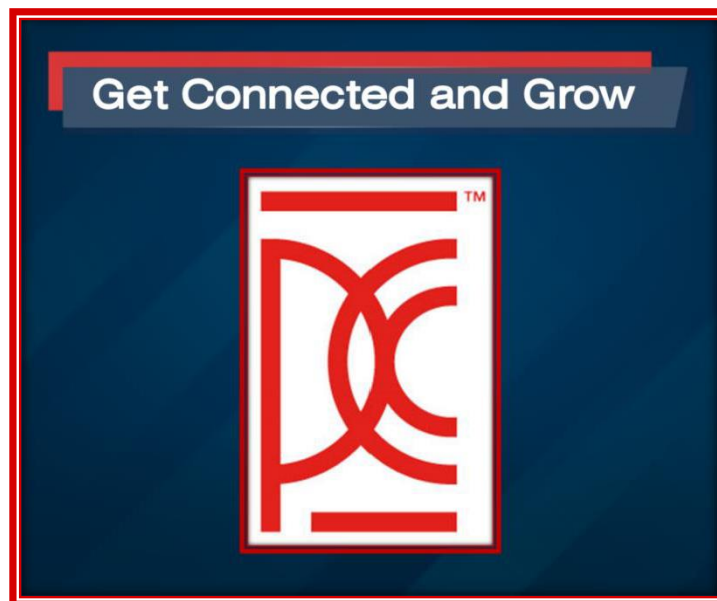




PCC INSIDER – FEBRUARY 2024 EDITION



A MESSAGE FROM OUR PCCAC LEADERSHIP

Dear PCC Executive Board members, General Members, and Future Members

There has been a great deal of changes with our PCCs nationwide since my last report to you all. We were entering our second full year in a post-pandemic structure. With the nationwide 'return to work' initiatives that took place in 2022, we focused on:

- Re-establishing
- Re-evaluating
- Re-acquiring

The Postal Customer Council Advisory Committee (PCCAC) re-established PCC Boot Camps and they are well underway right now. The *PCC Boot Camp* session is designed to give you an opportunity to speak about challenges your PCC faces, to collaborate with other Postal and Industry members in attendance, and to learn about networking and educational opportunities. The session is also intended to provide you with best practices to get the maximum value from your local PCC. Moreover, these interactive sessions will be taught by the USPS Headquarters PCC Program office and award-winning Industry Board Members from our PCC Advisory Committee.

By the time this article is published, we will have completed Boot Camps in Washington D.C., Portland,

OR, and New York, NY. These Boot Camps have had resoundingly positive feedback from everyone, and I am excited to know, we are providing the necessary tools and resources to help your local PCCs flourish. Be on the lookout for more PCC Boot Camps coming to your area. We plan to host events in Kansas City, MO, Birmingham, AL, Los Angeles, CA, Orlando, FL, Nashville, TN, and finally at our largest event of the year, the National Postal Forum in Indianapolis, IN. We look forward to seeing all your cheerful smiles.

The PCCAC (our national advisory board) is comprised of industry and postal leadership, who work together to develop strategic initiatives to grow the PCC network, re-evaluated our PCCs, and to cultivate stronger and more effective local PCCs. We strategically merged and repositioned local PCCs to encourage future growth efforts. With the completion of this initiative, our new total number of local PCCs is now 114. This new baseline makes it possible to pinpoint deliberate locations throughout the nation to develop new PCCs.

This brings us to our third point, re-acquiring. It is important to always look for new ways to **'Get Connected and Grow'**. Many of the merged and repositioned PCCs did just that. For some PCCs, it extended their reach to attain new members and for other PCCs, mergers allowed them to become a more adequate foundation to support the growing needs of our business customers and partners in the mailing and shipping industry. We want to re-acquire and re-captivate our small business partners and we do that through our local PCC efforts.

We are here for you. The PCC National Program Office is assembled with a team of subject matter experts whose primary goal is to support your efforts to succeed in servicing your local PCC partners. Our resources and information are available to facilitate your business needs. Please remember that our function is to help and guide your success – I encourage you to reach out freely and often.

Best wishes for an amazing 2024. For more information, please send an email to PCC@USPS.COM



Judy de Torok
PCCAC National Postal Chair

MEMBERSHIP

Why Goals Are Essential for Your PCC



Have you established your 2024 PCC goals? If you did, great job on setting your PCC goals and positioning your PCC up for success! If you didn't, we highly recommend that you do so at your next Executive Board meeting. But first, let's look at why goals are important.

Goals create a roadmap to help you identify where you want to go, and it helps keep you on track. Goals can also boost your PCC's performance and obtain your Board members buy-in, which leads to higher engagement, motivation, productivity, and the possibility of more awards!

It's essential that you open your goals discussion up to get each Board member's thoughts and ideas. This is how you get their buy-in. The fun part is getting everyone involved and letting the creative ideas flow! Once you have your goals set, it's essential to determine what strategies you will implement to meet them.

A great place to start is with the requirements for our PCC awards. Are there areas your PCC needs to enhance/improve? If yes, you can use those as goals? Let's take LinkedIn *PCC Voice* posts as an example. If your PCC intends to meet that requirement, set it as one of your goals.

Goals get your entire Executive Board members motivated! It's important to review your goals each month; and communication is the key, as board members must know and understand how they can contribute to the goals.

Here are a few suggestions for goals:

- Submit four Success Stories for 2024
- Increase *PCC Voice* posts for 2024
- Host more hybrid events for 2024
- Use the Event Planner to plan your 2024 events

Please remember that your goals should clearly defined, reasonable, aggressive, and obtainable.

EDUCATION

Musings on the Value of Professional/Personal Revitalization



Most of you reading this are likely familiar with the network of industry and USPS mailing professionals that make up the collective Postal Customer Councils (PCCs) located around the country.

I did a little digging and found out that the first PCCs were established circa 1961. I wasn't personally *established* until 1965, not that many years later! PCCs have a storied history of supporting all facets of this venerable mailing and shipping industry for the advancement and betterment of mail overall. My personal history with PCCs didn't start until 25 years ago.

As a new employee in a print, mail, and marketing firm in Milwaukee, I was a little overwhelmed coming from a background in Human Resources at an area equipment manufacturer. I was intrigued and interested in the industry, but I struggled with resources, connections, and "all that jazz", just like someone new to any industry would. At a networking lunch that I found myself brave enough to go to as a young professional, I was fortunate enough to meet a man who was a veteran in the industry in the same geographical market.

My new friend and mentor's name was Bob. Bob did exactly what a good mentor does – invited me to go to my first Milwaukee PCC meeting with him as his guest. I met a tremendous number of wonderful people, a mix of Mail Owner, Mail Service Providers and USPS employees – many of whom I am still in contact with today. After that first interaction, I never looked back from my engagement with the PCC.

It was my PCC involvement that led me to my first National Postal Forum that year and the rest, as they say, is history.

"Why is she sharing this?" you might be wondering and frankly, it's a fair question. Slightly before the pandemic changed the climate of business and the world, the Milwaukee PCC (MPCC) was struggling to find enthusiasm, membership, and the joie de vivre it once thrived on. Frankly, along with so many other individuals, so was I. I still loved the product and process of mail but there was something missing. Being the MPCC member with the longest tenure, I felt that there just had to be something I could and should do.

Well, there was something to be done. One of my colleagues that was a part of PCC for many years stated that it was good that the band was getting back together! A core group remained of previous Executive Board members that shared the same interest in revitalizing the Milwaukee PCC. That's where the real story begins....

With a massive amount of support from the national Postal Customer Council Advisory Committee and two of our neighboring PCCs (thank you Greater Madison Area and South Suburban), the team decided it was time to try and have our first comeback event during National PCC Week in September 2023. I am so pleased to report that we had over 40 members attend! That may have been low attendance in the heyday, but for a comeback event after almost four years, we were thrilled.

The sense of family and support from the PCCAC and other PCCs went a long way to help the MPCC Board dig in and recommit to bringing this PCC back to life and imbue it with the energy it once had.

As icing on the cake, for 2024 I am honored to be the newest member of the PCC Advisory Committee (PCCAC) and had the privilege of attending PCC Boot Camp in Washington DC in January. That is an experience that only served to revitalize my personal commitment to the PCC network. At our annual PCC planning meeting in Milwaukee, I was so excited to share the information from Boot Camp with both the Industry and USPS professionals in the room. You could feel the positive energy and enthusiasm we were all sharing.

If you are a veteran in the mailing industry and affiliated with your local PCC, I strongly recommend that you attend an in-person PCC Boot Camp in your area. Boot Camp is NOT just for USPS employees – it is for all of us committed to this great industry and the task of making it better.

If you are new to the mailing industry, please consider reaching out to your local PCC. Who knows, you may just find that mentor in the industry you've been looking for! Or reach out to any one of us that are part of the PCCAC, and we'll help you on this magnificent journey.

Onward and upward – with a real understanding now of what revitalization truly means.

Leanne Herman
PCCAC Member-at-Large
Milwaukee PCC Secretary

COMMUNICATIONS AND MARKETING

Prepare for the Year Now!



It's the New Year (hard to believe that it's March, I know!) and you know what that means; if you have not communicated with your members what your events will be for the year, now is the time to do so. Make sure your website is up-to-date and that you've provided your members with a calendar of events by mail and/or email. Give them something easy to glance at.

Below are just a few things you'll want to remember as you begin marketing your events:

- Date, time & location.
- Cost to register.
- Topic & speaker.
- Call to action.
- Benefit of the recipient when they attend.
- Use the G-10 permit.
- Mail and email your marketing pieces.
- Create a marketing plan for the year's events now so that you don't get behind and make sure your board members know the deadlines.

- Make sure you are meeting award criteria.
- Survey your members after each event.
- Post your events on PCCVoice.
- Don't forget to write your Success Stories in real-time so that you capture the excitement.

Keep in mind that repetition is key!

Don't forget that it is always a great idea to have the Business Mail Entry, Business Service Network and Sales teams talk to their clients about upcoming events. Some of them may not be members of your PCC and your topic may be of interest to them.

As always, if you find yourself struggling with your communications and marketing, please reach out to the PCCAC Communications & Marketing Sub-Committee at PCCMktg@usps.gov for help.

STRATEGIC INNOVATION AND PCC POLICY

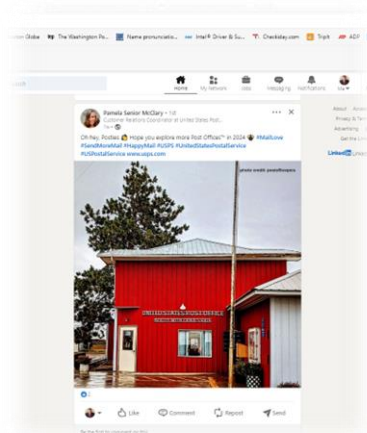
Sharing an Existing Post on *PCC Voice*



Did you post something on your personal LinkedIn page that you also want to share with your friends on PCC Voice? Did you just read a great post by someone else on LinkedIn that you think everyone could benefit from?

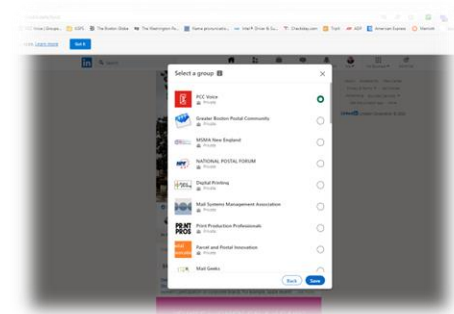
Well, there's an easy 5-step process on sharing with the PCC Voice group.

Step one: At the bottom of the post, click on "Repost".



Step two: Click on “Repost with, Your Thoughts”.

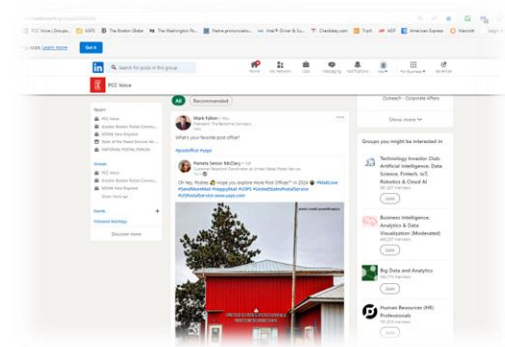
Step three: Below your name, click on “Post to Anyone” and a drop-down menu will appear. When you click on “Group”, the groups you belong to will appear. Select “PCC Voice” then “Save”.



Step four: Click “Save” and then “Done”.

Step five: Add your comments and any hashtags. Then click “Post”.

Your post will now appear in PCC Voice on LinkedIn!



P.S. – A brief word on hashtags.

When used properly, hashtags are a great way to promote your post on LinkedIn. The algorithms used by LinkedIn amplify popular hashtags.

More importantly, using the correct hashtags are part of the PCC Voice Challenges. If you don't use the correct hashtag on your post, it won't be eligible for the special prize that accompanies the challenge.

The two most important rules on hashtags are:

- Make sure you used the correct spelling.
- DO NOT use spaces.

Exact spelling is mandatory, as autocorrect doesn't work with hashtags. And once you hit the spacebar, the hashtag is considered complete. Run-on words may not be easy for humans to read - #WeLovePCC – but computers love them.

So, create posts, share posts, and spread the word on #PCCVoice!

PCC SUCCESS STORIES

Sierra Coastal PCC Small Business Expo 2023



Members of the USPS Sales, Marketing, and Customer Relations teams joined forces to fly the flag at the Los Angeles 2023 Small Business Expo.

Held in Burbank, CA, on September 6, 2023, this event was a fortuitous opportunity to make new connections, inform attendees about new USPS programs, generate hundreds of new leads, and introduce the perfect market to the wonders of the PCC. We had a booth displayed in the exhibition hall to receive interested business owners and attract passersby as well as members of our team roving the event to forge new connections. Everyone had an opportunity to show their skills and make the most of attending the event.

Marsha McFayden oversaw our efforts and helped to direct our team to be the most effective, as well as providing a warm and kind presence for any who approached our booth. Joseph Arroyo and Anthony Requierme were on hand for the Sales team, they alternated between manning the booth to field curious customers and walking the floor, visiting other booths to forge connections, drive interest, and develop leads for future contact. Caroline Pham and Jesse ‘Brock’ Bracamonte represented the Business Development team, and they were involved with everything, true rockstars. Amazing conversations with customers, turning numerous casual talks into future opportunities and several soon to be customers. Mary Hart and I attended for Customer Relations and our focus was all about the PCC, the joys, merits, successes, and wonderful opportunities it offers for the newer, ambitious, and emerging businesses.

Over 5,000 guests attended the event, and our team was able to capture hundreds of leads for potential revenue growth moving forward. Several of us took part in industry specific meet ups, utilizing the event’s sticker system to quickly identify who was in relevant fields as well as targeting who might best be aided with 1-1 information. This event was on the eve of National PC Week, and we were able to get the word out about the PCC as an entity, advertise the event, and explain the benefits of attending to those who may not have known of the program’s existence. Several PCC Gold Rush 2023 attendees were brought to the event through these interactions. One USPS program on display, Ground Advantage, was the focus of a recent Sierra Coastal PCC educational event, and we were able to sell the merits of the PCC by explaining the depth we cover helpful topics for the betterment of businesses, as well as helping them establish themselves with peers and prospective clients in their communities. This event also helped to alert community members that may have traveled a distance to attend, of a new PCC being organized at the time, Bakersfield PCC, and gave them the option of which to follow up with, helping it kickstart its membership.

All in all, it was a wonderful day full of excited, energized, and engaged attendees and team members. It

Get involved.



The Central Virginia PCC recently held our first, quarterly Executive Roundtable with District Manager Gerald Roane as our guest Speaker. All Platinum sponsors were invited to attend, and we had 6 mailers from our area in attendance.

The roundtable event was designed to give local business mailers the opportunity to meet the District Manager, get an update on the local USPS operations.

Mr. Roane presented on the state of Richmond, Va Postal Service operations shared a glimpse into some of the tools that he and his staff use to monitor performance of each operation and identify opportunities for improvements. He also spoke on some of the enhancements and improvement initiatives that are underway in his district and the impact this will have on delivery. Finally, Mr. Roane gave an overview of several USPS services including the newest product, Ground Advantage. A Q&A session rounded out the event.

The event was a great success. Mr. Roane's presentation was detailed, informative and candid. The audience was engaged, and I really felt that the presentation made a connection with those in participation. There were several questions from the attendees and interest was raised regarding Ground Advantage. This discussion delivered exactly as designed and will certainly be a regular on the CVPCC calendar going forward.

Central Mississippi PCC Reconnect and Grow



The Central Mississippi PCC had been dormant since approximately 2018. Since the previous PCC administrator's retirement, there had not been a replacement to continue with the active duties and engagement of the Central Mississippi PCC.

In August 2023, Dora Denise Lister assumed the role of Customer Relations Coordinator. With the PCC

week scheduled for September 19, 2023, we needed to move swiftly in planning a successful PCC week. The first order of business was to reconnect with our Industry partners and invite them to attend our PCC week. We were able to retrieve the contact list that included the PCC Board members.

Upon reviewing the list, we soon discovered that names and numbers were no longer available for the business mailers. Some of the previous businesses had now merged or acquired a new name since the last known meeting. We reached out to our Manager of Business Mail Entry Unit, Megra Johnson, who was helpful in providing an updated list of contacts for current business mailers. We immediately began contacting each by phone as well as email correspondence. We shared our excitement in re-establishing and increasing our PCC membership.

By doing so, we were able to network and learn of other business mailers who were also interested in being a part of the PCC. We scheduled a meeting with the PCC Co-Chairs and treasurer and discussed our goal for the upcoming event. Ultimately, we were all in one accord in our mission to regain the momentum of our thriving PCC. After making daily calls, and mailing invitations, as well as sending email notifications weekly, we were ecstatic to achieve our goal of a well-attended event. As a result, our membership increased, and we were able to regain an active PCC for Central Mississippi.