



# The Value of PCC Membership





**What is a Postal Customer Council (PCC)?**

- A Postal Service Sponsored Organization
- Consists of Business Mailers and Key Postal Service Personnel
- Governed by an Executive Board
- Are Located within Postal Service Districts

The PCC is a postal-sponsored organization.

The mission of the PCC Program is to promote local cooperation and support and to foster a close working relationship between the U.S. Postal Service and all businesses that use the mail to communicate and interact with their customers.

PCCs share information and facilitate the exchange of ideas about new and existing Postal Service products, programs, services, and procedures that affect all businesses that use the mail; and help PCC industry members and their organizations grow and develop professionally through focused educational programs.



**Brief History of the PCC**

- First established in 1961 as local mail user councils – Citizens' Advisory Councils (CACs)
- CACs focused on improving communication between postal customers and local postal managers
- Name changed to Postal Customer Council in 1971 with a focus on education, networking and addressing mailer issues and concerns

The Postal Customer Council (PCC) Program began in 1961 with the formation of local mail users' councils, also known as citizens' advisory councils. The old Post Office Department organized the councils to improve communications between postal customers and local postal managers. The councils first came into prominence supporting a "mail early" campaign in the mid-1960s. In 1971, the name was changed to Postal Customer Councils.

The importance of postal customer councils has grown since the early 1970s. Through regular meetings, mailer clinics, and seminars, PCC members are kept abreast of the latest postal developments and work closely with local post offices to make mail services more efficient.

The Postal Service stands behind the PCC program, an important avenue for improving service and understanding mailers' needs.



The image shows the logos for the Postal Customer Council (PCC) and the United States Postal Service. The PCC logo features the letters 'PCC' in a large, blue, sans-serif font. To the left of the 'P' is the text 'US POSTAL SERVICE' written vertically. Below the 'PCC' is the text 'POSTAL CUSTOMER COUNCIL' in a smaller, red, sans-serif font. To the right of the PCC logo is the United States Postal Service logo, which consists of a blue eagle head profile facing right, followed by the text 'UNITED STATES POSTAL SERVICE' in a bold, black, sans-serif font.

## PCC Leadership Structure

- Postal and Industry Co-Chairs
- Postal Administrator
- Executive Board
  - Post and Industry Co-Chairs
  - Postal Administrator
  - Industry Vice Chair
  - Treasurer
  - Secretary
  - Committee Chairs (Membership, Education, etc)
  - Other Board Members

The first Executive Board of the PCC, at its first meeting, will adopt a set of bylaws, important rules regarding how the organization operates.

The main objective of the PCC's Executive Board is to meet the business community's postal-related needs. The Executive Board members plan and organize meetings, events, and educational sessions that foster and maintain the working relationships between business mailers and the Postal Service. Board members must consider all business mailers in the PCC area—the goals of the PCC take precedence over those of any one individual or corporation.



## Why Should You Join the PCC Network?

- Gain Inside Access to Products, Services, and Innovations
  - Build Relationships
    - Stay in the Know
      - Sustain a Competitive Advantage
        - Get Easy Access to the PCC Community

### **Gain inside access to products, services, and innovations**

Get timely, close-up looks at Postal Service products, services, procedures, and tools that can help you improve your mail quality and streamline your fulfillment to grow your business. You'll also have access to discuss your mailing and shipping needs with your local USPS Management Representative.

### **Build relationships**

Take the opportunity to network with other businesses, mail service providers, and subject-matter experts on how to implement and optimize your direct mail and shipping.

### **Stay in the know**

Get expert advice and support with best practices that help improve mailing and shipping effectiveness, efficiency, and profitability. You'll also keep tabs on the latest promotions and incentives encouraging innovative mail uses and channel integration, as well as shipping trends to benefit your customer and your bottom line.

### **Sustain a competitive advantage**

Be in the know when it comes to information, training, webinars, seminars and nationally accredited education certification programs.

### **Get easy access to the PCC community**

Take advantage of PCC meetings with various speakers and topics plus educational workshops throughout the year. That includes participation of both local and national postal and industry leaders whose insight and experience can give you a leg up.



**Want More Reasons Why You Should You Join the PCC Network?**

- Mail Facility Tours
  - Exhibition Opportunities
    - Special Events

**Tours...**During the year, many PCC's schedule tours of postal facilities, processing plants and other mailing customer's business operations. Through these efforts you are able to collaborate with Postal/Industry leaders to exchange ideas, strengthen partnerships and increase the overall success of your business.

**Exhibition Opportunities...**Vendors offering many types of equipment, mailing services, printing, software products and more are invited to exhibit at multiple events.

**Special Events...** Golf tournaments, baseball games, the Postal District Manager cooking on the grill for PCC members....PCCs offer a variety of fun activities and different environments to network and learn about what's going on in the shipping and mailing industry.



## Who Should Join the PCC Network?

- Printers/ Mail Service Providers
- Advertising and Marketing Agencies
- Colleges and Universities
- Government and State Agencies
- Software Providers
- Fulfillment Companies
- Third Party Logistics Providers
- Any business who ships packages
- Any business who mails letters, flats, catalogs, Standard Mail, First- Class mail, Periodicals, newspapers
- And that's not all.....

Here are just some of the types of companies who get involved with the PCC.



Don't just take it from us about the value of PCC membership...you are going to hear first-hand from some of our industry and postal counterparts on what they find of value by being a member of the PCC Network. So let's take a look.



### PCC Member testimonial - Judy Antisdell

The Greater Baltimore PCC was one of the first PCC's to be established. After 50 years they are still just as engaged and excited to be a part of PCC Nation and continue to engage with their membership with all of the valuable tools and offerings that are provided. Their board and membership are loyal business partners with the United States Post Office and have a great team effort and outreach going on that is the basis and future of their success.

In the past few years they have been rewarded with placement of 2 Industry Persons of the Year, A gold Communication Award and have reached their goal of Platinum PCC Status. For some that may be enough but for Baltimore it's just the beginning of utilizing all that the National PCC's offer. Recognition for their efforts is the bonus- the real joy is watching the growth both professional and personally of the board, the postal team and the membership.



### PCC Member Testimonial \_Charlie Apicella

As a “mailing industry person” of 40+ years, Charlie has seen it all and done it all regarding association with the USPS.

Nothing prepared him for the impact PCC membership would have on his career and professional life. Having open access to postal officials, experts and industry leaders has allowed him to solve problems and make informed decisions.

Charlie is honored to serve as Industry Co-Chair for the Western Massachusetts PCC. The University of Massachusetts Amherst (his employer) is a complex mailing ecosystem that requires rapid response and solutions. so PCC membership is the best tool for the job.



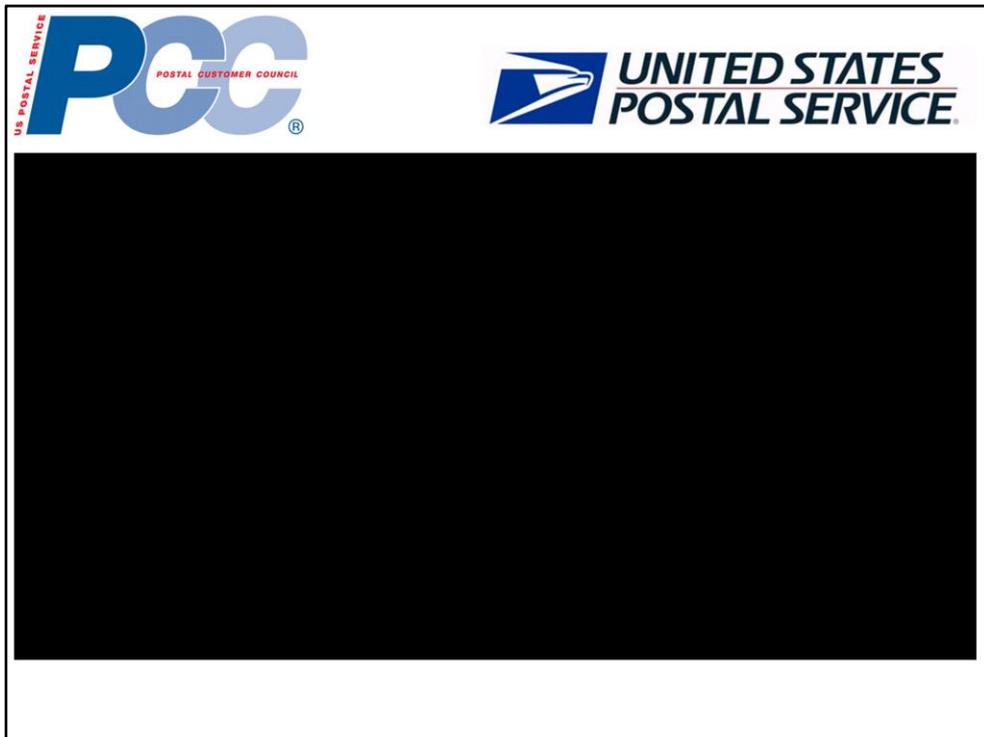
PCC Member Testimonial \_ Lisa Landone

Lisa has been with the U.S. Postal Service for 30 years . It is her privilege to serve as Customer Relations Coordinator Stamford/New Haven CT – CT Valley District and as Secretary/Administrator for both the Fairfield County CT (FCC) and Greater New Haven (GNHPCC) PCCs.

Both the FCC and GNHPCC have the honor of achieving the Prestigious Platinum Awards for several consecutive years.

In 2007 the FCC PCC earned a special “Innovation” Award from the Northeast Area for our “Greening of the Mail” seminar/expo – we were told the national Innovation Leadership award was created as a result .

The FCCPCC also won several Leadership awards – 2 for Innovation – 1 for Education – 1 for District Manager of the Year – 1 Postal Person of the Year.



### PCC Member Testimonial \_ Steve Fowler

Steve is a Strategic Account Manager at Thomas Printworks Commercial Print & Mail Center in Houston, Texas. He has been the Industry Co-Chair of the Houston PCC since 2013.

Before becoming a board member in 2011, Steve attended PCC events for many years to keep up to date on postal changes and regulations.



### PCC Member Testimonial \_ Diane Winter

Diane Winter has been on PCC boards since the late 80's. She was first appointed to the PCC Advisory Committee in the mid 90s. In 1995 she won the PCC Co-Chair of the Year award. She has been the Northern Illinois Industry Co-Chair since 2007 and they have achieved Platinum Premier status every single year since the category was established.

Diane is a Customer Account Manager for United Business Mail, a presort mail services company providing postage savings to businesses in a variety of industries.



## PCC Member Testimonial \_ Dick Vann

The Greater Triad PCC serves Greensboro, Winston-Salem, High Point and surrounding areas of North Carolina. As a Gold Level Postal Customer Council for over five years, the Greater Triad PCC has been honored as a Platinum Level PCC and is a sponsor of the Carolina Postal Forum each Fall.

Dick was honored to be elected the Industry Co-Chairman at the beginning of 2016 after having been an active PCC member for over twenty years. The excellent support of the wonderful postal employees in the Greensboro District has made the Greater Triad PCC an asset to the community.

Dick's professional work with computers and special projects led to his founding of PostMark, a Winston-Salem print/mail preparation company specializing in complex data projects, twenty-five years ago.



## PCC Member Testimonial \_ Michelle Brown

Michelle has been a part of the local PCC for the last 15 years. Her Fort Worth PCC has won the Gold Premier Award 8 out of the last 9 years.

Michelle thinks the PCC is an excellent resource conduit. If you are needing to connect with local postal representatives, clerks, the production manager, your local Postmaster or the Divisional VP, the PCC is your answer.

From connecting to local vendors for mailing, data, or other needs, to assisting local mailers with information or challenges they are having ...these are reasons why you should be part of the PCC.

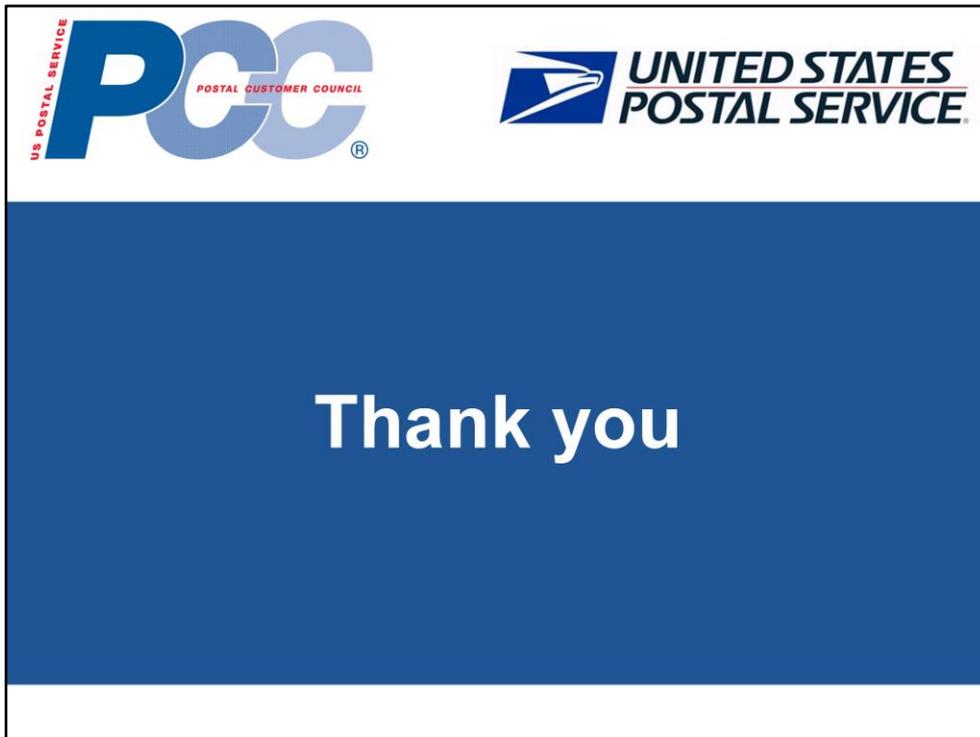
The collaboration and networking is invaluable.



#### PCC Member Testimonial \_ Stan Fredrick

Stan has been with Central MO PCC since 1988. He has served on the executive board since 1989. The PCC has been of great value to his business, Midwest Mailing Service. The education he has received from his involvement in the PCC has always been enriching and he likes being able to know how to reach a decision maker if he has problems with mail, delivery or design. Stan thinks the PCC is a great network for anyone in the mail business.

Central Missouri has won PCC of the Year (small market ) in 2010 , 2012 and 2015. They have won Silver for innovation in 2013.



As you just heard, the PCC network is an invaluable resource for your business and yourself to grow, learn, network and form long lasting friendships.

Being a part of the PCC Community gives you access to a wealth of knowledge from both postal and industry executives in the shipping and mailing industry.

So what are you waiting for.....join the PCC and become a part of this beneficial network.