



Southwest FL PCC (Fort Myers, FL)

Date founded: 2000

Members: 13 members

Awards: 2019 and 2020 Bronze Premier Certificate Award

The Southwest Florida PCC (SWFLPCC) is utilizing the power of direct mail to recruit new members. During the COVID-19 pandemic, they lost 95% of their members. Several members lost their businesses, and several moved out of the area. Furthermore, due to CDC guidelines on social distancing, in-person meetings that were previously held on a bi-monthly basis were not occurring. As a result, their PCC became stagnant and their website quickly became outdated.

In November of 2020, under the leadership of Officer in Charge, Phillip Fleener, a new direction for the Southwest Florida PCC was proposed with Postal leadership which included reaching out and engaging PCC membership on a more regular basis. Membership slowly began to increase, but it was a far cry from where they were pre-pandemic. To jump start their industry membership once again, they decided to host a membership drive in March 2021.

Their goal was to increase membership by 50% within a one-month period-of-time. In order to achieve this goal, they did the following:

- Mailed over 10,000 letters to local businesses informing them about the value of becoming a PCC member.
- Conducted one-on-one interactions with local businesses.
- Revamped the PCC website.
- Reduced all membership fees and meeting fees in 2021.
- Increased educational materials.
- Produced a monthly newsletter that fosters communication with, and celebration of new and existing members.

Through these efforts, they were able to exceed their goal of increasing their membership by 50% within a 30-day period.

Moving forward, the SWFLPCC's FY22 goals are:

- Continue to expand membership by 100% throughout FY22.
- Continue to build on their assets and recruit 3 new annual corporate sponsors.
- Continue to build their executive board by assigning specific tasks to their members while building a 50/50 partnership between Postal and Industry members.

- Host 6 in-person events and 8 virtual events increasing our events by 20% from the previous year.

The Southwest FL PCC is currently led by:

- District Manager – Steve Hardin, Florida 2 District, USPS
- Postal Co Chair – Phillip Fleener, Postmaster, Fort Myers FL, Florida 2 District, USPS
- Industry Co Chair – Steve Bello, Manager, Intech Printing, Naples, FL
- Postal Administrator – Robert Rhoad, Customer Relations Coordinator, Florida 2 District, USPS

Some *“fun facts”* about the Fort Myers and Naples, FL area that you may not know are:

- 1) There are more seashell varieties on these beaches than anywhere else in North America.
- 2) Fort Myers received electric lighting in 1898, courtesy of winter resident Thomas Edison.
- 3) Just east of Naples lies the Ochopee Post Office, recognized as the smallest Post Office in the U.S.
- 4) Naples was named as the #1 Small Arts Town in America with over 100 art galleries in the area.

For more information on the Southwest Florida PCC please visit their website at:

<https://www.swflpcc.com/>

