

Congratulations to the Central Arkansas PCC for being chosen as the August *PCC Insider* “Spotlight”



Central Arkansas PCC (North Little Rock, AR)

- Date founded:** Since the 70's
Members: Approximately 100 general members and 15 Sponsors
Awards:
- 2022 – Membership Program Excellence *Silver* Award
 - 2021 – Communication Program Excellence *Bronze* Award
 - 2011 – 2022 Premier Certificate *Gold* Award
 - 2015 – 2022 PCC Premier Certificate *Platinum Level*

To stay in contact with their members, the Central Arkansas PCC has been emailing, sending out postcards, and newsletters to their members to keep them informed of any changes and to update them with local USPS information and webinars scheduled. Like others, they have altered their typical board meetings from the traditional in-person setting to hybrid meetings, using Zoom to allow members to participate.

For the first time in three years, they hosted their annual Spring Conference in-person this year. Because it is one of their largest annual events, averaging 50-75 attendees prior to COVID, they felt it was important to begin in-person events again. Part of their success was contributed to dynamic guest speakers who spoke on engaging topics such as Address Hygiene, Augmented Reality, the current *State of the USPS*, ongoing postal incentives, along with providing a 30-minute instructor-led session on how to de-stress at work by doing in-office yoga. The session re-energized the audience who had nothing but positive feedback, and of course, lots of funny stories to share.

The Central Arkansas PCC's core strength comes from the Executive Board members. They are committed in making their PCC successful. During the pandemic, they continued to host events via *Zoom*, and lobby events where social distancing could be maintained according to local and CDC guidelines. Lobby events have provided an opportunity to showcase the local management team to the customers and educate small and large business customers who are not aware of the PCC and the value of becoming a member of the PCC Community. An added bonus was the opportunity to thank customers in person for their business. Each lobby event had a specific and hot coffee and muffins were served to feature the new USPS Espresso and coffee stamp. Another event highlighted the “Thank You” stamp. Local first emergency responders, including the state police, sheriff's department, fire departments, and Postal Inspection Service, were invited and publicly recognized for their service. Key take-aways from hosting lobby events included adding attendee's contact information to their mailing list, which allows them to promote upcoming events. It has been exciting, as well as rewarding, to see new faces at their events and an increase in their PCC membership.

The Central Arkansas PCC plans each year's calendar of events in advance, including their annual golf tournament and spring conference among their events throughout the year. Growing their PCC membership has remained one of their main goals throughout the years.

In an effort to attract new members, they recently mixed it up a bit by changing meeting locations and adding after hour events. Their meetings are typically held at the Chamber of Commerce, local college, Post Office, industry's location, and local restaurants.

For National PCC Week 2022, they will be experimenting with a different approach by incorporating a plant tour and having keynote speakers give their presentations while on a trolley ride, or during a putt-putt golf tournament.

The Central Arkansas Executive Board members remain committed to the success of their PCC, as history has shown; they will do what it takes to achieve the PCC Premier Certificate Gold Level Award each year. They have a strong partnership with their Industry members and have ongoing support from their District Manager.

The Central Arkansas PCC is currently led by:

- Postal Co-Chair – Anita Strickland, Postmaster, N Little Rock, Arkansas District
- Postal Vice-Chair – Paula McDore, Postmaster, Little Rock, Arkansas District
- Industry Co-Chair – Denver Johnston, Consultant
- Industry Vice-Chair – Joe Wagner, Chief Operating Officer, Arkansas Mailing Services
- Postal Administrator – Julie Chudy, Customer Relations Coordinator, AR – OK District, USPS
- Julie Gosdin, USPS District Manager AR – OK District

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

- 1) Old Mill, which is located across the river in North Little Rock, is the sole remaining structure from the film *“Gone with the Wind.”*
- 2) The Big Dam Bridge, which is 4,226 feet long, is the country's longest cycling and pedestrian bridge in the U.S.
- 3) Little Rock is the home to the William J Clinton Presidential Library and Museum, the first federal building to receive a Platinum rating, the highest in the Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB) Green Building rating system.

For more information on the Central Arkansas PCC please visit their website at:

<https://www.centralarkansaspcc.org>

