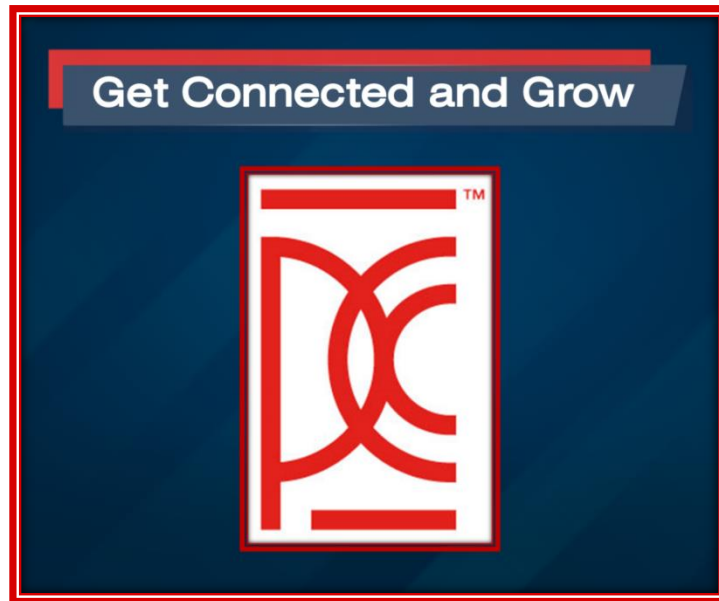




PCC INSIDER – April 2022 EDITION



**2022 NATIONAL POSTAL FORUM
FINAL OPPORTUNITY FOR REGISTRATION DISCOUNTS**



Last call... register now for the 2022 National Postal Forum (NPF) and receive eligible discounts for the mailing and industry trade show, taking place May 15-18, 2022, in Phoenix, AZ. Many customers have already taken advantage of

the first opportunity in three years to register for an in-person gathering of the mailing and shipping industry's largest trade show, networking, and educational event.

The theme for this year's NPF is all "*Facing the Future Together*" and attendees will have the opportunity to hear Postmaster General Louis DeJoy and his Executive Leadership Team present on key initiatives taking place that are transforming the Postal Service. Highlights include:

- The PMG's Keynote Address, which will provide updates and insights into the *Delivering for America Plan*, supported by highly informative Executive Leadership Team and Officer-Led Sessions presentations that expand on related topics.
- There will be 100+ educational workshops and two Professional Certification Courses.
- The Exhibit Hall returns with 100+ vendors to interact with and supply chain products to observe.
- Four nightly networking events to engage with peers and colleagues.

This year's motivational speaker is Adam Steltzner, who as Chief Engineer for NASA on many launches, will share his experiences with organizational transformation and leadership.

The United States Postal Service (USPS) Consultation Center returns to the Exhibit Hall where customers can receive individual education and advice regarding their business needs. Similarly, Peer-to-Peer Roundtables are back as well. This where attendees can listen intimately to Industry and Postal experts dive deep into various topics du jour.

All of this is still available to you at a discounted rate if you register online by **April 29, 2022**. Once the deadline has passed, you must register at the door in Phoenix, and you will miss out on significant savings.

To register, click this link: [NPF](#).

GET CONNECTED AND GROW **BY ATTENDING THE MANY PCC EVENTS BEING OFFERED AT NPF**



PCC GENERAL SESSION

Please plan on joining us Sunday, May 15 from 4:00 PM – 5:00 PM in the Convention Center West Junior Ballroom – Room 301A/B as we kick-off NPF with the PCC Session. Hear first-hand from Industry and Postal Executives on how the Postal Customer Council (PCC) will be facing the future together and growing our community with new and innovative strategies to sustain the PCC into the future and beyond. This session will feature many keynote speakers, including a special guest appearance from our Postmaster General, Louis DeJoy. Our agenda will include:

Postal/Industry Welcome

- Lindsey Taylor – PCC National Postal Vice-Chairperson
- Neal Fedderman – PCC National Industry Vice-Chairperson

Role of USPS Leadership

- Dr. Joshua Colin – Chief Retail & Delivery Officer and Executive Vice President
- Scott Hooper – PCC Field Committee Co-Advisor

PCCAC Panel Discussion

- Debbie Brady – PCC Field Committee Co-Advisor

- Joseph Banks – PCC Member-at-Large
- Mark Fallon – PCC Industry Strategic Innovation & PCC Policy Co-Chair Sub-Committee
- Kathy Hall – PCC Industry Co-Chair Communications & Marketing Sub-Committee
- Suzi Oswald – PCC Industry Co-Chair Membership Growth & Recruitment Sub-Committee

Academic Outreach

- Dina Kessler – PCC National Industry Chair
- Rob Hanks – PCC Industry Co-Chair Education Programming Sub-Committee
- Monica O'Connor – PCC Member-at-Large
- PCC Welcome – PMG Louis DeJoy

Looking forward to seeing you there!

PCC NPF WORKSHOPS

The PCC Community will have several opportunities to learn how the PCC is *Facing the Future Together* beginning with the “Postal Customer Councils and the Next Generation of Mailers” workshop hosted on Monday, May 16 from 1:00 PM – 2:00 PM (period 5) in room 222A/B.

As we enter the post-pandemic phase of the last few years, the mailing and shipping industry has experienced significant changes in the way it does business, and the people that it does business with. Logistical restructuring, telework scheduling, and mass retirements have permanently altered our infrastructure. Come learn how the PCCs are playing a pivotal role in maintaining the strength of our community through its network, and what you can do to ensure that the next generation of mailers take our industry to new heights. We are rebuilding our success by working together, come find out how you can help.

Speakers include:

- Kathy Hall, ATIME4Marketing
- Joe Banks, Consolidated Postal System, USMC
- Sharon Barger, USPS
- Katrina Raysor, USPS
- Judy Caldwell, USPS

Our second engaging PCC Workshop, “Improving PCC Member Participation”, will be hosted on Wednesday, May 18 from 9:15 AM – 10:15 AM (period 13) in room 221A/B.

Successful PCCs need active participation of members from all levels. Unless people are directly involved, they don't know what your PCC needs. If we don't ask people, we can't expect them to participate. What's the best way to get volunteers? Ask people – directly. Do you want people to join the PCC? Call them up and ask them. Do you want people to join the Executive Board? Ask them. Do you want people to participate in committees? Ask them. It isn't always easy to be direct. It's just the best path to success.

Speakers include:

- Suzi Oswald, SeaChange
- Mark Fallon, The Berkshire Company
- Lewis Johnson, USPS
- Da Shiek Woodard, USPS

Both sessions will be very insightful, fun and interactive...so plan on joining us.

PCC RECEPTION

The PCC Reception is always one of the most highly anticipated events at NPF. This year will be no different...*get ready* for an evening of engaging networking, light refreshments, entertainment, a special surprise give-away, and much more.

The PCC Community, a partnership between the Industry and the Postal Service, is an invaluable resource for business mailers to stay abreast of industry cutting edge technology, new and innovative Postal products and services, share best practices, and maximize the performance of your PCC.

The PCC Reception is your opportunity to rub elbows with highly esteemed Industry and Postal Executives and Leaders alike.

This year's event will be held on Monday, May 16 from 5:30 PM – 7:00 PM in the Sheraton Phoenix Grand Ballroom. Please feel free to bring your local PCC lapel pins and exchange them with other members.

Whether your PCC is Small, Large, or Metro Market, plan on attending and making new connections to help your business and local PCC grow!



PCCAC EXHIBIT BOOTH #121

Plan on stopping by the PCC Advisory Committee (PCCAC) Exhibit Booth #121 for the ultimate NPF/PCC experience, and an opportunity to be a part of PCC history in the making.

Conveniently located on the NPF Exhibit Hall floor attendees will enjoy many interactive entertaining activities, awesome photo opportunities, and limited-edition surprise giveaways while learning about the value of PCC membership.

In addition, you will have an opportunity to help kick-off the PCC Time Capsule which will be opened in 2036, when the PCC Celebrates its 75th Year Anniversary! Special note cards will be available for you to share a special message about PCC past history, the present, or your vision for the future of the PCC community. Or you might consider sharing something you've learned while attending the Phoenix NPF, details of an upcoming PCC event, or simply wish the PCC a Happy 75th Birthday, the possibilities are endless.

If you have a little extra time on your hands, the PCCAC team is looking for energetic volunteers to help engage and educate NPF attendees about the PCC Mission, the value of becoming a PCC member, and encouraging attendees to **Get Connected and Grow** by joining our PCC community,

Exhibit Hall hours are Monday, May 16, 9:30 AM – 4:00 PM; Tuesday, May 17, 9:30 AM – 5:30 PM with a special Exhibitor Reception scheduled for Tuesday at 4:00 PM thru 5:30 PM.

If you are interested in volunteering, please email the PCC Marketing Help Desk at PCCMktg@usps.gov or Sharon Barger at Sharon.a.barger@usps.gov. **But hurry...**space is limited!



MEMBERSHIP

WHAT'S YOUR ELEVATOR PITCH?

Every PCC member needs an elevator pitch on why the PCC is such a fantastic organization and why someone in the mailing and shipping industry should be a member. Your elevator pitch is a *sales* pitch delivered in 60 seconds or less. If you are in the mailing and shipping industry, PCC membership is a must for staying informed and in the know!

Having your elevator pitch ready is essential for reconnecting with our members and reaching out to potential new members. In addition, knowing the benefits of being a PCC member will help build your elevator speech.

1) **Gain Inside Access to Products, Services, and Innovations**

Get timely, close-up looks at Postal Service products, services, procedures, and tools that can help you improve your mail quality and streamline your fulfillment to grow your business. You'll also have access to discuss your mailing and shipping needs with your local USPS Management Representative.

2) **Build Relationships**

Take the opportunity to network with other businesses, mail service providers, and subject-matter experts on how to implement and optimize your direct mail campaign and shipping strategies.

3) **Stay in the Know**

Get expert advice and support with best practices that help improve mailing and shipping effectiveness, efficiency and profitability. You'll also keep tabs on the latest promotions and incentives encouraging innovative mail uses and channel integration, as well as shipping trends to benefit your customers and your bottom line.

4) **Sustain a Competitive Advantage**

Be in the know when it comes to insightful information, training, webinars, seminars, and nationally accredited education certification programs.

5) **Get Easy Access to the PCC Community**

Take advantage of PCC meetings with various speakers and topics, plus educational workshops throughout the year. That includes the participation of both local and national postal and industry leaders whose insight and experience can give you a leg up.



Sharing the great benefits of the PCC is easy when you have your elevator pitch ready to go!

EDUCATION

REUNITE AND IGNITE AT NPF 2022

Learn how the USPS is reimagining, reengineering and redesigning the Postal Service at the 2022 NPF. With over 100 workshops, 100 + exhibitors, and keynote address from Postmaster General Louis DeJoy, there is an endless amount of opportunities to learn and grow.

NPF workshops offer multiple classes across several industry specific categories.

2022 NPF tracks include:

- 1) Delivering Innovative Technology
- 2) eCommerce: Steps to Shipping Success
- 3) Leadership and Professional Development: Characteristics
- 4) Operations: Fulfilling the needs of Your Customers
- 5) Pushing the Envelope: Why Mail Works

The US Postal Service Certification Program offers an exclusive opportunity for NPF attendees to attend two comprehensive training courses traditionally only offered through the National Center for Employee Development in Norman, Oklahoma.

The Mail Design Professional (MDP) course is centered around effective mail design compatibility and optimizing postage costs through automation. Keep in mind that the MDP certification is for 2-years. You may wish to retake the certification to stay current with recent changes in mail design.

The 2-day class covers 10 key elements:

- 1) Classes of Mail
- 2) Addressing
- 3) Basic Mail Design
- 4) Imb formats
- 5) Postage Payment Methods
- 6) Automation Flats
- 7) Automation Letters
- 8) Reply Mail
- 9) AIS Products
- 10) Tads and Tidbits

“I have taken the Mail Design Professional certification class at the NPF. My experience was great. I much prefer the in-person class than just reading the material or watching an online video. The interaction and networking with both industry and postal in the class was great. Getting to hear real life examples from the mailers in the room was helpful as well”, commented Kathy Hall President, ATIME4Marketing.

The Executive Mail Center Manager course teaches skills needed to manage more effectively, boost productivity and cut cost. It is a lifetime certification, and covers:

- 1) Management Essentials
- 2) Sales and Marketing
- 3) Basic Mail Design
- 4) Tools and Resources
- 5) Technology
- 6) Mail Center Operations
- 7) Mail Center Administration

When asked about the value of attending NPF, Cathy Rupurd, Vice President Operations, Midwest Mailing Service said, “Basic mail classes provided the best information for us to help grow our mail business. Going to the Exhibit Hall after classes was a great way to find equipment, as well as meet subject matter experts to further the mail experience”.

Next stop, the USPS Consultation center will have appointments available to personally speak with USPS experts on a variety of topics, including the new USPS CONNECT program.

Networking opportunities include nightly receptions, consultation centers and peer to peer sessions. Enjoy meet and greets like no other with the industry's most innovative and forward-thinking mailing and shipping companies.

"NPF provides a networking platform to meet with senior level USPS executives and leaders of the mailing and shipping industry. We were able to accomplish more in an hour talking face to face with the USPS decision makers than any of our staffs have been able to accomplish in over two years of emails, teleconferences and routine planning sessions", stated CWO4 Joseph Banks Director, Consolidated Postal System, USMC.

Finally, a NPF full registration includes lunch on Monday and Tuesday, with admittance to the Wednesday USPS Partnership Recognition Luncheon featuring, special guest motivational speaker Adam Seltzer. Described as a cross between "Einstein and Elvis Costello," Mr. Steltzner is a leader heralded for making the impossible possible, and wants to know "How great do YOU dare to become?"

The entire NPF experience offers you a chance to make connections, obtain career growth and share ideas by moving forward together through networking and educational opportunities.

Registration is still open!

COMMUNICATION TEMPTED TO USE TEMPLATES?



What Are Templates?

Templates are pre-made designs or documents that can be customized. It is a document that you can copy and fill in the variable parts. Templates can be a one-stop shop or a starting point that inspires you. You can take existing templates or patterns and tailor it to meet your own needs.

Why Use Templates?

Templates can be a useful and time-saving tool by helping to simplify the creation of flyers, emails, posters, newsletters, etc. Templates can help put information onto web pages, build social media posts, and create flyers and presentations that look professional and on brand. They can ease our workload and make us feel less stressed, and, at the same time, they increase efficiency. By using templates your designs are uniform and create a sense of familiarity that gives a sense of structure and consistency to the design piece.

Where Can I Find Templates?

Designing and creating professional looking material has never been easier or more fun. There are a lot of places where you can find free graphic design templates. One of these is Canva. It is user friendly with a lot of built-in features for resizing, adding text, color and elements to your designs. Postal employees must access canva.com through Google Chrome.

Please note that the Postal Service cannot recommend or promote one product, service, or resource over another. We want to make you aware of a FREE graphic tool that is loaded with templates.



You can find more editable PCC templates located on [PostalPro](#)

THE TEMPTING PCC TEMPLATE CHALLENGE



Even though editable templates make designing almost flawless, it shouldn't stop you from having a little creative fun by designing your own marketing piece from scratch which can serve as a template for future use.

The Communications and Marketing Sub-Committee is tempting your PCC to participate in our PCC Template Challenge. Beginning May 1, 2022, through May 31, 2022, we invite you to share your best PCC template(s) on the *PCC Voice* LinkedIn. In addition to winning a special prize, our winning entries will be featured on our "Templates" page located on [PostalPro](#).

So be daring, clever and devilishly creative, but mostly have fun!

For more information, please email the PCC Marketing Mailbox at: PCCMktg@usps.gov

Not a Member of the *PCC Voice* LinkedIn? No problem, simply scan the following QR code and start posting today!



Get Connected and Grow!

STRATEGIC INNOVATION AND PCC POLICY

THE SURVEY SAYS

Do you like taking surveys? My favorite survey prototype shares a progress report at the bottom of the page with a moving green bar showing my progress with “getting there,” “almost done,” “forty-six pages left” or better yet “last question.” Like most people, why is the last question my favorite? Because we all want the experience to be over with. You may be like me and find most surveys cumbersome or boring, but you fill them out anyway because it’s easier than deleting one hundred reminders to fill them out later. Yet surveys are a great tool for data collection, assimilation, helping your PCC understand your member’s needs, planning for future events, and get the pulse of your PCC community.

Benefits of surveys:

- Inexpensive or free
- Data collection tool
- Ease of use
- Honest opinions
- Quick turnaround
- Excellent virtual tool

Disadvantages of surveys:

- Only provides a sample of data
- Survey usage up – reader interest down
- Does not allow for emotional responses
- Hard to design for accurate results
- Knowledge to interpret data correctly

In creating the best type of survey to fit your PCC’s needs, take time to learn about polling, trend and annual surveys. Polling can be fast and fun during a live or virtual event that can be deployed on an individual basis or table by table. Trend surveys do exactly what they say – they allow you to see what’s trending in the hearts of your constituents, the hot ticket needs or just a quick check in or how they are doing. An annual survey should be longer and dedicated to check in on how you are faring as a PCC, what the community likes, dislikes, and should include open-ended comments for future considerations.

Best of all, surveys are typically free, almost anyone can create one, and an easy one-stop shopping way to gather important information you need to know about your membership.



ACADEMIC OUTREACH PROGRAM

THE DIRECT EFFECT® UPDATE

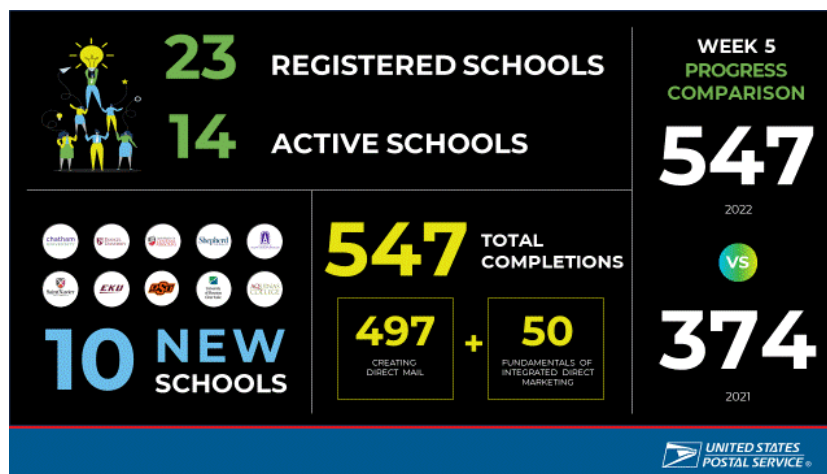


Direct Effect® 2022 Year to Date

The Direct Effect® Academic Outreach program started 2022 with strong momentum.

In March, we were finally able to directly engage collegiate marketing students live and in person for the first time in two years! Direct Effect Ambassador Glen Swyers delivered our Overview and Role of Direct Mail presentation to two Principles of Advertising classes at Florida Agricultural and Mechanical University (FAMU) in Tallahassee, Florida. In total, 48 students attended, and the Direct Effect team captured the day on video. We will post it on our website as soon as it becomes available.

March also played host to the second annual “Marketing Madness” competition, which engages collegiate marketing departments and clubs in the Direct Effect e-Learning courses through a bit of friendly competition. This year, competition centered around the release of our new course module, Creating Direct Mail, which provides students with an introduction to mailpiece copywriting and design. Students earned points for their colleges by taking the online course and recruiting their fellow students to do the same. For the second year, Kean University took the top prize, followed by SUNY Geneseo and Oklahoma State University. Total participation exceeded last year’s, with 547 students from 14 colleges and universities successfully completing their certifications.



That increase was due, in part, to refined communications strategy, including expanded social media engagement. We saw a total engagement rate of almost 13% through 561 impressions and 60 mentions. Many of the students posted their certificates to their LinkedIn profiles together with their other academic achievements.

The Direct Effect team looks forward to continuing to grow its engagement in 2022. Our goal is to reach new institutions, strengthen our relationships with faculty, and help them present the benefits of mail in the integrated marketing mix. To that effect, we are creating two new e-Learning modules called *Applied Integrated Direct Marketing* and *Activating with Mail* that will be released over the coming months.

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

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.

POSTAL NEWS

94 PERCENT FIRST-CLASS MAIL DELIVERED ON TIME

FOR THIRD CONSECUTIVE WEEK

On average, 2.4 days to deliver a mailpiece across USPS network

The United States Postal Service recently reported new delivery performance metrics through the first two weeks of the fiscal third quarter. For the week ending April 15 and the third consecutive week, First-Class Mail on-time delivery performance was nearly 94 percent. Through the first two weeks of the third quarter, the average time for delivery of a mailpiece across the postal network was 2.4 days.

Third quarter service performance scores covering April 1 through April 15 included:

- **First-Class Mail:** 93.6 percent of First-Class Mail delivered on time against the USPS service standard, an increase of 5.7 percentage points from the fiscal second quarter.
- **Marketing Mail:** 95.4 percent of Marketing Mail delivered on time against the USPS service standard, an increase of 2.8 percentage points from the fiscal second quarter.
- **Periodicals:** 87.7 percent of Periodicals delivered on time against the USPS service standard, an improvement of 5.8 percentage points from the fiscal second quarter.

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 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 TAMPA BAY SUNCOAST PCC

Congratulations to the Tampa Bay Suncoast PCC for being chosen as the April *PCC Insider "Spotlight"*



TAMPA BAY SUNCOAST PCC (TAMPA, FL)

Date founded: Prior to 2007

Members: 75 registered members and 200+ mailing contacts

Awards:

- 2021 PCC Diamond Achievement Award
- 2021 PCC Postal Service Member of the Year – Bronze Award
- 2020 PCC Industry Member of the Year – Gold Award
- 2020 PCC Postal Service Member of the Year – Silver Award
- 2020 Communication Program Excellence – Gold Award
- 2019 PCC Postal Service Member of the Year – Gold Award

- 2019 PCC Innovation of the Year – Gold Award
- 2017 Up and Comer
- 2014 PCC Innovation of the Year – Silver Award
- 2014 PCC of the Year - Large – Bronze Award
- 2013 PCC Industry Member of the Year – Bronze Award
- 2013 Education Excellence – Gold Award
- 2012 Education Excellence – Silver Award
- 2012 Communication Program Excellence – Gold Award
- 2007 – 2021 Premier Certificate *Gold* Award
- 2013 – 2021 Premier Certificate *Platinum* Award

In spite of the pandemic, the Tampa Bay Suncoast PCC (TBSPCC) continues to be a resilient and thriving PCC. During the pandemic, they modified their communications by switching to remote technology for all meetings and workshops. They committed to having at least one webinar per month to keep the industry engaged while most worked from home or remote offices. One of their biggest challenges during COVID-19 was keeping everyone connected and adjusting to the new business environment of telework. One way they were able to successfully accomplish this was through the commitment of their Executive Board to stay steadfast and continue to meet in person while maintaining safe distances. They also mailed out informative newsletters to keep everyone abreast of any changes caused by the ripple effect of COVID-19. TBSPCC continued with “business as usual” although everything around them was anything but.

The TBSPCC believes their biggest strength is their Executive Board. They are very passionate, energetic and enjoy collaborating with each other in putting together educational events which bind the PCC in one common mission – to provide support to their fellow membership. A keen sense of comradery is one of the keys to success for TBSPCC resulting in a connected and educated community. They consider their PCC to be unique by their people and their unique capabilities. An example of this is the participation of unpaid volunteers who are passionate about the mailing and shipping industry and helping others

One of TBSPCC’s on-going challenges is in obtaining membership with the younger generation; however, it is something that they are working to improve by offering college students discounts and increasing regular communication with the marketing departments of local colleges.

They aim to involve as many people as possible in decisions on what they would like to see/attend. All decisions are often made by consensus. During our recent PMG event, we had several members that were not on our Executive Board assist in making this a truly great event. Today, they continue to host monthly virtual events based on the topics relevant to their member’s needs. Another example of a successful event was hosting a member recognition event in December of 2021. It was their first in-person event held that year and garnered 47 people in attendance. All attendees enjoyed the event and communicated how thankful they were to have the opportunity to attend the event and were looking forward to more.

TBSPCC’s is most proud of their dynamic teamwork. The team is amazing at communication, community outreach and growing our business by showing the value in mail. They recently hosted PMG Louis DeJoy and partnered with 13 PCCs and had a turnout of over 250 people. Through this event they helped industry make postal connections and helped vendors and sponsors grow their business by providing the forum. TBSPCC’s passion to help the local community includes events involving Toys for Tots, Metropolitan Ministries and more.

TBSPCC committees include Membership, Education and Communication. This is where most of their work is accomplished. Every Executive Board is expected to serve on at least one of these Committees. Committee responsibilities are broken down by:

- Membership: Responsible for overseeing all things related to membership. Membership drives, lists and membership funds.
- Education: Responsible for keeping up with all educational events and outreach. They help coordinate community outreach and making the most impactful education experience for all events.
- Communication: Responsible for printing and mailout of event flyers, newsletters and all things communication.

Tampa Bay Suncoast PCC is currently led by:

- Postal Co-Chair, Jacquelyn Villemaire, Postmaster Tampa, Florida Post Office, Florida 2 District, USPS
- Industry Co-Chair, Erica Switzer, Spectrum Marketing.
- Postal Vice-Chair is Jessie Davis, Postmaster
- Treasurer, Clint Sharpe, Manager USPS

- Secretary, GeorgAnne Casteel, USPS BMEU Manager
- District Manager, Steve Hardin, Florida 2 District, USPS

Some “*fun facts*” about the Tampa Bay Area that you may not know are:

- 1) Tampa Bay is known as “**Champa Bay**” home of Tampa Bay Buccaneers Superbowl Champions 2021, Tampa Bay Lightning Stanley Cup Champs 2021 and Tampa Bay Rays won the American League East Division title.
- 2) Tampa is the only city that gets invaded by pirates every year.
- 3) Tampa is home to Florida's largest port.

For more information on the Tampa Bay Suncoast PCC please visit their website at www.TampaPCC.org



PCC SUCCESS STORIES

PARTNERING WITH LOCAL USPS LEADERSHIP, THE GREATER ST. LOUIS PCC HOSTS SUCCESSFUL MEMBERSHIP DRIVE AND TOUR

The Greater St. Louis Postal Customer Council recently partnered with USPS leadership to host a tour of the St Louis P&DC. With many members requesting this type of tour, the PCC Executive Board decided it would be a great opportunity to include a PCC membership drive as well.

The PCC added new prospects to their mailing list and invited prospective new members that could benefit from being a member of the PCC. In turn, they had a great response to their direct mail and email omnichannel marketing campaign registering 18 current members and 58 new guests.

Unfortunately, leading up to our event the local weather was not in our favor, a couple hours before the tour was scheduled to begin a large storm hit the area. In spite of Mother Nature’s fury, they still had a respectable 65 attendees for their event. All were impressed by the tour and the wealth of knowledge provided by the speakers and tour guides.

The Greater St. Louis PCC provided “Why Join the PCC” flyers, PCC collateral, upcoming event information, and PCC membership applications. At the end of the day, they were pleased to report their success of recruiting three new members at this event, which puts them on track for meeting their goal of a 20% membership increase in 2022.



MARCH MANIA IS BACK IN 2022!

On March 24th, the Capital Region PCC held their annual March Mania (first time since COVID) event at the General Mail Facility in Albany, New York. March Mania is designed to tap into the tournament season enthusiasm while providing our own postal version. A round table format of both industry and U.S. Postal Service experts created an exhilarating morning of questions and answers. All this packed into 10-minute segments until the whistle blows signaling it's time to move to the next table. Round table topics included: EDDM/Informed Delivery; 2022 Sales Promotions; Local Connect; Mail Piece Design – What **NOT** to Mail; Passport Information; Non-Profit Eligibility; and IMsb Tool/Mailing Lists.

Following a morning filled with rapid learning, everyone enjoyed a delicious lunch, networking, prizes, and several great take-a-ways! When the final whistle blew, all in attendance scored big with valuable information, while the PCC gained a few new members in the process.



Pictured PCC Industry Co-Chair, Bob Nielsen and Joan Trombley, PCC Postal Administrator getting ready to blow the whistle.

DES MOINES PCC WRAPS UP THE YEAR WITH BEAUTY AND LAUGHTER

The Des Moines PCC wrapped up 2021 by hosting their Annual Holiday Event at the Des Moines Botanical Gardens. Surrounded by beauty, over 60 PCC members enjoyed a scrumptious steak dinner while relaxing and networking with colleagues and friends, followed by a lot of laughter and fun as special guest host Comedian Doug Thompson entertained the crowd. It was the perfect way to celebrate another successful year, while recognizing and thanking members for their continued support and dedication throughout another year of dealing with a national pandemic.

Members are enthusiastic and look forward to growing their membership in 2022!



Comedian Doug Thompson entertains the crowd

LOVE IS IN THE AIR FOR THE DETROIT PCC

Celebrating the joy that flowers bring, Detroit PCC members participated in the 2022 new LOVE Stamp Dedication Ceremony that took place in the historic village of Romeo Michigan on Friday January 14, 2022. Vice President of Sales Shavon Keys served as dedicating official for the ceremony. A little fun fact: The Romeo Post Office started a tradition in 1994 that continues today by establishing a Valentine's Day Pictorial Postmark. According to previous Romeo Postmaster Alex Stubbs, the office has received requests from 36 different states and over 200 different cities, as well as France, Italy and Japan.



Pictured above from left is Michigan 1 District Manager Richard Moreton, from the Village of Romeo, Kelley Stephens and Christine Malzahn, USPS VP Sales Shavon Keys, Ruth Heidebreicht, owner TheMittTV.com., Romeo Postmasters current and past, Stacey Isman and Alex Stubbs.

PCCAC UPCOMING EDUCATIONAL WEBINARS

- **The New Look of *PostalPro* – Rapid Learning Webinar**
Tuesday, May 3, 2022, at 2:00 PM EST
National PCC Program Office
Link to join virtual event:
<https://usps.zoomgov.com/j/1605161000?pwd=VGYrL2hoVzdXWm1zSmlKajc1VkJkdz09>
- **Portal – Rapid Learning Webinar hosted by Glen Swyers**
Thursday, May 26, 2022, at 2:00 PM EST
National PCC Program Office
Link to join virtual event:
<https://usps.zoomgov.com/j/1603867574?pwd=VnVneU9kdWczM3ZTZkVLMzR1c1hGdz09>
- **Quarter #3 Educational Café -**
Tuesday, June 14, 2022, at 2:00 PM EST
PCCAC Education Programming Sub-Committee
Link to join virtual event:
<https://usps.zoomgov.com/j/1608507784?pwd=bW53SVZNaGhxODVkU3ZPRVpkb2JSdz09>
- **PCC Orientation for General Members - “How to Get the Best from Your PCC Membership”**
Tuesday, June 28, 2022, at 2:00 PM EST
PCCAC and the National PCC Program Office
Link to join virtual event:
<https://usps.zoomgov.com/j/1602669457?pwd=WkxXNFBNSXY4SXJBYjJUeW5kQm5tdz09>

NATIONAL PCC WEEK
SAVE THE DATE



Communication collateral posted on the PCC *BlueShare* site:
<https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx>

HQ 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 [Charles Dandridge](#) A/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

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- <https://www.linkedin.com/groups/8303549/>



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