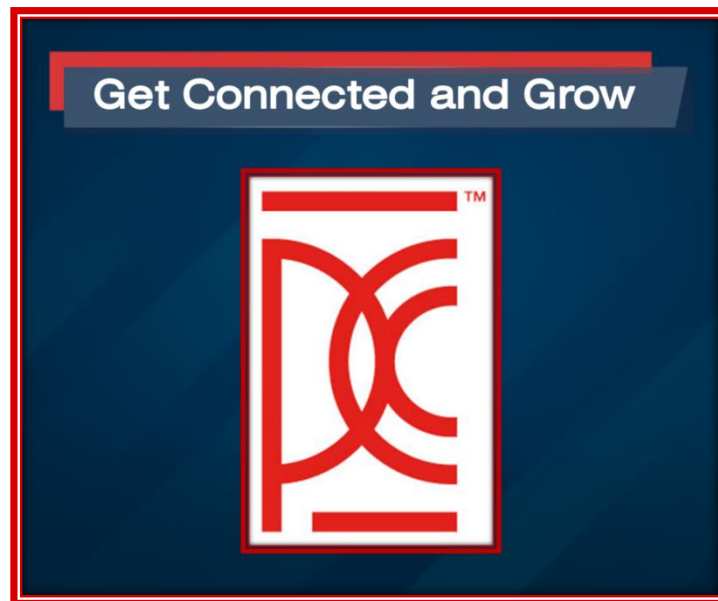


PCC INSIDER – July 2022 EDITION



**SAVE THE DATE
2022 PCC LEADERSHIP AWARDS**



Streaming Live!

Please join the National PCC Program Office on Tuesday, July 12 from 10:00 AM to 12:00 PM EST as we honor our 2022 PCC Leadership Award winners.

One of the fundamentals of the PCC is networking and this event is a great opportunity to host a virtual, or in-person PCC event either prior to or after the awards celebration. This year, we will be streaming live from USPS Headquarters from 10:00 AM to 12:00 PM EST so all PCC members can dial in. Hopefully, your PCC will be celebrating as one of this year's winners.

Agenda:

- 10:00 AM to 11:00 AM – Keynote Speaker – PMG Louis DeJoy
- 11:00 AM to 12:00 PM – Award Presentations

Link to join us:

<https://usps.zoomgov.com/j/1604856058?pwd=RIVlb0ZhTVYzT24vaTc4bDBmelhRZz09>

If you have any questions, please reach out to your HQ PCC Liaison.

GET CONNECTED AND GROW

PMG DELIVERS NPF KEYNOTE ADDRESS FOCUSES ON STRATEGIC VISION



Postmaster General Louis DeJoy welcomes National Postal Forum attendees during his May 16 keynote address.

In his keynote address at this year's National Postal Forum, Postmaster General Louis DeJoy shared his strategic vision for the future of the Postal Service.

"We see a proud Postal Service organization, operating with precision, covering its costs and planning its future as the laws passed by Congress require us to," DeJoy said, "We see not only the most trusted organization, but the most used organization. And when you are the most used, you are thereby the most relevant and most needed organization in America."

Moreover, DeJoy said, He, the Postal Service management team and the USPS Board of Governors are not just focused on this year or next year but are committed to establishing a positive trajectory for decades."

"The Board did not hire me, nor did I come here, to manage the Postal Service. I was hired to lead the Postal Service and transform it," DeJoy said. "Since arriving, I have assembled a management team, and we have aligned the organization to assume a strong leadership role in moving the Postal Service toward its future."

DeJoy said, "The Postal Service's vision for the future includes becoming the preferred delivery provider in the nation by:

- Delivering mail and packages to each American household and business six and seven days a week in a reliable and affordable manner.
- Establishing easily accessible USPS retail centers in every community.
- Building a modern processing and transportation network, with technology-enabled carriers using new vehicles.
- Having postmasters serve as leaders of commerce in local communities.
- Being a preferred employer with a stable and vibrant workforce with established career paths.
- Operating with precision and covering the organization's costs."

"Our Delivering for America plan makes the necessary changes that ensure the Postal Service evolves and thrives in the changing American economy and does not become a burden to the American taxpayer. We are on the move and racing with ambition toward success in serving the American people," DeJoy said. "We are confident that we will deliver a United States Postal Service that plays an important role in the future American economy."

He continued: "We have accomplished a lot over the past two years, but there is much more to do. We must continue to accomplish our goals in a deliberate and logical manner. None of it is going to be easy for any of us, especially in the short term. We have, and will continue to, overcome the challenges we face, and we are engaging the situation with greater enthusiasm and growing confidence. Our transformation is moving forward fast. It will ensure that the Postal Service, and this industry, will deliver for America."

The annual National Postal Forum — which took place May 15-18 in Phoenix —gathered of more than 3,000 professionals from the mailing and shipping industry. The four-day conference allows industry professionals to learn, network and collaborate with Postal Service personnel.

MEMBERSHIP

IS MEMBERSHIP GROWTH A CHALLENGE?

We need to grow our Postal Customer Council (PCC) membership, and everyone can be part of this growth. It's not as challenging as you may think. Start by making a list of people you know in the industry who would benefit from the value of PCC membership. Then, have your speech ready on the benefits of the PCC. Here are a few of the great benefits of being part of the PCC Community:

- **Knowledge** – Gain knowledge about postal products, services, and tools to improve mail quality as well as earn a professional certificate.
- **Innovative Ideas** – Learn about promotions and incentives that raise awareness of creative mail uses.
- **Expert Advice** – Hear about how to integrate and expand your marketing through the mail.
- **Networking** – Network with other mailers, business mail service providers, and United States Postal Service (USPS) executives and hear first-hand from others about how they use mail to be more efficient and profitable. They face the same challenges you face.
- **Best Practices** – Leverage best practices to improve mailing effectiveness, efficiency, and profitability.
- **Know who to contact on a local level** – Meet your local USPS team and form a relationship with them, giving you the knowledge on who to contact when you need help.
- **Career Building** – The PCC can help build your career through the knowledge you gain.
- The knowledge you gain is also a benefit to your company.

Make sure to engage new members and introduce them to other members at your PCC events and meetings; make sure they feel welcomed. It's also important to follow-up with them and listen to their feedback. We can all learn from each other and grow.

The PCC is a valuable resource for anyone in the mailing and shipping industry. If everyone does their part in inviting a buddy, think of the growth we can have with our PCCs! It's all due to your ongoing commitment and dedication.



EDUCATION

PRESERVING YOUR PCC LEGACY

PCC history is our unique story, as well as a valuable resource for many generations to come. Your PCC legacy is a powerful tool that will help to guide your PCC's future. In addition to attracting future members, the insights and information can help you find new and better ways of doing things. Even though it is only natural to want to highlight only successes and the good times, authentic history embraces every aspect of a PCC's story – the high points, the low points and everything in between. It shows us so much about who we are through our success and failures. Presenting past mistakes helps to ensure that we do not repeat them. By accurately recording your PCC's history, it is transformed from being a simple timeline of facts and dates to the story of members who had a vision.

When you are sharing your PCC story, you need to include not only the events but the people that helped form your PCC and the relationships that developed. It is also important to show how the Postal Service and business customers grew together through this unique partnership. .

There are several ways to collect the information:

- A yearly PCC notebook containing *written* copies of what was done.
- *Oral history*; recording the voices and memories of members.
- Creating a *video record*.

A written method should contain:

- Board agendas
- Meeting minutes
- Newsletters
- Mailers
- List of meetings, events, and attendees
- Premier Certificate and Leadership Award nominations
- Premier Certificate and Leadership Awards won
- Local recognition
- Any other pertinent information that defines your PCC.

Oral history is the collection and study of historical information using sound recordings of interviews with members having personal knowledge of past events. Sound recordings were used as early as 1940. Technology continues to move forward evolving into digital or video recordings.

There are several advantages to video recordings such as conveying large amounts of information in a short time. A video recording will convey a person's laugh, the way they speak, facial expressions, emotions, personality, etc. Video captures the sounds and persona and will engage the senses by showing and telling at the same time.

You can use any of these methods or a combination of methods to save your PCC history. If you don't keep track of your history, over time your story can be reshaped incorrectly or completely lost. Do not rely on just memories because memories can be quite fickle and fleeting. They fade and deteriorate over time and members retire or move on. It is important to preserve your PCC history so that future members will have a better understanding of what was and can be accomplished. The PCC Advisory Committee Education committee challenges you to create a video of either your PCC's history or an educational video. Enter the contest through LinkedIn, PCC Voice with either #PCCHISTORY or #PCCEDU.



If you would like more information on how to create a video or an education webinar, the Quarter #3 PCC Café “Lights...Camera...Action” is available on *PostalPro* at <https://postalpro.usps.gov/pcc#anchor-7>

COMMUNICATION

THE FUTURE LOOKS BRIGHT FOR THE PCC AS THE 2022 NPF WRAPS UP ON A HIGH NOTE

After *three long* years, the National Postal Forum (NPF) was finally back in person...and it certainly **did not** disappoint! The future was bright for the Postal Service and the Postal Customer Council (PCC) in Phoenix AZ at the first NPF since the pandemic. The atmosphere was simply electrifying from beginning to end.

Beginning with day one - attendees had multiple opportunities to learn more about the value of the PCC network and community. The PCC Advisory Committee kicked off the PCC General Session with a panel discussion where Postal Customer Councils (PCCs) and attendees heard first-hand from top Industry and Postal Leaders on how through our partnership we will continue to grow and strengthen the PCC community, well into the future and beyond.

In addition, the PCCAC hosted two very unique and insightful PCC Workshops. Throughout these presentations, attendees learned how the PCC is *Facing the Future Together* by building on success, playing a pivotal role in improving PCC member participation and ensuring that the next generation of mailers are prepared to take our industry to new heights. To help assist struggling PCCs the PCCAC Communications and Marketing Sub-Committee announced that they will be unveiling their PCC Health Check Program during their upcoming Quarter 4 Café. Interested PCCs will have an opportunity to voluntarily schedule an appointment to meet PCC subject matter experts who will examine, probe and diagnose the current pulse of your PCC. As a follow-up, they will prescribe necessary steps or an action plan that will help get you back on a trajectory for success! Stay tuned...more information will be forthcoming.

For the ultimate NPF/PCC networking experience, attendees had several opportunities to mingle and learn about the PCC at the Local PCC Welcome Booth, as well as the PCCAC Exhibit Booth. Between the two booths, we were able to capture contact information from 53 potential new members.

Finally, as in past years, there was no denying the **best** networking party in town was the PCC Reception. We were certainly the talk of NPF, with engaging conversation, light refreshments, fabulous entertainment, free giveaways, and photo opportunities galore, even PMG Louis DeJoy had a fantastic time interacting with attendees.

With that said, the PCCAC Communications and Marketing Sub-Committee would like to take this opportunity, without mentioning any names to avoid possibly overlooking someone (you know who you are), to personally “**Thank**” each and every one of you who made the 2022 PCC NPF experience such a smashing success! We couldn’t possibly be successful without **YOU!**



Save the Date...for the 2023 NPF being held May 21 – May 24, 2023, in Charlotte, NC.
Until then **don't forget** to **Get Connected and Grow!**

STRATEGIC INNOVATION AND PCC POLICY IMPACTING PCCS BY SPEAKING AT THE NATIONAL POSTAL FORUM

This year at the National Postal Forum (NPF) Suzi Oswald, PCC Advisory Committee (PCCAC) Membership Growth and Recruitment Sub-Committee Industry Co-Chair and Mark Fallon, PCCAC Strategic Innovation and PCC Policy Sub-Committee Industry Co-Chair presented together in two workshops. On Sunday, they were part of the PCCAC panel at the PCC Opening Session, and then partnered again for the PCC Membership Workshop on Wednesday. They approached the event with two vastly different backgrounds – this was Suzi's first time speaking at the NPF, while Mark has presented at the NPF for over 25 years.

Suzi and Mark shared their experiences and how it impacted their mission to support PCCs.

Suzi – What was it like as a first timer?

I was nervous, and I practiced a lot. However, I had a great support group willing to mentor and help me prepare for the PCCAC panel discussion and the Membership Workshop. I learned a lot through the experience. Hopefully, I can pay it forward with kindness and support to the next person.

Mark – What is the reason for continuing to speak at NPF?

The NPF is a tremendous opportunity to share experiences with managers from all levels – people new to mail and industry veterans who have been around for decades. We all have something to learn, especially with the many changes impacting mail.

That same attitude is what makes PCCs so powerful – constantly fulfilling the mission of educating each other.

Suzi - How was being a speaker help your local PCC?

Speaking at the NPF allowed me to meet many people in the mailing industry and make more connections. Connections with experts in the mailing and shipping industry with different areas of expertise. The connections will come in handy when planning with my local PCC and setting our PCC events.

Through these conversations, I have been able to reach out to people with questions and even connected people to my local PCC.

Mark – How was being a speaker help PCCs around the country?

Like Suzi said, it's all about connections. Since unveiling the new PCC logo, our has been “*Get Connected and Grow*”. While webinars have been a wonderful way to share information, there is nothing more powerful than being physically in the classroom together.

As a speaker, I've learned that the strongest connections aren't made by what I say at the podium, but the engagement from my fellow attendees. Not just with me, but with each other. Especially people from various parts of the country with the same challenges. By the end of the NPF, I was even more optimistic about the future of PCCs around the country.

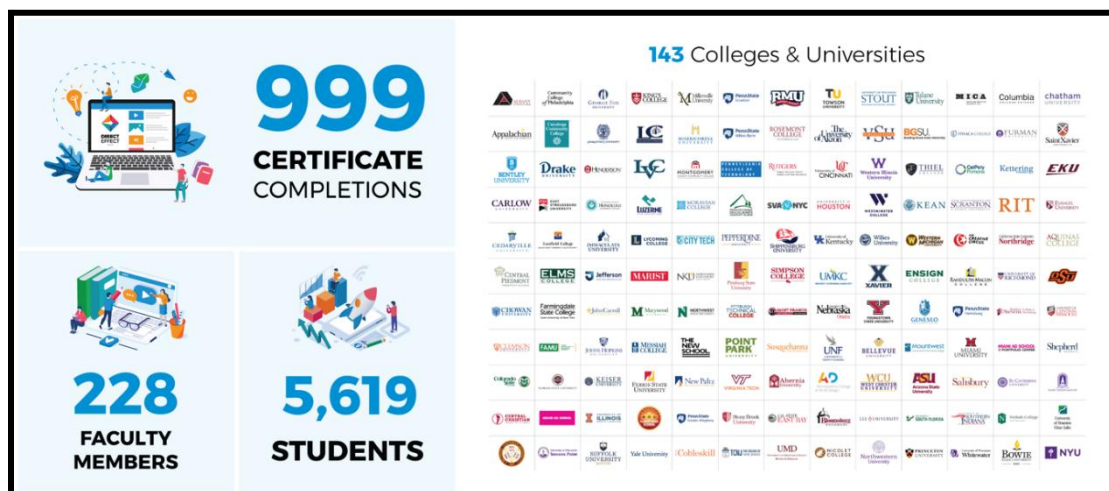
ACADEMIC OUTREACH PROGRAM THE DIRECT EFFECT® UPDATE



Direct Effect® 2022 Year to Date

The Direct Effect® Academic Outreach program continues to have an engaging year full of events and growth.

As a result of the team's efforts and recent events including the spring Marketing Madness competition and classroom speaking engagements, the program has continued to grow its footprint at colleges and universities across the country. A return to in-person events combined with digital outreach has given the team flexibility to expand and establish a strong network of students, educators, and marketing professionals. Nearly 1,000 students have completed e-learning certifications demonstrating the value of mail in the modern marketing mix.



In April, the team attended the Marketing Educators' Association conference in Seattle, Washington, to present Direct Effect content to professors from across the country and create additional awareness. Direct Effect® Ambassador Glen Swyers also had the opportunity to present Direct Effect lessons on integrated marketing with mail to an engaged audience of 41 students at Virginia Tech in Blacksburg, Virginia.

Direct Effect then kicked off the summer with the National Postal Forum in May with a suite of exciting and engaging presentations to the mailing industry. Most recently, the team attended ProfCon 2022 this month, an event tailored towards collegiate marketing and business educators. Together with Professor Larry Minsky of Columbia College, who collaborated with the Direct Effect team to create a new e-learning module, the team shared the value of integrating digital channels with print to create an omnichannel experience.

As the weather gets warmer, Direct Effect is heating up its efforts to further expand the program by reaching new institutions, new faculty, and ultimately new students, all while fostering existing relationships in academia. With the launch of a new e-Learning module on Applied Integrated Direct Marketing, developed with Georgetown University faculty member Wendy Zajack—and more content in the pipeline—faculty will continue to get access to the latest trends in mail and its role in the marketing mix.

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

USPS ENDS FY2022 THIRD QUARTER WITH CONTINUED SERVICE IMPROVEMENTS ACROSS ALL MAIL CATEGORIES

The United States Postal Service recently reported new preliminary delivery performance metrics for the fiscal third quarter ending June 30 showing continued service improvements across First-Class Mail, Marketing Mail and Periodicals. For the third quarter, the average time for the Postal Service to deliver a mailpiece or package across the nation was just 2.5 days.

FY2022 third quarter service performance scores covering April 1 through June 30 included:

- **First-Class Mail:** 93.5 percent of First-Class Mail delivered on time against the USPS service standard, an increase of 5.6 percentage points from the fiscal second quarter.
- **Marketing Mail:** 94.7 percent of Marketing Mail delivered on time against the USPS service standard, an increase of 2.5 percentage points from the fiscal second quarter.
- **Periodicals:** 86.3 percent of Periodicals delivered on time against the USPS service standard, an improvement of 4.8 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.

PRC FAVORABLY REVIEWS NEW POSTAL SERVICE PRICES FOR 2022

The Postal Regulatory Commission (PRC) favorably reviewed new competitive and market dominant prices that will take effect July 10, 2022.

As inflation and increased operating expenses continue, these price adjustments will help with the implementation of the *Delivering for America* plan, including a \$40 billion investment in core Postal Service infrastructure over the next ten years.

The final orders on the price adjustments and related mail classification changes can be found here: <https://www.prc.gov/dockets/document/121877> , and here: https://www.prc.gov/docs/122/122019/Order_6195.pdf and the

price change tables are available on the Postal Service's Postal Explorer website at <https://pe.usps.com/PriceChange/Index>.

PCC INSIDER SPOTLIGHT GREATER PORTLAND PCC

Congratulations to the Greater Portland PCC for being chosen as the July *PCC Insider* “Spotlight”



GREATER PORTLAND PCC (PORTLAND, OR)

Date founded: In the 1980s

Members: Several hundred members and organizations

Awards:

- 2021 Education Excellence – Silver Award
- 2021 PCC Industry Member of the Year – Bronze Award – Wes Friesen
- 2020 Communications Program Excellence – Bronze Award
- 2016 Education Excellence – Gold Award
- 2016 Communications Program Excellence – Silver Award
- 2014 National PCC of the Year
- 2009 National PCC of the Year
- 2008 Premier Certificate Silver Award
- 2009 – 2021 Premier Certificate Gold Award
- 2013 – 2021 Premier Certificate Platinum Award

The mission of the Greater Portland PCC (GPPCC) “is to create a network between business mailers, the U.S. Postal Service and vendors to enhance and improve mail operations in the Portland Metropolitan Area.” The PCC’s tagline is “Strengthening our Mailing Community through Education, Networking, and Industry Enrichment!”

GPPCC has faced the same challenges as all PCCs thanks to the COVID-19 pandemic. However, from the beginning their Executive Board decided to continue holding in-person meetings and add a Zoom link as an option so that all their members could safely attend. They were blessed to be able to hold their meetings at the Portland Postal Processing & Distribution Center, a cutting-edge facility located close to the Portland airport and major freeways. Adhering to all CDC, State and Local guidelines for social distancing, the GPPCC happy reports to date they have reported zero COVID cases, as a result of their in-person meetings over the past two years.

In 2021, the PCC continued its long history of hosting insightful and engaging educational events with a total of 23 engaging events. Although a few were Zoom only webinars, the vast majority were in-person with a Zoom option. In addition, they held monthly board and membership meetings (which had postal and industry educational components), and networking-oriented events which also included “Lunch & Learns”.

The highlight of 2021, was their in-person Annual Mailers and Shippers Conference which was held in October. Due to local CDC guidelines at the time, they had to restrict attendance to 60 guests including Keynote Speakers: Mark Fallon, CEO and President, The Berkshire Company, Wes Friesen, President, Solomon Training & Development and Bill Schwartz, USPS, OR-MT-ID District Manager. Thanks to their dedicated members they were able to successfully pull off

a rare, mid pandemic, in-person conference featuring exhibitors, food (breakfast, lunch and snacks), door prizes and multiple education sessions.

Since its existence, the GPPCC has also been a strong leader in communications. Periodically mailing out letters and postcards keeping their general membership, sponsors and potential new members apprised of upcoming events and changes within the industry. Their Industry Co-Chair, Wes Friesen also sends out informative emails twice per month which include meeting agendas, updates and other materials.

The Greater Portland PCC is proud of its rich tradition of having strong support from local USPS leadership and staff, as well as strong support from their Industry partners who also provide leadership and financial support. Unfortunately, the pandemic has hit the Portland Industry segment hard, with that in mind, one of the GPPCC goals for 2022 is to focus on rebuilding Industry involvement. Another goal they are pursuing in 2022, is revamping their PCC website to include innovative technology.

Kicking off 2022, the GPPCC sponsored an event that included a NBA Portland Trail Blazers game. As COVID restrictions subside, the GPPCC looks forward to hosting a wide variety of in-person educational events with various engaging networking components in 2022.

The Greater Portland PCC is currently lead by:

- Postal Co-Chair, Scott Manier, Postmaster Portland, Oregon Post Office, OR-MT-ID District
- Industry Co-Chair, Wes Friesen, President – Solomon Training & Development
- Industry Vice-Chair, Scott Brenton, Pacific Office Automation
- Co-Postal Administrator, Kirsten Sherrell, Manager of Customer Relations, District
- Co-Postal Administrator and Lynn Yut, Customer Relations Coordinator
- Secretary, Tommy Werbin USPS; Business Lead Development Specialist
- Treasurer, Melanie Harrington, Pacific Power
- Communications Chair Sarah Shipman, Pitney Bowes
- Membership Chair, Marilyn Webber, NW Natural
- Education Chair, Ellen Koch, Vice President Moonlight BPO
- District Manager, Bill Schwartz, OR-MT-ID District, USPS

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

1. With more than 350 plus miles of bike lanes, Portland is considered the most bike-friendly city in America
2. In 1971, Guinness World Records confirmed Mill Ends Park measuring two square feet is the smallest park in the world.
3. There's a volcano located within Portland's city limits. Southeast Portland's Mount Tabor is one of the city's most well-loved parks. The volcano itself is extinct, but much of the hill is made up of ancient volcanic lava.
4. The Portland Rose Garden located within Washington Park is the largest and oldest rose garden in America. The rose garden was created in 1915 by Jesse Currey, an Oregon Journal editor and rose hobbyist, in an effort to preserve roses susceptible to eradication during World War I.
5. Sitting pretty at nearly 35 feet tall, the Portlandia Statue is the second largest copper statue in America – second only to the Statue of Liberty located in New York City. The City of Portland commissioned a sculptor named Raymond Kaskey to create a sculpture after a figure on the Portland seal. He modeled the statue's face after his wife. Kaskey completed sections of the statue near Washington, D.C. and began shipping it to Portland piece by piece via boat. It was installed on the Portland Building in 1985. The sculptor guards all rights to the statue and doesn't allow photos of it for commercial purposes.

For more information on the Greater Portland PCC please visit their website at: <https://www.gppcc.com/>



PCC SUCCESS STORIES

THE CENTRAL MISSOURI PCC PARTICIPATES IN SUCCESSFUL EVENT RECOGNIZING FAMILY OF POSTMASTERS FOR THEIR SERVICE

The term “postal family” has a new meaning in Rocheport, MO.

The town recently inducted William H. Phillips and his descendants into the Rocheport Hall of Fame. From 1854-1956, Phillips or a member of his family served as the town’s postmaster.

The induction ceremony included a congratulatory letter from Postmaster General Louis DeJoy.

“We are so proud of the family and their impact through the Post Office that they would catch the attention of the Postmaster General,” said Gene Baumann, president of the Friends of Rocheport Society.

The Rocheport Post Office, located in what was a trading post town on the banks of the Missouri River, was established in 1833.

William H. Phillips served as postmaster from 1854-58.

He was succeeded by his son-in-law William Slade, his daughter Susan Slade, grandson William Slade II and granddaughter Lou A. Slade. The family concluded more than 100 years of service as postmasters in 1956 when Phillips’ great-granddaughter, Mary Slade, retired.

One member of the family survives but was unable to attend the ceremony due to health reasons.

“Members of the Columbia Post Office and Central Missouri PCC were honored to be invited to participate in the ceremony which was held June 12, 2022. Setting the wheels in motion, the Central Missouri PCC focused on creating two separate plaques as a special memento. One to be displayed at the Rocheport Museum, and the other to be presented to surviving family members in Texas. Hope Walbrecht, USPS Customer Relations Coordinator and PCC Postal Administrator played an important role of organizing Postal and the Central Missouri PCC’s participation in the event. Next, Industry Co-Chair Cathy Rupard reached out to Sharon Barger, Customer Outreach Specialist and Lindsey Taylor, Director, Industry Engagement & Outreach, in an effort to obtain a congratulatory letter from the PMG. In addition, Lois Gunlogson, Central Area Customer Relations Program Manager was instrumental in recruiting Mark Inglett, USPS Strategic Communications Specialist participation in the ceremony. “We take pride in delivering for America,” said Mark. “I can’t think of any better way for that to be represented than over a century of service from one family.”



. Pictured left to right: Mark Inglett, a USPS Strategic Communications Specialist, and Hope Walbrecht, USPS Customer Relations Coordinator and Central Missouri PCC Postal Administrator presents a letter from Postmaster General Louis DeJoy to Gene Baumann of the Friends of Rocheport Society.

SOUTH JERSEY PCC EXHIBITS AT THE CAPE MAY COUNTY CHAMBER COMMERCE'S ANNUAL BUSINESS @ THE BEACH EXPO 2022

The South Jersey Postal Customer Council (SJPC) recently engaged with the exhibitors and attendees at this year's Cape May County Chamber of Commerce's Business @ the Beach Expo 2022. The SJPC would like to recognize and thank the entire team at the Cape May County Chamber of Commerce for their collaboration on another fantastic networking event. The Chamber's annual event was held at the Wildwoods Convention Center located on the Wildwood Boardwalk which finally resumed back in-person events for the first time in two years. The SJPC Executive Board Industry and Postal members, Frances Laskowski, Bernadette Puodziunas, Neil Schwartz, and Melissa Lomax, welcomed attendees to the exhibitor's table and inspired new members to join, all the while promoting the PCC mission! "Oh, those Wildwood Days," were alive and well at this year's expo!

SJPC's goal in participating as an exhibitor at this year's Business @ the Beach Expo was to inform the community about the PCC's mission statement and inspire new members to join. As a result of their efforts, they had two (2) new members join on the spot and acquired 15 potential new members through our Membership Raffle. Potential new members were encouraged to complete a New Member Application to be entered in a raffle for a chance to win one (1) free Golf Registration for the 6th Annual SJPC Golf Outing, which was held on Wednesday, June 8, 2022, at the Avalon Golf & Links Restaurant.



Pictured L to R: Bernadette Puodziunas, SJPC Postal Co-Chair, Neil Schwartz, Mail South Jersey/SJPC Industry Membership Co-Chair, Frances Laskowski, SJPC Postal Membership Co-Chair, and Melissa Lomax, SJPC Postal Administrator.

THE TWIN CITIES PCC SWINGS INTO THE SUMMER

The Twin Cities PCC (TCPCC) teed off a glorious first day summer by hosting their 2nd Annual Twin Cities Golf Tournament at *The Links at Northfork* on June 21, 2022. Located in Ramsey, MN the links provided the perfect atmosphere for a little fun in the sun, as well as a memorable networking experience

In 2021, the TCPCC hosted their 1st Annual Twin Cities Golf Tournament. After their event, they asked attendees to complete a survey. As the TCPCC Executive Board members reviewed the survey feedback, they were able to make improvements for the 2022 Golf event. Those improvements definitely paid off with their 2022 event, as this year's surveys scored a *perfect round!*

With 48 attendees and 11 businesses helping sponsor the event, the TCPCC was able to purchase giveaways for a general drawing, give prizes to their 1st and 2nd place teams, as well as awards for the longest putt, longest drive, and closest to the hole.

After enjoying a relaxing day of golf, networking, and a little friendly competition, they wrapped up their event with a scrumptious dinner, a little education, door-prizes, and an award ceremony, followed by more networking and lot of laughs.

The TCPCC is already fast at work reviewing this year's survey results and planning their 3rd Annual Twin Cities Golf Tournament for 2023. Surveys work and the TCPCC highly recommends giving them a try.

Great way to spend the first day of Summer! [#TCPCC](https://www.facebook.com/TCPCC)



Pictured L to R: Facilities Chair Melissa Manning, Communications Chair Shana Rettig, PCC Postal Administrator Mark Janda, Industry Co-Chair Bill LeVoor, Industry Co-Chair Suzi Oswald, Industry Membership Chair Tim Schwarzrock, Industry Membership Chair Pam Corbeille-Lepel, and Surveys Chair Pete Gjerness.

FLORIDA PCCS HOST JOINT P&DC TOUR AND USPS CONNECT LOCAL PRESENTATION

On June 2, 2022, the Broward County, Miami-Dade County PCCs collaborated with the PCC of the Palm Beach & Treasure Coast by hosting a tour of the Miami P&DC, which also featured a USPS Connect Local presentation and networking event. Thank you to all the customers who attended and provided such great feedback.

The highly successful event drew 31 industry participants and 17 USPS attendees. As a result, they were able to register and welcome new PCC members to all three participating PCCs. At this time, they would love to recognize and thank the Board members who continuously work so diligently in assisting with local events.

Unfortunately, the second group who participated in the Plant Tour is not shown below; however, members from Florida Power & Light (FPL), Miami Dade County, Norwegian Cruise Line (NCL), and Calev Ocean Systems were also present.



Pictured L to R: Christine Bitner, Mairim Marrero, Franz Fernandez, and Don Mader; from Southwestern Printing; Brian Pringle, Image Plus Graphics; Catalina Rivero, PCC Postal Administrator; Roz Ritter, Ritter Communication; Rocardo Cividanes, MPS Credit Union; Erica Simpson, USPS Operation Support Specialist; and Courtney Hatcher, Jessica Lechuga and Maria Teresa Alvarez from Miami Dade Elections.

THE GREATER OKLAHOMA PCC GIVING BACK TO THE COMMUNITY,

On Saturday, May 14th, members of the Greater Oklahoma PCC (GO-PCC) joined with letter carriers and other volunteers across the nation by participating in the 30th Annual Letter Carriers Food Drive – the largest one-day food drive in the nation.

Oklahoma City Postmaster/GO-PCC Postal Co-Chair Daniel “Danny” Reyes, members of the National Association of Letter Carriers and employees of the Regional Food Bank of Oklahoma kicked off the event by partnering and visiting every station and branch in Oklahoma City (OKC), giving inspiring speeches to the letter carriers prior to the big day. Promotional banners were hung at every retail location in OKC, and each resident received a plastic bag for donations and a food drive promotional postcard.

“Sorting the donations collected by the letter carriers has been a tradition with the GO-PCC since 2015. “We truly missed participating in the food drive over the past two years” said Roy Walker, GO-PCC Industry Co-Chair. “Thanks to all of those who volunteered and worked at Britton Station in an effort to help “Stamp out Hunger,” said Danny. Over 400,000 pounds was collected in the western half of the state of Oklahoma.



NOTICES

PCCAC UPCOMING EDUCATIONAL WEBINARS



- **2022 PCC Leadership Awards Celebration – featuring Keynote Speaker, PMG Louis DeJoy**
Tuesday, July 12, 2022, at 10:00 AM EST
National PCC Program Office
Link to join live stream virtual event:
<https://usps.zoomgov.com/j/1604856058?pwd=RIVlb0ZhTVYzT24vaTc4bDBmelhRZz09>
- **Back to Basics – Effective Leadership Practices and Skills Needed to Achieve Project Goals**
Friday, July 15, 2022, at 2:00 PM EST
hosted by Floyd Creecy, Portfolio Manager, HeiTech Services Inc.
Link to join virtual event:
<https://usps.zoomgov.com/j/1604460700?pwd=Qk90ekJuaHdJVjIwTW5BRnJlMlRlMz09>

- **Back to Basics – Informed Delivery**
Friday, July 22, 2022, at 2:00 PM EST
hosted by Bob Dixon, Director Product Technology Innovation
Link to join virtual event:
<https://usps.zoomgov.com/j/1603884618?pwd=dHd1ZjBKdnxUIBvc29UeE1TbU10dz09>
- **Back to Basics – Trailing Edge Die-Cut**
Friday, July 29, 2022, at 2:00 PM EST
hosted by Juan Tosado, Manager National Customer Rulings, USPS, Pricing Classification Service Center
Link to join virtual event:
<https://usps.zoomgov.com/j/1604413739?pwd=WGhUKy8yczhlcjhNThudmVQL2RCZz09>

NATIONAL PCC WEEK FACING THE FUTURE TOGETHER



National PCC Week is Back...September 19 – 23, 2022

- PCC Program Office will help support 2022 National PCC Week.
- National PCC Program Office will **NOT** host a PCC Day/Week webinar this year.
- Collateral posted on PCC BlueShare site:
<https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.asp>

Stay tuned ...more information to follow.

CONGRATULATIONS TO OUR TEMPTING PCC TEMPLATE CHALLENGE WINNER – THE AUSTIN PCC

AUSTIN POSTAL CUSTOMER COUNCIL

- How can Direct Mail help my business grow?
- Where can I network with other mailers and business owners at the Post Office?
- Who do I call if I have mail piece design questions?
- Where can my employees and I get training on Postal rules and regulations?
- What is the difference between a flat, letter and a parcel?
- Are we paying the lowest possible postage for our mailings?
- Is my organization eligible for non-profit postage prices?
- How do I know when and if my mail was delivered?

To get answers to these questions and more, visit WWW.PCCAUSTIN.ORG

UNITED STATES POSTAL SERVICE

POST OFFICE BOX 101
AUSTIN, TX 78711-0101

ADDRESS SERVICE REQUESTED

POST OFFICE MAIL PERMIT NO. 5-21

AUSTIN POSTAL CUSTOMER COUNCIL

Undeliverable As Addressed Workshop

Please join us for lunch as Austin USPS Operations Support Specialist, Alice Schifano, guides us through all the ins and outs of reducing our Undeliverable As Addressed mail. This event will be attended by USPS leadership from the Texas 3 District and PCC Members, including mail service providers, mail carriers and industry vendors. It is a great opportunity to network and make new connections.

WHEN: February 24th, 11:30am – 1pm
WHERE: Community Impact Printing – Colorado Conference Center
16225 Impact Way, Pflugerville, Texas 78658 | (512) 345-4300
COST: Free to paid members, \$20.00 to non-paid members

RSVP: Amber Evans Amber.M.Evans@USPS.gov (512) 342-1236 RSVP by: February 21st, 2022

And the Winner is

Drum roll please...and our winner if the recent PCCAC Communications and Marketing Template Challenge is the Austin PCC for their very creative entry.

Thank you to all of the PCCs who participated in our challenge. **Please stay tuned** for another creative challenge coming soon!

For more information, please email the PCC Marketing Mailbox at: PCCMktg@usps.gov or visit the PCC Marketing Toolbox located on *PostalPro* at: <https://postalpro.usps.gov/pcc#anchor-4>

HQ PCC LIAISONS:

- Atlantic Area [Judy Caldwell](#) lead and [Brian Corley](#) support
- Central Area [Sharon Barger](#) lead and [Donna Thabet](#) support
- Southern Area [Da Shiek Woodard](#) lead and [A/Tanya Cousins](#) 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](#).



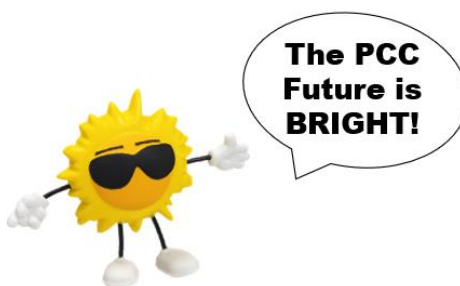
Join PCC VOICE:

Step 1: Sign-up for a LinkedIn account:

- https://www.linkedin.com/signup/cold-join?trk=guest_homepage-basic_directory

Step 2: Use this link to join the group:

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



Sources include *USPS News Link – Washington, DC*

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