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PCC INSIDER – SPECIAL EDITION



CONGRATULATIONS 2022 PCC LEADERSHIP AWARD WINNERS



Celebrating Outstanding Achievements and Exceptional Innovation!

The atmosphere was *electrifying* as the National PCC Program Office proudly celebrated being back in-person for the PCC Leadership Awards at USPS Headquarters for the first time in three years, as well as live streaming the event nationwide across the PCC Community. Taking this highly anticipated PCC event to a whole new level.

Distinguished guests were honored at a networking reception in the USPS Headquarters Hall of Flags on the evening of July 11, 2022.

Vice President Corporate Affairs Judy de Torok served as *Master of Ceremonies*, as the Postal Service recognized the elite performing Postal Customer Councils (PCCs) and PCC members during the PCC Leadership Awards Celebration held on Tuesday, July 12, 2022.

At the celebration, keynote speaker Postmaster General and Chief Executive Officer Louis DeJoy unveiled the next steps in his *“Delivering for America”* Plan. Also, Louis DeJoy and members of his Executive Leadership Team congratulated the Award winners when they were announced and posed for a photo.

Before the award winners were announced, the nominees were assigned to roundtables to discuss key aspects of the PCC Network to ensure continued success.

Recognition is a key pillar of the PCC mission and demonstrates the well-established partnership between the Postal Service and PCC Network that has existed since 1961. The PCC Community plays an integral part in the success and growth of our mailing and shipping industry. The Postal Service began celebrating PCCs in the early 2000s for their exemplary work to strengthen and grow the PCC Network, including the inaugural PCC Leadership Awards event. An annual tradition that has continued throughout the years.

In addition to the **PCC of the Year Small Market, Large Market, and Metro Market** awards, we recognize the **Best of the Best** in the following categories:

PCC Industry Member of the Year award winners are tireless supporters of the Postal Service and are constantly advocating Postal products and services. There are three winners in this category: Bronze, Silver, and Gold.

PCC Postal Member of the Year award recognizes Postal employees who contribute to the PCC – going above and beyond their expected duties. There are three winners in this category: Bronze, Silver, and Gold.

District Manager of the Year is nominated by the PCCs and approved by the Vice President Area and Delivery Operations. This coveted award is presented to the District Manager who consistently leads, supports, and is actively involved in all PCCs in his/her District. There is only one winner in this category.

Communication Excellence is awarded to the PCCs who excelled in implementing effective and creative communication programs utilizing various touchpoints to reach their members. There are three winners in this category: Bronze, Silver, and Gold.

Education Excellence is the cornerstone of every successful PCC. This award is given to PCCs who have incorporated unique educational topics, speakers, and workshops to increase mailing and shipping knowledge within their PCCs. There are three winners in this category: Bronze, Silver, and Gold.

Membership Excellence Award recognizes PCCs who implement strategies to acquire new members and maintain existing members, as well as keeping all members fully engaged. There are three winners in this category: Bronze, Silver, and Gold.

Innovation of the Year Award is given to a PCC who demonstrates out-of-the-box thinking and implements creative ideas that can be replicated by all PCCs. There are three winners in this category: Bronze, Silver, and Gold.

A comprehensive list of the 2022 PCC Leadership Award winners and their accomplishments are listed below:

Congratulations to all our winners!

PCC INDUSTRY MEMBER OF THE YEAR

ROB HANKS, GREATER MADISON AREA PCC, BRONZE AWARD WINNER



Pictured L to R: Rob Hanks, Industry Co-Chair and Postmaster General Louis DeJoy.

Since 2012, Rob Hanks has served as the Industry Co-Chair for the Greater Madison Area PCC (GMAPCC). He understands continuity of leadership motivates and inspires success. Although the past year was rough, let's not sugar coat it, Rob was the driving force leading the GMAPCC to achieve important goals in 2021.

One of the objectives was to restore membership to pre-pandemic levels. Rob took it upon himself to work with the PCCAC Communications and Marketing subcommittee to create a custom Membership Brochure. He oversaw the distribution of the membership drive packet, followed up with those who did not respond to assure all recipients had an opportunity to renew their membership. His due diligence and leadership with the Membership Drive gained the GMAPCC 25 new members despite the challenges faced by all. The PCC membership fees collected in 2021 were \$3,330 vs \$2380.00 in 2020. A 40% increase from the prior year.

ALICE GORDON, GREATER BOSTON PCC, SILVER AWARD WINNER



Pictured L to R: Alice Gordon, Industry Executive Board Member and Postmaster General Louis DeJoy.

Alice Gordon has been an active member of the Greater Boston PCC for more than 35 years. She recruited small business participation in the PCC and has served as the Treasurer, Industry Co-Chair and General Board Member. Recently, Alice was asked to create the History of the Greater Boston PCC. Alice jumped at the opportunity to produce the ultimate history of the Greater Boston PCC. She combed through article archives, scrolled through decades of old pictures, and interviewed every past Industry Co-Chair. Through her careful attention to detail and painstaking meticulousness, this historical document has been featured in the *PCC Insider*, gained PCC Headquarters recognition and will be an important link to the PCC past for years to come. In addition, Alice was one of our star presenters in the “Celebrating 60 Years of the PCC” celebration video.

JENNIFER HOYER, GREATER BALTIMORE PCC, GOLD AWARD WINNER



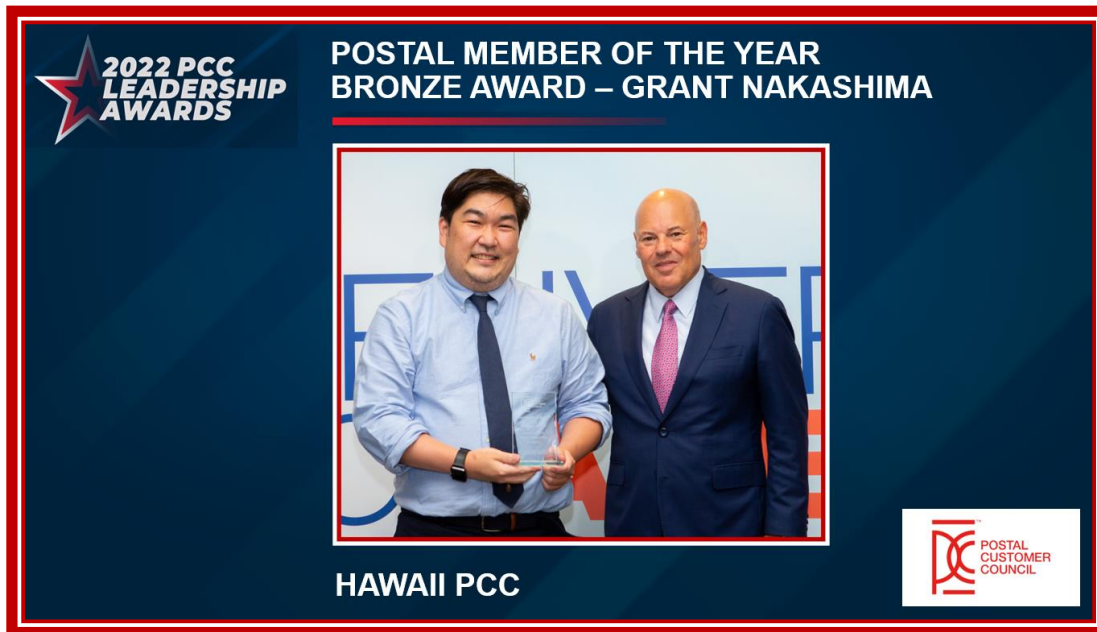
Pictured L to R: Jennifer Hoyer, Industry Vice Chair and Postmaster General Louis DeJoy.

When the Greater Baltimore PCC sat down to nominate someone for Industry Member of the Year, it was a no brainer for them to submit Jennifer Hoyer, Industry Vice Chair as their choice for this distinguished award.

Jennifer leads by example and listens to the needs of the PCC members. She developed Pulse Surveys to gather brief and real time viewpoints on educational information, networking and proposed content. She also prepared an Annual Trend Survey with 42%-member participation. Jennifer designed this survey to see how 2021 events were perceived and to plan for 2022. The survey covered all aspects of the membership needs, including certification, speakers, venue type, location, preferred method of learning, and educational topics. The cumulative data collected was used by the Executive Board to design and execute the upcoming year’s calendar of events. In her own words spoke at a Board meeting, Jennifer stated, *“It doesn’t matter what personal agendas people have or what others tell us to do. The only concern we have are the members. And what the members need is the only thing we are here for.”*

PCC POSTAL MEMBER OF THE YEAR

GRANT NAKASHIMA, HAWAII PCC, BRONZE AWARD WINNER



Pictured L to R: Grant Nakashima, PCC Postal Co-Chair and Postmaster General Louis DeJoy.

The twelve months of 2020 hit the PCC Hawaii like a Mack truck with “COVID” emblazoned on the grille! Mindful of the restrictions surrounding in-person gatherings and the general uncertainty of the local business environment, the PCC Hawaii and its stout USPS leader, Grant Nakashima, worked feverishly to ensure the survival and eventual blossoming of the USPS’s partnership with our industry members.

Noting that many businesses and institutions were reducing services or closing entirely, Grant began tackling the PCC’s aforementioned goal by maintaining its robust communication with its members. He continued to lead the charge of keeping in touch, using USPS mail and email methods; ensuring the members were kept abreast of updated mailing requirements; upcoming PCC events; and training. Grant also began utilizing the never-before-considered option of assisting their PCC members through their Hawaii District Business Service Network to better communicate the PCC’s intentions and local information. Mr. Nakashima was also instrumental in organizing all the PCC’s events in 2021, gathering the necessary staff and materials needed to host the four events held by the PCC Hawaii.

Probably the most instrumental process put in place by Grant was to ensure the viability of the District’s PCC was dealing with USPS personnel changes that threw the PCC’s Executive Board for a loop. Through the USPS’s reorganization efforts in early 2021, two of the PCC Hawaii’s Board members left key positions within the organization, necessitating a search for suitable replacements. The work these former members performed with the PCC could not be underestimated, so Grant worked tirelessly to bring in new Board members.

The most gleaming result was that their PCC held itself together, in large part due to the considerable efforts of Grant Nakashima. They were not only able to keep their PCC afloat during the uncertain times of 2021, in many ways, we were able to thrive in such a harsh business environment. Their membership list remained stable, and their members knew that they could rely on the PCC to be there should they have any questions or concerns about any of the services the USPS offers. Through the work of Mr. Nakashima, the Hawaii PCC was also able to maintain its PCC Premier Bronze-Level status, reaching (or even exceeding) the minimum requirements for this award.

JAMES CHAMBERS, SOUTHWEST FLORIDA PCC, SILVER AWARD WINNER



Pictured L to R: James Chambers, PCC Postal Co-Chair and Postmaster General Louis DeJoy.

The Southwest Florida PCC (SWFL) wanted to host a plant tour in an effort to raise awareness of the PCC to local businesses and grow membership. They chose this objective as a means of building on their growing base and to widen their reach as a PCC. The challenges of this objective were planning, coordinating and executing a great tour in a facility where they did not have complete control.

Wanting to make a positive experience for everyone involved, PCC Postal Co-Chair and Fort Myers Postmaster, James Chambers, coordinated their visit with the Fort Myers plant management and maintenance departments. This was to ensure that they had proper guidelines to execute the tour safely, secure a proper meeting place for their PCC members, and verifying that the facility was presentable for their members to tour. James ensured that there was constant communication through phone calls, email, and Zoom meetings with Executive Board members and members of USPS management for the location in question and even took a pre-tour of the facility to verify every detail was in place. During the event, James held a Board meeting with the current Board members of the SWFL PCC and created an agenda and mapping out the shared vision of what the SWFL PCC could attain. Once general membership was present, the Board presented the group with these plans. The Board members each took time presenting ideas to the group which were voted on for upcoming meetings and seminars.

The plant tour was led by Plant Manager Pam Hayes. During the tour, PCC members were allowed to participate in areas where they had experience issues which was helpful to the group as a whole, as this kept all members involved and actively listening during the event. James gave insight into delivery unit mail for each of the attendees, showing them where their mail was staged for the next day's delivery, and where mail they had processed that day was coming into the facility.

At the end of the tour, the SWFL PCC members and Board met again with James and several management members from the area to discuss ideas for improvement, impacts from the season, and how they would like to see the PCC grow in 2022. Due to this tour, the SWFL PCC grew their membership over 30% with both industry and postal members. The SWFL PCC increased their membership by 200% and will continue to grow well into 2022 with a fast-growing community of like-minded business owners and Postal Service leaders like Mr. James Chambers.

SHERWIN SALLA, NORTHEAST FLORIDA PCC, GOLD AWARD WINNER



Pictured L to R: Sherwin Salla, PCC Postal Administrator and Postmaster General Louis DeJoy.

Sherwin Salla is the Northeast Florida PCC (NEFL) Postal Administrator and is the glue that holds not only our PCC together, but many others. Sherwin ensured the NEFL PCC's monthly Executive Board meetings, educational breakfast seminars, and recreational events were precisely planned and executed successfully. He enjoyed assisting and mentoring other PCCs towards achieving their PCC Premier award goals and was driven in helping make events and meetings enjoyable and informative, for participants and attendees in his and other PCCs, as well as the National PCC Advisory Committee.

Sherwin went above and beyond his duties as the PCC Postal Administrator. Besides planning all the logistics for the NEFL PCC events, Sherwin assisted the Board with securing guest speakers and finding members to highlight in the meeting's "Member Spotlight". He was instrumental with coming up with topic ideas and speakers for the National PCC Day workshops. Sherwin loves to try to make the seminars interesting and fun like performing a country song at the annual "Technology Shootout" and he made flowers for each panelist on the Women's Panel. Thanks to Sherwin, the NEFL PCC was one of the first PCCs to offer hybrid events so all members could participate in.

Sherwin enjoyed coming up with different ways the PCC can increase membership and also engage current members with events like the Membership Drive at the local Business Mail entry Unit, and the "Espresso Drinks" Stamp Dedication/PCC Membership Drive at a local coffee plant. He helped the committee organize the Membership Appreciation Baseball night and made sure there were plenty of door prizes at events, such as PCC Day, Annual Golf Tournament, and the Holiday Luncheon, where he helped organize the *Toys for Tots* charity.

Sherwin enjoyed volunteering on the National PCCAC Educational Sub-Committee, and has been on TouchPoint panel discussions, written success stories for the *PCC Insider* on the Summer Series, has hosted a breakout PCC Day session, and provided entertainment during national holiday meetings. Despite his busy schedule, Sherwin took on the role of mentoring other PCCs by showing them how to host events, set up Zoom meetings, create agendas, and PowerPoint presentations, posting on *PCC Voice* and in *TeamSite*. He took over the role of hosting additional joint-PCC webinars with other PCCs in the Southern and Atlantic Areas to help them achieve their PCC Premier Certificate.

Due to Sherwin's hard work, the NEFL PCC gained 10 new and returning members. There was a 15 to 20% increase in event attendance. Lots of great excitement with more members wanting to be involved in committees. One of the PCC workshops involving a presentation from current members was so successful, it was used in other platforms like national webinars and other events outside of his PCC. The National PCCAC Education Sub-Committee continues to receive great feedback for their informative events and stories. All the other Florida 1 District PCCs were able to submit for their PCC Premier Award – Bronze, as well as other PCCs outside his District and Area. Sherwin was also nominated for Postal Member of the Year by other PCCs due to him helping them achieve their PCC Premier awards.

DISTRICT MANAGER OF THE YEAR

JULIE GOSDIN, AR – OK DISTRICT



Pictured L to R: Julie Gosdin, AR-OK District Manager and Postmaster General Louis DeJoy.

With the COVID-19 pandemic still devastating our nation in the year 2021, maintaining interest from the Greater Oklahoma PCC (GO-PCC) membership was extremely challenging. The goal was to have active participation in GO-PCC events/programs, retain current members, and gain new members. With a lot of companies offering their employees the option of working from home, we knew that it would be difficult to achieve this goal, but the GO-PCC accepted the challenge.

The GO-PCC Program Committee constructed programs for the year that incorporated both postal and personal development workshops that intrigued their members. One of the most successful events was a three-part educational summer series (June, July, and August) entitled “Workplace Reimagined.” The challenges of COVID-19 compelled businesses and companies to adapt to a whole new way of conducting day-to-day operations. To successfully emerge from this crisis, the changing needs of employers and employees had to be considered to shape the company sustainability.

These series consisted of 4 panelists—a Mail Service Provider, American Fidelity Press Manager, the Sr. Membership Manager of the Oklahoma City, OK Chamber of Commerce, and AR-OK District Manager Julie Gosdin. Each panelist discussed what constructive processes were implemented in their workplace that helped their businesses continue to be successful during the pandemic and move forward in the future. In an effort to gain new GO-PCC members, the PCC held an on-site Membership Drive Meeting on October 21, 2021. The keynote speaker was Kirby Smith, Chief of Staff to the Honorable Lt. Governor Matt Pinnell. Ms. Gosdin was a part of the agenda and gave an overview of the Postmaster General's Delivering for America plan and also promoted USPS products (i.e., Informed Delivery, Every Door Direct Mail, etc.). She also emphasized the value of GO-PCC membership.

AR-OK District Manager Julie Gosdin has been an active member of the GO-PCC for over sixteen years and has always been a strong advocate for the organization. She attended 10 out of 12 of the GO-PCC Executive Board meetings where she offered suggestions on programming and member recruitment ideas. She attended all thirteen general membership meetings and the GO-PCC Executive Board Homecoming Alumni Meeting. The Workplace Reimagined summer series was a well-attended huge success in large part due to Ms. Gosdin serving as one of the panelists. Her insights on the USPS' response to the Pandemic was much appreciated and well received by all participants, especially industry. She offered remarks at all educational sessions, was one of the presenters of the GO-PCC Legends of Customer Service awards, which was presented during the National PCC Day event. She promotes the value of being a member of the GO-PCC with congressional representatives at quarterly Congressional Briefings when they are handling business customer inquiries. The GO-PCC Executive Board is grateful for the extraordinary support provided by Arkansas-Oklahoma District Manager Julie Gosdin and commends her as one of the key contributors to their growth.

**COMMUNICATION PROGRAM EXCELLENCE AWARD
GREATER BALTIMORE PCC, BRONZE AWARD WINNER**



Pictured L to R: Judy Antisdell, Industry Co-Chair, Postmaster General Louis DeJoy, Le Gretha Goodwin, Postal Co-Chair, and Jennifer Hoyer, Industry Vice Chair.

The objective of the Greater Baltimore PCC’s communication plan was to create a framework for the year with timely messaging and fluidity to ensure effective communications. They utilized member survey results to develop educational programming and multiple channel communication and marketing strategies specifically targeting their member’s needs. Throughout the year they tested different e-blasts formats to break through the “join my webinar” noise cluttering people’s inboxes. In addition, they experimented with different subject lines and banner colors to entice different segments of the audience. As a result of their efforts, the Greater Baltimore PCC grew geographically to include participants from 28 different states

CHICAGO PCC, SILVER AWARD WINNER



Pictured L to R: Dennis MacHarg, Industry Co-Chair, Postmaster General Louis DeJoy, and Regina Aikens, Postal Co-Chair

With membership and event participation on the decline throughout the pandemic, the Chicago PCC recognized the need to pivot from their current plan and focus on developing an effective new strategy that would entice their membership to get re-engaged with the PCC. To achieve their objective, the Communication Committee quickly devised an effective integrated marketing and communication plan that included free registration to all events regardless of membership status, and hyper-personalization marketing. By implementing these changes, the Chicago PCC increased advanced registrations by 54%, last minute registrations by 24%, and overall participation by 7% in 2021.

GREATER OKLAHOMA PCC, GOLD AWARD WINNER



Pictured L to R: Julie Gosdin, AR-OK District Manager, Postmaster General Louis DeJoy, and Roy Walker, Industry Co-Chair.

The Greater Oklahoma PCC Communication Committee seized the moment to rejuvenate their membership by creating and implementing a new multi-channel communication program. Their approach included hiring a webmaster to redesign and manage their website. Adding innovative apps, providing member interaction and multiple communication channels, combined with a 3-part summer series titled “Workplace Reimagined”, and a special “Homecoming Alumni Breakfast” in recognition of the 60th Anniversary of the PCC, it was pivotal to their success of welcoming 17 new members and increasing overall attendance at all events.

EDUCATION PROGRAM EXCELLENCE AWARD TWIN CITIES PCC, BRONZE AWARD WINNER (TIE)



*Pictured L to R: Tony Williams, Postal Co-Chair, Suzi Oswald, Industry Co-Chair
Postmaster General Louis DeJoy, and Bill LeVoor, Industry Co-Chair.*

Given the challenges of running a PCC for the past few years, their goals were to revitalize the organization and reinvigorate their membership. This overarching strategy stretched across all of their programming and strategies.

The Education Sub-committee reviewed attendance records for past years to identify popular courses. They also reviewed requests received from their membership regarding desired educational programs. This was done with particular attention paid to courses that could be offered virtually, given the ongoing pandemic circumstances. In doing so, they found that the Mail Design Professional (MDP) course was, by far, their most well-attended educational offering over several years. Since this was easily available virtually via the National Center for Employee Development, they targeted this as their prime opportunity.

Although they had initially scheduled to conduct one MDP session, due to the overwhelming requests, the Twin Cities PCC felt obligated to schedule a second MDP session. In total, they had 69 attendees and are inquiring about a third session. Besides the two MDP sessions, the Twin Cities PCC also conducted eight educational events with an average of 39 attendees per session.

Twin Cities PCC added 13 new members over the course of the year, including three who are completely new to the industry and was able to add their 13 Corporate Sponsor.

Here is a testimonial from a participant:

“I was a participant in the online Mail Piece Design course in July 2021. This was my first time taking the course and I found it very informative. I have since used the workbook provided at least once a month to look up topics and verify specs. The course length was fair; the amount of information covered in each section seemed appropriate. The instructor was very thorough and was good at answering questions. Although I am not a designer, I strongly recommend anyone who does design work for mailing to take this course. It will avoid extra work in the design process!”

PUERTO RICO PCC, BRONZE AWARD WINNER (TIE)



Pictured L to R: Martin Caballero, Postal Co-Chair, Postmaster General Louis DeJoy, and Misael Afanador, Industry Co-Chair.

Noticing that PCC members were staying afterhours at the San Juan Business Mail Entry Unit (BMEU) due to needing additional help with their mailings, most of the Puerto Rico PCC members have a difficult time reading and understanding the USPS Domestic Mail Manual (DMM) due to the language barrier. The Puerto Rico PCC Executive Board knew they needed to educate their members on how to prepare their mail and to assist them with obtaining discounts offered by the USPS, and to teach them how to implement new services.

The Puerto Rico PCC coordinated various educational workshops to teach their PCC members how to properly prepare their mail to receive appropriate discounts. Although the presentations used were in English, they translated the content in Spanish to benefit their customers. The PCC members were very engaged during the workshop presentations, and it gave them an outlet to ask questions in regard to specific issues within their companies.

The Puerto Rico PCCs desired outcome was accomplished: to educate their PCC members on the basic regulations which allows them to be able to prepare mailings with discounts. Through the BMEU, they also recommended their members to register in the e-Induction program that will give them longer production cycles where they could bring their mail after BMEU normal hours, weekends, or holidays with a FAST appointment, reducing reliance on acceptance employee staffing time.

GREATER CLEVELAND PCC, SILVER AWARD WINNER



Pictured L to R: Gary Hunter, Industry Vice-Chair, Postmaster General Louis DeJoy, and Rose Spraggins, Postal Co-Chair.

Educating their members was once again at the forefront of the Greater Cleveland PCC's mission in 2021. Faced again with the challenges of the pandemic, the Greater Cleveland PCC decided to offer not only virtual presentations but several in-person events in August, September, and December.

Working with their Education Sub-committee, Greater Cleveland PCC Administrator Tina Grabovez worked with the Cleveland Metroparks Zoo events department to reserve a date for an educational and fun day. Due to the many changes' forthcoming in the Postal Service, the Education Sub-committee reached out to Steve Krejcik, Senior Director of Postal Initiatives at Pitney Bowes Presort Services, to speak about The Changing USPS Landscape. This event offered attendees a lunch, guest speaker, and tours of Cleveland Metroparks Zoo and Rainforest exhibits. Mr. Krejcik covered the following initiatives: USPS network and service standard changes; new USPS pricing authority granted by regulator; USPS 10-year Strategic Plan; and Ways to Reduce Your Postage Through USPS Promotions.

With over 31 years in mailing product development, operations and postal compliance, and an active leader in the PMG's Mailer Technical Advisory Committee, National Association of Presort Mailers, Major Mailers Association, and the Association for Mail Electronic Enhancement, Mr. Krejcik was able to present the information seamlessly. Besides information sharing, it was inspiring to finally see our members in person.

The icing on the cake, however, was two customers that attended decided to join the Greater Cleveland PCC. In December, their PCC members were invited to tour Cleveland's new Parcel Sortation Annex. The Annex is a 400,000 square foot facility and is one of 42 in the country. Twenty plus attendees participated and were able to experience the operation first-hand. This in-person event was another win-win because one of the attendees joined the Greater Cleveland PCC after the tour. Furthermore, they hosted 21 virtual educational events for their members.

GREATER PHILADELPHIA PCC, GOLD AWARD WINNER



Pictured L to R: Postmaster General Louis DeJoy and Leroy Middleton, Postal Co-Chair.

Greater Philadelphia PCC (GPPCC) 2021 goals for education program excellence included the strengthening of Industry-Postal partnerships. They focused on a shared objective, making a positive impact in the facilitation of mailer tools and applications, and develop a deeper understanding of the mission and benefits of the PCC with their members. They chose these goals with a desired outcome of creating an all-inclusive environment where the strength of each member contributed to satisfy the unique need of each member. As a result of a 2020 exit survey, they found that many of the issues faced by their member base were very similar in nature. By problem solving through education, they created a community of engagement and support. The primary challenge faced by GPPCC, and its members, was one that has been experienced by most organizations in a post pandemic world – namely, adjusting to new ways of communicating and interacting digitally.

Adding to the complexity of this newfound business environment are the challenges of the dramatic shift in sources of funding, the need to increase effectiveness and efficiency, and broader structural changes using technology. The goal was to educate the mailing community with new and exciting ways of reaching their target audience with a program that highlighted their values. Through online meetings and immersive lab sessions, GPPCC engaged the mailing community on an educational journey by exploring critical topics, overcoming constraints, and expanding the limits of the possibilities of mail.

Greater Philadelphia PCC hosted a virtual Mail Design Professional (MDP) training class for three days. They coordinated with the USPS National Center for Education Development to bring the MDP certification course to Philadelphia. The course concluded with a virtual plant tour at the Philadelphia P&DC. This was an increase of 10% over previously certified employees.

They also hosted an education certification training program for the mailing and shipping industry held in conjunction with American College of Physicians (ACP). This training was conducted for four straight weeks. ACP employees were trained on the end-to-end process of completing a mailing, navigating the waters of *PostalOne*, and interpretation of the mailer scorecard. The training schedule was developed by a collaboration between ACP representatives and the GPPCC Executive Board members to highlight the most desired topics of interest. The educational training program held in conjunction with ACP generated four new members and five APC employees fluent in producing mailings. Their final goal was to increase their outreach towards local colleges and universities. They drew upon existing contacts at Widener University to offer participation in the Direct Effect challenge held on May 13, 2021. Widener sent a small team of five undergraduate students to participate in the challenge. These students became the first to join their upcoming talent database.

MEMBERSHIP PROGRAM EXCELLENCE AWARD SACRAMENTO PCC, BRONZE AWARD WINNER



Pictured L to R: John Millet, Industry Co-Chair, Postmaster General Louis DeJoy, and Cheri Valdivia, Postal Co-Chair.

The Sacramento PCC's objective for the year was increasing membership to gain lasting and beneficial relationships and an influx of new ideas and perspectives. Communication channels were leveraged like the Sacramento PCC Newsletter which highlighted information on upcoming events, and provided information on postal products, policies and services. In addition, their website showcased the many benefits of PCC membership and was updated regularly to show current events and the educational presentations used in such meetings.

Educationally, the Sacramento PCC offered a consistent agenda of topics throughout the year which catered to the needs of its local business community.

In addition, Sacramento PCC co-hosted the Postmaster General's meeting held in Southern California and hosted a National PCC Highlights informational meeting. Through these events and communication efforts, Sacramento PCC achieved the following:

- Seventeen new members from the former Bay-Valley PCC due to combined efforts.
- Two new PCC committee Executive Board members.
- Thirteen Certified Mail Design Professional course members.
- Membership was educated prior to all Postal product increases and shipping and mailing platform changes.
- 10-Year Plan was presented in depth to membership.
- Several of our members attended workshops at the National Postal Forum and National PCC Week events.
- One of seven PCCs to win a "Diamond Award".

CENTRAL ARKANSAS PCC, SILVER AWARD WINNER



Pictured L to R: Denver Johnston, Industry Co-Chair, Postmaster General Louis DeJoy, and Anita Strickland, Postal Co-Chair.

The Central Arkansas PCC set a goal to increase their membership by 10% in 2021. PCC Postal Administrator Julie Chudy suggested the idea of hosting a Stamp Dedication for the 2021 Otters in the Snow stamp. This was adopted by the Executive Board, especially since the local Little Rock Arkansas zoo had two new otter pups born in 2021. The event was held at the zoo, providing a unique venue that attracted customers to attend and learn more about the value of the PCC.

Riding the success of the Otters in the Snow event, the Central Arkansas PCC continued with stamp events throughout 2021. They promoted the stamp dedications by posting flyers at the local post offices the week before, and many local customers bought the stamps being promoted and were able to enjoy meeting their postmaster or station manager of that office. They used these events as an opportunity to meet small and large business customers to share with them the value of the Central Arkansas PCC and to explain the benefits why they should join. As a result of these creative approaches toward membership recruitment, Central Arkansas PCC exceeded their goal by growing their membership by 20% in 2021

GREATER BALTIMORE PCC, GOLD AWARD WINNER



Pictured L to R: Judy Antisdel, Industry Co-Chair, Jennifer Hoyer, Industry Vice Chair, Postmaster General Louis DeJoy, and Le Gretta Goodwin, Postal Co-Chair.

The Greater Baltimore PCC (GBPCC) focused its efforts on professional growth for its membership through 11 virtual sessions to deliver meaningful and valuable education in a safe and health-minded format. To expand their reach, they joined forces with the Washington Metro PCC (WMPCC), which provided a strong network of industry and USPS experts across the Baltimore-Washington corridor to strengthen their skills and professional contacts.

GBPCC rallied together to accomplish their goal of bringing members closer together through several creative avenues:

- Communication – They communicated regularly through e-blasts regarding GBPCC updates, news and industry events. They also used postcards to announce their annual Summer Crab Feast and their year-end general membership meeting. The GBPCC newsletter included member stories and highlighted how unexpected challenges were overcome through innovative ideas and member support.
- Engaged Executive Board – The GBPCC Board reached out to each other and members just to “check in” to maintain engagement throughout the pandemic.
- Member Focus – Using two different models of trend surveys for quick and short responses and an annual survey for more in-depth conversations, they were able to collect valuable information on member needs. The trend surveys collected data at each event provided feedback on the best days and times to educate, the where and how, and what was the highest need priority of the moment. The annual survey confirmed what was done, and what needed to improve. Additionally, GBPCC partnered with USPS departments such as Sales, BMEU, and Business Service Network (BSN) to engage local USPS business customers on the benefits and value of joining the PCC.

Greater Baltimore PCC successfully returned to in-person events in 2021, expanded their reach and increased participation at their events.

PCC INNOVATION OF THE YEAR SACRAMENTO PCC, BRONZE AWARD WINNER



Pictured L to R: John Millet, Industry Co-Chair, Postmaster General Louis DeJoy, and Cheri Valdivia, Postal Co-Chair.

The Sacramento PCC sought to approach existing processes, products and ideas in new ways throughout 2021. They began in June with their live event in historic Old Sacramento, sending off the Pony Express re-ride to St. Joseph, Missouri. The Sacramento PCC presented the sendoff ceremony by sending a personal created “cache” letter extending an invite of historic partnership and sisterhood to the Central Missouri PCC. Industry Co-Chair John Millet, and his team at Mailing Systems Inc. (MSI) donated printed “caches” for this event. Central Missouri PCC welcomed the Pony when it arrived after its 10-day journey. This event marks the 1st annual joint event for the Sacramento PCC, which will carry on for years.

Sacramento PCC also hosted a December Christmas caroling event that brought out 35 people to help spread joy to Sacramento USPS city carriers. Special guests included Santa and “furry friend” Farley, a Sacramento Postal Inspector K9. Farley demonstrated his sniffing skills and found “planted narcotics” used for training.

Additional innovations included collaboration among Anaheim, Central Missouri and Washington, DC to create the 60th Year PCC anniversary pictorial cancellations. This pictorial cancel was highlighted in the Postal Bulletin and over 60 customers across the nation send in personal made caches to be cancelled by the Sacramento PCC pictorial stamp. Along with other efforts throughout the year, the Sacramento PCC leveraged these occasions to establish new traditions, recruit new members and mentor neighboring PCCs.

CENTRAL MISSOURI PCC, SILVER AWARD WINNER



Pictured L to R: Cathy Rupard, Industry Co-Chair, Postmaster General Louis DeJoy, and Roger Bounds, Postal Co-Chair.

The Central Missouri PCC focused on expanding its PCC Pen Pal program in 2021. Their first initiative in June was a collaboration with the Sacramento PCC on the Old Sacramento Pony Express Re-Ride. Together, they cohosted a virtual and hybrid event featuring Rich Tatum of the National Pony Express Museum. As the re-ride began, notes from the Sacramento Board were sent to the Central Missouri Executive Board via the Pony Express. Members were able to track the journey and each stop was documented along the way. The Central Missouri PCC members had the honor of filming and meeting the Pony Express Re-Ride as they reached their destination in St. Joseph, MO. During this event they also hosted a Pony Express letter writing program.

In August, in collaboration with the PCCAC Communications and Marketing Sub-Committee, Sacramento PCC, Sierra Coastal PCC, and the Central Missouri PCC worked diligently with USPS Kansas City Stamp Fulfillment Services, creating four unique limited edition special postmark cancellation Celebrating 60 Years of the PCC. Meanwhile, in November, the Postal Service launched a new Pen Pal Program for 3rd, 4th and 5th graders. After consulting with a local elementary school, the Central Missouri PCC developed a strategic plan, established necessary connections, and formed relationships needed within the school district. Their partnership was vetted and approved by the local school district and the local Pen Pal program was official.

PCC Postal Co-Chair Bart Green also provided a venue for promoting Operation Santa and sending holiday cards. Bart along with Katy Crump, joined the board setup in the lobby of the Post Office and shared information and letterhead for Operation Santa letters. They utilized the Operation Santa website to provide collateral material to hand out to community members that would want to adopt letters, as well as promote the letter writing component. The Central Missouri PCC hosted their annual Send-A-Card and Letters to Santa that was established in 2014. The Mayor of Jefferson City, MO, proclaimed the Second Saturday of December as the Official Send a Card Day for the City of Jefferson.

These activities generated tremendous engagement and participation among PCC members and non-members alike. In addition, these creative events provided an example of how PCCs can model their outreach efforts to coincide with the culture of their local communities.

GREATER BOSTON PCC, GOLD AWARD WINNER



Pictured L to R: James Holland, Postal Co-Chair, Postmaster General Louis DeJoy, and Alice Gordon, Industry Executive Board Member.

The Greater Boston PCC leveraged a new way to communicate with audiences by creating their Celebrity Video Podcast Series hosted by George Kippenhan. The discussion-style format included the journey of how guests achieved their successes and how their careers related to USPS.

The USPS trivia section proved to be popular for guests and listeners as well, with questions including:

- What Actor/Actress belongs on a stamp?
- What Moment in History belongs on a stamp?
- What athlete belongs on a stamp?
- What musician belongs on a stamp?

Guests have included:

- Nick "Fitzy" Stevens - YouTube personality/Sports Radio Commentator
- Matty Blake - Actor/Host of TV's #1 Rated Cable Show "Drilling Down: The Curse of Oak Island"
- Jerry Thornton - Author/Barstool Sports/New England Patriots Beat Writer
- Kerry O'Malley - Broadway Star (White Christmas/Into the Woods), Actress (Snowpiercer/Annabelle/Rounders)
- Andre Gower - Actor/Director/Producer

The podcasts can be viewed on the [Greater Boston PCC website](#). With the cross-promotion support from guests, the Greater Boston PCC increased its mailing list by 20% as a result of this creative and entertaining communication format.

PCC OF THE YEAR – SMALL MARKET GREATER MADISON AREA PCC



Pictured L to R: Rob Hanks, Industry Co-Chair, Postmaster General Louis DeJoy, and Diana Nygaard, Postal Co-Chair.

As a Small Market PCC, it is difficult to find sponsors and members who will commit to staying the course and supporting the PCC financially, as well as participating at meetings and events. The goals of the Greater Madison Area PCC were to build on any successes we achieved since forming the PCC in 2018, to grow our membership and member participation, and to stay active with our members through educational and interesting meetings and events.

The executive Board and committee members set out early in 2021 planning meetings and events, which members had expressed an interest in during the previous year. Utilizing feedback from event evaluations proved to be very helpful. We reached out to industry and USPS speakers early on, to secure their participation. Their events in 2021 covered topics such as Emerging & Advanced Technology for Direct Mail Success; Targeting & Retargeting; Cyber Security; Military Mail Success; The future of Marketing Mail; and a Health Education Center presentation on Building Resilience. They brought UNCW Marketing Department Chair and professors together with USPS HQ Direct Effect Program Director at their Holiday Luncheon. Additionally, they partnered with the USMC Camp Lejeune Postal Directors for an educational tour of their Mail Distribution facility and USMC employee recognition, as well as holding an in-person National PCC Day event at the Cape Fear Community College to celebrate the PCC 60th anniversary.

Despite continued business closures and restrictions, the Greater Madison Area PCC managed to hold four in-person events and three virtual educational events. Participation numbers averaged between 25-30 per event. The Certificate & Track Program was initiated at the start of the year and over 45 certificates have been awarded to participants. Membership has grown to over 80 members. The Greater Madison Area PCC has completed all Gold PCC Premier Award requirements to apply for its third Gold Award in just four years of existence.

PCC OF THE YEAR – LARGE MARKET SANTA ANA DISTRICT PCC



Pictured L to R: Vencent Quaglia, Postal Administrator, Postmaster General Louis DeJoy, and Dave Rich, Industry Co-Chair.

The Santa Ana District PCC benefits from a wide geographic area that features a diverse array of members from various segments of the mailing and shipping industry. Through the leadership of its Executive Board, this PCC executed unique promotional campaigns to engage its membership remotely and in-person. Their pen packet promotional mailing boosted membership and provided updated contact information in the marketing giveaways that were included in the packet.

In addition to their innovative marketing ideas, they were the host for the first PCC event that featured Postmaster General Louis DeJoy speaking publicly to the PCC community about the Delivering for America Plan and the future of USPS. The event took place in Anaheim, CA, at the Anaheim Marriott Grand Ballroom on November 20, 2021. Over 200 attendees were present to receive the PMG's message, where he took live questions and set a strong tone for the future of mailing and shipping. Santa Ana District PCC worked most of the logistics on site and played a prominent role in driving attendance and promoting the event.

Santa Ana District PCC's success begins with and rests on the shoulders of its engaged Executive Board. Industry Co-Chair David Rich took the lead on establishing co-hosted Zoom events to maintain engagement among PCC membership throughout the pandemic. PCC Administrator Vencent Quaglia contributes nationally to the PCCAC Education Programming and PCCAC Communications and Marketing Sub-Committees, including his involvement with the Contact and Inquiry List, Duties and Responsibilities of a PCC Postal Administrator and the success of the 60 Years of PCC commemorative cancellation.

Board member Pedro Flores designed, wrote, printed, and mailed the Santa Ana District PCC newsletter. When Pedro had to step away from the day-to-day duties, Sheryl Imai stepped in, and her company took over the printing and mailing aspect of the newsletter. Dave Patel handled the printing and mailing of postcards that announce Santa Ana District PCC events. PCC Treasurer Michelle Palomino coordinated with Dave to get the mailers out kept records up to date and provided alerts to the Board regarding areas that may be of concern. Industry Vice Co-Chair Ruben Gonzalez helped to find educational topics and speakers for their PCC events. PCC Secretary John Silver helped to put creative and innovative spins on PCC events. Through the collective effort of these individuals, their members have enjoyed quality programming and engaging events.

PCC OF THE YEAR – METRO MARKET GREATER BOSTON PCC



Pictured L to R: James Holland, Postal Co-Chair, Postmaster General Louis DeJoy, and Alice Gordon, Industry Executive Board Member.

The Greater Boston PCC made a commitment to rejuvenating its membership in the wake of the COVID setbacks that took place throughout 2020. They relied on exciting innovations, educational mailing sessions, intriguing communication methods, and an aesthetically pleasing and up to date website and database to share their messages with the local business community. Their PCC continues to remain an invaluable resource for the mailing and shipping industry. The diversity of events included Operation Santa; a Postal Museum Virtual Highlight Tour; multiple Celebrity Podcast Series guests; Stamp Dedication events; and postal topics like Seamless Acceptance and postal rates to keep customers up to date on postal products and services. In addition, Greater Boston PCC used their quarterly newsletter and website to stay connected with their community and continued featuring their comprehensive history of the Greater Boston PCC to provide historical perspective on the impact this PCC has had on its local region.

They also made a concerted effort to strengthen their Executive Board, adding three members which immediately provided support to their education and communication committees. The activities throughout the year led to a 20% increase for their mailing list, a return to in-person attendance at events, and resurgence in overall participation among members.

Once again, **Congratulations to all our 2022 Award Winners.** Representing the **Best** of the **Best** from our nationwide PCC Network, your dedication and commitment to the PCC Community has been inspiring. Continuously striving for perfection and developing new innovative strategies to grow the PCC community, you've persevered through the most challenging times and have come out on top. **Thank you and keep up the great work!**

View all the exciting highlights from PMG Louis DeJoy's keynote address and the 2022 PCC Leadership Awards Celebration by clicking the following links:

<https://postalpro.usps.com/node/11118> and at <https://postalpro.usps.com/node/11120>

NOTICES

2022 NATIONAL PCC WEEK FACING THE FUTURE TOGETHER

*Back in-person...*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.

SAVE THE DATE

2023 NATIONAL POSTAL FORUM

- Charlotte, NC
- May 21 through 24, 2023



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/>



Thanks to YOU
The PCC's Future
Looks Bright



GET CONNECTED AND GROW!

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