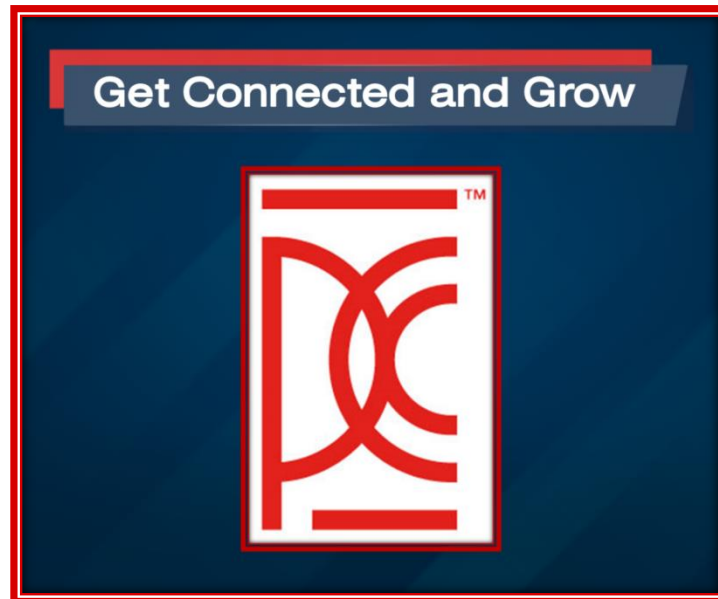


***PCC INSIDER – DECEMBER 2021 EDITION***



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

**As we reflect on and celebrate our 2021 PCC successes, we would like to take this opportunity to wish you and your family a**

***JOYOUS HOLIDAY  
AND A  
HAPPY, HEALTHY, AND PROPERSOUS NEW YEAR!***



## WRAPPING UP OUR PCC 60<sup>th</sup> ANNIVERSARY CELEBRATION

Throughout 2021, PCCs across the nation have been celebrating 60 years of existence, and what an amazing celebration it has been! As the year began, we had high hopes of hosting an in-person national celebration bash like none other. However, as we all know, unfortunately COVID-19 still continues to play an important factor with hosting in-person events. With that in mind, we rallied together to come up with alternative solutions of recognizing and celebrating such a significant milestone – over 60 years of the industry and postal partnership growing together in an ever-changing industry bringing value and success to both parties.

To kick us off, the Postal Customer Council Advisory Committee (PCCAC) Communications and Marketing Sub-Committee designed a tagline “Celebrating 60 Years of the PCC”, which the USPS Brand department approved could be added below the new PCC logo, and which could be used by all PCCs in their 2021 communications and marketing campaigns.

Next, we began gathering historical PCC collateral that was captured throughout the years, and virtually interviewing many of our past and current PCC members. On our virtual road trip, we had the pleasure of reminiscing and walking down PCC memory lane with many members such as Ruthie Ewers, Jeff French, Kim Waltz, Wendy Payne, Ellie Alexander, and more.

The PCCAC then quickly went to work on producing an anniversary video celebrating how the PCCs have evolved throughout the past 60 years.

The video which was debuted during our 2021 National PCC Day focused on the celebration plus what was in the future for the PCC membership. For the video, we choose to highlight major milestones and accomplishments achieved over the decades beginning with the 1960’s, 70’s, 80’s, 90’s, and wrapping up with the 2000’s, as well as changes that occurred within the mailing industry, but more importantly the people that helped the PCC’s grow over the six decades, starting with Ruthie Ewers, who was our first PCCAC Industry Chair. Throughout the video we heard from PCC leadership from both the postal and industry side, including Cathy Rupard, Kathy Hall, Alice Gordon, Tony Williams, and Lewis Johnson. If you have not yet viewed the video, it is posted on [PostalPro](#). In addition, our team is really excited for all PCC’s to be able to share this video with their members and utilize it as a membership recruiting tool for many years to come.

As we continued Celebrating 60 Years of the PCC, the PCCAC Communications and Marketing Sub-Committee in collaboration with four USPS Celebration Stations and the USPS Stamp Fulfillment Center created a limited-edition Special Pictorial Postmark **“Celebrating 60 Years of the PCC”**, as well as our **2021 National PCC Day Celebration**. The *Special Pictorial Postmark* was a great way for all to own a piece of *PCC History*. In addition, PCCs were able to reach out to their PCC HQ Area Liaisons to request a limited supply of all four cancellations which could be shared with their members or used as giveaways.

As we wrap up this year and our 60<sup>th</sup> Year Celebration ends, we look forward to moving into our next decade and the exciting opportunities it holds for our members. We hope you were able to join in some of the 60<sup>th</sup> Anniversary celebration fun. The PCC is all about sharing knowledge, educating the industry, and collaborating with others to bring the best value to our community. We succeed when we focus on connecting with one another and helping each other grow.

People are the true asset to our PCCs, and we must always put them and their needs as our guiding light. Here’s to another **60 Years of Success!**



**Celebrating 60 Years of the PCC**

Thanks for all you do to make our PCC community a diamond in the rough!

## **A FOND FAREWELL TRIBUTE AND THANK YOU**

During this season of giving thanks, the National PCC Program Office would like to recognize, celebrate, congratulate, and **thank** two of our dedicated National Postal Customer Council Advisory Committee (PCCAC) leaders whose terms will be coming to an end on December 31, 2021. Our “*dynamic duo*” include: Glen Swyers, Education Programming Sub-Committee Industry Co-Chair, and Margaret Vickers, Membership Growth and Recruitment Sub-Committee Industry Co-Chair.

For 60 years *and counting*, the Postal Customer Council (PCC) has provided opportunities for business mailers and Postal Service management to work together for mutual gain and benefit. As with any business or organization, strong leadership is key to success. Over the past years under their leadership, our “*dynamic duo*” have accelerated the PCC Community to new heights. Their dedication and significant contributions helped build and strengthen a solid foundation for the well-established partnership between the PCC Network and the Postal Service, positioning the PCC on a trajectory for success for many years to come



**GLEN SWYERS  
INDUSTRY CO-CHAIR, EDUCATION PROGRAMMING SUB-COMMITTEE**

Glen has been a longtime advocate for the PCC Community, serving as the PCCAC Industry Co-Chair Education Programming Sub-Committee since 2018. Glen was named as the PCC Ambassador for the USPS Academic Outreach Direct Effect Ambassador program in 2021.

During his PCCAC tenure, Glen was instrumental in implementing various national PCC educational programs and resources such as the PCC Summer Series, the Industry Speaker’s Bureau Listing, PCC Orientation Programs, National PCC Day events, PCC University, PCC Boot Camps, and the USPS Direct Effect Ambassador program to name a few.

Glen is the Director of Marketing Integration for Classic Graphics at the IMAGINE Group Charlotte. He is also the Mailing and Fulfilment Subject Matter Expert for IMAGINE nationally, which includes locations in Burbank, CA, Minneapolis and Shakopee, MN, Grayslake, IL, and Charlotte, NC. Glen has degrees in Graphic Arts & Visual Communications and Business Management & Economics.

Glen is also known for spreading the magic of mail as a speaker at the National Postal Forum, XPLOR, XUG, Idealliance, and other industry conferences. Topics include: “Mailing in a Secure World,” “This is Not Your Parents Post Office,” and “Disney Class Customer Service in a Mailing Organization.” He also serves as a MTAC Representative for the Association for Print Technologies, and GCM Advisory Board – Appalachian State University.

Glen is also the Industry Co-Chair for the Greater Charlotte PCC. Under his leadership the Greater Charlotte PCC has won: the PCC Large Market of the Year Award – 2017; PCC Innovation of the Year Award, Gold – 2016, and Bronze – 2018; the Education Excellence Silver Award – 2018; Mentor of the Year Award – 2019; and the PCC Partnership of the

Year Award – 2018. In addition, Glen won the Gold, Industry Member of the Year PCC Leadership Award – 2018, and Bronze Award – 2017.

Congratulations Glen and thank you for your continued support and dedication to the PCC Community. You are a true inspiration to us all!



**MARGARET VICKERS**  
**INDUSTRY CO-CHAIR, MEMBERSHIP GROWTH & RECRUITMENT SUB-COMMITTEE**

Since being appointed as the Industry Co-Chair for the PCCAC Membership Growth & Recruitment Sub-Committee on January 1, 2021, Margaret hit the ground running. Bringing her PCC passion, enthusiasm, innovative ideas, and larger than life personality, Margaret has been a tremendous asset to the PCCAC and PCC Community. In addition to providing guidance on PCC best practices and bringing PCCs together for mutual gain in accomplishing the PCC mission, she has been instrumental in hosting many national PCC educational webinars, Cafes, participating in the 2021 National PCC Day PCCAC Roundtable, and launching the highly anticipated “Membership Tip of the Month.”

As the Director of Enterprise Business Solutions at American Fidelity Assurance Company since 2013, Margaret has continued to oversee American Fidelity’s Press, Mail Center, and Document Management areas.

Margaret has been with American Fidelity for over 35 years. During her tenure, she has held numerous positions including, AVP Life Sales & Marketing, AVP Training & Project Management, AVP Third Party Administrators, AVP New Business, Customer Service, Underwriting, Licensing, Commission and Premium Accounting. Margaret has also served on numerous internal committees and was acknowledged as *Employee of the Month*.

In addition, Margaret was recognized and awarded the “Great Place to Work® For All” Leadership Award and recipient of the Greater Oklahoma PCC Industry Member of the Year Award – 2020. In the past, she also participated as a panelist at the Great Place to Work® Summit.

Margaret has served as the Industry Co-Chair of the Greater Oklahoma PCC since 2019, and a Greater Oklahoma PCC Executive Board member and Membership Committee Chair since 2009.

Margaret will be stepping down from her PCCAC position on December 31, 2021, as she prepares for the next exciting chapter in her life – retirement, whenever that might be. In the meantime, Margaret will continue to serve on the Greater Oklahoma PCC Executive Board and continue on as a member of various national sub-committees.

Congratulations and thank you Margaret for your unwavering dedication to the PCC community.

Once again, on behalf of the United States Postal Service and the PCC community, we *applaud* and *Thank You* for your many years of incredible service and stellar contributions.

*Congratulations* to you both, and *Best of Luck* in all your future endeavors.

## WELCOME NEWLY APPOINTED 2022 PCCAC LEADERS

As we wrap up the year of *Celebrating 60 Years of the PCC*, we recognize that strong leadership such as our National PCC Advisory Committee (PCCAC), has been the core component for its success throughout the past 60 years.

As we look forward to kicking off an exciting *New Year*, we are pleased to announce four newly appointed PCCAC Board Members who will be joining our leadership team on January 1, 2022. Please join us in welcoming Monica O'Connor and Joseph Banks, PCC Member-at-Large and Deborah Brady and Scott Hooper, PCC Field Committee Co-Advisors.



**MONICA O'CONNOR**  
**PCC MEMBER-AT-LARGE**

Monica O'Connor has more than 17 years of experience in the print and direct mail industry. She is the Print and Mail Manager for Money Pages where she has worked for the past 13 years. In her active full-time role, Monica oversees the production and delivery via USPS® of more than 1,000,000 magazines to corporate and franchise markets nationwide. Additionally, Monica is responsible for paper purchasing and managing production schedules twice a month at their press facilities in Jacksonville, Florida, and Brimfield, Ohio, and their monthly production schedules in Los Alamitos, California, and Monroe, Georgia.

Monica has served as Northeast Florida PCC Industry Vice-Chair: 2021 – 2022; Northeast Florida PCC Industry Co-Chair: 2019 – 2020; and Northeast Florida PCC Executive Board Member since 2018. Moreover, she is a member of PCCAC Strategic Innovations & PCC Policy Sub-Committee. Monica was the recipient of the Northeast Florida PCC Corporate Member of the Year Award – 2019 and 2020 and was also a recipient of the Northeast Florida PCC Above and Beyond Award – 2018. Monica's PCC earned the Large Market PCC of the Year Award – 2019.



**JOSEPH BANKS**  
**PCC MEMBER-AT-LARGE**

Chief Warrant Officer 4 Joseph Banks is currently assigned as the Postal Director of Marine Corps Installations East, overseeing all Marine Corps postal operations east of the Mississippi, as well as several deployed units operating throughout Europe. He is currently the Education Chair of the Greater Wilmington, North Carolina PCC. He served as a member of the San Diego PCC since 2016; San Diego PCC Industry Co-Chair from 2018 – 2020; and San Diego PCC Executive Board member from 2018 – 2020. Joe was the winner of the Gold Award for PCC Industry Member of the Year – 2019 and he helped his PCC earn the PCC Up-and-Comer Award – 2020.



**DEBORAH BRADY**  
**PCC FIELD COMMITTEE CO-ADVISOR**

Deborah Brady is currently the WestPac Area Executive Director, Customer Relations. Deborah has a wealth of knowledge and experience in customer service operations support. Through her leadership, she has helped the WestPac Area PCCs earn the following 2021 Leadership Awards: Up-and-Comer, San Diego PCC; Membership Excellence – Gold, Inland Empire PCC; Communication Program Excellence – Gold, Sacramento PCC; Communication Program Excellence – Silver, Santa Ana District PCC; Education Excellence – Silver, Greater Portland PCC; Innovation of the Year – Gold, Sierra Coastal PCC; and Postal Member of the Year – Gold, Sierra Coastal PCC.



**SCOTT HOOPER**  
**PCC FIELD COMMITTEE CO-ADVISOR**

Scott Hooper is the Texas 1 District Manager and has been a Greater Dallas PCC (GDPCC) Executive Board member since 2018. He has helped the Greater Dallas PCC achieve Platinum and Gold Premier awards for many years, including the 2021 PCC Premier Diamond Award. Scott also helped the GDPCC earn the following PCC Leadership Awards: PCC Industry Member of the Year – Bronze; Innovation of the Year – Gold/Silver/Bronze; Education Excellence Award – Bronze; and Communication Program Excellence – Silver.

We congratulate our newly appointed PCCAC members and look forward to a bright future.

***Get Connected and Grow!***

## **POSTMASTER GENERAL AND CHIEF EXECUTIVE OFFICER LOUIS DEJOY VISITS WITH PCCS**

Postmaster General (PMG) and Chief Executive Officer Louis DeJoy recently met with PCCs in the WestPac and Atlantic Areas to discuss the Delivering for America Plan, provide progress updates, and what to expect in the coming year.

## WESTPAC AREA PCCS HOST POSTMASTER GENERAL



**Postmaster General and  
Chief Executive Officer  
Louis DeJoy, USPS**



**Corporate Affairs Vice President  
Judy de Torok, USPS**



**Question and Answer Session**

The WestPac Area Postal Customer Councils (PCCs) hosted an event, featuring keynote speaker Postmaster General (PMG) and Chief Executive Officer Louis DeJoy, on Saturday morning, November 20, 2021 at the Anaheim Marriott. The meeting had the distinct honor of being the first group of PCCs Louis had the pleasure of speaking to in-person. Due to the pandemic, Louis had only been able to engage with PCCs virtually.

The in-person meeting helped to solidify the importance of the grass-roots PCC network as one of the Postal Service's most well-established partnerships.

David Rich, Vice President, Mailing Services Next Day Delivery Services, said, *"I think other people would agree that we saw a different side of Louis DeJoy. It was a very honest and personable presentation that brought us all into understanding the challenges the Postal Service faces."*

The PMG discussed the Delivering for America 10-Year Plan, provided progress updates, and what to expect in the coming year. Moreover, Louis DeJoy addressed many elements in the plan and how they affect business customers. His speech was dynamic, kept the audience engaged and emphasized how Delivering for America strategies would help ensure the financial stability of the Postal Service.

*"As a college student, it was very intriguing to hear about the Postmaster General's plans for the future of the USPS,"* said Belle Kunzman, business student, mail room staff – Chapman College. *"The event gave me a new sense of appreciation for the Postal Service and I encourage other students to take advantage of its services."*

*"We are very thankful and honored to have been invited to the PCC event to hear the Postmaster General speak,"* said CWO3 Christopher Heltebran, MCIWEST Postal Director. *"His speech was inspirational and a perfect example to USPS leadership and partners of how effectively serving the customers is the key to success. This event provided us a great opportunity to meet and talk with numerous PCC members and USPS leaders to increase the relationship with the Marine Corps Installations West-Marine Corps Base, Camp Pendleton, Consolidated Postal System team. We look forward to the continued relationships with USPS leaders and the PCC."*

The Postal Service's Corporate Affairs, Vice President, Judy de Torok, was the emcee for the event and concluded the meeting by moderating a Q&A session. One of the questions Mr. DeJoy answered was regarding his recommendations for how the Postal Service and mailing and shipping customers can grow the mail and package business together while another question pertained to the temporary price increases during the peak mailing season and if those prices would continue in the future.

*"DeJoy was candid about the operational issues that he observed after taking on the role of PMG that were the cause of ongoing operational and financial ills of the Postal Service,"* said Dave Patel, Manager, Postal and Mail Optimization, FSSI. *"He laid out his 10-year plan and was convincing that it will bring financial sustainability to the US Postal Service but at what cost to the consumers. I really hope he can deliver at a fair price to the consumers."* *"The PCC program has*

*been under my leadership for many years and I'm very excited about the direction it's taking for the future," said **Judy de Torok**. "We look forward to celebrating the next 60 years of the PCC."*

The host PCCs had two weeks to prepare for the meeting. They welcomed the challenge and sprang into action to ensure the meeting would be a success. Their joint effort resulted in over 200 attendees, including industry and postal PCC members, as well as local leadership. The host PCCs included: Santa Ana District (*primary host*), San Diego, Inland Empire, Sierra Coastal, Los Angeles, and Sacramento.

Recognition to Ed Ruiz, Vice President, Area Retail and Delivery Operations and Larry Munoz, Vice President, Regional Processing Operations for their leadership. Special thanks to Debbie Brady, Executive Director, Area Customer Relations, and her core members – Steve Kern Jr., Program Manager, Keith Pittman, Business Service Network Manager, Cipriano Corona, CA-4 Customer Relations Manager, and the Santa Ana District PCC Postal Administrator, Vincent Quaglia.

## **POSTMASTER GENERAL DELIVERS KEYNOTE SPEECH AT PCC HOLIDAY LUNCHEON**



**Postmaster General and  
Chief Executive Officer  
Louis DeJoy, USPS**

Postmaster General (PMG) and Chief Executive Officer Louis DeJoy delivered the keynote speech for the PCC Holiday Luncheon which took place at the Speedway Club in Charlotte, NC, on December 3, 2021. Six PCCs came together to host this event:

- Greater Charlotte PCC
- Greater Triad PCC
- Greater Triangle Area PCC
- Lowcountry PCC of Greater South Carolina
- Midlands PCC of Greater South Carolina
- Upstate PCC of Greater South Carolina

In his one-hour speech, PMG DeJoy engaged the audience with background and updates on the Delivering for America Plan, plans for Peak, and the direction of USPS moving forward. His keynote elicited many comments of support from audience members during the Q&A session that followed his speech.

Chris Kropac, President of PCI Group, said of the event, *"Most dynamic PMG I've had the pleasure to listen to and meet – he has a plan to make USPS successful – let's hope Washington will let him succeed."*

Nearly 200 people were in attendance, with the majority of the audience consisting of mailing & shipping industry members. Postal leadership in attendance included Atlantic and Southern Area Vice Presidents of Retail & Delivery Operations, Salvatore Vacca and Tim Costello (respectively), as well as Vice President of Corporate Affairs, Judy de Torok.



Taking notice of the positive atmosphere, de Torok said, “We are delighted that PMG DeJoy had an opportunity to speak to so many customers recently at the Charlotte PCC. It’s very important for customers to be able to understand all of the components of the Delivering for America Plan, and how they support the financial stability of the Postal Service for now and into the future. Mr. DeJoy spends a lot of time walking through the plan’s elements, how they are interconnected, and the transformation that is taking place. We look forward to sharing this information at other venues, including future PCCs, when we can.”

Glen Swyers, Industry Co-Chair for Greater Charlotte PCC and Director of Marketing integration for the IMAGINE Group Charlotte, was more than pleased with the outcome of the event. Swyers said, “This event was the fruit of years of investing in the PCC and Mailing Community. It was exciting to see the network come together for such a powerful event.”

The PCC Holiday Luncheon began the night before with an intimate networking reception at the Embassy Suites Charlotte-Concord, and it ended on the day of the luncheon with an exclusive track tour of the Charlotte Motor Speedway for those who chose to stay after the event. Congratulations to these six PCCs on an amazing event.

*Stay tuned* for more information on 2022 PMG visits.



## **MEMBERSHIP CHARITABLE ACTIVITIES**

In the spirit of the holiday season, PCCs throughout the country will continue hosting in-person, virtual, and hybrid events. While the mission of the PCC is to “foster a close working relationship between the U.S Postal Service and those in the industry by sharing information about new and existing Postal Service products, programs, services, and procedures,” PCCs also foster a sense of giving back to the communities we live, work, play, and serve in 365 days a year. The PCCs initiatives are to do better, be better, and serve better, align with the U.S. Postal Service’s commitment to serve the American public by way of delivering the mail to every resident and business. Through the lenses of the PCC and the USPS, there lies a corporate social responsibility to assist how, when, and where we can.

As you and your PCC host peak season educational outreach seminars and holiday minded events, be certain to follow the “Holiday Guidelines for PCCs” as it relates to charitable endeavors. PCCs are Postal Service-sponsored organizations and must adhere to the following guidelines as reminded by the PCC Advisory Committee:

“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 CSAP request form (PS Form 3337-A, January 2017) should be submitted by the District Manager to the Area Vice President 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.” - *Publication 286: Postal Customer Council Program Policies and Rules, “Charitable Endeavors,” p.15.*

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

## EDUCATION

### REFLECTING ON 2021 AND LOOKING FORWARD INTO 2022

Well, to say we had an interesting year would be an understatement. We started with the promise that this "COVID Thing" can't last too much longer – and then we came to realize we better adjust our plans to incorporate the impact long term.

The PCCAC Education Sub-Committee responded by partnering with local PCCs to provide as much virtual educational content possible. We ended the year with a total of 53 events. We hope that you were able to leverage many of them.

You may be asking, what will education content look like in 2022? The Education Committee just completed their last advisory meeting of the year, focusing on Goals for 2022. Our inspiration was a concept we learned from Dr. Simon Bailey (yes, he was also a Disney Guy). He noted that the Trip Wire of Innovation could be summed up in 3 Questions. Why are we doing what we are doing? What can we do better? What if? After digging into these concepts, we believe we have a framework to build on. No Spoiler here – but I would expect a continued focus on providing content that a local PCC can take, rebrand, and publish as their own. We also believe a more holistic approach will lead to healthier and growing PCCs. More to come.

This will be my final article as the Education Sub-Committee Industry Co-Chair for the PCCAC. I can't thank Judy and Lindsey enough for taking a chance on me and trusting me with this leadership role. Cathy, you made all of us look good. Looking back over the last three years, I can't believe the time went by so fast. My first year, I was so blessed to be part of the traveling team for Boot Camps we all thought that would happen every year. (Lewis is a great travel partner and has some fantastic stories). While missing in-person events like NPF and Leadership awards was frustrating and disappointing – I can't complain because it pushed us to innovate. Thank you, Da Shiek, for finding ways to get my crazy ideas to work. I am confident that these innovations have created an even stronger foundation that will continue to establish the PCC as the premier mailing industry organization.

## COMMUNICATION

### HAPPY NEW PCC YEAR!

#### What Can We Do *NEW* in 2022?

As we embark upon a new year, most of us are glad to put 2021 in the past and look forward to a fresh new year filled with new ideas and opportunities that expand upon the lessons that we've learned from the past years of pivoting to a virtual PCC environment.

The PCCAC Communications and Marketing Sub-Committee are here to help your PCC make the transition back to in-person and/or hybrid events when you are ready. Please keep in mind that one size doesn't fit all. With 144 PCCs across the nation, each PCC is unique and individual in their own way.

In 2022, PCCAC Communications and Marketing Sub-Committee are excited to be collaborating more frequently with all the other PCCAC Sub-Committees to develop cutting edge tools and innovative tips that will fit your needs and help your PCC be successful in moving forward and onward! Listed below are just a few key initiatives and projects we will be working on in 2022:

- Offering PCC Health Checks
- Creating new and improved easily editable communication and marketing templates
- Host a Quarter 2 educational café
- Develop collateral for PCC Membership and PCC Awareness campaigns

To help get your PCC started, here are a few thoughts you might want to begin focusing on. Don't try to do too much at once; just pick a few key areas and work on that. Remember *slow* and *steady* wins the race.

- Moving to in-person meetings
  - timeline

- Are we capable of hosting hybrid meetings?
- How to monetize virtual meetings
  - income from sponsorships (commercial spots during the meeting)
- Keeping contacts engaged (virtual attendance for non-local members)
  - newsletters, white papers, research information etc.
- How to keep a virtual board engaged
  - hybrid board meetings
  - revise by-laws to accept virtual attendance for Board Meeting
  - revise or reposition you committees to fit today's needs
  - virtual/hybrid committee meetings
  - can we have out-of-town board or committee members

There is a lot to consider as we hopefully emerge from COVID this year. Over the past two years we've been introduced to and learned about so much new technology to help us keep our PCCs engaged. The Communications and Marketing Sub-Committee is committed to helping you keep your PCC on the minds and in the hearts of your membership.



Know that the PCCAC will bring you the NEW in 2022!

## STRATEGIC INNOVATIONS AND PCC POLICY

### LINKEDIN PCC VOICE

*Join Today...Don't Delay*



The PCC LinkedIn group (PCC Voice) serves as a great tool to help PCCs grow PCCs:

- Promote your events
- Ask questions
- Share information
- Exchange ideas
- Share your great photos and video!

What **not** to post is advertisements for your businesses, self-promotions, political endorsements, and statements.

- **Step 1:** Sign up for a LinkedIn account:  
[https://www.linkedin.com/signup/cold-join?trk=guest\\_homepage-basic\\_directory](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/>

What a great way to stay connected! For questions contact [PCC@USPS.gov](mailto:PCC@USPS.gov).

## ACADEMIC OUTREACH PROGRAM THE DIRECT EFFECT® UPDATE



### Direct Effect® Fall 2021 Innovation Challenge

The Direct Effect team launched their Fall 2021 real-life marketing challenge for college students. This competition took flight in November with the Naval Aviation Museum Foundation, located in Pensacola, Florida.

Over 87 students registered and completed a learning module to learn a little bit about how mail integrates with other popular marketing channels. Students then listened to Naval Aviation Museum Foundation executives present their marketing challenge and applied their new-found knowledge to helping the Foundation meet its goals through their own creative integrated marketing campaign. Twenty-eight teams created and submitted marketing campaign concepts intended to drive museum membership using direct mail in concert with two other channels.



Innovation challenges, like this one, offer great benefits to participating students. Through these experiential learning opportunities, they get a chance to:

- Shape a real-life marketing campaign
- Learn about direct mail
- Gain real-world experience
- Build their portfolio
- Rub elbows with potential future employers

Volunteer live clients like the Naval Aviation Museum Foundation benefit by hearing fresh, new ideas from the next generation of consumers and marketers.

The Postal Service® benefits by continuing to educate the next generation of marketers on the effectiveness of mail, demonstrating how it integrates with other channels, and get college students to think about using direct mail in their careers.

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.

Want to learn more about Direct Effect? [www.directeffectinnovation.com/about](http://www.directeffectinnovation.com/about).

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.

## USPS NEWS POSTAL NEWS

### New 2022 USPS Mailing Promotions Documents and 2022 Tactile, Sensory & Interactive Promotion Documents Update

We are excited to announce the release of the new promotion's requirements guidebooks for 2022. The guidebooks have been simplified and streamlined for each of the six mailing promotions, and can be found on the "Promotions" PostalPro page at <https://postalpro.usps.com/promotions>.

The promotion guidebooks provide a quick and easy way for users to access content for each promotion. Each guidebook contains promotion requirements information, content from the "General Participation Guide," as well as a new look and feel. Key information regarding updated discounts, important dates, enrollment, eligibility, and more is accessible through new clickable links to facilitate finding content easier. With these improvements and enhanced visuals, the guidebooks clearly demonstrate the value the promotions can add to your mail.

If you are looking for a specific guidebook containing promotion requirements, please click on the relevant PostalPro link below.

- [Tactile, Sensory & Interactive Promotion](#)
- [Emerging and Advanced Technology Promotion](#)
- [Informed Delivery Promotion](#) – **Coming Soon**
- [Personalized Color Transpromo Promotion](#)
- [Earned Value Promotion](#)
- [Mobile Shopping Promotion](#)

The 2022 Informed Delivery Guidebook with promotion requirements will follow soon. Please check for updates on PostalPro at <https://postalpro.usps.com/promotions>.

### Registration Opens for the 2022 Tactile, Sensory & Interactive Promotion

Leverage new developments in paper, ink, and other technologies to create a memorable multi-sensory experience for your customers with the 2022 Tactile, Sensory & Interactive (TSI) promotion. Updated requirements let you take advantage of these developments to create high value mailpieces and drive customer engagement. For 2022, these updates include First-Class Mail and two new technologies, Clean Release Cards and Zip Strips. In addition to opening the promotion to more mailers, the discount for TSI is increasing from 2% to 4%. Capitalize on these changes to make impressive mailpieces that stand out to your customers and capture their senses.

Registration for the Tactile, Sensory & Interactive (TSI) Promotion opened on December 15, 2021. The Promotion Period runs from February 1, 2022 to July 31, 2022.

To find out more about the 2022 Tactile, Sensory & Interactive Promotion, please visit the TSI PostalPro page here: <https://postalpro.usps.com/promotions/2022-tactile-sensory>.

## Service Performance Holds Across All Mail Categories as Postal Network Continues to Operate Smoothly with Increased Mail and Package Volume

- *USPS has accepted 6.5 billion mail pieces and packages for delivery since Nov. 25*
- *Average days to deliver a mailpiece across the network: 2.7 days*

WASHINGTON, DC — The United States Postal Service reported new service delivery performance metrics showing service performance holding for First-Class Mail, Marketing Mail, and Periodicals through the first ten weeks of the fiscal first quarter. The postal network continues to operate smoothly across the country as an influx of mail and packages enter the mail and shipping stream for holiday delivery.

This is the last week to get holiday gifts and greetings in the mail by the recommended deadlines. Since December 6, customer traffic at Post Office locations has been steadily increasing and this week is expected to be the busiest week of the holiday mailing and shipping season.

The Postal Service [anticipates](#) that between 850 million and 950 million packages will be delivered for the holidays. The total number of letters, cards, and packages processed and delivered between Thanksgiving and New Year's Day is estimated to be more than 12 billion. Between November 25 and December 13, the Postal Service accepted 6.5 billion mail and packages for delivery.

First quarter-to-date service performance scores covering the period October 1 through December 10 included:

- **First-Class Mail:** 90.6 percent of First-Class Mail delivered on time against the USPS service standard, an improvement of 2.1 percentage points from the fourth quarter.
- **Marketing Mail:** 92.1 percent of Marketing Mail delivered on time against the USPS service standard, consistent with performance from the fourth quarter.
- **Periodicals:** 82.0 percent of Periodicals delivered on time against the USPS service standard, a slight decrease of .74 percent compared to performance from the fourth quarter.

Overall, average days to deliver a mailpiece across the network was 2.7 days. 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 mailpiece or package from its acceptance into our system through its delivery, as measured against published service standards.

The Postal Service's preparations for the 2021 holiday peak season included: the conversion of 63,000 pre-career employees into career positions and the onboarding of more than 185,000 employees since the beginning of last fiscal year, including the backfilling of the 63,000 pre-career employees and the national drive to add an additional 40,000 seasonal hires; the leasing of 13 million square feet of additional space across more than 100 locations, including over 50 annexes with multiyear leases to address year-round space constraints due to parcel growth; and the installation of new processing equipment to accommodate higher volumes reflecting customers' delivery needs.

Between April and November, the Postal Service installed 112 new package sorting machines, reflecting part of the \$40 billion of planned investments under the 10-year Delivering for America plan. Additionally, more than 50 package systems capable of sorting large packages have been deployed. As a result of an organization-wide focus on improving operations and strategic investments, the Postal Service has boosted daily processing capacity by 13 million packages. 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.

## PCC INSIDER SPOTLIGHT SAN FRANCISCO PCC

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](mailto: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/>.





## PCC SUCCESS STORIES

### GREATER PORTLAND PCC HOSTS ANNUAL MAILING AND SHIPPING CONFERENCE

#### 'Planning for the Future...Adapting Today for Tomorrow's Success'

On October 28, 2021, the Greater Portland Postal PCC (GPPCC) hosted its annual in-person Mailing and Shipping Conference. The 60 attendees eagerly anticipated the opportunity for continued education, networking, and business success. This year's event did not disappoint. Highlighted were the accomplishments and strong partnerships brought to you by your GPPCC. As a national award-winning Postal Customer Council (PCC), delivering the best in education and latest mailing trends and practices, their 2021 event was inevitably a successful conference!

The highlights of the day were the keynote speakers: Mark Fallon, William Schwartz, and Wes Friesen. They showcased the future of business and building better relationships. The rest of the day was filled with opportunities to explore vendor tables and attend informative and topical presentations. There were door prizes, amazing meals, and many opportunities for networking. The feedback received in the event surveys were a testament to its success.

The PCC expressed a special thanks to their exhibitor partners who made the event possible. They are an important part of our mailing community. Everyone took full advantage of the exhibit tables and learned what was new in business-related products, and services. It was a great opportunity for all who attended to learn about new business solutions and the value and benefits of belonging to the PCC.

They look forward to future events with ongoing involvement, support, and partnerships, as they *Adapt Today for Tomorrow's Success*.



Left to Right: William Schwartz, District Manager ID/MT/OR District, Mark Fallon, President & CEO of The Berkshire Company and Wes Friesen, President, Solomon Training & Development and GPPCC Industry Co-Chair



Left to right: Danny Rogers, USPS, Marilyn Webber, NW Natural Gas and Kirsten Sherrell, USPS

### RED RIVER VALLEY PCC PARTICIPATES IN HOLIDAY BUSINESS AFTER HOURS NETWORKING EVENT

The Red River Valley PCC (RRVPCC) recently conducted a PCC Membership Drive by participating as an exhibitor and sponsoring the RRVPCC Booth at the *Holiday Business After Hours* networking event held in Fargo, ND on December 2, 2021. Widely recognized as the region's most effective networking opportunity, *Business After Hours* events are hosted by *The Chamber* and are held several times a year at rotating locations.

The event creates and promotes business opportunities for everyone involved. The relaxed, social atmosphere, allows you the opportunity to meet top business leaders in your industry, mingle among trade show booths, and network with your peers to forge powerful partnerships for yourself and your company.

USPS BMEU Supervisor Neire Nelson; Fargo, ND Postmaster and RRVPCC Postal Co-Chair Greg Johnson; USPS Plant Manager Scott Wiesneski; and Acting Trollwood Station Manager Tyler Farkas, joined RRVPCC Postal Administrator Sheila Cogdill in manning the booth and recruiting new PCC members. Together they spoke with numerous new prospects about the value and importance of becoming a PCC member, distributed educational brochures and

membership applications, PCC lapel pins, note pads, and writing pens, along with a special invitation to attend the next RRVPC event.



Red River Valley PCC Sponsored Booth

The RRVPC looks forward to participating in future *Business After Hours* events to *Get Connected and Grow!*

## **SOUTH JERSEY PCC EXHIBITS – 2021 NEW JERSEY LEAGUE OF MUNICIPALITIES CONFERENCE**

Thanks to our Industry Co-Chair, Matt Gorman of Print and Mail Communications, LLC, for proposing the opportunity during the South Jersey Postal Customer Council's October Executive Board monthly meeting, to have our PCC participate as an exhibitor during this year's New Jersey League of Municipalities (NJLM) Conference, held at the Atlantic City Conference Center in November. Matt explained that the NJLM Conference coordinators highlighted these benefits of exhibiting:

- The 2021 NJLM Conference will provide the ideal environment to reconnect with your clients and engage with new prospects in a safe, face-to-face manner. This year's conference is the first one in two years where they have returned to an in-person venue, rather than going all virtual.
- As the largest gathering of municipal officials in the United States, the League Conference brings together people we might not ordinarily meet, but who could introduce you to new ways of thinking, doing, and achieving.
- In-person events are critical for generating leads, ideas, networking, and maintaining relationships for the SJPC.
- Position the SJPC as an innovative leader and solutions provider to local municipal offices.
- Gathering with like-minded people from around the state will help you maintain and build your network of contacts and resources, putting you in a position to serve our customers better than ever.
- Exhibitors gain exclusive access to complimentary pre and post conference delegate mailing lists for marketing events and membership applications.
- Municipal officials contact the League throughout the year for the list of exhibitors – Get the SJPC on this list.
- Reach multiple officials and department heads responsible for marketing and mailing decisions.
- Municipal clients and competitors will be there AND they all use mail.

Matt was able to back up these benefits from the many years that Print and Mail Communications, LLC participated in the conference, with real life experiences that the SJPC could draw upon and set as goals for our very own participation. Postal Co-Chair and Wildwood Postmaster Bernadette Puodziunas immediately saw the wisdom in Matt's proposal and the board voted unanimously to make the investment in the opportunity to participate. With the support and enthusiasm of the entire executive board, the planning and coordinating began.

First, we needed to ensure we had a list of goals that we had desired to achieve with our participation as an exhibitor. The list of our goals would become the framework in which we measured our success.

The SJPC came up with the following goals we wanted to achieve by participating in the conference:

- to work together and to build on our district's PCC success stories

- to increase our membership base
- to grow our PCC Voice LinkedIn membership and inch closer to National PCC's goal of acquiring 1500 PCC Voice members on LinkedIn by December 31, 2021
- to foster the PCC mission
- to network with current and potential postal customers
- to promote the USPS products and services
- to connect our customers with the appropriate postal point(s) of contact when/where needed and so much more

Secondly, we needed to design and coordinate our exhibitor table and booth space. We focused on highlighting the PCC as the fine, professional organization that we are, paying mind to utilizing the PCC's new logo and coordinating all aspects of our space in red and white. We were able to draw support from our fellow PCCs throughout the country and through PCC Headquarters to achieve this goal. And boy, did we. Check out our exhibitor's booth picture.

Thirdly, we needed to ensure that our exhibitor space was manned during the entire 3-day conference. With the help of both our industry and postal executive board members, we were successful in having a very passionate team of individuals on-site for all 3-days. After the conference was all said and done, the SJPCCE Executive Board took a step back and calculated what goals we had accomplished, whether our participation was of value to the investment, and what we would have done better.

We came up with the following recap, summarizing our first-ever participation in the NJLM Conference:

- NJLM Conference GOALS for the SJPCCE: increase the PCC Voice LinkedIn membership, increase the PCC presence/spread the mission, while building the SJPCCE membership
- Please see attached pics, recapping our exhibitor's table and our board members who were able to man our table during the week
- Exhibitor directory listed 639 exhibiting companies participating; 4,000 people were expected to attend
- We handed out approximately 100 SJPCCE informational folders, which included a member application, PCC Voice LinkedIn directions to join, PCC trifold of the mission, PCC A to Z brochure of the benefits of becoming a PCC member
- We collected 92 business cards through our business card raffle and face-to-face networking; we interfaced many more
- We inspired several people to join the PCC Voice LinkedIn page on site
- We personally distributed many of our postal business cards and assured the attendees who stopped by the table that the PCC is a resource and a contact for any/all things related to the USPS

Drawing from the overall success from participating as an exhibitor, as an executive board, we set several goals moving forward:

- Propose our success story as a potential National PCC Best practice, so as to inspire PCCs throughout the country to look at the untapped potential of getting involved with their state's League of Municipalities. Locate a state's League here: <https://www.nlc.org/membership/state-municipal-leagues/>
- Create and mail a SJPCCE promotional mailing to include a member application, PCC Voice LinkedIn directions to join, PCC trifold of the mission, PCC A to Z brochure of the benefits of becoming a PCC member to the mailing list of attendees.
- Follow-up by creating a separate SJPCCE promotional mailing to include a "Thank You for Stopping at Our Exhibitor Table" letter, a member application, PCC Voice LinkedIn directions to join, PCC trifold of the mission, PCC A to Z brochure of the benefits of becoming a PCC member to all of the business card contacts we had made during the conference
- Update new members to our Constant Contact account
- Update new members to our member list
- Discuss outcome/feedback at our next executive board meeting



South Jersey PCC Exhibitors Booth

## **STAFFING THE WORKFORCE – OCTOBER SOUTHERN AREA PCCS JOINT WEBINAR**

The SouthWest GA PCC had the opportunity to participate on our first virtual joint event this year with other PCCs from the Southern Area. Coordinated by Sherwin Salla from the Northeast FL PCC, he “Lead by Example” and made sure everyone who wanted to physically participate, played a major role.

The PCC’s included Greater South Carolina, Miami-Dade County, West Palm Beach and Treasure Coast, SouthWest GA, Broward County, Greater Birmingham, Greater Mobile, Mississippi Gulf Coast, Central MS, Caribbean, Gainesville-Ocala, Panama City, Panhandle, Big Bend, and Northeast FL.

The PCC event kicked-off with Annmarie Foreman from the Panhandle PCC opening the Zoom meeting and recognizing all 15 PCCs participating. Next, Annmarie introduced me, Pamela Senior-McClary of the SouthWest GA PCC, to explain the Housekeeping Rules and introduce Lizette Ortiz of the Caribbean PCC. Lizette presented her BMEU Manager Roxana Vega as October’s Postal/Member Spotlight and awarded her with a Certificate of Appreciation.

Sherwin introduced guest speaker Ginger Hicks, Vice President of Sales & Customer Experience with Randstad USA who oversees offices in five cities in both Florida and Georgia. Currently, Ginger is the Industry Co-Chair for the Northeast Florida PCC, serving previously as the events chair and an active member for many years. Her presentation taught us the importance of what to look for when hiring, and by being an active listener you will be able to hire the right person for the job. After the presentation, Teresa Rollins of the Gainesville/Ocala PCC, looked in the chat box and asked the attendees if there were any questions for Ginger. Nohemi Bailey of the Greater South Carolina PCC concluded by presenting Ginger with a Certificate of Appreciation.

Shelley Robinson-Clarke of the West Pam Beach and Treasure Coast PCC did a special segment on Breast Cancer Awareness for the Month of October, highlighting some of the things post offices were doing around the Southern Area to raise awareness. She was followed by Miami – Dade County PCC, Catalina Rivero, who discussed the upcoming National PCCAC virtual events. Closing out the program was Edwin Vivas of the Broward County PCC who briefly spoke about Operation Santa, and thanked all the PCCs who participated, our Member Spotlight, and guest speaker. He especially thanked our attendees for their continued commitment and support and reminded everyone to be on the lookout for the next Southern Area PCC Joint Webinar in November.

## NOTICES

### 2022 NATIONAL POSTAL FORUM

Phoenix Arizona Convention Center  
May 15 – 18, 2022



#### NPF Early Registration is Now Extended through December 31, 2021

Early registration has been extended until December 31, 2021 for the National Postal Forum (NPF), the premier mailing and shipping conference. NPF takes place in Phoenix, Arizona, **May 15-18, 2022**. For many of us, it will be our first chance to see each other again in-person and we have an exciting event planned.

NPF is pulling out all the stops for an interactive and engaging experience at the Phoenix Convention Center. Marquee events include:

- Special USPS General Sessions
- Two Certification Programs – MDP and EMCM
- USPS and Industry Educational Workshops
- Peer-to-Peer Collaboration
- The Industry's Largest Exhibit Hall
- Inspirational Keynote Speakers
- Networking Events and more

The 2022 NPF promises a dynamic event as we get back to the business of in person education and all things mailing and shipping. You can take advantage of special early registration offers when you book through the [NPF](#)

Early registration ends December 31, 2021. Don't delay, [REGISTER NOW](#)

#### PCCAC UPCOMING EDUCATIONAL WEBINARS



- **USPS Price Changes**  
Monday, January 3, 2022 at 2:00 PM EST  
PCCAC and the National PCC Program Office  
Link to join virtual event:  
<https://usps.zoomgov.com/j/1611874346?pwd=cnFva1BreFBLcFZoWC9xMG5RMnZKZz09>

- **Five Reasons to Belong to a PCC – Café Qtr. 1**  
Tuesday, January 18, 2022 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>
- **Rapid Learning: Professional Certificate and Track Program 3.0**  
Tuesday, January 25, 2022 at 2:00 PM EST  
PCCAC Education Sub-Committee  
Link to join virtual event:  
<https://usps.zoomgov.com/j/1615905124?pwd=cW8vSFhmUUZJRGxJdVlyWUV6bEpsQT09>
- **PCCAC News You Need to know from MTAC**  
Thursday, February 3, 2022 at 2:00 PM EST  
PCCAC and the National PCC Program Office  
Link to join virtual event:  
<https://usps.zoomgov.com/j/1612152421?pwd=bi96dTlaelVmU2Vkd0c5N05Qa0F1QT09>
- **2023 PCC Premier Certificate and Leadership Award Updates**  
Tuesday, February 8, 2022 at 2:00 PM EST  
PCCAC and the National PCC Program Office  
Link to join virtual event:  
<https://usps.zoomgov.com/j/1614373423?pwd=V1dXS0Rodjg5VFpjc0ladlFqQVRDZz09>
- **Rapid Learning: PCC Binders**  
Thursday, February 10, 2022 at 2:00 PM EST  
PCCAC Education Sub-Committee  
Link to join virtual event:  
<https://usps.zoomgov.com/j/1614373423?pwd=V1dXS0Rodjg5VFpjc0ladlFqQVRDZz09>
- **PCC – Panel Discussion – Board Members – Tips and Best Practices**  
Tuesday, February 15, 2022 at 2:00 PM EST  
PCCAC and the National PCC Program Office  
Link to join virtual event:  
<https://usps.zoomgov.com/j/1612547782?pwd=SVhBeTBDCvkyZHhQVFI4NmZpRTZYdz09>

#### HQ 2022 PCC LIAISONS:

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

#### **GET CONNECTED AND GROW** .....WITH THE FOLLOWING LINKS:

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

**PCC on PostalPro:** [PostalPro](#)

**Questions? Comments? Send email to:** [PCC@usps.gov](mailto:PCC@usps.gov)

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

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

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



 *Happy  
Holidays*  


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