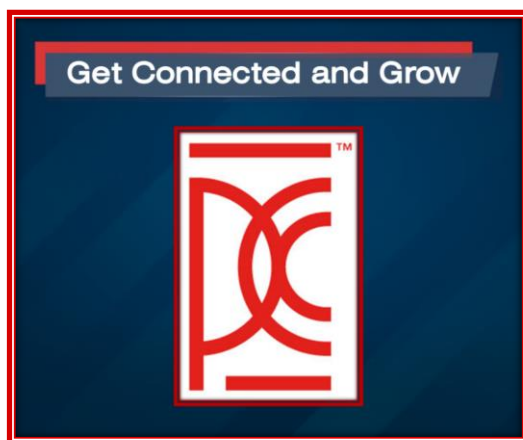




*PCC INSIDER – DECEMBER 2022 EDITION*



As we reflect on and celebrate our 2022 PCC successes, we would like to take this opportunity to wish you and your family a

*JOYOUS HOLIDAY  
AND A  
HAPPY, HEALTHY, AND PROSPEROUS NEW YEAR!*



## A SPECIAL THANK YOU TO OUR PCC EXECUTIVE BOARD AND GENERAL MEMBERS

As 2022 comes to an end, your Postal Customer Council Advisory Committee (PCCAC) National Chairpersons and Vice Chairpersons wanted to thank **ALL of YOU** for the hard work, your time, and never-ending commitment you gave to your local Postal Customer Council PCC) and the PCC Community.

2022 brought the PCCs some great triumphs including:

- Conducting their first in-person event; for some, over 2 years.
- Celebrating the 2022 PCC Leadership Awards at USPS Headquarters; 24 awards were presented.
- 131 Premier Certificates were achieved and celebrated.
- 95 PCCs conducted either a virtual, hybrid, or in-person National PCC Week event – first time since 2019.
- Conducted 51 National Educational Zoom Webinars.
- 7 Editions of the *PCC Insider* were distributed.
- 4 PCC Cafés were hosted.
- National Postal Forum – Great success with our PCC General Session, PCC Reception, PCCAC and PCC Welcome booths, and conducted 2 PCC workshops.
- A total of 1,507 *PCC Voice* members and growing.

We look forward to working with you all in 2023.



Judy de Torok  
National Postal Chair



Dina Kessler  
National Industry Chair



Lindsey Taylor and Cathy Scocco  
National Postal Vice Chairpersons



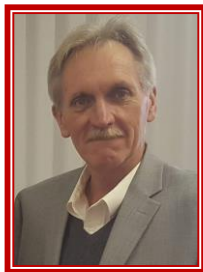
Neal Fedderman  
National Industry  
Vice Chairperson

**Get Connected and Grow!**

## PLEASE WELCOME OUR NEWLY APPOINTED 2023 PCCAC LEADER

As we wrap up another stellar year, we recognize that strong leadership such as our National PCC Advisory Committee (PCCAC), has been a key component for PCC successes for more than 60 years.

As we turn the page to an exciting *New Year*, we are pleased to announce **W. Randy Slone**, CDMP, MDP as our newly appointed PCCAC Board Member. Randy will be joining our leadership team serving as PCC Member-at-Large, beginning January 1, 2023. This will include serving as the Central Area PCC Industry liaison and serving on the PCCAC Membership Growth and Recruitment and Education Programming sub-committees.



**W. RANDY SLONE**

## PCC MEMBER-AT-LARGE

Randy has more than 22 years as a Direct Mail professional. In his current position as Postal Affairs and Mail Manager for TEAM Concept Printing, he is responsible for coordinating and managing postal and mailing activities, delivering effective strategies and tactics on all direct mail initiatives. He is a subject matter expert on United States Postal Service (USPS) mail piece design regulations and mail distribution planning.

In addition to his passion about “the power of mail and delivering exceptional solutions to customers”, Randy is passionate about the PCC. Attending his first PCC educational event in 2002, he was named the South Suburban PCC (SSPCC) Vice Industry Chair in 2010, and the SSPCC Industry Co-Chair in 2011 – present. In addition, Randy joined the Greater Illinois PCC Steering committee in 2015 which he has successfully led for more than seven years.

Throughout his PCC leadership tenure Randy helped achieve multiple awards for the SSPCC, was nominated for *PCC Industry Member of the Year Award* in 2018 and was awarded the *SSPCC Excellence in Service Award* in 2018.

*Congratulations Randy, we look forward to growing PCC successes together.*



## MEMBERSHIP

### SHOW YOUR APPRECIATION

As we close out another challenging year, it's essential to recognize your PCC Executive Board members and PCC general membership for all their help and hard work during the year. One option is writing a **Thank-You** card. Taking the time to handwrite a card is a great way to document your thanks and gratitude in words. That card can be reread and referred to later is powerful. Plus, if you drop the card in the mail, you create a mail moment. *Who doesn't like getting a personal card in the mail?*

You never know how a thank-you can affect someone—showing your members that you appreciate them, and care about their incredible work. It demonstrates that you value their contributions, and you recognize how important they are to your PCC. People like to save cards of appreciation and thanks. Some even make it on bulletin boards and are referred to often. Cards of gratitude and thanks are a great pick me up and can bring a smile to the receiver.

When people know their talents are appreciated, it boosts self-confidence, strengthening collaboration and leadership in your PCC. Also, you are generating a positive environment for your PCC, which keeps members engaged, willing to help and eager to come back more!

## EDUCATION

### IT'S NEVER TOO EARLY TO START PLANNING FOR NATIONAL PCC WEEK 2023

As the Holiday Season comes to a close and winter's fury is in full force, it's a great time to sit by the fire and make plans for your 2023 National PCC Week event. Next September will be here before we know it, and National PCC Week will be an important part of it. The 2023 National PCC Week will be held on Monday September 18, through Friday September 22. PCCs will have an opportunity to pick their day(s) for hosting their event(s) based on their members availability.

National PCC Week is one of the largest events a PCC will host during the new year. A truly successful PCC Week event takes careful forethought and planning. For example, a venue needs to be secured, topics need to be chosen, and speakers need to be secured. Catering needs to be arranged, and the list goes on and on.

The PCCAC Educational Programming Sub-Committee is here to assist with making your event run smoothly by downloading and utilizing our newly updated Event Planning tools located on *PostalPro* at <https://postalpro.usps.com/node/6402>. The workbook file can assist with all your event planning needs. It contains tabs for each month throughout the year, in addition to special event tabs such as National PCC Week. This tool also allows you to track the progress of your tasks. It includes check lists to ensure you're not forgetting anything, and a profit and loss sheet to track finances vs your approved budget. The spreadsheet contains preset formulas, simply enter your monetary figures, and the spreadsheet will automatically calculate the math for you. It's *easy peazy!*

Another helpful tool is the *Speakers Bureau List* which can be utilized to find industry subject matter experts to speak at your events. The list is located on the PCC *BlueShare* site and can be easily accessed and downloaded by your PCC Postal Administrator or your PCC Postal Co-Chair. The list contains over 140 presenters, including their corresponding topics of expertise broken down into specific subject tracks. The tracks are as follows: *Mailing, Mailing and Shipping, Leadership and Development, and Electives*. Contact information is included for each speaker, along with notes from PCCs who have utilized these speakers in the past. Bios and headshots are also available for most speakers to help assist you with marketing your event.

To request a USPS HQ Speaker for your PCC Week event, please reference the newly implemented Standard Operating Procedure (SOP) that was outlined on the November 2022 PCC Area Monthly TouchPoints.

Spring, Summer, Winter, or Fall – the PCCAC Education Programming Sub-Committee is here to assist you with planning your PCC events. For assistance, please reach out to your PCC Headquarters Liaison or Rob Hanks, PCCAC Education Programming Sub-Committee Industry Co-Chair at [rob.hanks@suttle-strauss.com](mailto:rob.hanks@suttle-strauss.com).

*Happy Holidays!*



## COMMUNICATION HAPPY NEW PCC YEAR!

As we embark upon a new and exciting PCC Year, the PCCAC Communications and Marketing Sub-Committee would like to take this opportunity to close out 2022 with a huge helping of Gratitude extended to each and every one of you. Not just **Thanks**...but **Gratitude**.....the difference being **Gratitude** is motivational and inspires you to do good as a result of being Thankful.

Over the past few years, PCCs nationwide not only functioned, but we also thrived as a whole with the support we received within our PCC Community.

We are grateful for those who persevered and stayed engaged in spite of the many on-going challenges and USPS restructuring changes you were facing. We are grateful for those who rose to the occasion to help all struggling PCCs flourish. The outpour of sponsorships and donations were phenomenal, as well as the collaboration of PCCs maximizing

efforts by embracing Zoom platforms and hosting 'joint' PCC events nationwide. It's very refreshing to see this binary platform is continuing to extend our reach and solidify our PCC Community.

As we enter 2023, we look forward to building on the strategies we put forth in 2022 with the launch of the PCC Health Check. With the help of this new tool, we look forward to revitalizing and rebuilding PCCs nationwide so that each and every one of us will be on a trajectory of success now and into the future.

Collectively, may our 2023 goals and priorities grow and solidify PCCs nationwide. Finally, as we bid farewell to 2022, give yourselves a hand....you are all to be applauded and celebrated for your successes!

*Happy New PCC Year...Get Connected and Grow!*



## **STRATEGIC INNOVATION AND PCC POLICY PCC VOICE THANKSGIVING PHOTO CHALLENGE WINNER**

To celebrate Thanksgiving, the PCCAC Strategic Innovation and PCC Policy Sub-Committee launched a special *PCC Voice* Photo Challenge.

We asked PCC members to give thanks for your Postal/Industry Buddy by posting your photo of you with one of your favorite Postal/Industry people to *PCC Voice*. The contest ran from November 1 to November 23, 2022.

We had 33 photos posted over the three-week period. It was wonderful to see so many buddies sharing connections and special moments. Kudos to Gina Segura, Rob Hanks and Suzi Oswald – they each posted five photos with five different PCC Buddies.

Drum roll please...the winner of the challenge was Suzi Oswald. Suzi can always be counted on to embrace any PCC challenge.

As Thanksgiving often includes breaking bread, the prize for the contest is a custom-made breadboard. Enjoy!

As PCC leaders, we have so much to be thankful for – especially for the people who make PCCs possible.



*Pictured R to L: Vitaliy M. Skladanovskiy, USPS Business Service Network Representative, and Suzi Oswald, Postal Affairs Specialist, SeaChange Print Innovations*

Thank you to everyone who participated in the challenge.

## ACADEMIC OUTREACH PROGRAM THE DIRECT EFFECT® UPDATE



### Direct Effect® December 2022

As 2022 comes to a close, we are reflecting on some of the great accomplishments of the Direct Effect® Team over the past year as well as looking forward to what's ahead in 2023.

The Advisory Board of Direct Effect® met twice to offer leadership and guidance to the full Direct Effect team. Two of our board members participated in the Direct Effect® Innovation Challenge as judges, interacting with student members, providing them with insight on the mailing industry. During those interactions, the Direct Effect® Team launched 2 new modules on the Direct Effect® [Thinkific website](#) for students to earn badges on LinkedIn.

In 2022, Direct Effect's "Marketing Madness" generated 539 new student members completing Modular #1, "Fundamentals of Integrated Direct Marketing"; and 535 students completing Modular #2, "Applied Integrated Direct Marketing." Direct Effect® has a total of 1094 student certifications. That number represents a small portion of the 5784 Students, working with 247 professors spread over 146 institutions, engaged in Direct Effect® online courses, DEIC and "Marketing Madness" events.

On October 15th, the Direct Effect® team hosted the Arthur Ashe Legacy Foundation for the latest round of the Direct Effect Innovation Challenge. The Arthur Ashe Legacy Foundation seeks to honor the impact of the late tennis great on education, civil rights, humanitarianism, and more. The competition tasks students with creating a multi-channel marketing campaign that includes mail, modernizes their approach to marketing, and brings it to new audiences. Some offerings from the Arthur Ashe Legacy Foundation may include scholarships, internship opportunities and more educational resources.

What's ahead in 2023? For starters, "Marketing Madness" is back! This is a month-long competition for collegiate marketing clubs and groups, along with other marketing, design, and interested campus organizations that will challenge participants to complete one of four Direct Effect® "Fundamentals of Integrated Direct Marketing" e-learning courses and then apply what they learned to recruit their fellow students to do the same. This provides students with first-hand experience in audience engagement. Students can earn badges for themselves and points for their colleges. The 2023 Marketing Madness competition kicks off on March 1 with the launch of our newest e-learning course module, "Activation through integrated Marketing."

Throughout the entire year ahead, students are encouraged to take the Direct Effect Modules at Direct Effect (thinkific.com) which adds badges to their curriculum vitae (CV) on LinkedIn. We encourage PCC members to review student member online CV's for potential interns and employees as the next generation of leaders for our industry. The use of the social media platform provides students with opportunities to showcase their skills while they continue to learn and grow in the mailing industry.

As Direct Effect® continues to grow, we appreciate your assistance in expanding our network of students, professors, and marketing leaders. With your help, we can pave the way for the next generation of mailing industry customers with an industry that understands the value of mail in the modern marketing mix. Send your professional connections in these industries to [team@directeffectinnovation.com](mailto:team@directeffectinnovation.com). We will take it from there

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

Direct Effect® is a collaborative effort among academia, the printing and mailing industry, and the United States Postal Service® to advance integrated direct marketing education among collegiate marketing, design, business, and entrepreneurship students.

## USPS NEWS POSTAL NEWS

### USPS POSTS STRONG EARLY HOLIDAY DELIVERY OUTPERFORMING PREVIOUS SEASON

The United States Postal Service recently reported new delivery performance metrics for the 10<sup>th</sup> week of the first quarter for fiscal year 2023. For the seventh consecutive week, the average time to deliver a mailpiece or package across the postal network was 2.5 days.

FY23 first quarter service performance scores covering Oct. 1 through Dec. 9 included:

- **First-Class Mail:** 91.7 percent of First-Class Mail delivered on time against the USPS service standard, a decrease of 1.4 percentage points from the fiscal fourth quarter. The current data reflects a year over year increase of one percentage point compared to the same period in the FY22 peak holiday season.
- **Marketing Mail:** 94.1 percent of Marketing Mail delivered on time against the USPS service standard, a slight decrease of 0.7 percentage points from the fiscal fourth quarter. The current data reflects a year over year increase of 1.9 percentage points compared to the same period in the FY22 peak holiday season.
- **Periodicals:** 85.5 percent of Periodicals delivered on time against the USPS service standard, a decrease of 1.3 percentage points from the fiscal fourth quarter. The current data reflects a year over year increase of 3.5 percentage points compared to the same period in the FY22 peak holiday season.

The Postal Service is in a strong position to handle the holiday mailing and shipping rush underway. The organization recently completed the installation of 137 new package sorting machines across its network which will expand daily package processing capacity to 60 million. This brings the organization's total to 249 new processing machines since the launch of the Delivering for America plan in March 2021 and are part of a \$40 billion investment in the postal network.

The Postal Service's preparedness for the holiday season reflects strategic investments and operational precision improvements made as part of the Delivering for America plan. Additional holiday hiring 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), and actively hiring an additional 20,000 seasonal employees.

## **USPS INTENDS TO DEPLOY OVER 66,000 ELECTRIC VEHICLES BY 2028, MALING INE IF THE LARGEST ELECTRIC VEHICLE FLEETS IN THE NATION**

Initiative boosted by Postal Service “Delivering for America” Network Modernization and Funding from Congress.

- Postal Service anticipates increasing the quantity of purpose-built Next Generation Delivery Vehicles (NGDV) to a minimum of 60,000 of which at least 45,000 will be battery electric by 2028. NGDV acquisitions delivered in 2026 and thereafter expected to be 100% electric.
- Postal Service expects to purchase an additional 21,000 battery electric delivery vehicles through 2028, representing a mix of commercial-off-the-shelf (COTS) vehicles. Acquisitions delivered in 2026 through 2028 expected to be 100% electric.
- Feasibility of achieving 100% electrification for the overall Postal Service delivery vehicle fleet will continue to be explored.
- Beyond vehicle mix changes, postal network modernization efforts will drive additional substantial carbon reductions through logistics improvements and reduced transportation
- Total investment expected to reach \$9.6 billion including \$3 billion from Inflation Reduction Act funds.

The United States Postal Service recently announced that it expects to acquire at least 66,000 battery electric delivery vehicles as part of its 106,000 vehicle acquisition plan for deliveries between now and 2028. The vehicles purchased as part of this anticipated plan will begin to replace the Postal Service’s aging delivery fleet of over 220,000 vehicles.

The Postal Service anticipates at least 60,000 Next Generation Delivery Vehicles (NGDV), of which at least 75% (45,000) will be battery electric. As part of this plan, a total of 21,000 additional commercial off-the-shelf (COTS) vehicles are also expected to be battery electric, depending on market availability and operational feasibility. The Postal Service also anticipates including internal combustion vehicles necessary to meet immediate vehicle replacement needs.

In keeping with the Postal Service’s priority to provide its carriers and communities with safer, more efficient vehicles as soon as possible, these vehicles will, unlike the vehicles they are replacing, feature air conditioning and advanced safety technology and are more suited to modern day operational requirements. For any COTS vehicles purchased, the Postal Service will include a preference for domestic manufacturing.

Today’s announcement is enabled by the Postal Service’s overall network modernization efforts which allows for a more rapid deployment of EVs, and its improving financial condition which includes \$3 billion in congressional funding appropriated under the Inflation Reduction Act (IRA).

The Postal Service will continue to evaluate and procure vehicles over shorter time periods to be more responsive to its evolving operational strategy, technology improvements, and changing market conditions, including the expected increased availability of BEV options in the future.

Postmaster General Louis DeJoy commented, “We have a statutory requirement to deliver mail and packages to 163 million addresses six days per week and to cover our costs in doing so – that is our mission. As I have said in the past, if we can achieve those objectives in a more environmentally responsible way, we will do so.”

“The Postal Service’s vehicle initiative, and I personally, have benefited from the collaborative spirit of John Podesta, Senior Advisor to the President and leader of the Office of Energy Innovation, as well as leaders within the Council on Environmental Quality and the Climate Policy Office. These professionals have demonstrated a real appreciation and understanding for how vehicle electrification can be incorporated into the Postal Service’s mission and transformation, while not distracting from it. In our own way we have all been faithful stewards of how IRA funding and Postal funding will be spent.”

“The \$3 billion provided by Congress has significantly reduced the risk associated with accelerating the implementation of a nationwide infrastructure necessary to electrify our delivery fleet. While most of the electric vehicle funding will continue to come from Postal Service revenues, we are grateful for the confidence that Congress and the Administration have placed in us to build and acquire what has the potential to become the largest electric vehicle fleet in the nation.”



“What is less widely understood is that our network modernization initiative is necessary to enable this vehicle electrification and will also provide meaningful cost and carbon reductions in other ways. A key focus of our modernization effort is to reduce inefficient transportation and improve distribution operations, resulting in far less air cargo and far fewer truck trips. When combined with our substantial commitment to the electrification of our delivery vehicles, the Postal Service will be at the forefront of our nation’s green initiatives.”

### Ongoing Commitment to Electrifying America’s Largest and Oldest Federal Fleet

The Postal Service has been steadfastly committed to the fiscally responsible and mission capable roll-out of electric-powered vehicles for America’s largest and oldest federal fleet. The agency has continually assessed its capacity, financial position, and vehicle mix over the past year:

- **February 2022:** USPS completed its obligations under the National Environmental Policy Act process and issued a Record of Decision to acquire up to 165,000 NGDV, with a commitment for at least 10% BEV. This decision was expressly designed to provide the Postal Service the flexibility to acquire significantly more BEV NGDV should financial and operational circumstances permit.
- **March 2022:** USPS announced a purchase order of 50,000 NGDV from Oshkosh Defense, including 20% BEVs.
- **July 2022:** USPS announced its intent to conduct a Supplemental Environmental Impact Statement (EIS) that anticipated increasing the NGDV minimum BEV percentage to at least 50% and supplementing the NGDV order with a purchase of 34,500 COTS, so that the combined purchase would be for at least 40% BEV.
- **By May 2023:** USPS will publish for public notice and comment a Draft Supplemental EIS that will assess the potential environmental impacts of vehicle purchase alternatives, likely including those from today’s announced plan.



New NGDVs are expected to start servicing postal routes in late 2023.

### PCC INSIDER SPOTLIGHT GREATER ST. LOUIS PCC

Congratulations to the Greater St. Louis PCC for being chosen as the December *PCC Insider* “Spotlight”.



### GREATER ST. LOUIS PCC (ST. LOUIS, MO)

**Date founded:** In the 1980s

**Members:** 91

**Awards:**

- 2020 Membership Excellence – Bronze Award
- 2018 District Manager of the Year – Silver Award – Charles Miller
- 2017 – 2018 Innovation of the Year – Silver Award
- 2017 – 2018 Education Excellence – Silver Award
- 2007 – 2008 Premier Certificate Gold Award
- 2011 – 2022 Premier Certificate Gold Award
- 2015 – 2022 Premier Certificate Platinum Award

The mission of the Greater St. Louis PCC (GSLPCC): “To engender meaningful dialog and mutual cooperation between the United States Postal Service and those organizations whose business activities, to a large extent, depend upon an efficient and effective United States Postal Service and to initiate and pursue actions beneficial to both organizations.”

GSLPCC has faced the same challenges as all PCCs thanks to the COVID-19 pandemic. However, from the beginning their Executive Board stayed focused on keeping in touch with their general membership via Zoom, direct mail, email and outdoor networking events when possible.

In 2022, the PCC continued its long history of hosting insightful and engaging educational events with a total of seven events. All were in-person events with an option to join on-line via Zoom. In addition, they held eight monthly Executive Board and General Membership meetings at CJ Muggs (which had postal and industry educational segments), and networking-oriented events which also included “Lunch & Learns”.

Highlights of 2022, included the Spring GSLPCC Annual Golf Tournament which is typically their largest and most lucrative event of the year. However, this year a tour of the downtown Post Office was their largest event with nearly 70 in attendance. Proceeds from their Golf Tournament and Sponsorship Drive help fund educational events throughout the year. Tours of industry facilities, their National PCC Day event, and their Annual Holiday Social Membership Drive also remain at the top as fan favorites and are well attended each year.

The GSLPCC believes one of their greatest strengths is their core industry members. They have the passion, dedication and commitment to keep moving forward with growing their PCC and spreading the PCC mission. Each year they had a strong presence at the National Postal Forum. Under the leadership of Industry Co-Chair Anna Metzger, they are a thriving PCC. As a result of their hard work the GSLPCC has welcomed 12 new members and counting in 2022.

GSLPCC Sub-Committees assisted with keeping their membership abreast of mailing trends, USPS innovative products and services, current events. Sub-Committees include:

- Awards
- Communications
- Education
- Golf Tournament
- Historian/Photographer
- Membership
- Oversight
- Social

The Greater St. Louis PCC is proud of the progress it has made in spite of the many challenges it has faced over the past few years. However, their biggest ongoing challenge remains the USPS restructuring, getting USPS employees involved and engaged to support and maintain a partnership between the mailing and shipping industry and the Postal Service.

A few of their goals for 2023, is to focus on bringing value to the mailing community by focusing on expanding educational events, collaborating on the KS-MO Fall Conference, and growing PCC membership.

The Greater St. Louis PCC is currently lead by:

- Postal Co-Chair, William J. Rowe, USPS Postmaster St. Louis, MO Post Office, KS – MO District
- Industry Co-Chair, Anna Metzger, Edward Jones
- Immediate Past Co-Chair, Jeromy Fritz, Presort Incorporated
- Industry Vice-Chair, Jan Kraemer, Ameren
- Postal Administrator, Keri Beutel, USPS Customer Relations Coordinator
- Co-Postal Administrator, Estelle Bell, USPS Customer Relations Specialist, KS – MO District
- Secretary, Diana Robertson, Gabriel Group, an OSG Company
- Treasurer, Rusty Rohman, Pitney Bowes Presort Services
- District Manager, Eddie Banner, KS – MO District, USPS

Some "fun facts" about the St. Louis area that you may not know are:

- 1) The Gateway Arch a 630-foot-tall monument is located in St. Louis. Clad in stainless steel and built in the form of a weighted catenary arch, it is the world's tallest arch and Missouri's tallest accessible building. Built as a monument to the westward expansion of the United States and officially dedicated to "the American people", the Arch, commonly referred to as "The Gateway to the West", is a National Historic Landmark in Gateway Arch National Park and has become an internationally recognized symbol of St. Louis, as well as a popular tourist destination.
- 2) At the 1904 St. Louis World's Fair the ice cream cone was invented when an ice cream vendor ran out of cups and asked a waffle vendor to help with rolled up waffles. In addition to Dr. Pepper and 7 Up, Iced tea was also invented at the St. Louis World's Fair in 1904 when Richard Blechyden served tea with ice in it. It was a busy year at the fair.
- 3) The Anheuser-Busch Clydesdales were originally a gift from August Busch to his father to celebrate the end of prohibition.
- 4) Home of the 11-time World Champions St Louis Cardinals and 2019 Stanley Cup Champions St. Louis Blues.

For more information on the Greater St. Louis PCC please visit their website at: <https://pcc-stlouis.org/>.



## PCC SUCCESS STORIES

### BUFFALO-NIAGARA PCC CELEBRATES 2022 SUCCESSES

What an incredible night, with an awesome membership turnout as the Buffalo-Niagara PCC celebrated 2022 in the true spirit of what the Postal Customer Council is...a full cooperative working partnership of Industry and Postal members dedicated to growing the industry, mail volumes and the PCC.

Games and prizes, and a little Holiday karaoke added to the night's festivities. But more importantly they were able to give back to the community by donating so many needed items to *Hearts for the Homeless*, including some beautiful hand-crafted scarves.

Walking around the room, one could find many meaningful conversations about weather contingencies, the fruits of the "10-Year DFA Plan", and how peak season is progressing, along with many laughs, great food and meaningful networking amongst customers and colleagues.

So much for the Buffalo-Niagara PCC to be thankful for this year, beginning with their members.



Buffalo-Niagara PCC Members celebrate 2022 PCC successes.

#### UPSTATE PCC OF GREATER SOUTH CAROLINA HOSTS "TRAINING TUESDAYS"

To grow PCC membership the Upstate PCC of Greater South Carolina (UPCC) reached out to the Mailing and Shipping Industry in many ways throughout the month of December. UPCC Executive Board member and Membership Committee Chair Mary Chandler developed "Training Tuesdays", a series of weekly educational sessions which were held at the Greenville, SC Business Mail Entry Unit (BMEU). The sessions included the Value of PCC Membership, USPS 2023 Rate changes, the Benefits of Mailer Scorecards, tours of the facility, plus much more.

Commented [JLLWD1]: This should be moved up.

Ms. Chandler implemented tried, true and classic PCC tools utilizing the PCC Premier Certificate Gold Level requirements nomination form as a vehicle for success. Leveraging the support of their Education, Membership and Communication committees (*requirement #2*); utilizing the UPCC website to connect with potential new members (*requirement #3*); Posting event information on *PostalPro* (*requirement #4*); Recognizing UPCC Corporate Sponsors/Members (*requirement #6*); Posting UPCC successes and events on *PCC Voice* (*Requirements #7*); and reaching out via USPS mail with hand written notes inviting mailing industry professionals to the "Training Tuesdays" sessions (*Requirements #17*).

As a result, the UPCC Executive Board was able to collaborate and recruit more effectively. They are now reaping in the benefits of their hard work as they just welcomed three new UPCC members!



UPCC Executive Board Member and Membership Committee Chair Mary Chandler

## GREATER ATLANTA PCC HOLIDAY BRUNCH

Greater Atlanta Postal Customer Council (PCC) celebrated its annual Holiday Brunch on December 2 at the Southern Company facility located in downtown Atlanta. Guest speakers were Bryce Jocelyn, USPS Georgia District Sales Manager, Duluth, GA; Eddie McDonald, USPS Senior Territory Executive, Columbia, SC; and Neal Johannes, USPS District Sales Manager, Birmingham, AL.

The speakers presented a wealth of information on the vision of USPS Sales to grow profitable revenue; enhance customer relationships; and improve Sales operating effectiveness. Sales brings momentum to the organization with its creative and customer-centric solutions, strategic focus on customer relationships, and consistent revenue growth through tactical product offerings for long-term viability. Sales leverages the USPS unparalleled accessibility, delivery reach, and expansive offerings to maximize customer satisfaction. The presentation was well received by the attendees and ended with a questions and answers session.



L to R: Bryce Jocelyn, Eddie McDonald, Neal Johannes

Attendees donated canned goods to support the Atlanta Community Food Bank, and unwrapped toys to support the Marine Toys for Tots Foundation. These donations will go a long way in providing for needy families.

## CENTRAL MISSOURI PCC FALL MAILERS CONFERENCE HUGE SUCCESS

For the first time in three years, the Central Missouri PCC Annual Fall Mailers Conference was back, live and in person at "The Lodge at Old Kinderhook" in Camdenton MO. A tradition event for many years, the 3-day event hosted multiple business sessions featuring subject matter experts and leaders from both Industry and Postal. New this year, for the first time all five PCCs within the KS – MO District came together and collaborated in a joint event. PCCs in attendance included:

- Central MO
- Greater Kansas City
- Greater St. Louis
- Greater Wichita
- Topeka

The opportunity to network and meet with industry partners, vendors, and Postal leaders in-person from not only the Kansas & Missouri area, but the entire nation after a few years of meeting virtually was amazing. Spending time networking with old friends and meeting new ones and building on relationships across the industry was a value added. . Listening to the varying perspectives regarding change in the industry, where we've been and what we can expect in the future, including Guest Speaker Mark Fallon's (President, The Berkshire Company) discussion on "Preparing for the Future of Business" and Sean Joyce (International Author and Speaker) "On Becoming My Better Self", both really made you reflect upon about all the challenges we faced over the last few years, how the industry has changed, how we do business, how we have approached things in the past and see the fact that moving forward we need to change to remain competitive in today's world.

Keynote speaker, USPS Central Area Vice President Eric Henry kicked off the event by amplifying PMG DeJoy's message while also providing a perspective on how the Central Area will play an important part in supporting those goals. Eddie Banner, USPS KO – MO District Manager, wrapped up the event by outlining plans for the upcoming peak season. Overall, the conference was time well spent, so mark your calendars. The PCCs look forward to meeting you at next year's annual event. Sending a huge shout out and thank you to all who made this year's event a huge success!



**VETERAN'S DAY – A DAY TO HONOR**

All caught up with our own daily lives, it is easy to forget and take for granted how wonderful this nation of ours truly is. With the co-sponsorship of the Sierra Coastal PCC and the US Postal Service, we took time out of our busy schedules to pause and honor those who have sacrificed for our country.

On Wednesday November 9, 2022, the Van Nuys Post Office hosted a commemorative Veteran's Day ceremony and breakfast honoring those who have selflessly served. The US Postal Service is proud to employ approximately 100,000 veterans who continue to serve in their local communities. The Master of Ceremony was our very own Sierra Coastal PCC member and US Marine Corps veteran, Robert Monzon. The presentation of the colors was performed by Van Nuys High School's Army JROTC, while Birmingham Community Charter High School's band played our national anthem. About thirty veterans from the Van Nuys Post Office were in attendance to hear from US Army veteran, Howard Hernandez. Those present also had the honor of hearing from congressional representatives from the offices of Brad Sherman, Tony Cardenas, Taleen Keuroghlian, and Osvaldo Ramirez, respectively. The speeches were highlighted by the presentation of ceremonial challenge coins from Tony Cardenas' office to our veterans. The coin is a much appreciated impactful thank you to all who serve in the armed forces.

The ceremony concluded with words from Postmaster of Van Nuys and Sierra Coastal PCC Postal Co-Chair Ramela Younekian. Veterans were treated to a special breakfast following the ceremony.

This event was a very memorable occasion. A heavy heart is the weight of freedom. Bless all who carry it.



**2023 NATIONAL POSTAL FORUM  
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.

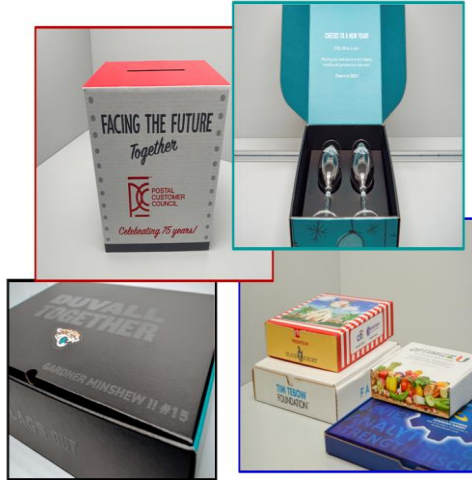
NPF is the premier mailing and shipping conference that works directly with the United States Postal Service (USPS) to provide the most comprehensive educational and networking platform available. At NPF attendees will have access to USPS executive leadership, be treated to 100+ of high caliber educational 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.

**Registration is now open.** Take advantage of early bird savings, plus additional hotel discounts when you book your Charlotte stay through NPF. Don't delay, [REGISTER NOW](#).

**INSPIRATION FROM THE EXPERTS:  
CUSTOM BOXES**

First impressions are everything. Custom designed packaging is highly visible, memorable, and advertises for you. With a well-designed package, your customers or PCC members will see you as a valued brand.

A customized packaging box is one way to sell your brand's story and leave your brand's identity and message resonating with customers, as well as PCC members. It makes you intentional and gives you an edge over a host of competitors.



**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://www.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=quest\\_homepage-basic\\_directory](https://www.linkedin.com/signup/cold-join?trk=quest_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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