

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 Villemare, 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

