 1 District*)

Some “*fun facts*” about Chicago that you may not know are:

1. Chicago rests on 234 square miles of land and is the third largest city in the U.S. and is home to an estimated 2.7M residents.
2. Lincoln Park Zoo - one of the oldest zoos in the country, and is also one of the few remaining free zoos in the U.S.
3. The name Chicago was first recorded in 1688, where it appears as Chigagou, an Algonquian word meaning “onion field.”
4. You could almost run a marathon along Lake Michigan! There are 26 miles of lakefront, including an 18.5-mile path. This area along the lake is also home to 26 beaches.
5. Chicago is the home of the Twinkie. Chicagoan Jimmy Dewar worked as a manager at the famed Hostess Brands factory. During that time, Dewar wanted to create a pastry that was filled with cream. His invention, the Twinkie, launched in 1930 and was named after an ad for “Twinkle Toe Shoes” that Dewar came across. The original [Twinkie](#) was filled with banana cream, but was replaced with vanilla cream during WWII when bananas became scarce.

For more information on the Chicago PCC please visit their website at: <https://www.chicagopcc.com/>



PCC SUCCESS STORIES

CONGRATULATIONS 2021 PCC DIAMOND ACHIEVEMENT AWARD RECIPIENTS

The National PCC Program Office was honored to present seven PCCs with the **2021 PCC Diamond Achievement Award** during the National PCC Day Program . This award recognizes the outstanding achievement of PCCs who have successfully earned the PCC Premier Certificate **Gold** Level Award since its inception in 2007. *Congratulations* to:

- Capital Region PCC
- Central FL PCC
- Greater Dallas PCC
- Greater Kansas City PCC
- Long Island PCC
- Sacramento PCC
- Tampa Bay Suncoast PCC



Pictured clockwise beginning with the top left, Karla Danielson, PCC Industry Co-Chair Greater Kansas City PCC; Robert Nielsen, PCC Industry Co-Chair Capital Region PCC; Chris Leitnick, PCC Industry Co-Chair Greater Dallas PCC; Adam Avrick, PCC Industry Co-Chair Long Island PCC; John Millet, PCC Industry Co-Chair Sacramento PCC; Erica Switzer, PCC Industry Co-Chair Tampa Bay Suncoast PCC; Isaac Knight, PCC Industry Co-Chair Central Florida PCC; Judy de Torok, USPS VP Corporate Affairs.

GREATER WILMINGTON PCC HOSTS SUCCESSFUL PCC DAY

In conjunction with the 2021 NPF, the Greater Wilmington Area PCC held a successful in-person PCC Day event at the Cape Fear Community College in Wilmington, NC – despite torrential rains and local flooding.

Participants included local business owners, marketers, mailers, as well as Wilmington Philatelic Society representatives, the District USPS Business Development Specialist and Postmasters from Raleigh and Wilmington. The Greater Triangle PCC Postal Co-Chair and Administrator weathered the stormy roads to join the event and share philatelic items with the attendees.

Attendees enjoyed a delicious catered lunch, complete with plenty of networking and giveaways. Afterwards, keynote speaker Dustin Holland, USPS National Security/Insider Threat Program Mgr., Cyber/Analytics Group presented *“Beyond the Headlines: What is Ransomware.”*

Next Jon Bowman, Director of Business Development, Salem One, Inc. – and President/Owner, PostMark, Inc. presented *“Targeting & Retargeting”* followed by a Q & A session.

After a short snack break along with networking opportunities and more giveaways the audience joined National PCC Day event featuring the PMG Roundtable with the PCCAC, the PCC 60th Anniversary Video, PCC Advisory Committee Roundtable, and the surprise Diamond Achievement Award recognitions. Wrapping up the presentations, the Greater Wilmington PCC presented the Gold Level Premier Certificate Award to the new Industry Co-Chair, Mike Atkins; retiring Industry Co-Chair, Nick Svan; and the new Wilmington Postmaster and Postal Co-Chair, Derek Mahaffey.

Before closing the event, participants were invited to upcoming November and December events and asked to complete an event evaluation, all of which were extremely favorable. With a good time had by all, everyone departed with a smile on their face under clearer skies and with goodie bags in hand.



SAN ANTONIO AND AUSTIN PCCS COLLABORATE FOR PCC DAY SUCCESS

On September 22, 2021, with a little over 65 members in attendance the San Antonio and Austin PCCs kicked off National PCC Day one of their largest collaborative events of the year.

As 2021 draws to a close, San Antonio and Austin prepare to get business back on the books and resume face-to-face gatherings in the new year. Planning National Postal Customer Council events can be a challenging job; it requires endless creativity to bring professional events alive and to spice up the experience for your guests. Not to mention, we are often faced with time pressure, budget, and uncertainties.

During the brainstorming session, San Antonio and the Austin PCC team came up with the idea of creating a local street food market experience. Where our members could enjoy a variety of street tacos, nopals, and aqua frescas. We wanted to do something different for the afternoon tea session. Our food vendor La Olla did not let us down. They brought the authentic flavors, of Mexico to our National PCC Day.

The Executive Board for San Antonio and Austin PCC went full throttle with the planning of National PCC Day. Each week we held at least two Zoom meetings and several face-to-face meetings in preparation for the big day. Each member contributed their time, knowledge, and superb ideas to make it all come together.

The location for National PCC Day was the Villa at Gruene, the halfway point between San Antonio and Austin. Villa at Gruene is an indoor-outdoor venue, where our lunch and vendor sponsor were able to set up their exhibits, banners, and digital visual displays. Networking was in full swing, while our members were able to develop some professional and social contacts.

National PCC day kicked off at 8:30 CST with Registration and Networking with the Vendor Consultation Booths. Masters of Ceremonies Industry Co-Chairs, Terrie Reagan and David Ludwick welcomed fellow PCC members with a warm and friendly introduction.

Postal Co-Chair and San Antonio Postmaster Robert D. Carr introduced our Texas 3, District Manager, Steven Hernandez, where he announced his retirement after 37 years with the United States Postal Service. It was a bittersweet introduction, because it was one of the last events that District Manager, Steven Hernandez would be attending for the

Postal Customer Council. Mr. Hernandez brought his knowledge, skills, and experience to the PCC, which will certainly be missed.

Our Guest speaker included, Adam Collinson, Director of Address Intelligence with Grayhair Software, LLC. His topic of discussion, Address Quality-Reducing Undeliverable Mail. Adam is considered one of the postal industry's leading experts on all aspects of address hygiene and data quality services. For over two decades he has brought this intricate knowledge of how these services can enhance the postal and business operations of some of the largest operations in the country.

Glen Swyers, Director of Marketing Integration with The IMAGINE Group, presenting Academic Outreach/New Postcard Changes. Glen is honored to be the PCC Industry Co-Chair for the Greater Charlotte PCC, the Industry Co-Chair for the PCCAC Education Sub-Committee, and represents AP Tech on the MTAC.

Stephanie Gonzales, USPS Integrated Operations Plan Specialist gave a presentation on *Connect Local* the newly launched pilot program. A bold approach to growth, innovation and continued relevance that can generate up to \$24 Billion in new revenue. It is Same Day and Next Day options depending on the critical entry time, Customers will drop shipments between 5:00am-7:00am for Same Day delivery - if available in your facility. Packages dropped by customers will be destined for Zip codes serviced by that office and customers will conduct business at the Back Dock not the Retail Counter.

Priscilla Brown, Manager, BMEU, Texas 3 United States Postal Service, to discuss our August 2021 Price Changes. Our event continued with our PMG Keynote Address, PCC Awards and Recognition, 30 door prizes and the closing remarks, by Customer Relations Coordinators, Christina Moreno, San Antonio and Amber Evans, Austin PCCs.

National PCC day went off without a hitch. It was one of the finest events that Austin and San Antonio have collaborated on thus far. We look forward to topping this year's event next year. In conclusion San Antonio PCC gained 4 new PCC members.



2021 ANNUAL “RUTHIE AWARD” RECIPIENT

The Greater Dallas PCC Industry Vice-Chair Allen Aven (G & C Direct Mail Marketing CEO) was recognized as this year's recipient of the Ruthie Award.

This award program was created in honor of Ruthie Ewers, founder of LEE Marketing and a founding board member of the Greater Dallas PCC. The Dallas/Fort Worth (DFW) Area was privileged to have Ruthie actively participate in the PCC on a local and national level. She retired in 1999 and is back in DFW. The Ruthie Award is designed to recognize local individuals who have demonstrated excellence in mail-related achievements and innovations. This Industry Leader award nomination was submitted by Industry G & C Direct Mail Marketing a platinum sponsor for this year's Joint PCC event at Grapevine Convention Center in Grapevine TX.



Fort Worth PCC Industry Co Chair Becky Ewers (left), Ruthie Ewers (center), and Great Dallas PCC Industry Vice-Chair Allen Aven (right)

CAPITAL REGION PCC HOSTS IN-PERSON NATIONAL PCC DAY

On September 21, 2021, the Capital Region PCC held our *National PCC Day* event at the BJ's Restaurant in Albany, New York. It was our first in-person event since COVID-19. Everyone enjoyed getting together and sharing stories. A delicious lunch was served, followed by a yummy dessert.

We are hoping to have a Holiday Event in December. Fingers crossed!!!



Postmaster and PCC Postal Co-Chair Lawrence Elliott and PCC Industry Co-Chair Bob Nielsen

NOTICES

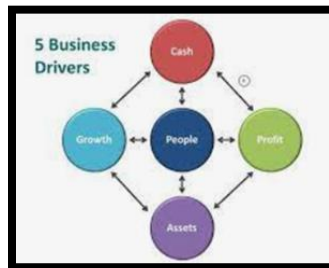
PCC ALERT: THE "BIG PICTURE"

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." - **Maya Angelou**

Validation in a customer/employee experience takes initiative, creativity and caring. When we acknowledge someone and empathize, our mood is lifted in return. The goal is to appreciate, celebrate and recognize those responsible for sustainability.

#KudosKorner is an attempt to drive warmth into the hearts of our members, whether it be a customer or colleague. Together, it's possible to fulfill a human need: to feel important or included. PCCAC Strategic Innovation and PCC Policy Sub-Committee humbly requests use of our LinkedIn platform "PCC Voice", to help us prove that smiles are free within our community.

Throughout the professional world, importance of understanding the power behind human connection is frequently covered. We are aware of Business Acumen and the 5 key business drivers: #Assets, #Growth, #People, #Cash and #Profit. Each are unique contributing factors, resulting in success or failure. To obtain these goals, people will always remain in the middle of the equation. The reason may be because we are all responsible for every decision and appreciation.



HOLIDAY GUIDELINES FOR PCCS CHARITABLE ENDEAVORS

The Holidays are right around the corner and the PCC Advisory Committee wants to remind all PCCs of important policies and guidelines regarding *Charitable Endeavors*. PCCs are Postal Service-sponsored organizations and they must adhere to the following guidelines.

PCC Charitable Activities

With certain limitations, PCCs may engage in charitable activities, as follows:

- All charitable activities must adhere to the Postal Service's *Community Service Activities Policy (CSAP)*. CSAP is designed to assist the Postal Service and its employees in contributing to the health and well-being of the communities it serves, and to maintain and enhance its connection with the community while fulfilling its mission of accepting, processing, and delivering the mail reliably and efficiently. A copy of the CSAP request form (*PS Form 3337-A, January 2017*) is attached and should be submitted by the District Manager to the Area Vice President (AVP) for approval. After reading all instructions and before sending the form to the District Manager, the PCC must complete all information in sections A and B.
- Approval of a charitable activity under CSAP can only be given to those designed to meet the needs of one or more of these specific causes:
 - Assisting victims of a disaster
 - Relieving hunger
 - Promoting education/literacy
 - Enhancing the environment
 - Promoting wellness
 - Promoting child safety and well-being
- If a charitable activity is approved by an AVP, **industry members** of the PCC may solicit and collect in-kind contributions only.

For more information about charitable activities, please check *PostalPro* at <https://postalpro.usps.com/node/3843> or send an email to pcc@usps.gov.

Note: As always, postal employees are subject to the federal ethics laws and regulations at all times and must therefore avoid accepting gifts from prohibited sources and must not engage in fundraising activities in their official capacity. *Combined Federal Campaign (CFC) is the only authorized solicitation of employees in the federal workplace on behalf of charitable organizations.*

USPS OPERATION SANTA PROGRAM HAS NEW A WEBSITE, OTHER CHANGES



Santa Claus will get a helping hand from the Postal Service again this year.

Operation Santa, the annual USPS program that allows employees and customers to aid families in need by “adopting” their letters to St. Nick and granting their holiday wishes, will run from Nov. 18-Dec. 20.

The program will have a new website: USPSOperationSanta.com.

This year, three versions of Operation Santa will be available: a legacy program available only in New York City and Chicago that allows customers to adopt letters in person, a digital program that allows families in 15 cities to send letters to Santa that will be posted on the new site, and an internal program that allows only employees to adopt letters.

Families in the 15 cities that have the digital program must mail their letters to Santa at his official address: Santa Claus, 123 Elf Road, North Pole 88888. The letters must be enclosed inside an envelope and have postage.

Beginning Nov. 18, customers nationwide who want to adopt one or more of these letters can go to USPSOperationSanta.com to first complete a short registration and identity verification process.

Customers can then browse the letters, which will have no personal identifying information, and download those they want to adopt. Each letter will be accompanied by a QR code and an alphanumeric code that the customer must submit when he or she brings their gifts to a Post Office for shipping.

More information on letter adoption and how to help spread the word about the program is available at USPSOperationSanta.com/getinvolved.

Source: *USPS News Link -Washington, DC.*

NEW FOR THE HOLIDAYS: PRICES, SHIPPING RATES, AND DATES

PLAN AHEAD WITH PRICING AND SHIPPING DEADLINES FOR THE 2021 HOLIDAY SEASON

It looks to be another odd year for holiday celebrations. The biggest question likely on most minds is, do we make merry in person or virtually? No matter your plans, the Postal Service is ready to do its part to handle your special holiday greetings and gifts. But we also need you to do your part, and that is to make sure you get those packages and good wishes to your Post Office location on time.

New Pricing

There are plenty of holiday- and winter- themed stamps available to adorn your greeting cards this year. You can find them in our online Postal Store or at any one of our more than 34,000 Post Office locations. As a reminder, on August 29, the cost of a First-Class Forever stamp increased three cents, from 55 cents to 58 cents. There are also temporary price increases in place through December 26, 12:01 AM, CST for both retail and business customers for some of our more popular shipping products, which also includes military shipping — Priority Mail Express (PME), Priority Mail (PM), First-Class Package Service (FCPS), Parcel Select, USPS Retail Ground, and Parcel Return Service. International products are unaffected. These temporary rates will keep the Postal Service competitive while providing the agency with the revenue to cover extra costs in anticipation of peak-season volume surges similar to levels experienced in 2020.

Temporary pricing increases for Priority Mail, Priority Mail Express, Parcel Select Ground and USPS Retail Ground are as follows:

- PM and PME Flat Rate Boxes and Envelopes - \$0.75
- Zones 1-4, 0-10 lbs. - \$0.25
- Zones 5-9, 0-10 lbs. - \$0.75
- Zones 1-4, 11-20 lbs. - \$1.50
- Zones 5-9, 11-20lbs. - \$3.00
- Zones 1-4, 21-70 lbs. - \$2.50
- Zones 5-9, 21-70 lbs. - \$5.00

All other **retail** shipping services:

- First-Class Package Service - Retail - \$0.30

A zone pricing calculator can be found [online](#). A complete list of **business** products and prices are also available [online](#).

The temporary adjustment is part of “[Delivering for America](#),” the Postal Service’s 10-Year Plan for achieving financial sustainability and service excellence, which calls for appropriate pricing initiatives. Even with the temporary increase, the Postal Service has some of the lowest mail postage rates in the industrialized world and continues to offer great values in shipping.

2021 Holiday Shipping Deadlines

The Postal Service recommends the following mailing and shipping deadlines for expected delivery by December 25 to domestic addresses and APO/FPO/DPO (Air/Army Post Office/Fleet Post Office/Diplomatic Post Office) addresses*:

- Nov. 6 — APO/FPO/DPO (all ZIP Codes) USPS Retail Ground service
- Dec. 9 — APO/FPO/DPO (all ZIP Codes) Priority Mail and First-Class Mail
- Dec. 15 — USPS Retail Ground service
- Dec. 16 — APO/FPO/DPO (**except ZIP Code 093**) USPS Priority Mail Express Military service
- Dec. 18 — First-Class Mail service (including greeting cards)
- Dec. 18 — First-class packages (up to 15.99 ounces)
- Dec. 20 — Priority Mail service
- Dec. 23 — Priority Mail Express* service

Alaska

- Dec. 18 — Alaska to/from Continental U.S.– First-Class Mail
- Dec. 18 — Alaska to/from Continental U.S.– Priority Mail
- Dec. 21 — Alaska to/from Continental U.S.– Priority Mail Express

Hawaii

- Dec. 17 — Hawaii to/from mainland – Priority Mail and First-Class Mail
- Dec. 21 — Hawaii to/from mainland – Priority Mail Express

*Not a guarantee, unless otherwise noted. Dates are for estimated delivery before December 25. Actual delivery date may vary depending on origin, destination, Post Office acceptance date and time, and other conditions. Some restrictions apply. For Priority Mail Express shipments mailed December 22 through December 25, the money-back guarantee applies only if the shipment was not delivered, or delivery was not attempted, within two business days.

Skip the Trip and Ship Online

Consumers don't even have to leave home to ship their packages, simply visit usps.com. The Postal Service anticipates December 19 will be the Postal Service's busiest day **online** with 12.5 million consumers predicted to visit usps.com for help shipping that special holiday gift. And usps.com is always open.

It's estimated nearly 500,000 consumers will use the [Click-N-Ship](https://usps.com) feature and other online services on December 14 to order free Priority Mail boxes, print shipping labels, purchase postage, and even request free next-day Package Pickup.

Busiest Time

The busiest time of the season for the Postal Service begins two weeks before Christmas. It's expected that customer traffic at all Post Office locations will steadily increase beginning the week of December 6, with the week of December 13-18 anticipated to be the busiest mailing, shipping, and delivery week of the season.

More tips for a successful holiday mailing and shipping season:

- Use free Priority Mail Flat Rate boxes. They are available at local Post Office locations or online at usps.com/freeboxes.
- Make it easy with Click-N-Ship. You can create shipping labels and pay for postage online at usps.com/ship.
- Schedule a free Package Pickup when the carrier delivers your mail. It's free regardless of the number of packages. Or, pickups can be scheduled at usps.com/pickup.
- Mail and packages that weigh more than 10 ounces and/or are more than a half-inch thick using stamps as postage cannot be dropped into a collection box or left for a carrier to pick up. Instead, take them to a window clerk at a Post Office.

*Boxes are delivered within the U.S. with your regular mail, usually within 7 to 10 business days. Exclusions apply. For details and to order, visit <https://store.usps.com/store>.

Additional news and information, including all domestic, international and military mailing and shipping deadlines, can be found at the Postal Service Holiday Newsroom: usps.com/holidaynews.



2022 NATIONAL POSTAL FORUM

- 2022 NPF – **Save the Date**
- Phoenix, AZ – In-Person Event
- May 15 through 18, 2022



PCCAC UPCOMING EDUCATIONAL WEBINARS:



- **PCCAC Reporting on News You Need to Know from MTAC**
Thursday, November 18, 2021 at 2:00 PM EST
PCCAC and the National PCC Program Office
Link to join virtual event:
<https://usps.zoomgov.com/j/1613683035?pwd=YUZ2d3BsaXRmY2Fib1RyUkdMRUw1Zz09>
- **Do You Have a Plan to Reach Your Strategic Goals?**
Tuesday, November 23, 2021 at 2:00 PM EST
PCCAC and the National PCC Program Office
Link to join virtual event:
<https://usps.zoomgov.com/j/1618346883?pwd=MVFHWFhvWmJ1RFdOeXFNZINpYUxRQT09>
- **Five Reasons to Belong to a PCC**
Tuesday, December 7, 2021 at 2:00 PM EST
PCCAC Strategic Innovation and PCC Policy Sub-Committee
Link to join virtual event:
<https://usps.zoomgov.com/j/1606662332?pwd=UHptZ0wrYjloZnluVzJ2ZSt5TFU3Zz09>

HQ PCC LIAISONS:

- Atlantic Area [Da Shiek Woodard](#), lead and support [Judy Caldwell](#)
- Central Area [Sharon Barger](#), lead and [Katrina Raysor](#) support
- Southern Area [Cathy Scocco](#) lead and [Brian Corley](#) support
- WestPac Area [Lewis Johnson](#), lead and [Jacquelyn Gilliam](#) support

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 November Virtual Calendar on PostalPro: <https://postalpro.usps.com/pcc#anchor-8>

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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