

Congratulations to the San Francisco PCC for being chosen as the
December *PCC Insider* “*Spotlight*.”



SAN FRANCISCO PCC (SAN FRANCISCO, CA)

Date founded: Late 1980's

Members: Mailing list of 391 and an email distribution list of 501

Awards:

- 2010 Premier (*Bronze*)
- 2011 – 2015 Premier (*Gold*) and 2015 (*Platinum*)
- 2019 and 2021 Premier (*Bronze*)
- 2011 Leadership – District Manager of the Year (*Gold*)

During April 2020, Djuana Johnson became the PCC Postal Administrator (Customer Relations Coordinator) for the San Francisco PCC. This took place in the middle of the COVID-19 pandemic. When she assumed the position, she was aware the San Francisco PCC had been struggling over the past few years and was not active but had no idea the extent of the struggle. There were no active Executive Board or industry members. The membership list was outdated. Many of the members were not at work due to city and state mandates. When Djuana reached out to members, 90 percent of the emails were bounce backs or the members just did not reply. After this frustrating experience, she literally walked into an office, sat at a cleared off desk, and asked herself, “*What do I do now?*” Djuana had no direction and no one in arms’ length to guide her. She was all alone. However, Djuana was determined to get the PCC back on track.

Over the past year and a half, Djuana emailed and mailed business customers information about her PCC information to let them know she was the new PCC Postal Administrator and wanted to revitalize the San Francisco PCC. Moreover, she reached out to her Headquarters PCC Liaison, Sales, and her PCC counterparts for any type of assistance and/or guidance. She also made comments on WestPac Area PCC monthly touchpoint Zoom meetings to express her dilemma. All shared good advice. While assisting business customers with their service issues, she discussed her intent of reviving the PCC.

October 2021, Djuana decided to reach out again for help. She reached out to Gina Segura, Sacramento PCC Postal Administrator, and Vencent Quaglia, Santa Ana District PCC Postal Administrator, as well as the Acting Strategic Communication Specialist Kristina Uppal. They all graciously accepted her plea for help and gave her a sense of encouragement and boosted her enthusiasm to just take a leap of faith regardless the number of attendees. That is exactly what Djuana did.

On November 7, 2021, San Francisco PCC hosted their first virtual event: *Peak Readiness*. The next event was held on Tuesday, December 7, 2021: *In-person Plant Tour*.

To ensure the PCC strives to be the best it can be, Djuana’s goal is to continue to reach out to business mailers by offering relevant educational events on a monthly basis; take advantage of the many PCC tools and resources; work with the Business Service Network and Sales teams; and utilize the PCC social media platform. Also, she plans to create a survey to send out to business mailers to ask them how the Postal Service help them. If all fails, Djuana will turn to the Temptations’ song: *Ain’t too Proud to Beg*.

Djuana has also joined the PCC Advisory Committee Communications and Marketing Sub-Committee.

Note: If you would like to offer a lending hand to Djuana, she is open to ideas and can be reached at: Djuana.D.Johnson@usps.gov or 415-550-5305.

The San Francisco PCC is currently led by:

- PCC Postal Co-Chair, Avinesh Kumar, Acting Postmaster
- Industry Co-Chair: TBD
- PCC Postal Administrator, Djuana Johnson, Customer Relations Coordinator
- California 1 – District Manager, Jagdeep Grewal

Some *fun facts* about the San Francisco area that you may not know are:

- 1) In the late 1890's, Makoto Hagiwara, a Japanese immigrant of San Francisco, invented the modern-day fortune cookie, which he served at the Golden Gate Park's Tea Garden.
- 2) The famous sea lions that sunbath off Pier 39 in Fisherman's Wharf haven't always been there. A cause that no one's been able to explain. The sea lions only arrived after the earthquake in 1989. Originally, business owners on the wharf didn't like the sea lions being there as they were too loud, but now they are a major tourist attraction.
- 3) Similar to most bridges of the early 20th century, the famous Golden Gate Bridge was originally meant to be black and gold. The bright color came to be as a result of Irving Morrow, the bridge's consulting architect, noticing the striking reddish-tinged primer coat that was painted on some of the steel. It took a lot of convincing to get the striking color approved, but Morrow advocated that the bold, red-orange tone would complement the gray fog, golden and green hills, and blue water and sky. He wasn't wrong.
- 4) Alcatraz (which means 'pelican' in Spanish) hasn't always been a prison. In fact, prior to becoming a prison in 1934, Alcatraz was used as a military fort. Some of the former prisoners include George Kelly, Robert Stroud, and Al Capone, who arrived at Alcatraz by train. The warden at the time was so worried about security that they loaded the train car onto a barge instead of unloading the prisoners from the train and moving them onto a boat.
- 5) Founded in 1776, the city of San Francisco wasn't named so until 1846. Prior to the renaming, the city was known as 'Yerba Buena', which means 'good herb' in Spanish. The city got its original name from the wild mint that grew around the areas where the first European settlers pitched their tents.

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

