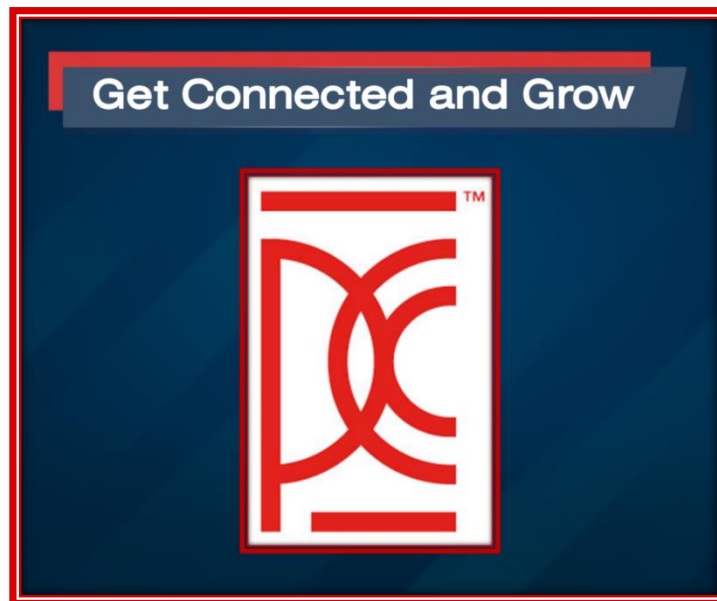


## *PCC INSIDER – October 2022 EDITION*



## 2023 PCC REVITALIZATION PLAN UPDATE



Committed to ensuring that **no** PCC is left behind regardless of status or size, the Postal Customer Council Advisory Committee (PCCAC) recently launched its exciting new initiative the “**2023 PCC Revitalization Plan.**”

The *PCC Health Check* is the first step in the *2023 PCC Revitalization Plan*. Many thanks to the PCCs who have already taken the time to submit their responses. To-date we have heard from a total of 65 PCCs nationwide.

At this time, our team of Subject Matter Experts (SMEs) are busy reviewing the results, diagnosing issues and struggles your PCC may be experiencing. Our SMEs will then develop a personalized prescription and follow-up plan unique to your

individual PCC; no two plans are likely to be the same. Your personalized prescription plan will help strengthen your PCC where **you** are struggling by providing guidance and recommendations that can help place **you** on an upward trajectory for success well into the future.

Our goal is to incorporate a personalized revitalization plan for all 145 PCCs nationwide. Therefore, we ask PCCs to please be patient as we develop and integrate a plan exclusively designed for your success. It is a lofty task that will not be achieved overnight, especially with peak season upon us. But we are up to the challenge and are fully confident that within time we will fully achieve our goals.

If you have any questions, or if your PCC still needs to take the survey, please send an email to the PCC Marketing mailbox at [PPMKTG@usps.gov](mailto:PPMKTG@usps.gov) or reach out to your HQ PCC liaison.

**Stay tuned**, more exciting information will be forthcoming. Until then, don't forget to **Get Connected and Grow!**

## A FOND FAREWELL TRIBUTE AND THANK YOU



*Pictured Left to Right: Lindsey Taylor, Director, Industry Engagement and Outreach, and Mark Fallon, PCCAC Industry Co-Chair, Strategic Innovation & PCC Policy Sub-Committee*

During this season of giving thanks, the National PCC Program Office would like to take this opportunity to recognize, celebrate, congratulate, and **thank** one of our truly dedicated National Postal Customer Council Advisory Committee (PCCAC) leaders, Mark Fallon, whose term will be coming to an end on December 31, 2022.

For 61 years *and counting*, the Postal Customer Council (PCC) has provided opportunities for business mailers and Postal Service management to work together for mutual gain and benefit. As with any business or organization, strong leadership is key to success. Over the past few years under Mark's leadership, the PCC Community has soared to new heights. His dedication and innovative contributions helped build and strengthen a solid foundation for the well-established partnership between the PCC Network and the Postal Service, positioning the PCC on a trajectory for success from infinity to forever!

Mark is President and CEO of The Berkshire Company, an independent consulting firm specializing in mail and document processing strategies. Mark has spent countless years and hours speaking at PCC events and meetings to enhance the value of PCC membership. Moreover, Mark has presented many times at the National Postal Forum PCC and industry workshops.

Mark served on the PCCAC since 2019 as PCCAC Member-at-Large, Industry Co-Chair for the Strategic Innovation & PCC Policy Sub-Committee, and member of the PCCAC Education Sub-Committee.

In addition, Mark has been an active member of the Greater Boston PCC for several years serving on their Executive Board from 1998 – 2018. He served on the U.S. Postal Inspector's Industry Task Force for Mailroom Security in 2001 – 2022, and the Postmaster General's Mailer's Technical Advisory Committee's (MTAC) Workgroup #177 (*Improvements in Address Quality Methodologies and ACS Best Practices*).

Growing up in a Postal family, Mark's knowledge and passion for the mailing industry, as well as the entire PCC community is second to none.

Once again and on behalf of the United States Postal Service and PCCAC, we would like to applaud and recognize *Mark Fallon* for his outstanding contributions.

*Congratulations and best of luck in all your future endeavors. You will be greatly missed.*

## **PCC SUGGESTION BOX VIA SURVEYMONKEY**

The PCC Advisory Committee wants to hear from you, so we have created a *SurveyMonkey* link for you to input any suggestions, concerns, or issues you may have that pertain to any PCC related matter.

Your input may be anonymous; however, if you would like someone from the Headquarters PCC Program Office to contact you, please provide your contact information.

This survey will be kept open indefinitely.

The link is: <https://www.surveymonkey.com/r/PCCSuggestionBox>

We appreciate your feedback.

## **MEMBERSHIP**

### **DISCOVER WHY YOUR MEMBERS JOINED THE PCC**

In most cases, people join associations for networking, continuing education, accessing specialized information, earning certifications and/or professional development.

When you know your members' motives for joining, you can plan events that attract and keep members coming back. This is a significant step for retaining existing members.

Conducting short surveys is a great way to determine your members' motives for joining your PCC. You may also want to ask what your member's expectations are with their PCC membership. The information you learn from your members is valuable in planning events that keep members coming back and having engaging events.

If your PCC has a diverse membership, from mail owners, mail server providers, and industry vendors to shippers that use the Postal Service, you will need to hold various events. Doing this will help increase engagement with your members and prevent some from lapsing. In addition, you can easily find out what types of events your members want simply by asking them.

Conducting one-on-one member interviews will give you great feedback, and it is a great way to increase membership engagement.

When you know your members, you can meet their needs more effectively and plan your events and meetings accordingly. Moreover, you will reap the benefits that result in engaging PCC events and meetings that support the mailing and shipping industry, as well as the mission of the PCC Network.

Make sure your PCC is delivering the value members want and expect.



## EDUCATION

### 2023 PCC PREMIER CERTIFICATE AWARDS – ARE YOU READY?

The PCC Premier Certificate Awards program provides PCCs with a set of national standards that serve as the benchmark for PCC excellence. They recognize industry best practices that support business growth opportunities for the Postal Service and its PCC members. In short, it is a program that allows PCCs to take pride in their accomplishments from the previous year. The 2023 Premier Certificate Awards will recognize the achievements of PCCs completed throughout the 2022 calendar year.

To qualify, PCCs must functionally operate with an Executive Board that meets regularly, they must host events regularly, and they must maintain outreach and communications with their membership. The level of frequency that PCCs commit to will determine the level of recognition that they receive. Award levels include Bronze, Silver, and Gold. PCCs that earn the **Gold** Level status for five consecutive years qualify for the prestigious PCC Premier Platinum certificate as well.

To find out specifically what your PCC needs to qualify, PCC Premier Awards guides and forms are available to view and download at the PCC [BlueShare](#) website. You can receive additional support by contacting your HQ PCC Liaison.

Please keep in mind, you must complete these requirements between January 1, 2022, and December 31, 2022. You must complete the 2023 PCC Premier Certificate Award Nomination Form, with your District Manager's signature dated and uploaded to the PCC [BlueShare](#) site by Close of Business, January 31, 2023.

The PCC Advisory Education Programming Sub-Committee is here to assist. For more information on the PCC Premier Certificate Awards or any other questions your PCC may have, please contact the PCCAC Education Programming Sub-Committee Postal Co-Chair, Da Shiek Woodard, at [dashiek.f.woodard@usps.gov](mailto:dashiek.f.woodard@usps.gov).

## COMMUNICATION

### A SEASON FOR THANKS

During this season of “Thanks” and “Giving” it is important for PCCs to take time to “recognize” and “thank” your Executive Board Members, Sponsors and General Membership for their continued support and dedication to your PCC throughout 2022, which was once again a challenging year of transition.

With that in mind, you might consider also “Thanking” your Executive Board's managers, bosses, or companies who have allowed them to serve on your Executive Board this past year. Without them, your PCC could not have achieved the high-level of success that you did in 2022.

In addition, mailing a thank you via the US mail will help your PCC achieve your communication requirements needed to qualify for a 2023 PCC Premier Certificate Award.

#### End of Year “Creative Communications Challenge”

Whether your PCC plans on mailing a thank you letter, postcard, or planning on presenting a “Certificate of Appreciation”, the PCCAC Communications and Marketing Sub-Committee would like to cordially invite you to participate in the Communications and Marketing end of year creative challenge.

To enter simply email a copy of your PCC “Thank You” creations and ideas, so that in the spirit of “giving” we can share your design(s) with the entire PCC Community. That’s right, your design(s) will be posted on *PostalPro* and *PCC Voice*! Remember sharing is caring and the more that we can help each other the more successful and stronger the PCC Community will be as we Face the Future Together.

By sharing your design(s), you will be automatically entered into our creative challenge and have an opportunity to win a great prize. The winner will be randomly selected or drawn and not based on the design itself. The challenge officially kicked off on October 19, 2022, and will run until Close of Business on Friday, January 6, 2023.

Should you or your PCC need assistance in creating a “Thank You” or another type of member recognition or certificate of appreciation, please send an email to the PCC Marketing Mailbox at [PCCMktg@usps.gov](mailto:PCCMktg@usps.gov) and we will be more than happy to help you.

So, get your creative juices flowing...we look forward to receiving your awesome designs!



***Thank You for All that You Do...***and don't forget to ***Get Connected and Grow!***

## **STRATEGIC INNOVATION AND PCC POLICY**

### **UNWRAP MORE HOLIDAY SALES WITH MAIL – EVOLUTION OF A MEDIUM**

Have you read the USPS book – “Evolution of a Medium”? One of our fellow PCC members did, and here’s her review:

Simply worded, yet powerful reading, right down to the “album-esque”, complimentary keepsake, the United States Postal Service has succeeded in tantalizing marketers to experience Omni-Channel Direct Mail innovation right at our fingertips with this guidebook.

Using superior vocabulary to explain how Direct Mail was once perceived, “staid print,” “siloed experience,” “generic messaging,” “just a piece of paper,” this read truly hit at the heartstrings of a Postmaster and a Wordsmith. The climax was introduced when the “moment of truth,” was revealed. In this book, Direct Mail was given the accolades and innovation that it so deserves.

Both postal and industry innovators value what Direct Mail is today, “a hyper-targeted marketing tool powered by digital intelligence,” “providing multiple customer touchpoints,” “utilizing coordinated omni-channel campaigns,” “for individualized targeting,” “through powerful multi-media messaging,” this read provides the insights you need to connect hard-copy mailings with digital marketing. I dare you to read for yourself.

To order your complimentary copy, visit [https://www.uspsdelivers.com/contact\\_details/unwrap-more-holiday-sales-with-mail/](https://www.uspsdelivers.com/contact_details/unwrap-more-holiday-sales-with-mail/).





## ACADEMIC OUTREACH PROGRAM THE DIRECT EFFECT® UPDATE



### *Direct Effect® Fall 2022*

On October 15th, the Direct Effect team was honored to host “The Arthur Ashe Legacy” for the latest iteration of the Direct Effect Innovation Challenge. The Arthur Ashe Legacy seeks to honor the impact of Arthur Ashe on education, civil rights, humanitarianism, and more for so many communities. Students were tasked with creating a marketing campaign that could modernize their work and bring it to new audiences. Some of the offerings of the Arthur Ashe Legacy include scholarships, internship opportunities, and more educational resources that seek to continue the great work Arthur Ashe himself did.

**Real-world marketing challenge presented by:**

THE  
**ARTHUR ASHE**  
LEGACY

Arthur Ashe Legacy works to preserve the sporting and humanitarian legacy of tennis and social justice legend Arthur Ashe through education, oral history, outreach, and advocacy.

We are excited to announce that Eastern Kentucky University was selected as the winning team with their campaign. However, they faced fierce competition from Bowie State University, Georgetown University, Maryland Institute of College and Art, University of the District of Columbia, and Rosemont College who all put together excellent marketing ideas.

Campaigns included social media strategy, digital marketing, and of course, mail. These channels were effectively utilized by students to bring awareness to the great materials that The Arthur Ashe legacy offers. The event was a great way to highlight the value of mail and to demonstrate just how creative marketers can be when using it. Mail can deliver

tremendous results when used in conjunction with digital channels and these students showed how powerful it can truly be. The next generation of marketers certainly has a bright future.

Assist us in expanding our network of students, professors, and marketing leaders. With your help, Direct Effect wants to pave the way for the next generation of marketers. Send your professional connections in these industries to [team@directeffectinnovation.com](mailto:team@directeffectinnovation.com). We will take it from there.

Let us connect people who *want* to know the people *in* the know.

Want to learn more about Direct Effect? [www.directeffectinnovation.com/about](http://www.directeffectinnovation.com/about).

## POSTAL NEWS

### USPS CONTINUES NETWORK INVESTMENTS AHEAD OF HOLIDAY SEASON SERVICE PERFORMANCE REMAINS STRONG ACROSS NATION

The United States Postal Service recently reported new delivery performance metrics through the third week of the FY2023 first quarter. During the reporting period, the average time to deliver a mailpiece or package across the postal network was 2.6 days.

FY2023 first quarter service performance scores covering Oct. 1 through Oct. 21 included:

- **First-Class Mail:** 92.4 percent of First-Class Mail delivered on time against the USPS service standard, a decrease of .7 percentage points from the fiscal fourth quarter.
- **Marketing Mail:** 93.9 percent of Marketing Mail delivered on time against the USPS service standard, a decrease of .9 percentage points from the fiscal fourth quarter.
- **Periodicals:** 85.7 percent of Periodicals delivered on time against the USPS service standard, a decrease of 1.2 percentage points from the fiscal fourth 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.

USPS continues its efforts to prepare for the holiday shipping and mailing season. This preparedness reflects strategic investments and operational precision improvements made as part of the Delivering for America plan. Initiatives include:

- Stabilizing the USPS permanent workforce by converting 100,000 workers to full time since the beginning of 2021; with more than 41,000 part time workers converted to full time since January 2022.
- Actively hiring an additional 28,000 seasonal employees ahead of the holiday season.
- Installing 137 new package sorting machines across the nation this year. This brings the organization's total to 249 new processing machines since the launch of the Delivering for America plan. The new equipment combined with increased operational precision will expand daily package processing capacity to 60 million.

Since January, USPS has installed 116 of 137 new package sorting machines ahead of the holiday season. New package sorting machines have recently been installed in Texarkana (TX), Lexington (KY), Amarillo (TX), Saco (ME), and Columbia (MD).

The Postal Service generally receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

## PREPPING FOR THE HOLIDAYS WITH IMPORTANT DATES



The holidays bring many things — gifts, family gatherings, decorating and festivities. For 2022, they also bring a few updates from the Postal Service for shipping deadlines and temporary pricing changes, as well as new package regulations.

### 2022 Holiday Shipping Deadlines

The Postal Service recommends the following mailing and shipping deadlines for expected delivery by Dec. 25 to domestic addresses and Air/Army Post Office/Fleet Post Office/Diplomatic Post Office (APO/FPO/DPO) addresses\*:

- Nov. 5 — APO/FPO/DPO (all ZIP Codes) USPS Retail Ground service
- Dec. 9 — APO/FPO/DPO (all ZIP Codes) Priority Mail and First-Class Mail
- Dec. 16 — APO/FPO/DPO (except ZIP Code 093) USPS Priority Mail Express Military service
- Dec. 17 — USPS Retail Ground service
- Dec. 17 — First-Class Mail service (including greeting cards)
- Dec. 17 — First-Class packages (up to 15.99 ounces)
- Dec. 19 — Priority Mail service
- Dec. 23 — Priority Mail Express\* service

### Alaska

- Dec. 2 — Alaska to/from Continental U.S. — USPS Retail Ground
- Dec. 17 — Alaska to/from Continental U.S. — First-Class Mail and Priority Mail
- Dec. 21 — Alaska to/from Continental U.S. — Priority Mail Express

### Hawaii

- Dec. 17 — Hawaii to/from mainland — First-Class Mail and Priority Mail
- Dec. 21 — Hawaii to/from mainland — Priority Mail Express

\*Not a guarantee, unless otherwise noted. Dates are for estimated delivery before Dec. 25. Actual delivery date may vary depending on origin, destination, Post Office acceptance date and time, and other conditions. Some restrictions apply. For Priority Mail Express shipments mailed Dec. 22 through Dec. 25, the money-back guarantee applies only if the shipment was not delivered, or delivery was not attempted, within two business days.

### Temporary Pricing Adjustments

For the 2022 holiday season, the Postal Service has implemented temporary price adjustments. The changes are in place through Jan. 22, 2023, 12:01 a.m. Central time, for both retail and business customers.

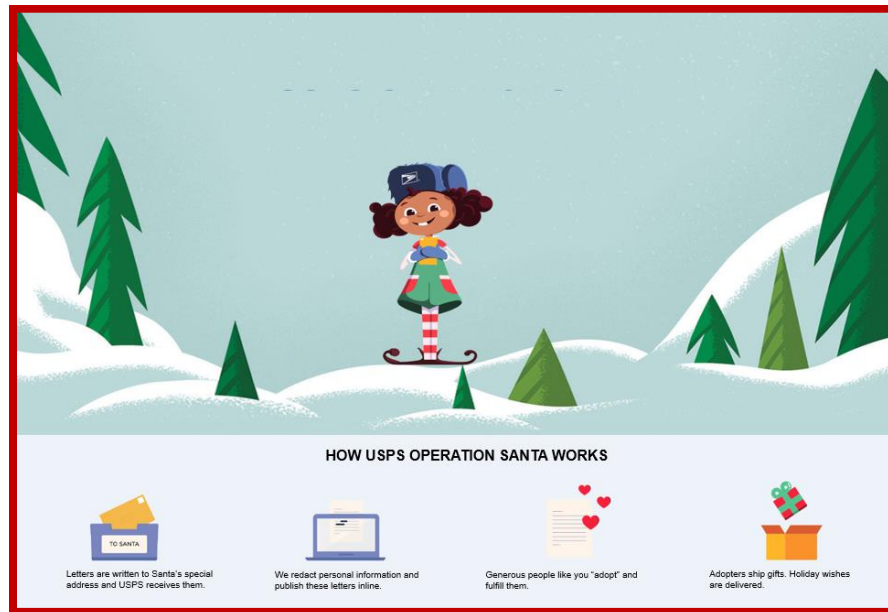
The changes include some of the Postal Service's more popular shipping products, which also includes military shipping: Priority Mail Express, Priority Mail, First-Class Package Service, Parcel Select Ground and USPS Retail Ground. International products are unaffected.



These temporary rates will keep the Postal Service competitive and are similar to adjustments in past years to help cover extra handling costs to ensure a successful holiday season. More information can be found at [usps.com](https://usps.com).

The temporary adjustments are part of *Delivering for America*, the Postal Service's 10-year plan for achieving financial sustainability and service excellence, which calls for appropriate pricing initiatives. Even with the temporary increase, the Postal Service has some of the lowest mail postage rates in the industrialized world and continues to offer great values in shipping.

## USPS OPERATION SANTA®



Each year, hundreds of thousands of children and families from around the country send letters to Santa. Letters asking for everything from toys to basic necessities for themselves and their loved ones.

USPS Operation Santa makes it possible to adopt these letters and respond in Santa's place.

USPS Operation Santa is a much-beloved 110-year old program run by the U.S. Postal Service

In 1912, Postmaster General Frank Hitchcock authorized local postmasters to allow employees and citizens to respond to letters addressed to Santa Claus and the program came to be known as Operation Santa.

In the 1940s, mail volume increased to the point where the Post Office Department invited charitable organizations and corporations to participate for philanthropic purposes —providing written responses and small gifts.

Over the years, the program took on a life of its own. And today cities around the country have established successful programs with recognized charitable organizations, major corporations, local businesses and Postal Service employees, making a major difference in the lives of the children coast to coast.

To learn more about the USPS Operation Santa Program, or how you or your PCC can participate to in this well-deserving program, please visit the USPS Holiday Newsroom by clicking on the following link .

<https://about.usps.com/holidaynews/operation-santa.htm#how>

Everyone deserves a little magic during the holidays!



## PCC INSIDER SPOTLIGHT BUFFALO/NIAGARA PCC

Congratulations to the Buffalo/Niagara PCC for being chosen as the October *PCC Insider* “Spotlight”.



### BUFFALO/NIAGARA PCC (BUFFALO, NY)

**Date founded:** early 1990s

**Members:** Approximately 75

**Awards:**

- 2018 PCC of the Year - *Small Market Award*
- 2010 Education Program Excellence *Silver Award*
- 2010 Communication Program Excellence *Silver Award*
- 2009 Education Program Excellence *Silver Award*
- 2009 Communication Program Excellence *Gold Award*
- 2008 Education Program Excellence *Silver Award*
- 2008 Communication Program Excellence *Silver Award*
- 2008 – 2021 PCC Premier Certificate *Gold Level Award*
- 2013 – 2021 PCC Premier Certificate *Platinum Level Award*

Buffalo/Niagara PCC (BNPCC) is a small but mighty PCC that is growing as described by their PCC Administrator, Alison Potenzo, as “a tight knit family group”, they learn a lot about each other, their customer issues, and their expertise in their Executive Board meetings. Within their Executive Board, they have over 100 years of experience in the Mailing and Shipping Industry.

As with most PCCs, the BNPCC experienced many challenges over the last few years. Like others, they altered their typical Executive Board meetings from the traditional in-person setting to hybrid meetings, using *Zoom* to allow members to participate. Pivoting to the *Zoom* meetings, allowed them to offer their members a wide variety of topics and speakers.

They hosted events from Stress Management to Intelligent Mail Barcodes, and even had a guest speaker attend from Australia.

Always thinking out of the box to recruit and reach the next generation, BNPCC is focusing on Augmented Reality (AR) as the future of mail. Young entrepreneurs can see the capabilities of bridging the physical mailpiece with the digital world, along with all the benefits such as longer interaction time, a higher Return on Investment (ROI), and increased perceived value of the products. BNPCC was highly motivated to reach a wider membership base by giving tools to overcome some of the hurdles, perceived or otherwise, to get started by incorporating AR into Direct Mail campaigns.

Growing membership through education is a 24/7/365 goal of BNPCC. In 2023, their plan is to facilitate events that will continue educating their customers about the *Delivering for America Plan* to make sure they are prepared for the steps being taken toward sustainability and long-term success. Events are planned four months in advance to ensure they are presenting relevant topics based on the industry member feedback. This schedule allows the Executive Board to let their members know their voices have been heard and that the BNPCC is serious about providing information and guidance based on their members' needs.

To kick-off 2023, the BNPCC is planning a holiday bowling party/mixer with CrowdSource event topics in a relaxed atmosphere. One topic at the top of their list will be planning their Annual Golf Tournament. It is their biggest fundraiser for growing their treasury. Their mailers are golfers, so turnout is never an issue. Beginning with hole sponsorships, plenty of networking and raffles of cool giveaways, the event never disappoints.

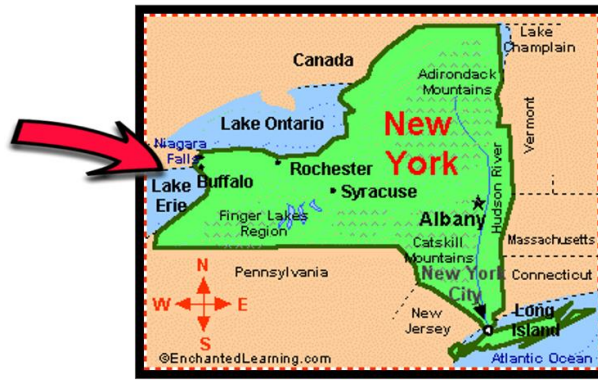
The Buffalo/Niagara PCC is currently lead by:

- Postal Co-Chair – Kevin Fox, USPS Acting Postmaster, Buffalo, NY.
- Industry Co-Chair – Currently Vacant (*elections will be held in December 2022*)
- Postal Administrator – Alison Potenzo, USPS Customer Relations Coordinator
- Treasurer – Cathy Radja, Quality Bindery
- Secretary – Mark Roth, The Copy Store
- Marcellina Del Pizzo, USPS District Manager – New York 3 District

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

- 1) At one time Buffalo had more millionaires per capita than any other U.S. City. During the 1860s until the turn of the 19th Century, bankers and industrial leaders flocked to Buffalo. Most took residence on Delaware Avenue, which became known as Millionaires Row.
- 2) James Ambrose Johnson Jr. better known by his stage name *Rick James* was born and buried in Buffalo, NY. He was an American singer-songwriter, musician, record producer and dancer who found success as a recording artist after signing with Motown's Gordy Records. Throughout his musical career he released multiple successful albums featuring R&B, Soul, Funk, Disco, Doo-wop and Post-disco under the Gordy, Reprise, A&M and Mercury labels.
- 3) In 1898, Roswell Park founded the first cancer research and treatment center in Buffalo, NY. At this time, this was the first center in the United States to specifically focus on cancer research. Today the Roswell Park Comprehensive Cancer Center is one of the top cancer research facilities in America.
- 4) Buffalo is the Inaugural site of President Theodore Roosevelt. Presidential Inaugurations are typically held in our Nation's Capital, Washington, D.C. Roosevelt was sworn in as the 26<sup>th</sup> President in the Wilcox Mansion because President William McKinley was shot and killed while visiting the 1901 Pan-American Exposition in the city. The Wilcox Mansion is now a museum dedicated to the inauguration and other happening from that time.
- 5) The General Mills Buffalo location is the company's oldest cereal plant in the United States, acquired by the company in 1928 following its purchase from Washburn-Crosby Milling Company. When their stacks are running full steam, the smell of Cheerios (*sometimes Honey Nut Cheerios*) in the air near Buffalo's waterfront has always been a source of pride for the city's residents. So YUMMY!
- 6) Buffalo is the second-largest city in the U.S. state of New York and the seat of Erie County. It is located at the eastern end of Lake Erie, at the head of the Niagara River, and is across the Canadian border from Southern Ontario.

For more information on the Buffalo/Niagara PCC please visit their website at: <https://buffaloniagarapcc.org/>.



## NATIONAL PCC WEEK SUCCESS STORIES

### THE GREATER MADISON AREA PCC KICKED OFF NATIONAL PCC WEEK

The Greater Madison Area PCC (GMAPCC) kicked off PCC Week 2022 on Monday, September 19 with hosting the first 2022 National PCC Week event in the country. The fabulous American Family Insurance Worldwide Headquarters in Madison, WI hosted the event which was attended by approximately 70 guests.

Keynote Speaker Judy de Torok, USPS Vice President of Corporate Affairs presented Postmaster General Louis DeJoy's video address followed by a detailed overview of the USPS 10-Year "Delivering for America" Plan. Ms. de Torok spoke to the successes already achieved by the Plan and the remaining steps being taken to lead the USPS back to financial sustainability.

Following her address, Ms. De Torok presented several awards to the GMAPCC, including the Gold and Platinum PCC Premier Certificates Awards for 2022.

In addition, Ms. de Torok presented the GMAPCC with the highly coveted **PCC of the Year – Small Market Award** for 2022. This is the second time in four years the GMAPCC has received this prestigious award. Last but certainly not least, Industry Co-Chair Rob Hanks was presented the National **Industry Member of the Year – Bronze Level Award** for his hard work, dedication, and many accomplishments, and service to the GMAPCC as well and the PCC Community nationwide.

Beginning with the early infancy stages of planning, the GMAPCC made a concerted effort to use this event as a catalyst to assist neighboring PCCs located in Milwaukee and Green Bay take initial steps in becoming operational again. Both PCCs became stagnant during the COVID-19 pandemic, thinking the GMAPCC Week event was a perfect opportunity to help mentor the struggling PCCs, they invited former PCC industry members and postal leadership from both the Milwaukee and Green Bay markets to their event. As a result, several connections were made between these parties and steps have already been taken to resurrect these PCCs.

Adding to their success, the GMAPCC PCC Week event had a host of prominent Postal leaders who either gave presentations or were in attendance including USPS Headquarters Customer Outreach Specialist and National PCC Program Manager Lewis Johnson; USPS Wisconsin District Manager Sam Reed; USPS Promotions, Senior Director Postal Affairs Kevin Goss; and USPS Inspection Service Representative Jeremy Leder.

The day wrapped up with giveaways, including a free complimentary registration to the 2023 National Postal Forum being held in Charlotte, NC, May 21 – May 24, 2023.

At the end of the day, extensive planning and efforts put forth by the entire GMAPCC Board and Membership Committee resulted in a very successful first-class event. With a lot of great networking between industry members in the Greater Madison Area, as well as new connections made with attendees from the Green Bay and Milwaukee markets a great time was had by all.



*Left to-Right: Nedeem Frisch, Waefler- Omnipress; Shana DeLoe, Postal Source; Dan Arrigo, Pitney Bowes; Diana Nygaard Postmaster Madison WI P.O. and Postal Co-Chair; Jeff Braaksma USPS CRC and PCC Postal Administrator; Rob Hanks Suttle-Straus Inc. and Industry Co-Chair; Joe Laubmeier, American Family Ins., Chad Hojnacki, American Family Ins.; Judy de Torok, VP Corporate Affairs, USPS; Tom Diring, United Mailing Services Inc.; Nathan Stevens, Pitney Bowes.*

## **THE CINCINNATI PCC IS BACK BETTER THAN EVER!**

After a lengthy hiatus, the Cincinnati PCC is back “Facing the Future Together” as they focus on rebuilding their PCC stronger than ever.

On September 22, the Cincinnati PCC hosted a successful in-person PCC Week event at the Cincinnati Red Cross Auditorium.

USPS Cincinnati, OH Postmaster and Postal Co-Chair Karen Garber kicked off the highly anticipated event along with Mark Hale, OMG Incorporated Senior Account Executive and Industry Co-Chair. Together they provided a warm welcome to more than 40 attendees.

USPS District Sales Manager, Dave Hinkle and Senior Territory Executive, Terry O'Bannon presented “Mail Growth Strategies” followed by PMG Louis DeJoy’s “State of the Business” video message and USPS Keynote Speaker Central Area Vice President, Retail & Delivery Operations, Eric Henry. Mr. Henry provided a perspective on how the Central Area will play a key role in supporting the USPS Delivering for America 10-Year Plan.

Attendees enjoyed a delicious catered lunch from Montgomery Inn Barbeque, complete with plenty of networking opportunities and giveaways.

Participants included local business owners, marketers, and mailers. USPS leadership included Cincinnati District Manager William D. Jones; Cincinnati, OH Postmaster Karen Garber; Columbus, OH Postmaster Eric D. Gilbert; Cincinnati’s MCSOs; Manager Business Acceptance Performance Business Mail Entry Manager, Ricky Barker and Manager Customer Relations Manager, Andrew Glancy.

The event concluded with a raffle for a free complimentary registration to the 2023 National Postal Forum event to be held in Charlotte, NC.





*Cincinnati PCC Week Group Photo*

### THREE FLORIDA PCCS FACE THE FUTURE TOGETHER BY HOSTING A JOINT PCC WEEK EVENT

On Thursday, September 22, 2022, the Miami-Dade County PCC, Broward County PCC and the Palm Beaches and Treasure Coast PCC hosted the National PCC Day event “Facing the Future Together.”

This was an event filled with educational information, starting with our, Postmaster General, Louis DeJoy’s video message, CIO, Pritha Mehra, USPS Postal Inspectors, Blanca Alvarez and Ivan Ramirez and last but not least Scott Filhaber. Topics included “*The future of the Postal Service*”, “*The Different Services the Postal Service Can Provide Our Business Customers*”, “*Keeping Yourself Safe from Fraud*” and “*Marketing to Millennials*”.

In attendance, they had International Postal Affairs Specialist and International Delegates, Jerome Giles, Guillermo Raymond (Aruba), Lincoln Allen (Jamaica), Marsha Price (Belize), Peter Bethell, Mabelene Miller, and Stephen Whyllly (Bahamas), and London Shepherd (PSA). In addition, USPS Administrators and Leadership team showed their support with a total of 82 postal and industry attendees, making it a highly successful event.



*Left to Right First Photo: Postal Leadership Team Juan Nadal, Michael Vecchitto, Mike Cook, Orlando de la Osa, Damon Coquillette, Jim Walker, (back) Frank Mariano, and Kristopher Novy*

*Second Photo: USPS Keynote Speaker Pritha Mehra Chief Information Officer and Executive VP*

*Third Photo: USPS District Manager, Jean Lovejoy*

### GREATER NEW YORK PCC HOLDS FIRST IN-PERSON PCC WEEK EVENT SINCE 2019

The Greater New York PCC (GNYPCC) held its first in-person PCC Day event since 2019 on September 21, 2022, as part of the 2022 National PCC Week celebration. The well attended event took place at the JAF Building in New York City from 8:30 am - 1:00 pm and was free to all attendees. The GNYPCC wanted to make the event accessible to more people outside of its regular membership to attract them to the organization so they could see what a PCC was all about. This was made possible as the state-of-the-art venue was the regular meeting place for the GNYPCC and we were fortunate to have three sponsors, including Continental Stock Transfer that sponsored the wonderful breakfast as well as great support from GrayHair Software, and Quadiant. The sponsorships fully covered any expenses incurred and also left a little over for future events.

USPS NY 1 District Manager/Postal Co-Chair, Lorraine Castellano and William Ronayne, Industry Co-chair hosted the event and among the attendees were four Postmasters, including Manhattan, NY Postmaster Wanda Diaz; Brooklyn, NY Postmaster John Tortorice; Bronx, NY Postmaster Adela Livingston; and Staten Island, NY Acting Postmaster Frances Paulino. USPS Keynote Speaker was USPS Acting Vice President, Retail and Delivery Operations for the Atlantic Area Scott Raymond. Mr. Raymond introduced PMG DeJoy's video message and then spoke about the Delivering for America 10-Year Plan. A little later in the program, USPS Senior Territory Executive Dean Largmann gave a presentation on Mail Growth Strategies. Both were well received by the attendees.

The GNYPC was recognized with two special awards during a brief ceremony after Mr. Raymond's presentation. The PCC was the recipient of the USPS 2022 PCC Premier Certificate Recognition Program Platinum Level and Gold Level Certificate awards which was a very proud moment for the GNYPC's Executive Board and its membership!

The event had several raffles which were hosted by USPS Customer Service Specialist/PCC Coordinator, Dominique Coleman and USPS Customer Service Manager/Postal Vice Co-chair, Ulysses Keller that included one for the National Postal Forum and several others for some special commemorative items from the USPS. In addition, a 1-year membership in the GNYPC was raffled off and all recipients were very happy with their prizes.

During the event, attendees had an opportunity to network and speak with the sponsors at their vendor tables.

The GNYPC's PCC Week was truly a fabulous event that was informative, enjoyable and nourishing to the mind as well as the body. It was also very worthy of a major Metro Market PCC.



*Left to Right First Photo:* Wanda Diaz Postmaster Manhattan NY, Lorraine Castellano USPS NY 1 District Manager and Postal Co-Chair, John Tortorice Postmaster Brooklyn, NY, Frances Paulino Acting Postmaster Staten Island NY, and Adela Livingston Postmaster Bronx, NY.

*Second Photo:* USPS Keynote Speaker Scott Raymond, Acting VP, Retail and Delivery Operations for the Atlantic Area.

*Third Photo:* Guest Dean Largmann USPS Senior Territory Executive.

## DETROIT AND WEST MICHIGAN PCCS COLLABORATE ON SUCCESSFUL PCC WEEK EVENT

On Friday September 23, 2022, the Detroit and West Michigan PCCs joined forces by hosting a highly successful 2022 National PCC Day event.

The event was filled with networking and educational information featuring PMG Louis DeJoy's video message and presentations on the Delivering for America 10-Year Plan given by USPS Keynote Speaker, USPS Vice President, Sales Shavon Keys. There were also presentations on Informed Delivery and Generations in the Workforce facilitated by Detroit and West MI PCC members.

Additionally, customers were able to tour the Detroit Network Distribution Center, which is one of the PCC's most popular tours. Members of both PCC's provided great feedback which was captured through the event survey. Two new members who were guest of current members and customers joined as new members.

Wrapping up the day, both the Detroit and West Michigan PCCs received the highly coveted PCC Premier Gold Level and Platinum Level Certificate awards.



*Left to Right First Photo:* Enterprise Envelope Representative Brian Venema chats with PCC member Margaret Cervantes  
*Second Photo:* Roy Jefferson- Sr Territory Executive, Detroit & West MI, USPS Keynote Speaker Shavon Keys-Vice President, Sales and Richard Peeples, Sr Territory Representative.  
*Third Photo:* Detroit and West Michigan PCC members enjoy a tour of the Detroit NDC

## NOTICES

### 2023 NATIONAL POSTAL FORUM EARLY REGISTRATION IS NOW OPEN

CHARLOTTE CONVENTION CENTER, NC  
MAY 21 – 24, 2023



All roads lead to Charlotte, NC – home of the 2023 National Postal Forum (NPF) May 21 – 24 2023.

NPF is the premier mailing and shipping conference that works directly with the United States Postal Service (USPS) to provide the most comprehensive educational and networking platform available. At NPF attendees will have access to USPS executive leadership, be treated to 100+ of high caliber educational workshops and sessions, plus be part of invaluable networking events. Don't miss the latest inside details on the exciting future that *Delivering for America* holds for you, your business, and the country.

**Early registration is now open.** Take advantage of early bird savings, plus additional hotel discounts when you book your Charlotte stay through NPF. Simply click the following link to register and learn more about the highly anticipated 2023 event. <https://npf.org/>.

### 2023 NATIONAL POSTAL FORUM CALL FOR PAPERS HAS BEEN EXTENDED TO MID-NOVEMBER

The National Postal Forum, (NPF), is inviting **industry** speakers who are interested in sharing their unique knowledge and experiences to submit workshop proposals for the 2023 NPF in Charlotte, North Carolina, at the Charlotte Convention Center, from May 21 – 24, 2023. The theme is **Delivering for America**, where **Vision**, **Strategy**, and **Action** will drive the Mailing and Shipping Industry forward into the future.

NPF welcomes educational submissions describing original work associated to the industry or related topics not limited to:

1. Direct Mail/Omni-Marketing



2. Leadership and Professional Development
3. Mail Operations
4. Production/Fulfillment
5. Shipping Operations
6. Software/Data Analytics

To submit your proposal, [please](#) log in to: [Call For Papers](#) and complete the Workshop Presentation Form. The deadline to send in your Workshop Presentation Form online is **mid-November**.

If you have any comments regarding presentation submissions, please contact Maureen Goodson at [mgoodson@npf.org](mailto:mgoodson@npf.org).

## PCCAC UPCOMING EDUCATIONAL WEBINARS



- **PCCAC Quarter #1 Café – Fun with Zoom**  
Wednesday, November 2, 2022, at 2:00 PM EST  
Hosted by Strategic Innovation and PCC Policy Sub-Committee  
Link to join virtual event:  
<https://usps.zoomgov.com/j/1617805289?pwd=RIV5dnNhRW1SU2RQdFFub2h2MXINQT09>
- **PCCAC News YOU NEED to Know from MTAC**  
Thursday, November 10, 2022, at 2:00 PM EST  
Hosted by PCCAC and National PCC Program Office  
Link to join virtual event:  
<https://usps.zoomgov.com/j/1605914366?pwd=WTN2ZkVUTzZCQkdscGROVGJ4RDRMZz09>

### 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/Eric Roberts](#) support
- WestPac Area [Lewis Johnson](#) lead and [Jacquelyn Gilliam](#) support

### **GET CONNECTED AND GROW** .....WITH THE FOLLOWING LINKS:

**U.S. Postal Service:** [USPS.com](https://usps.com)

**PCC on PostalPro:** [PostalPro](#)

**Questions? Comments? Send email to:** [PCC@usps.gov](mailto:PCC@usps.gov)

**Sign up for PCC Insider:** [PCC Insider](#)

**PCC September 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](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, and National Postal Forum.*

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