



2023 PCC Leadership Award and

Premier Certificate Updates











Housekeeping



Use the Chat box for your questions.



PPT presentation along with the recording will be posted on *PostalPro*.



Please ensure you are muted.







Agenda

- Welcome and Housekeeping
- Ice Breaker
- 2023 Premier Certificate Awards
- 2023 Leadership Awards
- PCC Tips and Best Practices
- PCC BlueShare Site
- PCC TeamSite
- Upcoming National Educational Events
- PCC Voice Board Meeting Challenge
- 2022 National Postal Forum
- 2022 National PCC Week
- 2022 Area PCC Liaisons
- 2022 Area Customer Relations Coordinators
- 2022 PCCAC Leadership Team
- Questions and Answers

In 2022

GET CONNECTED AND GROW









Who Will Be The **Market Super Bowl Winner**?









2023 Premier Certificate Awards

PCC Must Self-Nominate to Qualify

PCC BlueShare Site

https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx



Qualifying Period: January 1, 2022, through December 31, 2022 Submission Period Opens: December 1, 2022 Deadline: January 31, 2023







Bronze 2023 PCC Premier Certificate Award

Administrative Requirements	Achieved
1. Establish a PCC Executive Board that consists of at least a Postal and Industry Co-Chair, Secretary,	
Postal Administrator, and Treasurer.	
2. Minimum of 4 PCC events, excluding Executive Board meetings, must be posted in TeamSite. (e.g.,	
Zoom educational events, tours, vendor shows, conferences, membership drives, etc.)	
3. Minimum of 4 PCC events, excluding Executive Board meetings, must be listed in PostalPro's Virtual	
Calendar.	
4. Minimum of 6 postings on PCC Voice.	
5. Minimum of 1 PCC Leadership Award nomination.	
Meeting & Education Requirements	Achieved
6. Minimum of 4 Executive Board meetings. May be conducted in-person, virtual, or hybrid.	
7. Have a local PCC representative attend the 2022 National Postal Forum.	
8. Minimum of 4 PCC events, excluding Executive Board meetings. (e.g., general membership	
meetings, luncheons, educational training, etc.) May ONLY be conducted jointly with other PCCs either	
in-person, hybrid, or virtual. Cannot use the HQ National Zoom events towards your PCC events.	
9. Participate in National PCC Week by hosting an individual or joint event that enables PCC members	
to view the PMG/Executive Leadership Team's corporate message. May be conducted in-person,	
virtual, or hybrid.	
10. Minimum of 1 PCC Event where your guest speaker is one of the following: Area Vice President,	
Area Customer Relations Manager, Area PCC Coordinator, District Manager, Manager Customer	
Relations, Postmaster, BMEU Manager, or Plant Manager. It can be a joint event with other PCCs.	
11. Attend a minimum of 6 PCC virtual educational events hosted by either the National PCC Advisory	
Sub-Committees or the National PCC Program Office.	
12. PCC Executive Board attends a minimum of 8 Area Monthly TouchPoint calls.	
13. Conduct a minimum of 1 PCC Membership outreach/recruitment activity.	
Communication Requirements	Achieved
14. Minimum of 4 times to communicate with PCC members via U.S. Postal Service mail. The G-10	
Permit should be used for mailings.	
15. Minimum of 1 PCC success story for possible inclusion in the PCC Insider Newsletter. (Send article	
to the PCC mailbox at <u>PCC@usps.gov.)</u>	
District Manager's Name Printed:	
District Manager's Signature: Date:	
(By signing this form, you are certifying that the information above is accurate, has been verified, and the requirements have been met	by this PCC.)









Silver 2023 PCC Premier Certificate Award

Administrative Requirements	Achieved
1. Establish a PCC Executive Board that consists of at least a Postal and Industry Co-Chair, Secretary,	
Postal Administrator, and Treasurer.	
2. Establish working committees (at a minimum): Education, Membership, and Communication.	
3. Conduct a local PCC Recognition program.	
4. Minimum of 5 PCC events, excluding Executive Board meetings, must be posted in TeamSite. (e.g.,	
Zoom educational events, tours, vendor shows, conferences, membership drives, etc.)	
5. Minimum of 5 PCC events, excluding Executive Board meetings, must be listed in PostalPro's Virtual	
Calendar.	
6. Minimum of 8 postings on PCC Voice.	
7. Minimum of 2 PCC Leadership Award nominations.	
Meeting & Education Requirements	Achieved
8. Minimum of 6 Executive Board meetings. May be conducted in-person, virtual, or hybrid.	
9. Have a local PCC representative attend the 2022 National Postal Forum.	
10. Minimum of 5 PCC events, excluding Executive Board meetings. (e.g., general membership	
meetings, luncheons, educational training, etc.) May ONLY be conducted jointly with other PCCs either in-	
person, hybrid, or virtual. Cannot use the HQ National Zoom events towards your PCC events.	
11. Participate in National PCC Week by hosting an individual or joint event that enables PCC	
members to view the PMG/Executive Leadership Team's corporate message. May be conducted in-	
person, virtual, or hybrid.	
12. Attend a minimum of 6 PCC virtual educational events hosted by either the National PCC Advisory	
Sub-Committees or the National PCC Program Office.	
13. Minimum of 1 PCC Event where your guest speaker is one of the following: Area Vice President, Area	
Customer Relations Manager, Area PCC Coordinator, District Manager, Manager Customer Relations,	
Postmaster, BMEU Manager, or Plant Manager. It can be a joint event with other PCCs.	
14. PCC Executive Board attends a minimum of 8 Area Monthly TouchPoint calls.	
 Conduct a minimum of 2 PCC Membership outreach/recruitment activities. 	
Communication Requirements	Achieved
16. Minimum of 4 times to communicate with PCC members via U.S. Postal Service mail. The G-10	
Permit should be used for mailings.	
17. Minimum of 2 PCC success stories for possible inclusion in the PCC Insider Newsletter. (Send	
articles to the PCC mailbox at PCC@usps.gov.)	
District Manager's Name Printed:	
District Manager's Signature: Date: Date:	
(By signing this form, you are certifying that the information above is accurate, has been verified, and the requirements have been met by	this PCC.)









Gold 2023 PCC Premier Certificate Award

Administrative Requirements	Achieved
1. Establish a PCC Executive Board that consists of at least a Postal and Industry Co-Chair, Secretary,	
Postal Administrator, and Treasurer.	
 Establish working committees (at a minimum): Education, Membership, and Communication. 	
3. Establish and maintain an active/up-to-date local PCC website.	
 Minimum of 6 PCC events, excluding Executive Board meetings, must be posted in TeamSite. (e.g., 	
Zoom educational events, tours, vendor shows, conferences, membership drives, etc.)	
Minimum of 6 PCC events, excluding Executive Board meetings, must be listed in PostalPro's Virtual	
Calendar.	
6. Conduct a local PCC recognition program.	
7. Minimum of 10 postings on PCC Voice.	
8. Minimum of 3 PCC Leadership Award nominations.	
Meeting & Education Requirements	Achieved
9. Minimum of 8 Executive Board meetings. May be conducted in-person, virtual, or hybrid.	
10. Have a local PCC representative attend the 2022 National Postal Forum.	
11. Minimum of 6 PCC events, excluding Executive Board meetings. (e.g., general membership	
meetings, luncheons, educational training, etc.) May ONLY be conducted jointly with other PCCs either in-	
person, hybrid, or virtual. Cannot use the HQ National Zoom events towards your PCC events.	
12. Participate in National PCC Week by hosting an individual or joint event that enables PCC members	
to view the PMG/Executive Leadership Team's corporate message . May be conducted in-person, virtual, or hybrid.	
13. Attend a minimum of 6 PCC virtual educational events hosted by either the National PCC Advisory	
Sub-Committees or the National PCC Program Office.	
14. Minimum of 1 PCC Event where your guest speaker is one of the following: Area Vice President, Area	
Customer Relations Manager, Area PCC Coordinator, District Manager, Manager Customer Relations,	
Postmaster, BMEU Manager, or Plant Manager. It can be a joint event with other PCCs.	
15. PCC Executive Board attends a minimum of 8 Area Monthly TouchPoint calls.	
16. Conduct a minimum of 3 PCC Membership outreach/recruitment activities.	
Communication Requirements	Achieved
17. Minimum of 4 times to communicate with PCC members via U.S. Postal Service mail. The G-10 Permit	Admered
should be used for mailings.	
 Minimum of 3 PCC success stories for possible inclusion in the PCC Insider Newsletter. (Send articles 	
to the PCC mailbox at PCC@usps.gov.)	
District Manager's Name Printed:	
District Manager's Signature: Date:	
(By signing this form, you are certifying that the information above is accurate, has been verified, and the requirements have been met by	this PCC.)









2023 PCC Leadership Award Categories

- Leadership Awards with only One Winner for each award category
- If your PCC won any of these categories, you cannot win 2-years in a row
- PCCs must meet Premier Certificate Gold Level requirements to be eligible for:
 - **PCC of the Year Metro Market** (PCES Post Office)
 - **PCC of the Year Large Market** (Level 24 to 26 Post Office)
 - **PCC of the Year Small Market** (Level 23 Post Office and below)
 - District Manager of the Year









2023 PCC Leadership Award Categories

- These awards are presented at the Bronze, Silver, and Gold levels
- ✤ A PCC can Only submit One nomination form for each category
- The prior year Gold winner in each award category is NOT eligible for Gold in the current year; however, the PCC is eligible to compete for Silver or Bronze
 - **PCC** Industry Member of the Year
 - PCC Postal Service Member of the Year
 - PCC Innovation of the Year
 - **Communication Program Excellence**
 - **Education Program Excellence**
 - Membership Program Excellence











PCC Tips and Best Practices

- Keep your annual binder updated:
 - copies of mailers, marketing materials
 - PCC Voice postings
 - PCC Success Stories
 - emails
 - Executive Board and Committee notes
 - Calendars
 - Survey Results
- Post your event on *TeamSite* as soon as the date of your event has been confirmed.
- Capture event notes down after every event
- Follow-up with members in a timely manner following each event.
- Board members should meet after every general meeting/event to discuss what worked and what didn't work, what needs to be improved on.
- Put in for all award categories that apply to your PCC







PCC Tips and Best Practices Continued

- ✤ Keep it simple
- Do Not underestimate your accomplishments
- Collaborate with another PCC(s) Success Breeds Success
- What are other PCCs doing? Can you mirror their success or add to it?
- PostalPro and PCC Voice are your friend
- Survey your members at least once a year and/or after each event.
 - What topics do they want to learn about?
 - What's important to them?
 - Do they prefer virtual, in-person or hybrid events?
 - □ What did you like about today's presentation?
 - What can we improve upon next time?
 - □ How can the PCC help you be more successful?







PCC *BlueShare* Site

PCC Contact Information

PCC Executive Board Member Contact information listed on the PCC *BlueShare* site *Must* be kept up to date and accurate at all times.

- Postal Co-Chair
- Postal Vice Chair
- Postal Administrator
- Industry Co-Chair
- Industry Vice Chair

If you need access, please email Judy Caldwell at: <u>Judith.R.Caldwell@usps.gov</u>

Link to PCC *BlueShare* is:

https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx







PCC TeamSite

MUST enter and update the following information in **TeamSite**

About	Who we are	What we do	Newsroom	Resources	Careers	
			Overview	Our transformation	Business services	Govern
Mailer resourc	es					
Locate a PCC ex	vent					
			Home Find	PCC Find eve	ents	
OR CA	UT CO	ND SD NE KS OK	MN WI IA IL IN MO	KY WY VA	NH MA NY RI DE MD DC	
		TX			mb bc	

- PCC Events
- Postal Co-Chair Contact information
- Postal Administrator Contact Information

Postal Administrators if you need access to *TeamSite*

- Submit Request in eAccess
- Please contact your HQ PCC Liaison for assistance

https://teamsitepx.usps.gov/iw-cc/command/iw.ui









Upcoming National Educational Events

- PCC Orientation for Board Members February 15 2:00 PM EST
 - Panel Discussion Board Members Tips and Best Practices hosted by the PCCAC and National PCC Program Office
- Rapid Learning Workshop February 17 2:00 PM EST
 - Organizing Your PCC Binder National PCC Program Office guest speaker Vencent Quaglia
- Rapid Learning Workshop March 1 2:00 PM EST
 - USPS Zone National PCC Program Office guest speaker Jonathan Castillo, USPS Communications Reporting Analyst
- National Consumer Protection Week March 7, 2022 2:00 PM EST
 - □ Work from Home Scams guest speaker Ashlea Bowens, USPIS
- Quarter #2 Educational Café March 17, 2022 2:00 PM EST
 - PCCAC Membership Sub-Committee
- PCC Orientation for General Membership March 22, 2022 2:00 PM EST
 - PCCAC and National PCC Program Office









PCC March Event Calendar

Your Monthly PCC Virtual Connection...... "Get Connected and Grow"

Sunday	Monday	Tuesday	Wednesday 2	Thursday 3	-022 Friday 4	Saturday 5
		POSTAL CUSTOMER COUNCL				
6	7	8	9	QI		12.
13	14	б	6	*	8	19
20	21	22	2.3	24	25	26

Tuesday,	PCC February 2022 Virtual Events Tuesday, February 1, 2022 – Monday, February 28, 2022 All times are Eastern							
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	Su	Mo	Tu	We	Th	Fr	Sa	
			1	2	3	4	5 💶	
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CUSTOMER	13	14	15	16	17	18	19	CUSTOMER
12 council	20	21	22	23	24	25	26	Contrain
	27	28	22	23	24	25	20	
Nashville Middle Te the Age of Robot Webinar – Register t Capital Region (Alba Webinar – Email fo	to Attend	t – Webi	inar We				Wed, Feb 2	11:00A-12:00 10:00A-11:00
Chicago PCC - 2022 US Webinar – Register to							Thu, Feb 3	9:30A - 11:00
PCCAC and National I Know From MTAC Webinar	PCC Prog	ram Of	fice - N	ews Yo	u Need	Lto		2:00P - 3:00P
Arizona Desert Skies Class Presentations: I Webinar – Password:	Package	s, Letter			ights fr	om		2:00P - 3:00P
Miami-Dade, PCC of I	and the second second		A	and the second se	and Tr	easure	Sat, Feb 5	10:00A - 2:00
Coast PCCs "Touch-a- In-person – Email for		tion						



March PCC Event information due by Friday, February 25, 2022





PCC Voice LinkedIn Challenge

Board Meeting Challenge

When: January 18 – March 18, 2022

Post a photo or screenshot of your next PCC Board Meeting (virtual hybrid or in-person meetings) on PCC Voice!

Once posted on PCC Voice send a confirmation snip-it to the PCC Mailbox at: <u>PCC@usps.gov</u>

One Winner will be chosen. All participating PCCs will be entered into a raffle

The Prize: A board that won't leave your board bored!

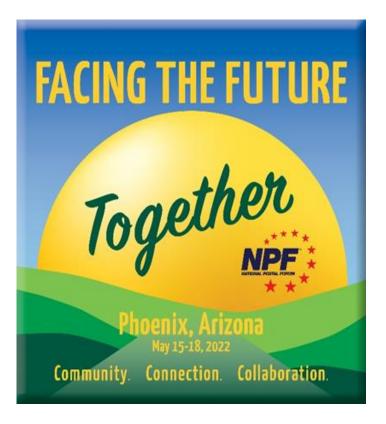








2022 National Postal Forum



FACING THE FUTURE TOGETHER

- When May 15 through May 18, 2022
- Where Phoenix, Arizona
- Location Phoenix Convention Center

Community.

Connection.

Collaboration.

- **USPS ECRP** Discounts available beginning January 7, 2022
- Customers *must* use their USPS recruiter's name to receive \$100 off a NPF 3 or 4-day registration package
- For more information on the USPS ECRP program email Brian Corley at: <u>Brian.Corley@usps.gov</u>





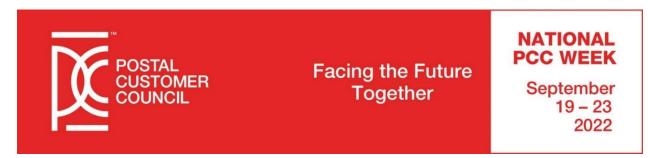


National PCC Week

Facing The Future Together September 19 – 23, 2022

- Form a Committee
- Canvass possible venues for in-person or hybrid events Outdoors
- Ideally a location that does not require a deposit or guarantees your PCC a full refund
- Prepare your budget
- Recruit Sponsors
- Communication collateral posted on PCC BlueShare site:

https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx









Atlantic Area PCC Support Team





Katrina Raysor USPS Lead HQ Liaison Katrina.R.Raysor@usps.gov Mark Fallon The Berkshire Company Industry Partner mmf@berkshire-company.com



Corey Adams USPS Lead Area Liaison Corey.L.Adams2@usps.gov



Joseph Banks USMC: Marine Corps Installations East Industry Partner Joseph.Banks@usmc.mil



Brian Corley USPS Support HQ Liaison Brian.Corley@usps.gov







Central Area PCC Support Team



Neal Fedderman CarMax Business Services Industry Partner neal_fedderman@CarMax.com



Rob Hanks Suttle-Straus Inc. Industry Partner rob.hanks@suttle-straus.com



Judy Caldwell Support HQ Liaison Judith.R.Caldwell@usps.gov



Lois Gunlogson Lead Area Liaison Lois.A.Pusateri@usps.gov



Donna Thabet Support HQ Liaison Donna.Thabet@usps.gov



Sharon Barger Lead HQ Liaison sharon.a.barger@usps.gov







Southern Area PCC Support Team



Da Shiek Woodard USPS Lead HQ Liaison Dashiek.F.Woodard@usps.gov



Kathy Hall ATIME4Marketing Industry Partner Kathy@ATIME4Marketing.com



Erinn McKenzie USPS Lead Area Liaison Erin.A.McKenzie@usps.gov



Monica O'Connor Money Pages Industry Partner Monica.oconnor@moneypagescoml



Charles Dandridge USPS Support HQ Liaison Charles.Dandridge@usps.gov







WestPac Area PCC Support Team





Lewis Johnson USPS Lead HQ Liaison lewis.l.johnson@usps.gov Suzi Oswald SeaChange Print Innovations Industry Partner suzi.oswald@seachangeMN.com



Jacquelyn Gilliam USPS Support HQ Liaison jacquelyn.a.gilliam@usps.gov



Dina Kessler Kessler Creative Industry Partner dkessler@kesslercreative.com



Steve Kern Jr. USPS Lead Area Liaison steve.f.kern@usps.gov







PCC Area Customer Relations Support Team





Felicia Jackson Director Customer Relations Atlantic Area Felicia.L.Jackson@usps.gov





Deborah Brady Director Customer Relations WestPac Area Deborah.L.Brady@usps.gov

Stan Franke A/Director Customer Relations *Central Area* <u>Stan.M.Franke@usps.gov</u>

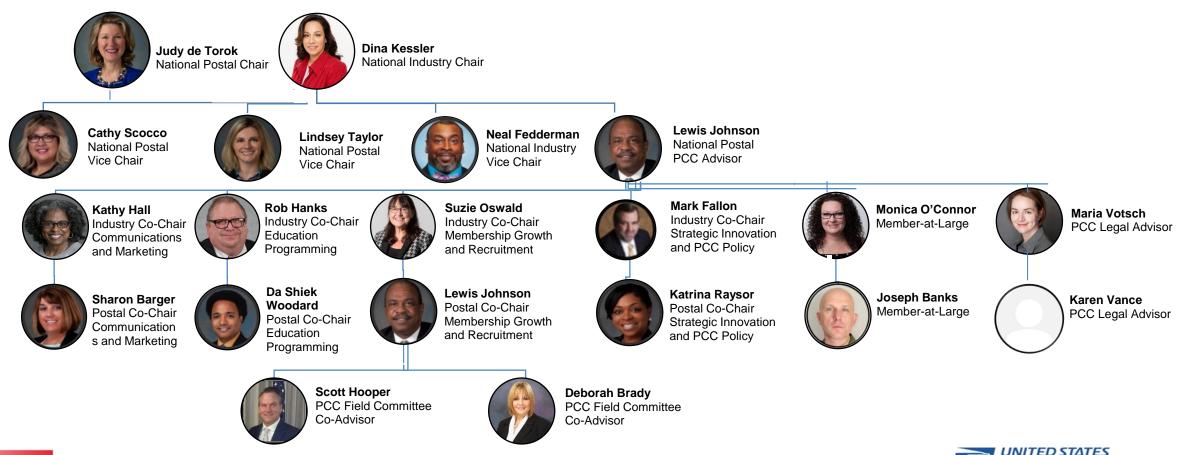
Mike Cook Director Customer Relations Southern Area Mike.Cook@usps.gov







2022 PCC Advisory Committee Board Members









Please Join Us - PCC Advisory Sub-Committees



- Communications and Marketing
- Education Programming
- Membership Growth and Recruitment
- Strategic Innovation & PCC Policy
 - □ Currently accepting new members Industry and Postal
 - Free to join
 - Participate in Monthly meetings
 - Great Networking Opportunity
 - Make-a-Difference Develop strategic initiatives to assist all 144 PCCs

Interested in joining or have any questions, please contact your Area Liaison or send an email to:

PCC@usps.gov

In the subject line type: PCCAC Sub-Committee







Questions and Answers











Thank You For All that You Do!



