



PCC Advisory Committee Meeting Minutes

January 12, 2017

Industry Attendees

- Judith Antisdell, AT Direct
- Ellie Alexander, DST Retirement Solutions
- Cathy Rupard, Midwest Mailing Service
- Allen Aven, Dog Ear Consulting

Postal Attendees

- Steve Monteith
- Gary Reblin
- David Mastroianni
- Judy de Torok
- Brandy Osimokun
- Lindsey Taylor
- Brian Corley
- Crystal Essiaw
- Corey Adams
- Lewis Johnson

Opening Remarks

- Judy and Steve welcome attendees and introduce Gary to discuss *Informed Delivery*. All meeting attendees introduced themselves.

Informed Delivery at NPF

- Gary presented on *Informed Delivery* and discussed how National Postal Forum (NPF) 2017 attendees will be able to sign-up for the service.
- Ellie wants to model a new mailer symposium that focuses on “*this is what mail can do for you*” to increase membership. PCCs should model what it means to reach out to mail service providers.
- PCCs should provide stats and data to encourage mailers to utilize *Informed Delivery*.
- Gary agreed with Ellie that data should be provided to prove why *Informed Delivery* is part of the future success of mailers. *Informed Delivery* will help mailers because 80% is immediate:
 - Developed to enhance the value and importance of mail, not to replace it. Mailing industry needs to grow and adapt with the digital age and digital advertisements.
- Gary asked to participate in a PCC Postal Customer Café to share information about the value of *Informed Delivery* and encourage PCC members to participate. This café would take place prior to the 2017 NPF.

2017 NPF Update

PCC Opening Session

- Ellie suggested that the award winning PCCs share their success stories. If not present, the nominated PCCs would broadcast their successes through an onsite video presentation. This would include a USPS Executive Leadership Team (ELT) panel asking the PCCs questions about membership and recruitment opportunities.
- In addition to the PCC success stories ELT panelists would ask the audience a series of questions to gain insight into the pulse of the mailing industry.
- It was proposed that a testimonial video be shown from an Ohio PCC, on how two industry members' companies gained success because of the relationship that was established between the two members.
- There will be an opportunity for the Postmaster General and other ELT members to demonstrate their continuing commitment to the PCC network.

PCC Workshop Track

- There will be four PCC workshops offered. One of the workshops will be conducted after the PCC Opening Session and it will run for two consecutive periods. The workshop will focus on the *How To*, including how to develop a successful membership campaign, how to create an effective communications plan, how to submit an award-winning nomination, etc.
- The remaining three workshops will be held on Tuesday and Wednesday.
- The four Workshops are:
 1. PCC Policy Administration Starter Kit
 2. PostalPro/PCC Portal
 3. A PCC *How To*
 4. The Value of the PCC: When Industry and Postal Work Together Success Follows

PCC Booth

- The traditional PCC Booth will be staffed and located in the Exhibit Hall. An effort will be made to move the booth to a more visible location, including inside the USPS Sales Booth. If this does not work, other options will be explored (i.e., near the registration area, very close to the Sales Booth, etc.). At past NPFs, the booth was located in off-beat section of the Mailing Industry Resource Pavilion.
- To attract visitors to the booth, there will be PCC pull-up banners, colorful balloons, etc.
- Some of the activities to take place at the booth will include:
 - Taping Video Testimonials
 - Scanning Visitor Badges
 - Encouraging Visitors to Sign-up for the National PCC Database
 - Handing out PCC materials and items

PCC Reception

- The Monday's traditional PCC Reception will start earlier than in past years. The proposed start time will 5:00pm or 6:00pm. This should avoid the PCC Reception competing with the industry receptions.
- Set-up a PCC membership drive registration table.
- Bring back and promote the PCC pin exchange tradition. This used to be one of the most exciting activities that took place at the reception.

Postal ELT and PCC Leadership WebEx

- A suggestion was made to host quarterly ELT WebEx meetings. This will be an opportunity for PCC leadership to ask questions and for the ELT to share information about the USPS strategic direction.
- During the first WebEx, the ELT would explain the value of the PCC network and the USPS Marketing/Sales partnership.
- The target audience would be the PCC co-chairs, PCC Executive Board members, PCC postal administrators, PCC Advisory Committee members, Area PCC coordinators, HQ PCC liaisons, and district managers.
- One way to encourage WebEx participation would be through PCC Executive Board meetings.

PostalPro/PCC Portal Overview

- Corey provided an overview of the *PostalPro/PCC Portal* website, including the sites private/public functionality, PCC contact information, and linkage to the National PCC Database. Corey addressed and answered the most frequently asked questions.
- Ellie suggested that the contact information be monitored monthly to ensure complete and accurate information.

LinkedIn

- Tonya provided an overview of *PCC Customer Connection – LinkedIn Pilot Discussion Group*. This included an explanation of the benefits of social media. Moreover, this communication platform provides an excellent opportunity for PCCs to network and share successes and best practices. Tonya addressed and answered the most frequently asked questions.

PCC Advisory Committee (PCCAC) Boot Camp Update

- According to participants' feedback and emails sent to the national PCC mailbox, the PCC Boot Camps have been very successful. There is a buzz going around the boot camps are a most-attend educational program.
- To date, five boot camps have been completed and seven remain.
- Over 140 participants have earned their *Certified Boot Camp Professional Certificate*.
- If Chief Operating Office Dave Williams is not able to attend a boot camp, he is recording a call-to-action video to be shown at boot camps.

PCCAC Postal Customer Cafés

- Instead of hosting 12 Postal Customer Cafés per year, it was agreed to that eight will be offered. The cafes will focus on a specific topic of interest to PCCs as opposed the general/generic topics: Communication, Education, Membership, and Policy Administration.
- Only one café session will be held on the date of the café. It is likely to start at 2:00 p.m. Eastern Time.

National PCC Database

- Based on additional input from the PCCAC committee, Judy de Torok and Lewis will work with our PCC legal advisers to explore options to expand the National PCC Database enrollment. This includes using PCC membership mailing lists.

PCCAC Strategic Business Plan Discussion

- The PCCAC subcommittee co-chairs presented their respective draft 2017 strategic plans:
 - Communication
 - Education
 - Membership
 - Policy Administration
- Only minor changes were made and the *2017 PCCAC Strategic Business Plan* was approved.

New Business

- None

Schedule Next Meeting

- To be held via a WebEx prior to the 2017 NPF (arrangements to be made).

Action Items:

1. **Paula:** will schedule the WebEx for Gary to discuss *Informed Delivery* prior to NPF 2017.
2. **Judy de Torok, Ellie & Lewis:** will finalize the segments and show flow for the PCC Opening Session.
3. **Lewis:** will work with each PCCAC subcommittee to determine and finalize the *how to* documents/templates/standard operating procedures for the *A PCC How To* workshop.
4. **Judy de Torok & Lewis:** will explore the options of moving the PCC Booth.
5. **Judy de Torok, Paula McCollum & Lewis:** will make arrangements for the Postal ELT and PCC Leadership WebEx.
6. **Judy de Torok, Lindsey Taylor & Lewis:** will follow-up on having the PCC Boot Camp video recorded.
7. **Paula & Judy Antisdell:** will coordinate and schedule the next three cafes.
8. **Corey:** will establish a continuous PCC contact information update through the PCC Portal.

9. **Tonya & Crystal:** will continue to find creative ways to expand participation from PCC members in the Postal Customer Council Customer Connection LinkedIn Group.
10. **Crystal:** will have the management trainees pass out brochures and solicit onsite membership through the National Database (throughout the forum and during the PCC reception).
11. **Lewis:** will send the members a final copy of the *2017 PCCAC Strategic Business Plan* and the meeting minutes.
12. **Lewis:** will coordinate and schedule the next PCCAC meeting prior to the 2017 NPF.
13. **Cathy & Lindsey:** will finalize the *Value of PCC* presentation.
14. **Allen & Brian:** will update the PCC Membership Toolkit
15. **Ellie & Tonya:** will finalize the Starter Kit and Publication 286 addendums.

Date: January 31, 2017