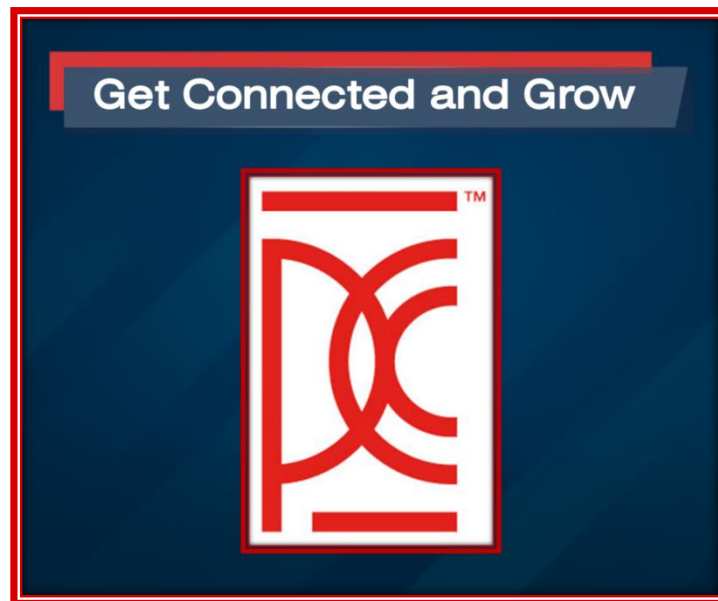


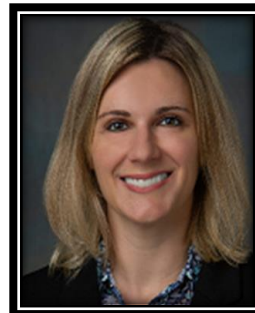
PCC INSIDER – APRIL 2023 EDITION



A MESSAGE FROM OUR PCCAC LEADERSHIP



Dina Kessler



Lindsey Taylor

Hello PCC Community!

The business partnership between the Postal Customer Council (PCC) Network and the United States Postal Service (USPS) continues to be critical to the future success and growth of the USPS and the mailing and shipping community.

PCC Executive Board personnel play a major role in the continued success and expansion of this well-established partnership. The Postal Customer Council Advisory Committee (PCCAC) revisited the roles and responsibilities of the Executive Board leadership positions to make sure they align with the PCC Program's current goals and strategies. We

encourage you to review the documents to make sure you are following the best practices for future success. The Roles and Responsibilities documents can be accessed here: <https://postalpro.usps.com/node/12047>.

Having active Board members lends itself to creating and maintaining a strong PCC, one that can thrive in the best of times and survive when disaster strikes (COVID). With engaged board members working in unison on events, meetings, growing the membership and connecting with the members to make sure they are engaged, your PCC will be on the path to sustained success. The message the board should be delivering through their actions are that when everyone collectively works together, we all benefit both professionally and personally. Our PCCAC has a great workshop planned in May to touch on this exact strategy.

- If you are attending NPF, we encourage you to attend our workshop, "PCC Executive Board Strategies" on Wednesday, May 24, 2:45 PM – 3:45 PM in room E218. This interactive session will give you tips and tricks to strengthen your PCC board.

Thank you being a part of the PCC community and we look forward to connecting with you.

Let's Get Connected and Grow!

Dina Kessler

PCCAC National Industry Chair

Lindsey Taylor

PCCAC National Postal Vice-Chairperson

2023 NATIONAL POSTAL FORUM CHARLOTTE CONVENTION CENTER, NC MAY 21 – 24, 2023



2023 NATIONAL POSTAL FORUM LAST CALL FOR REGISTRATION DISCOUNTS

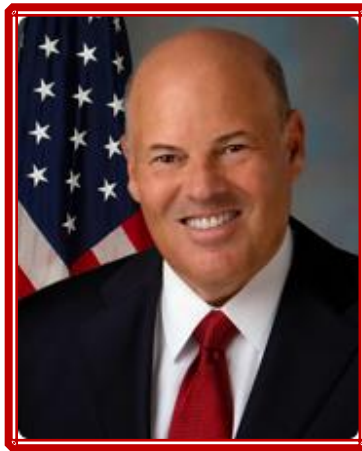
Last call....register for the 2023 National Postal Forum (NPF) today in order to take advantage of registration discounts. Discounts run only through May 10, 2023.

Join over 3,000 Postal and industry supply chain partners in downtown Charlotte at the Charlotte Convention Center on May 21 – 24, 2023 for the largest trade show of its kind. NPF is the only event where attendees will hear from the Postmaster General and his Executive Leadership team, be treated to 100+ high caliber educational workshops and sessions, plus partake in invaluable networking events.

Highlights:

- Postmaster General Louis DeJoy's keynote address with updates and insights into the *Delivering for America Plan*
- USPS Officer-Led sessions that provide insight into the USPS transformation.
- 110+ educational workshops and three Professional Certification Programs.
- An Exhibit Hall that features 120+ vendors to interact with and supply chain products to observe.
- Four nightly networking events to engage with peers and colleagues.
- Town Hall with interactive Q&A with Postmaster General Louis DeJoy.
- World Champion, Robyn Benincasa, will be this year's motivational speaker at the Wednesday Partnership for Recognition Luncheon.

Don't delay, hotel rooms are filling up fast. To take advantage of NPF discounts and register for the forum visit NPF's website: npf.org. Send an email to NPFFeedback@usps.gov for more information.



PMG Louis DeJoy

POSTMASTER GENERAL LOUIS DEJOY KEYNOTE ADDRESS AND TOWN HALL

The transformational changes taking place at the Postal Service – its implications and benefits for customers – will be the cornerstone of Postmaster General Louis DeJoy's keynote remarks at the National Postal Forum, (NPF), May 22, 2023, in Charlotte, North Carolina. The keynote address will highlight changes that have taken place in the two years since the release of the *Delivering for America* plan, the strategic document outlining Postal Service initiatives to place the organization on a successful trajectory with new opportunities for the mailing and shipping industry. In this wide-ranging, comprehensive address, customers can expect to learn first-hand more information about the Postal Service's network redesign, an update on mail processing improvements to drive service, transportation strategies to lower costs, and an overview of the sortation and delivery centers being unveiled nationwide.

For the first time ever at the Forum, customers will be invited to participate in a Town Hall discussion with Postmaster General DeJoy, where following his remarks there will be an opportunity for attendees to ask questions. The Town Hall is scheduled to take place Wednesday morning, May 24, 2023.

Each year, thousands business professionals attend NPF to receive news and information about the Postal Service and the mailing and shipping industry.

For a full review of educational classes, programs, and networking events, go to [NPF.org](https://npf.org).

GET CONNECTED AND GROW
ATTEND THE MANY PCC EVENTS BEING OFFERED AT NPF



Please plan to join us in Charlotte North Carolina May 21 to May 24, for the ultimate NPF PCC Experience.

For over 60 years the Postal Customer Council (PCC) has been providing educational and networking opportunities for fostering a strong relationship between the United States Postal Service and its business partners. During this year's NPF there are several ways for you to learn more about how the PCC can help your business thrive and grow. During the PCC General Session and PCC Workshops will clearly define the **VISION** for the PCC, the steps or **STRATEGY** we will use to achieve these goals, and a call to **ACTION** with the PCC Health Check.

PCC GENERAL SESSION

The PCC General Session leads the way beginning on Sunday, May 21, from 2:45 PM to 3:45 PM in workshop room E219A. You will learn how USPS is positioning its personnel to support PCC objectives, how the National PCC Program Office is accelerating PCC membership growth, and what USPS is doing today to develop the leaders of tomorrow.

In addition, you will hear about the many ways available to improve the PCC Customer Experience, the importance of a PCC Postal Administrator and the roles and responsibilities of the PCC Executive Board members. Followed by highlights from the PCC Health Check and program office updates including reports from PCCAC Sub-Committees.

And finally, rounding out the session the new *Leaders Connect* Program will mark its debut.

Speakers for this session include:

- Dina Kessler, Kessler Creative
- Lindsey Taylor, USPS
- Marc McCrery, USPS
- Kathy Hall, ATIME4Marketing
- Neal Fedderman, CarMax Business Services
- Rob Hanks, Suttle-Straus
- Cathy Scocco, USPS
- Joseph Banks, United States Marine Corps.
- Suzi Oswald, SeaChange Print Innovations

PCC 2023 WORKSHOPS

On Monday, May 22, the Postal Customer Council Advisory Committee (PCCAC) will be hosting the highly anticipated workshop **"Prescription for PCC Health Check: Diagnosis Revealed"**, from 2:15 PM to 3:15 PM (period 6) in room E218.

PCCs have forged through the pandemic, and like many organizations, it has not been without challenges. Personnel movement, the shift from live events to virtual events, and simply the new ways the mailing and shipping industry does business all have impacted the way PCCs approach maintaining their network. PCCs were asked to conduct self-assessments on their PCC health status in 2022, and this workshop not only presents those findings, but identifies trends, correlations, and solutions that all PCCs can draw from to strengthen their position in their local communities and provide engaging content that not only retains current membership, but also bridges the gap to draw in the next generation of mailers for future growth.

During this session results from the recent Health Check will be disclosed. Learn what was discovered and what steps and actions you can take towards gaining or maintaining a healthy PCC. Share common remedies and cures in a group breakout session. If your PCC has not taken the PCC Health Check, stay tuned... it will be offered again in mid-August 2023.

Speakers for this session include:

- Kathy Hall, ATIME4Marketing
- Rob Hanks, Suttle-Straus
- Lewis Johnson, USPS
- Vencent Quaglia, USPS
- Monica O'Connor, Money Pages

Our second engaging PCCAC workshop, ***“Strength in Numbers: PCC Executive Board Strategies”*** will be featured on Wednesday May 24, from 2:30 PM to 3:30 PM (period 14) in room E218.

PCCs comprise a grassroots network that provides a channel for business mailers and USPS to build working relationships at the local level to grow mail and solve challenges that they face together. The success of any PCC is dependent on the strength of its Executive Board and the relevance of its educational content. In this workshop you will not only learn the importance of the Board positions, but also the need for maintaining a succession plan for future Board members to seamlessly take over responsibilities of the exiting Executive Board members when their terms expire. Panel discussions will include testimonials and best practices and Industry members will examine why the Board matters.

Speakers for this session include:

- Joe Banks, Consolidated Postal System, USMC
- Suzi Oswald, SeaChange
- Randy Slone, Team Concept Printing
- Judy Caldwell, USPS
- Eric Roberts, USPS

All three PCC sessions will be insightful, fun, interactive, and will provide you with the tools and knowledge needed to develop and sustain a successful PCC now and in the future!

PCC RECEPTION

The PCC Reception is always one of the most highly anticipated and attended events at NPF. This year will be no different...*get ready* for an evening of engaging networking, light refreshments, great photo opportunities, entertainment, a special surprise give-away (first come first serve basis), and so much more.

The PCC Community, a partnership between the Industry and the Postal Service is an invaluable resource for business mailers to stay abreast of industry cutting edge technology, new and innovative Postal products and services, share best practices, and maximize the performance of your PCC.

The PCC Reception is your opportunity to rub elbows with highly esteemed Industry and Postal Executives and Leaders alike.

This year's event will be held on Monday, May 22 from 5:30 PM – 7:00 PM in the Crown Ballroom. Please feel free to bring your local PCC lapel pins and exchange them with other members.

Whether your PCC is Small, Large, or Metro Market plan to attend and making new connections to help your business and local PCC grow!



PCCAC EXHIBIT BOOTH #1236

Plan to stop by the PCCAC Exhibit Booth #1236 for your exclusive opportunity to **Get Connected and Grow** with the Postal Customer Council (PCC) Community.

Conveniently located on the NPF Exhibit Hall floor, you can meet with Industry experts and learn how PCC membership can be an innovative game changer for your business' success now and in the future!

Back by popular demand, this year you will also have an opportunity to share a special message for our 75th Year Anniversary. The PCC Time Capsule which will be opened in 2036, when we will be celebrating 75 Years of Partnership and Growth. Your message may include PCC past history, the present, or your vision for the future of the PCC Community. Or you might consider sharing something you have learned while attending the Charlotte NPF, details of an upcoming PCC event, or simply wish the PCC a Happy 75th Birthday, the possibilities are endless.

Attendees will have fun engaging in many interactive activities, an exclusive photo opportunity, a chance to pick-up a limited-edition surprise giveaway, and so much more, all while learning about the value of the PCC.

Exhibit Hall hours are Monday, May 22, 9:30 AM to 4:00 PM; Tuesday, May 23, 9:30 AM to 5:30 PM with a special Exhibitor Reception scheduled for Tuesday at 4:00 PM to 5:30 PM.

We look forward to seeing you there!



MEMBERSHIP

MAKE PCC MEMBERSHIP MAGIC WITH PLAY-ON-WORDS APPEAL...



Literal Magic

PCC magic happens during our monthly in-person or virtual South Jersey PCC Executive Board meetings. And as you know, magic is full of awe and can be quite inspiring. When I mention magic happening at our Board meetings, I do not necessarily mean the literal act of our postal co-chair pulling a rabbit from her top hat, nor do I mean that our industry co-chair can magically wave his wand and pull another 100 new PCC members out of thin air. Although these two could make this sort of magic happen, as they both are certainly PCC magicians in our eyes.

Collaboration Magic

When I say that magic happens at our monthly Board meetings, I am referencing to the magic of collaboration that occurs when we come together. I am referring to the fact that the very action of meeting; to recap past successful events; postal and industry goings-on; planning for the next educational webinar or networking event; fine tuning our monthly agenda and yearly events calendar; magic is happening.

During the South Jersey PCC's February 2023 monthly Executive Board virtual meeting, magic happened yet again. This time it was in the form of collaborating with our postal and industry Board members to plan the next two months of spring events for our membership; to come up with relevant topics to present; stellar speakers to attract; and to ensure that we create a catchy marketing campaign to entice the masses to join us at our events and to sign up to become a member of the South Jersey PCC.

Spring Cleaning

One Board member proposed the idea of springtime as a time that we all clean out our home and office clutter. One board member went on to propose the idea of presenting on tips to "spring clean" businesses mailing lists, while teaching our members the value of a clean, well-maintained, and current mailing lists. *MAGIC!*

Play-on-Words!

We were each excited by the topic and more so inspired to top the next part in our planning of these events. One member mentioned that they have a client who has a successful scrubbing pad manufacturing company. We all began to strategize using the *Play-on-Words* marketing appeal for how we would cleverly market this "spring cleaning" mailing lists and other educational event. The *Play-on-Words Appeal* is a fantastic way to showcase your PCC as creative and fun group, as well as to attract soon-to-be new members.

With all the *Play-on-Words* discussion going on, another Board member proposed the idea that we look at investing in a promotional give-away to add to the catchy event marketing campaign by ordering some sort of useful cleaning pad, scrubber, or brush. *MAGIC!*

To keep with the marketing of the PCC's mission, another Board member had proposed the idea of utilizing these scrubbers at our annual golf outing event, whereas these scrubbers will be added to our registered golfers' participant bags and presented as *golf shoe* brushes. Our golfers will certainly appreciate the useful token and will be sure to clean off their golf shoes before zipping them back into their shoe bag and heading over to our networking portion of the outing. *MAGIC!*

EDUCATION

STAYING ON TRACK – 2024 PCC PREMIER CERTIFICATE AWARDS

April is in our rearview mirror which means we are already four months into 2023. Have you kept up with your Premier awards. Now is a great time to ensure your binders are up to date and see what is needed to ensure you achieve your goal of a gold, silver or bronze award. Here is the link for reviewing the presentation from March 7th detailing the requirements from the national touchpoint. [2024 PCC Leadership and Premier Awards Touchpoint - Slides | PostalPro \(usps.com\)](https://usps.com/2024-PCC-Leadership-and-Premier-Awards-Touchpoint-Slides).

The qualifying periods are January 1, 2023 through December 31, 2023. You can begin submitting your Premier and Leadership Award nominations on December 1, 2023, and the deadline to submit is January 31, 2024. It is best to not wait until January 31 to submit your awards as they need to be reviewed by, and signed off by, your District Manager.

Here are the requirements needed to qualify for the Bronze, Silver, and Gold Premier Awards

Bronze 2024 PCC Premier Certificate

Administrative Requirements	Achieved
1. Establish a PCC Executive Board that consists of at least a Postal and Industry Co-Chair, Secretary, Postal Administrator, and Treasurer.	
2. Minimum of 4 PCC events, excluding Executive Board meetings, must be posted in TeamSite (e.g., Zoom educational events, tours, vendor shows, conferences, membership drives, etc.).	
3. Minimum of 6 PCC events, excluding Executive Board meetings, must be listed on PostalPro's Virtual Calendar.	
4. Minimum of 6 postings on PCC Voice.	
5. Minimum of 1 PCC Leadership Award nomination.	
Meeting & Education Requirements	Achieved
6. Minimum of 4 Executive Board meetings. May be conducted in-person, virtual, or hybrid.	
7. Have a local PCC representative attend the 2023 National Postal Forum.	
8. Minimum of 4 PCC events, excluding Executive Board meetings (e.g., general membership meetings, luncheons, educational training, etc.) May ONLY be conducted jointly with other PCCs either in-person, hybrid, or virtual. Cannot use the HQ National Zoom events towards your PCC events.	
9. Participate in National PCC Week by hosting an individual or joint event that enables PCC members to view the PMG/Executive Leadership Team's corporate message. May be conducted in-person, virtual, or hybrid.	
10. Minimum of 1 PCC Event where your guest speaker is one of the following: Area Vice President, Area Customer Relations Manager, Area PCC Coordinator, District Manager, Manager Customer Relations, Postmaster, BMEU Manager, or Plant Manager. It can be a joint event with other PCCs.	
11. Attend a minimum of 6 PCC virtual educational events hosted by either the National PCC Advisory Sub-Committees or the National PCC Program Office.	
12. PCC Executive Board attends a minimum of 8 Area Monthly TouchPoint calls.	
13. Conduct a minimum of 1 PCC Membership outreach/recruitment activity.	
Communication Requirements	Achieved
14. Minimum of 4 times to communicate with PCC members via U.S. Postal Service mail. The G-10 Permit should be used for mailings.	
15. Minimum of 1 PCC success story for possible inclusion in the PCC Insider Newsletter. (Send article to the PCC mailbox at pcc@usps.gov .)	
District Manager's Name Printed: _____	
District Manager's Signature: _____ Date: _____	



Silver 2024 PCC Premier Certificate

Administrative Requirements	Achieved
1. Establish a PCC Executive Board that consists of at least a Postal and Industry Co-Chair, Secretary, Postal Administrator, and Treasurer.	
2. Establish working committees (at a minimum) Education, Membership, and Communication.	
3. Conduct a local PCC recognition program.	
4. Minimum of 8 PCC events, excluding Executive Board meetings, must be posted in TeamSite (e.g., Zoom educational events, tours, vendor shows, conferences, membership drives, etc.).	
5. Minimum of 8 PCC events, excluding Executive Board meetings, must be listed on PostalPro's Virtual Calendar.	
6. Minimum of 8 postings on PCC Voice.	
7. Minimum of 2 PCC Leadership Award nominations.	
Meeting & Education Requirements	Achieved
8. Minimum of 6 Executive Board meetings. May be conducted in-person, virtual, or hybrid.	
9. Have a local PCC representative attend the 2023 National Postal Forum.	
10. Minimum of 6 PCC events, excluding Executive Board meetings (e.g., general membership meetings, luncheons, educational training, etc.) May ONLY be conducted jointly with other PCCs either in-person, hybrid, or virtual. Cannot use the HQ National Zoom events towards your PCC events.	
11. Participate in National PCC Week by hosting an individual or joint event that enables PCC members to view the PMG/Executive Leadership Team's corporate message. May be conducted in-person, virtual, or hybrid.	
12. Attend a minimum of 6 PCC virtual educational events hosted by either the National PCC Advisory Sub-Committees or the National PCC Program Office.	
13. Minimum of 2 PCC Event where your guest speaker is one of the following: Area Vice President, Area Customer Relations Manager, Area PCC Coordinator, District Manager, Manager Customer Relations, Postmaster, BMEU Manager, or Plant Manager. It can be a joint event with other PCCs.	
14. PCC Executive Board attends a minimum of 8 Area Monthly TouchPoint calls.	
15. Conduct a minimum of 2 PCC Membership outreach/recruitment activities.	
Communication Requirements	Achieved
16. Minimum of 4 times to communicate with PCC members via U.S. Postal Service mail. The G-10 Permit should be used for mailings.	
17. Minimum of 2 PCC success stories for possible inclusion in the PCC Insider Newsletter. (Send articles to the PCC mailbox at pcc@usps.gov .)	
District Manager's Name Printed: _____	
District Manager's Signature: _____ Date: _____	



Gold 2024 PCC Premier Certificate

Administrative Requirements	Achieved
1. Establish a PCC Executive Board that consists of at least a Postal and Industry Co-Chair, Secretary, Postal Administrator, and Treasurer.	
2. Establish working committees (at a minimum) Education, Membership, and Communication.	
3. Establish and maintain an active up-to-date local PCC website.	
4. Minimum of 10 PCC events, excluding Executive Board meetings, must be posted in TeamSite (e.g., Zoom educational events, tours, vendor shows, conferences, membership drives, etc.).	
5. Minimum of 10 PCC events, excluding Executive Board meetings, must be listed on PostalPro's Virtual Calendar.	
6. Conduct a local PCC recognition program.	
7. Minimum of 10 postings on PCC Voice.	
8. Minimum of 3 PCC Leadership Award nominations.	
Meeting & Education Requirements	Achieved
9. Minimum of 8 Executive Board meetings. May be conducted in-person, virtual, or hybrid.	
10. Have a local PCC representative attend the 2023 National Postal Forum.	
11. Minimum of 8 PCC events, excluding Executive Board meetings (e.g., general membership meetings, luncheons, educational training, etc.) May ONLY be conducted jointly with other PCCs either in-person, hybrid, or virtual. Cannot use the HQ National Zoom events towards your PCC events.	
12. Participate in National PCC Week by hosting an individual or joint event that enables PCC members to view the PMG/Executive Leadership Team's corporate message. May be conducted in-person, virtual, or hybrid.	
13. Attend a minimum of 6 PCC virtual educational events hosted by either the National PCC Advisory Sub-Committees or the National PCC Program Office.	
14. Minimum of 1 PCC Event where your guest speaker is one of the following: Area Vice President, Area Customer Relations Manager, Area PCC Coordinator, District Manager, Manager Customer Relations, Postmaster, BMEU Manager, or Plant Manager. It can be a joint event with other PCCs.	
15. PCC Executive Board attends a minimum of 8 Area Monthly TouchPoint calls.	
16. Conduct a minimum of 3 PCC Membership outreach/recruitment activities.	
Communication Requirements	Achieved
17. Minimum of 4 times to communicate with PCC members via U.S. Postal Service mail. The G-10 Permit should be used for mailings.	
18. Minimum of 3 PCC success stories for possible inclusion in the PCC Insider Newsletter. (Send articles to the PCC mailbox at pcc@usps.gov .)	
District Manager's Name Printed: _____	
District Manager's Signature: _____ Date: _____	



Here are some tips to help keep organized and ensure you have all your I's dotted and your T's crossed.

- Keep your PCC Binder or folder updated with copies of Mailers and Marketing Materials. *PCC Voice* Postings, Success Stories, Board and Committee Notes, Calendars, and Survey Results.
- Post your events on *TeamSite* as soon as the date of your event has been confirmed.
- Utilize the *PCC Voice* LinkedIn page to advertise your events. Posting your event will count towards your required *PCC Voice* postings.
- Write down your meeting notes with follow-up right after your events.
- Board members should meet after every general meeting/event to discuss what worked and what didn't best practices, what can you improve on.

In a future Insider article, we will discuss Leadership Awards. By being organized and keeping up to date on your binder will make things a lot less stressful during peak season.

COMMUNICATION

NO PCC LEFT BEHIND

As we triumphantly emerge from two exceedingly difficult years filled with roadblocks and challenges, our PCC Community and PCCs have changed. Some for the good, while others have lost their way. But do not worry ...Help is on the way!

The Quarter #2 Café, recently hosted by the Postal Customer Council Advisory (PCCAC) Marketing and Communication Sub-Committee, was a delightful change of pace, kicking off the meeting with Postal Jeopardy. Following the engaging ice breaker, attendees were given an in-dept review of the PCC Health Check Survey results, diagnosis, and the next steps in revitalizing, strengthening and growing PCCs nationwide. Next, we also heard testimonials from four PCCs. The Northeast Florida PCC told us how communication is *key* to their success, in addition to a strong, engaging Executive Board. While the Greater Rochester, Greater Spokane, and Milwaukee PCCs enlightened us about the struggles and challenges they were facing prior to taking the PCC Health Check, the progress they've made since receiving their survey results, and how the PCCAC Sub-Committees and neighboring PCCs have played an instrumental role in the success of their revitalization plan thus far.

Committed to ensuring that no PCC is left behind regardless of status or size, the PCCAC recently launched its exciting new initiative the "2023 PCC Revitalization Plan".

The PCC Health Check is the first step in the 2023 Revitalization Plan to help PCCs get strong, so we can continue to **Get Connected and Grow** and accomplish the PCC mission. As so eloquently articulated by Dina Kessler, PCCAC National Industry Chair, and Lindsey Taylor, PCCAC National Postal Vice-Chairperson, this approach will help us get a pulse on where each PCC stands today.

If you would like to revisit or missed this café, click [HERE](#) for slides and recordings.

Mark your calendars now for you next opportunity to take the PCC Health Check Survey the week of August 14, 2023.



STRATEGIC INNOVATION AND PCC POLICY

LINKEDIN EDIQUETTE

Social media is a key component of the way we communicate – with friends, families, customers, and industry peers. LinkedIn is the most popular social media platform for the world of business with over 774 million members, and it is the home of *PCC Voice*, the only legally and Postal approved social media platform that PCCs throughout the country can utilize to network, teach, learn, and promote local PCC events. The *PCC Voice* LinkedIn page is for members only, whereas those interested in joining must seek approval from the Postal Headquarters PCC team who manages the page.

Aside from clearly illegal activity, there are no “rules” about what can be posted on LinkedIn. However, there is a general sense of what is appropriate and what is not. Those ideas may change from organization to organization and person to person.

We would like to suggest things to consider when posting on *PCC Voice* LinkedIn.

- Know your company’s policy on social media. Your LinkedIn profile has your company’s name in it, and they have a right to protect their reputation. Your company’s Social Media policy is designed to protect the company and its employees. Respect it. Postal employees can refer to the USPS Social Media policy detailed in the Administrative Support Manual 13 (ASM) Chapter 3 Communications, Section 363 Social Media policy.
- Consider having a professional photo for your headshot. Your LinkedIn profile is a form of online resume and will be seen by potential employers and customers. The photo they see will be their first impression of you.
- LinkedIn is a business website. Photos from vacation and other personal posts are more appropriate for other social media platforms like Instagram and Facebook. Event and networking photos should be clear and crisp to the viewer’s eyes. Highlight your event from creative angles when you take a picture. You will be sure to have a compelling and appealing post with good photos, which will receive a lot of traction.
- **Engage** with other people on LinkedIn. “Like” and comment on posts. “Networking” is an action verb. Be positive and uplifting in your comments. You might recall what a wise person once told you, “If you don’t have something nice to say (or post) then don’t say it (or post it) at all.”
- **Remember** – the Internet is forever – think before you post! Anything you post may be seen by anyone – at any time. Be of good character and reputation in your day-to-day lives and on social media. Conduct that is not permissible in the workplace, is not permissible on a professional social media platform either.
- **Remember** the “edit” and “delete” post options on LinkedIn, do not be afraid to use them. We all make mistakes, and we all strive to perfect our work. Be proud of what you post. Check your grammar and spelling and be short and sweet in your messaging.

ACADEMIC OUTREACH PROGRAM

THE DIRECT EFFECT® UPDATE



Direct Effect® April 2023

“Marketing Madness” 2023, a month-long competition for collegiate marketing clubs and other marketing, design, and interested university students that has challenged students to complete a Direct Effect® Fundamentals of Integrated Direct Marketing e-learning course has concluded. The results were astounding! 1745 courses were completed by 589 students in 30 days. They recruited their fellow students and got first-hand learning. Students also earned badges and points for their colleges.

Finally, students are encouraged to earn their badges and showcase their skills. PCC members are encouraged to review the students Curriculum Vitae (CV) and badges for potential interns and employees as the next generation of leaders for our industry. The use of the LinkedIn network will provide students an opportunity to showcase their skills and earn badges as they continue to learn and grow in the mailing industry.



As we grow, 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, and ensure they understand the value of mail in the modern marketing mix.

[Direct Effect Innovation Challenge](#)

On April 21, 2023, Direct Effect hosted an Innovation Challenge in Charlotte, NC. Collegiate marketing, communication, design, and business students and faculty located in North Carolina and surrounding areas joined us for the North Carolina Direct Effect® Innovation Challenge (DEIC). Student teams from North Carolina colleges and universities came together to create integrated marketing campaign concepts for a live client and see whose comes out on top!

Live Client:



Representatives from ESPN presented students with a real-world marketing challenge to address with an integrated campaign.

Students who participate in a Direct Effect® Innovation Challenge:

- Gain real-world experience to add to their portfolios and resumes.
- Present their creative concepts to a live industry client.
- Network with industry executives

Creating the next generation of customers, by connecting them to the world's professionals.

Want to learn more about Direct Effect? www.directeffectinnovation.com/about

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

USPS NEWS

USPS REPORTS CONSISTENT PERFORMANCE ACROSS ALL MAIL CATEGORIES

The United States Postal Service reported new delivery performance metrics for the second week of the third quarter for fiscal year 2023 showing consistent or improved delivery performance across all mail categories. The average time for the Postal Service to deliver a mailpiece or package across the nation improved to 2.5 days.

FY23 third quarter service performance scores covering April 1 through April 14, included:

- **First-Class Mail:** 91.5% of First-Class Mail delivered on time against the USPS service standard, consistent with performance from the fiscal second quarter.
- **Marketing Mail:** 95.8% of Marketing Mail delivered on time against the USPS service standard, an increase of 1.2 percentage points from the fiscal second quarter.
- **Periodicals:** 87.8% of Periodicals delivered on time against the USPS service standard, an increase of 1.3 percentage points from the fiscal second quarter.

The Postal Service continues to make service delivery improvements. Currently, 98% of the nation's population receives their mail and packages in less than three days. This percentage recently improved, and USPS is working hard to correct service-related issues in the other limited areas.

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.

With the implementation of the Delivering for America plan, the Postal Service continues its focus on improving service reliability for the American public and business customers by modernizing the outmoded and aging postal network across the nation.

U.S. POSTAL SERVICE BOARD OF GOVERNORS TO MEET MAY 9

The U.S. Postal Service Board of Governors will meet May 9, 2023, in open session at Postal Service headquarters, 475 L'Enfant Plaza, SW, Washington, DC. The public is welcome to observe the meeting beginning at 4:00 p.m. ET in the Benjamin Franklin Room on the 11th floor. The Board is expected to discuss the following items:

1. Remarks of the Chairman of the Board of Governors
2. Remarks of the Postmaster General and CEO
3. Approval of the Minutes
4. Committee Reports.
5. Quarterly Financial Report
6. Quarterly Service Performance Report
7. Approval of Tentative Agenda for August 8 Meeting

A public comment period will begin immediately following the adjournment of the open session on May 9. During the public comment period, which shall not exceed 45 minutes, members of the public may comment on any item or subject

listed on the agenda for the open session above. Registration for participation in the public comment period is required. **Additionally, the public will be given the option to join the public comment session and participate via teleconference.** Should you wish to participate via teleconference, you will be required to give your first and last name, a valid email address to send an invite and a phone number to reach you should a technical issue arise. Speakers may register online at <https://www.surveymonkey.com/r/bog-05-09-2023>. No more than three minutes shall be allotted to each speaker. The time allotted to each speaker will be determined after registration closes. Registration for the public comment period, either in person or via teleconference, will end on May 7 at noon ET. Participation in the public comment period is governed by 39 C.F.R. 232.1(n).

Open session meetings of the Board of Governors are available on live audio webcasts at <https://about.usps.com/who/leadership/board-governors/#sessions>. Three hours after the conclusion of the open session meeting, a recorded audio file will be available for listening. In compliance with Section 508 of the Rehabilitation Act, the audio webcast will be open-captioned.

PCC INSIDER SPOTLIGHT

NEW HAMPSHIRE PCC

Congratulations to the New Hampshire PCC for being chosen as the April **PCC Insider** “Spotlight.”



NEW HAMPSHIRE PCC (MANCHESTER, NH)

Members: Approximately 74

Awards:

- 2014 – 2022 PCC Premier Certificate *Platinum Level*
- 2008 – 2022 PCC Premier Certificate *Gold Level*

Most PCCs have experienced the difficulties of being post-pandemic and surviving the restructure. New Hampshire PCC (NHPCC) is no different.

In the past year, Lura Pleickhardt was named as their new PCC Postal Administrator. With Lura at the helm, their future looks bright. Her first priority was to look at the current status of the PCC. Growing membership to 100 plus, updating their mailing list, and establishing a committed, and having an active Executive Board are key goals for 2023.

Starting with just three original contacts on the membership mailing list, this PCC has worked to develop a list of 74 and counting. How did they increase their active members in such a short time? By thinking out of the box and using resources available to them is how this PCC is succeeding now and will continue to succeed in the future.

NHPCC has joined and is active in their local Chamber of Commerce. Talking with the Chamber members helped improve the elevator speech on the value of becoming a member of their PCC has proved to be a valuable tool. Of course, throwing in a plug to attend a PCC event does not hurt.

Creating and distributing a bi-monthly newsletter has also helped to increase membership. It serves as a reminder for upcoming events, postal facts, local news, recognizing and thanking sponsors/members, and even personal life topics such as stress management. NHPCC considers it a fun way to stay connected with their members.

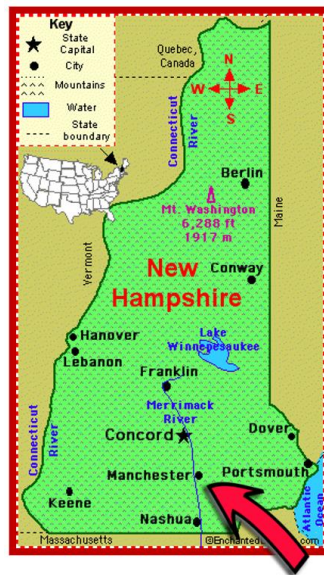
When offered the opportunity to complete the PCC Health Check, NHPCC was one of the first to complete it. With their prescription plan in hand, they are playing to their strengths to minimize their weaknesses. NHPCC struggles with geographic challenges for in-person meetings. Therefore, based on feedback and following up with the new members, the NHPCC plans for the future include hosting hybrid events. In addition to their hybrid events, they are planning a networking ice cream social, and membership drive this summer, followed by their National PCC Week event which will be held in conjunction with an Industry member's ribbon cutting event at their new facility, and in 2024 they are planning to host their first ever annual golf tournament.

The New Hampshire PCC is currently led by:

- Postal Co-Chair Jason Lyon, Postmaster New Hampshire Post Office, ME – NH – VT District, USPS
- Industry Co-Chair Mike Quinn,
- Postal Administrator Lura Pleickhardt, Customer Relations Coordinator, USPS
- District Manager: Regina M. Bugbee, ME – NH – VT District, USPS

Some “*fun facts*” about New Hampshire that you may not know are:

- 1) Known as the “*Granite State*” because of its numerous granite quarries; the nickname may also reflect the state's attachment to tradition and its history of a frugal government.
- 2) Motto is “*Live Free or Die*” The motto comes from a statement written by the hero of the Battle of Bennington Revolutionary General John Stark, July 31, 1809.
- 3) “*Jumanji*” a 1995 American fantasy adventure film based on a 1981 children's picture book was filmed in Keene, NH. The film is the first installment in the *Jumanji* film series starring Robin Williams, Kirsten Dunst, David Alan Grier, Bonnie Hunt, Jonathan Hyde, and Bebe Neuwirth.
- 4) World's second highest wind speed record: In 1936, wind speeds of 231 miles per hour were recorded by the staff at the Mount Washington Observatory. Although the record was broken in 1996 by winds in Barrow Island, Australia, the original record is still a favorite of many weather enthusiasts as it was recorded by staff at the observatory, rather than by an unmanned meteorological instrument.



PCC SUCCESS STORIES

PIKES PEAK PCC TOOK A PAGE OUT OF DETROIT PCC'S BOOK – PCC INFORMATION SHARING AND COLLABORATION AT ITS BEST

The Pikes Peak PCC took a page out of Detroit PCC's book on February 28, 2023, by hosting their first Membership Drive Pop-Up Event at the Colorado Springs GMF Station Lobby. Colorado Springs Postmaster (A) Mike Hurley and Pikes Peak Postal Administrator Linda Neill spoke with business mailers and signed up four new PCC members! They also promoted their upcoming March Lunch and Learn, Mail Theft Prevention and Plant Tour events, with the Colorado Springs Postmaster and Denver Division Inspector in Charge. Such a magnificent event and so much fun!

Linda planned the event by utilizing the Detroit PCC Pop-Up Shop Starter Pack, which was created for the Detroit PCC by LaDonna Smith, USPS Customer Relations Coordinator. LaDonna's creativity and Detroit PCC's success was shared in the *PCC Insider* February Edition. Since publication, several PCCs across the nation have reached out to LaDonna requesting the templates because they wanted to duplicate the innovative idea.

Now that's PCC information sharing and collaboration at its **BEST!** Congratulations to both PCCs.



Left to Right First Picture: Membership Drive table. **Second Picture:** Pikes Peak PCC Postal Co-Chair and Colorado Springs Postmaster (A) Mike Hurley with Pikes Peak PCC Admin and CRC Linda Neill.

NEVADA-SIERRA PCC HOSTS ENGAGING PLANT TOUR

With the help of their newly assigned Acting PCC Postal Administrator Tammy Krause along with the collaboration of new and seasoned members, the Nevada-Sierra PCC recently hosted a successful tour of the USPS Las Vegas Plant.

To maximize their overall experience, attendees were divided into three individual guided tours given by subject matter experts. Inquisitive questions were flying from the time our guests first saw our machines carrying mail across the plant on conveyors. Upon returning to our conference room attendees enjoyed light refreshments while learning more about new USPS procedures for processing and distributing First-Class letter mail, as well as priority and First-Class packages.

The number of attendees were up from previous years and one lucky Industry member took home an adorable USPS themed gift basket that was raffled off.

Finally, the Nevada-Sierra PCC would like to thank all their attendees, with a special "shout out" to USPS Senior Plant Manager Terry Mullins, and Victor Leon, USPS Manager In-Plant Support and their staff for their support and assistance.



Nevada-Sierra PCC event highlights

GREATER ST. LOUIS PCC HAS MASTERED THE ART OF HOSTING MONTHLY HYBRID LUNCH AND LEARN PCC EVENTS


The Greater St Louis PCC held its first Lunch and Learn event of the year on February 8, 2023, at CJ Muggs in Kirkwood, MO. The event began at 11:30 AM with a meet and greet along with networking opportunities and was followed by a lunch and presentation given by special guest Adam K. Scott, Director-USPS Strategy and Compliance, Pitney Bowes Presort Services. The presentation detailed the new 2023 Pricing and Promotions available by the Postal Service, followed by a Question & Answer session.

A few of the promotions discussed were: Tactile, Sensory & Interactive mailings, Retargeting mailings along with Emerging Technology. Attendees were engaged and pleased to have the opportunity to have a conversation with Mr. Scott.

On March 8, 2023, the Greater St. Louis PCC hosted their second Lunch and Learn this year. PCC members and guests gathered to review the structure of the Local St. Louis Postal Operations. They were joined via *Zoom* by the Manager of Customer Relations, Darrin Gadson who discussed the changes of Postal Areas in customer service, processing, and logistics. Members had the opportunity to ask questions directly with Postal representatives from Customer Relations, Logistics, In Plant Support, and Processing.

This is a new format for their PCC moving forward into 2023 and has been an enormous success in helping them reach their objective of adding more value to the mailing and shipping industry. They are offering hybrid meetings and the chart below shows the success of these meetings, as they have increased attendance and attracted new guests and members.

Lunch and Learn	Total Attendees	In Person	Zoom	Member	Guest
USPS Promotions	30	16	14	18	12
Local Postal Structure	42	28	14	15	27



Greater St. Louis PCC hybrid events proven success.

GREATER NEW YORK PCC HOSTS SUCCESSFUL MEMBERSHIP OUTREACH

The Greater New York PCC (GNYPCC) recently hosted its second membership outreach meeting for 2023. The meeting was held at the James A. Farley (JAF) building which formerly served as New York City's main United States Postal Service branch. The March event was free to all attendees and included a continental breakfast which was sponsored by longtime member Continental Stock Transfer and Trust.

Lorraine Castellano, New York 1 District Manager, USPS, and William Ronayne, Industry Co-Chair, kicked off the event with a warm welcome to all attendees including Manhattan Postmaster Wanda Diaz.

Keynote speakers included David Jonnakuti, BMEU Manager for NY1 and Lizette Bradley, BMEU Mailing Standards Specialist for NY1 and NY2. Their presentations focused on the Business Customer Gateway which included various aspects of the website including a live demonstration on how to navigate the site.

Self-introductions followed with a spotlight on some of their newest members from Epoch Times and Stony Brook University. The newly recruited members from Epoch Times attended GNYPCC's Morgan Plant tour, which was held in November 2022, and both companies attended the GNYPCC's January 2023 virtual meeting which included the new USPS price changes. Both companies were so impressed by the GNYPCC they became members!

Promotional announcements were made for attending NPF, as well as a "save the date" for National GNYPCC Week which will take place on Wednesday, September 20, 2023, at JAF in conference room 199.

Dominique Coleman, USPS Customer Relation Specialist and PCC Coordinator, hosted the raffle portion of the event with special framed USPS commemorative items featuring Batman, Elvis Presley and Gregory Hines as prizes.

Wrapping up the event attendees enjoyed additional networking opportunities. Shortly thereafter, GNYPCC registered and welcomed Financial Times as its newest business member,



Greater New York PCC event highlights

THE HOUSTON PCC MEMBERSHIP PLANT TOUR IS A PROVEN SUCCESS

USPS Customer Relations Manager Sultry Stovall-Harris, followed by Industry Co-Chair and CEO for ATIME4Mktg, Kathy Hall welcomed over 50 attendees to the first tour of the North Houston Plant in many years. Both started the program by providing insightful information on the value of PCC membership, and how through their partnership, the Houston PCC and the United States Postal Service work together providing education, innovative ideas, cutting-edge technology, industry updates, and networking opportunities to help their members grow and succeed now and in the future. A brief video was then shared about mail processing so that the audience would have a full understanding of how mail moves through the North Houston Plant prior to the tour.

Attendees enjoyed networking with each other while snacking on light refreshments which were sponsored by METRO as they prepared for the tour. With over 50 members, the group had to be split into two to take the tour. Kyler Simmons, Manager In-Plant Support, welcomed the sold-out crowd and provided a brief introduction on the history of the facility, then led one of the groups through the plant on an in-depth tour of the Houston facility taking time to thoroughly explain how the processing equipment streamlines the processing of mail and packages while also answering questions from the audience along the way.

As a result of their efforts, the HPCC successfully recruited 15 new members from the event! Not too shabby for a day's work.



Houston PCC event highlights

ATLANTIC AREA PCCS COLLABORATE DOWN UNDER WITH AUGMENTED REALITY

On Wednesday, April 12, 2023, several Atlantic Area PCCs joined forces to present another event in a series of far-reaching collaborations we have produced this year by hosting Steven Belshaw, CEO and Co-Founder of Unified AR, a white label software firm facilitating *Augmented Reality* into Direct Mail campaigns.

There seems to be some perceived hurdles in utilizing AR software in Direct Mail campaigns, but during our webinar we learned those hurdles are manageable with the software presently available. Mr. Belshaw was able to walk us through the benefits and distinctive qualities AR software can bring to a multi-channel marketing campaign. Multi-channel, being the operative term, due to the compatibility with directly linking Informed Delivery campaigns with postcards by putting the product directly in the consumer's space. This will then add accessibility to social media marketing based on retargeting data directly from the platform dashboard available. As far as your return on investment (ROI), the interaction time with an AR mail campaign is unbeatable. Consumers are in full control of how much time they interact with the mail piece and the data has proven that this time extends well beyond a regular mail piece, and even a television commercial.

Mr. Belshaw taught us to start small and see what works for your company. Whether you plan to test out a full 360 immersive video or a simple graphic image viewed through anyone's smart phone, see how your target audience responds and build off that. Tech support is available to everyone and AR as a feature of a mail-piece will generate buzz about your company, regardless. The only thing left is for your clients to get innovative with their marketing.

This successful collaboration of eight Atlantic Area PCCs (Buffalo/Niagara, Capital Region, Greater Charlotte, Greater Hudson Valley, Greater Rochester, Greater Triad, Greater Triangle, and Greater Wilmington Area PCCs) is a great testimony on how you can utilize *Zoom* events to gain the farthest-reaching audience, as well as providing educational and informative content to our combined memberships. This particular event had 50 registered attendees all of which received a copy of the recorded presentation and showed marketing impressions all throughout the Atlantic Area, and with Mr. Belshaw presenting from Australia, we have now gone multi-national!



AR educational sheet developed specifically.
for Atlantic Area PCC websites

NOTICES

2023 NATIONAL POSTAL FORUM

CHARLOTTE CONVENTION CENTER, NC
MAY 21 – 24, 2023



2023 NATIONAL POSTAL FORUM CERTIFICATION PROGRAMS



This will be the first year NPF is providing Credly Badges for completed courses.

Earn Professional Certification Onsite at the National Postal Forum (NPF)! The NPF 2023 Certification Program offers an exclusive opportunity for attendees to increase their professional skill set and commitment to ongoing education. In cooperation with USPS, the NPF is offering attendees three specialized courses. Choose the course that meets your professional objectives and earn special certification when you attend NPF.

- **MAIL CENTER MANAGER COURSE – EARN OFFICIAL NPF CERTIFICATION** – Mail Center Manager Course will teach you the valuable skills needed to manage more effectively, boost productivity, and cut costs. Attend the following five workshops and earn official NPF Mail Center Manager certification; *Ask The Experts, Leading The New World, Mail Services Success In A Hybrid World, The Struggle Is Real And Print And Mail – Two Great Operations That Go Great Together.* **All Classes will be held on Wednesday, May 24, 2023.**
- **THE DIRECT MAIL MARKETING COURSE – EARN OFFICIAL NPF CERTIFICATION** – The Direct Mail Marketing Course will explore the customer journey and how you can tailor your direct mail to stand out amongst other messaging. In this course you will walk away with a certification that recognizes your understanding of the various inputs, tools, strategies, and mechanics of creating a successful direct mail campaign. **All Classes will be held all four days: Sunday, May 21 through Wednesday, May 24, 2023.**
- **MAIL DESIGN PROFESSIONAL (MDP) – EARN OFFICIAL USPS CERTIFICATION** – The Mail Design Professional Course provides in-depth training on postal standards related to designing eye catching letter and flat mail to facilitate processing on high-speed automation equipment while maximizing cost effectiveness and reducing processing delays. *(Limited space is available. Pre-registration is required. A \$95 final exam fee applies).* **All Classes will be held on Tuesday, May 23, and Wednesday, May 24, 2023.**

For more information on each certifications course click [here](#).

NEW VENDORS AT THE 2023 NATIONAL POSTAL FORUM



Innovation, Expertise, and Solutions. Be a part of the Mailing and Shipping Industry's Largest Exhibit Hall.

At this year's National Postal Forum (NPF), more than 20 new exhibitors have signed on, surpassing the number of exhibitors at the last Forum. The 100,000 square foot exhibit hall will feature new and innovative mailing and shipping products and services including smart lockers, electric vehicle developments, data software advances, robotics, and the latest supply chain solutions.

NPF showcases companies including software developers, transportation providers, direct mail services, cloud services, mailing lists, automation equipment, fulfillment services, camera systems, barcoding, and more. The Exhibit Hall provides an opportunity to network with industry influencers, meet new partners, and build strong relationships.

Engage with USPS leadership in their Sales Booth, discuss challenges and resolutions in the USPS Consultation Center, and network with industry colleagues throughout the NPF Exhibit Hall floor. Stop by and visit the following **USPS Exhibitors**:

- **USPS Sales** (Booth #417) – The USPS booth will feature: Large media wall, Educational Kiosks on the Connect Programs, Display of the USPS Smart Parcel Lockers, and our electric Next Generation Delivery Vehicle. Want to win a prize, then try your luck at our interactive game. If you have questions on USPS products, services, or programs, come to our booth and speak one-on-one with one of our Business Solutions Experts.
- **USPIS (Inspections Service)** (Booth #931) – At this year's NPF, Postal Inspectors will be present on the Exhibit Hall Floor to answer questions and talk about their essential role in the industry. They will also showcase the latest tactical gear, dangerous mail investigative equipment, and their newest and most-advanced Mobile Command Center.
- **USPS Consultation Area** (Booth #737) – This platform will give you access to postal subject matter experts who are available for consultation on topics related to mailing, shipping, marketing, and insight to various postal processes and procedures. Consultations are available by appointment or walk-in. Consultation topics cover Informed Visibility & Product Tracking, Address Management System, Enterprise Payment System, Mailer Scorecard, Mailing Shipping Solutions Center and more. To make an appointment, email Kristin Brooks at: Kristin.m.brooks@usps.gov.
- **USPS Retail Station** (Booth #1041) – The Retail Station will conveniently be located this year on the Exhibit Hall floor. Stop by our booth and see what fun USPS products you can purchase as well as Postage Stamps. Don't want to pack and carry collateral materials you obtained, then find the vendors that are donating postage worth \$22.80 by stopping in their booth.

NPF Exhibit Hall Hours include:

- Monday, May 22, 9:30 AM – 4:00 PM EST
- Tuesday, May 23, 9:30 AM – 4:00 PM EST
- Tuesday, May 23, Exhibit Hall Reception 4:00 PM – 5:30 PM EST (Attendees can experience the Exhibit Hall in a relaxed casual environment during the Tuesday Exhibit Hall Reception.)

Join us May 21-24, in Charlotte, as we bring together the shipping and mailing industry, experience the latest products and hear insights from industry experts.

For more information on planning your 2023 NPF Exhibit Hall experience click here: <https://exhibits.npf.org/expo-information>.

To register, click this link: [NPF](#).

NETWORKING OPPORTUNITIES AND CLOSING EVENT AT THE NATIONAL POSTAL FORUM

Making Connections!

The NPF (National Postal Forum) is a target-rich environment for building professional relationships within the mailing and shipping industry. Enjoy special networking events where like-minded attendees exchange ideas, learn, and inspire each other. It's a chance to make new friends, reunite with those you already know, and come away with winning strategies designed to accelerate your company into the future.

NPF Welcome Reception: Sunday, May 21 from 5:30 PM – 7:00 PM – Richardson Ballroom Terrace

- NPF hosts a Welcome Reception for all attendees. Acquaint yourself under the sparkling lights of the Charlotte skyline with colleagues and meet new industry professionals as we celebrate the commencement of the Forum.

PCC Welcome Reception: Monday, May 22 from 5:30 PM – 7:00 PM – Crown Ballroom

- Your Host, Headquarters National Postal Customer Council (PCC), will be giving away special PCC lapel pins so arrive early to receive one and be sure to bring your PCC lapel pins and exchange them with other PCC members. After you finish your culinary delights, get ready to unwind on the dance floor with a local DJ.

Exhibit Hall Reception: Tuesday, May 23 from 4:00 PM – 5:30 PM – NPF Exhibit Hall

- The NPF Exhibitors are hosting this reception for all to attend. Meet and greet and network with innovative service and product specialists in a relaxed no-pressure environment on the Expo Hall floor.

NPF 2023 Closing Event: Wednesday, May 24 from 7:00 PM – 10:00 PM – NASCAR Hall of Fame

- What a fitting venue to revel another NPF win – the NASCAR Hall of Fame! Adjacent to the Charlotte Convention Center, all attendees are invited to celebrate the Forum. In the spirit of winning, experience the history and heritage of NASCAR and participate in the many interactive exhibits, movie theater, the Hall of Honor and more. Enjoy exhilarating entertainment, savory dishes, and beverages. The venue will be closed to the public, open exclusively for NPF. Be part of the excitement and celebration of NPF.

PCC VOICE

PCC VOICE #PCCMEMBERBRAG CHALLENGE

Get ready to start bragging ...the next *PCC Voice* challenge is here!

Kicking off on April 17, 2023, and running through May 12, 2023, we want you to recognize your PCC members for all their amazing contributions to your PCC by posting to *PCC Voice* with the hashtag: **#PCCMemberBrag**.

Here's how it works:

- Describe the “**Brag**” and name the member and their company (*if they are on LinkedIn, use @Name of PCC member to ‘call them out’ and give them name recognition*).
- Upload a picture of the PCC member from an event, the member in a meeting (*Zoom or in person*), or a headshot of the member.
- Add Hashtag **#PCCMemberBrag** to your post.
- Each post should recognize **only one** PCC member at a time.
- There is no limit to how many PCC members you **Brag** about during the challenge.
- There is no limit to how many different people **Brag** about the same PCC member.
- There is no limit to how many different **Brags** you post about the same PCC member.

Do you have a PCC member who coordinates event activities? recruits new members? hosts events or facility tours? serves on your PCC Executive Board and/or a committee or sub-committee? If so, the **#PCCMemberBrag** challenge is the perfect opportunity for you to recognize them by **bragging** about the *difference they've made* on *PCC Voice*, using the hashtag #PCCMemberBrag.

The names of everyone who posts using the hashtag #PCCMemberBrag will be entered into a random drawing for a limited edition **USPS.com Brag Bag**, so start bragging today!



Get Connected and Grow!

PCCAC UPCOMING EDUCATIONAL WEBINARS



- **Elimination of USPS Corporate Accounts and Paper Postage Statements**
Thursday, May 4, 2023, at 2:00 PM EST
Hosted by James Duffy, Manager, Product Preparation & Payment, USPS, USPS
Link to join virtual event:
<https://usps.zoomgov.com/j/1607077104?pwd=Z2k3eE0xVnN5NXIPYVFUUIk1bIRFQT09>
- **API Integration**
Tuesday, June 13, 2023, at 2:00 PM EST
Hosted by Jerry Wheeler, Executive Director CIO Architect & Strategy, USPS
Link to join virtual event will be forthcoming.
- **CASS Cycle O**
Thursday, June 27, 2023, at 2:00 PM EST
Hosted by Earl Johnson, Director Addressing & Geospatial Technology, USPS
Link to join virtual event will be forthcoming.

2023 NATIONAL PCC WEEK

START PLANNING TODAY!

DELIVERING FOR AMERICA
VISION. STRATEGY. ACTION



More information will be forthcoming!

HQ PCC LIAISONS:

- Atlantic Area [Judy Caldwell](#) lead and [vacant](#) support
- Central Area [Sharon Barger](#) lead and [Jeff Hilliard](#) support
- Southern Area [Eric Roberts](#) lead and [vacant](#) support
- WestPac Area [Lewis Johnson](#) lead and [Jeff Hilliard](#) 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](#)

May PCC Calendar on PostalPro: <https://postalpro.usps.com/pcc#anchor-8>

PCC Membership Resources: [PCC National Database](#).



Join PCC VOICE:

Step 1: Sign-up for a LinkedIn account:

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

Step 2: Use this link to join the group:

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



Sources include *USPS News Link – Washington, DC, and National Postal Forum.*

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