

# US POSTAL SERVICE PCC INSIDER

POSTAL CUSTOMER COUNCIL

NEWS YOU CAN USE

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## MEMBERSHIP



After completing all four PCC boot camps, 52 participants earned their PCC-Certified Boot Camp Professional pin and certificate.

### MEMBERSHIP BOOT CAMP AT NPF = SUCCESS

The first PCC boot camp session, Membership, was a spectacular success. Thanks to all who provided hands-on expertise, and very special thanks to everyone who attended. We laughed, we cried, it became a part of us. Well, if there were tears, they were tears of joy!

One of the biggest takeaways: It takes a strong and committed team to grow and maintain a successful PCC. You know the saying, “It takes a village.” It’s so true. We also learned that there are MANY great ideas and best practices that PCCs nationwide are using to grow and maintain membership. Here are a few examples: 1) Host a “Bring Your Boss” breakfast. Show upper management the importance of the PCC to you and your company. 2) Host a “Postmaster” event to demonstrate YOUR commitment to mail growth and education so they can better understand the value of the PCC. 3) Balance education with social events. Social/Networking events are a great way to interact in a casual way.

In the upcoming weeks, we’ll be compiling additional best practices. If you were at the Membership Boot Camp, you were asked to email your best practices so we could share your ideas with all PCCs. I would like to extend that offer to everyone, even if you weren’t at the National Postal Forum (NPF). Please email

us at [PCC@usps.gov](mailto:PCC@usps.gov) and use the subject "Membership Best Practice." Let us know what works for you. And let us know what doesn't work too. We're always learning!

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## EDUCATION



NPF attendees took advantage of the great learning environment at PCC Boot Camps.

### **EDUCATION BOOT CAMP: OPPORTUNITIES FOR SUCCESS**

Thank you to the National Postal Forum attendees who completed the PCC Boot Camp track that included a presentation by the Education Subcommittee. Our interactive activity was creating an engaging annual calendar. Below are some of the requested workshops-in-a-box and webinars that participants shared with the subcommittee. If your PCC has developed workshops, webinars and/or networking events that helped grow membership and provided quality education, please share those ideas so that we can incorporate them into the national offerings.

#### **Requested Workshops-in-a-Box:**

- Business Customer Gateway Update
- Mailer's Scorecard on an Individualized Basis
- Mailpiece Design
- Marketing Technology: Bridge the Gap Between Physical to Digital
- Informed Delivery
- Security of Data and Mail
- Business Mail 101 (December 2015, posted on *RIBBS*)

#### **Requested Webinars:**

- Rate change
- Real solutions videos
- Legal review/Publication 286
- When generations collide — How to manage multiple generations in the workforce
- PCC management

1. Resources available to new, rebuilding or struggling PCCs
2. Postal resources available for PCC development
3. Effective recruiting of new members and how to avoid board burnout

#### **Networking/Social Events:**

- Golf events
- Sporting events
- Mail crawl
- Meet USPS decision makers
- Passport/travel Day
- Stamp unveilings
- Holiday events that focus on USPS holiday mailing dates.
- Focus on regional favorites: For example, crab boil, BBQs, etc.

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#### COMMUNICATION



Consumer and Industry Affairs VP Jim Nemec delivered remarks at all four boot camps.

#### **PCC COMMUNICATION BOOT CAMP: MISSION COMPLETE**

Buildup to the PCC Boot Camps was so great that we thought meeting expectations would be difficult. But there is only one way to describe them all: Fantastic! Even allowing for a little bias... the Communication Boot Camp really brought the house down. We have to thank the panel members who gave so much: Ellie Alexander, Judith Antisdell, Allen Aven, and Lisa Landone. These folks made my job easy. – *John Millet, Industry Co-Chair Communication Subcommittee*

Our objectives were to:

- Help all PCCs communicate successfully.
- Provide communication strategies and tactics that PCCs should deploy.
- Help PCCs take their communications to the next.

We covered four **Key Knows**:

- **Know your mission:** Every year you should review the mission statement to ensure all of your communication efforts reinforce or promote the PCC's mission.
- **Know your members:** Members can come from diverse parts of the mailing community with differing needs. Look for common needs by managing your PCC's membership list.
- **Know your message:** Manage your brand. Be clear and have a call to action. Sell the benefits of membership and attend meetings and events.

- **Know your resources:** Knowing the communications channels that are available to you is a key to your success. Focus on your most important resource: People. Know the industry and postal members who can help you plan and execute and review all of your efforts. They are the key to your success.

*One Voice, One Mission, One Brand.* We had fun with this during the session, but it is the easiest to remember, and most useful takeaway of the session. The four “Knows” that are reviewed above are encapsulated in this simple motto. If you view all of your communications through this lens they will be successful. One Voice = Know your message. One Mission = Know your mission statement and understand your members’ needs. One Brand = Use the tools and resources from headquarters to Brand your PCC. The USPS and PCC brands are well respected... use them to publicize your events and establish “Brand Identity” in your members’ mailbox.

The boot camps are the PCC Advisory Committee’s (PCCAC) commitment to you. We are committed to providing resources you can use to grow and manage your PCC. The PCCAC Communication Subcommittee recognizes that local PCCs are the incubators of change and innovation, and globally they represent the cutting edge of growth in the mailing industry. If you have any suggestions, concerns or ideas for future programs or resources that need to be developed, email us at: [PCC@usps.gov](mailto:PCC@usps.gov).

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## POLICY ADMINISTRATION



Ellie Alexander, National PCCAC Industry co-chair and Policy Administration Subcommittee co-chair, reminds attendees to complete all four boot camps to earn their PCC-Certified Boot Camp Professional pin and certificate.

## PUBLICATION 286 – EXPLAINED!

At the Policy Administration Boot Camp, we were proud to be able to explain some of most common questions we have received this year. Here they are:

### 1. Can we have someone other than the local Postmaster as our PCC Postal Co-Chair?

**Yes!** Traditionally, Postmasters have served as the PCC Postal Co-Chairs. Even though Postmasters have been selected as the first choice, it is left to the discretion of the District Managers to determine who will serve as the PCC Postal Co-Chairs.

### 2. Can we pay (travel and/or fees) to bring in a speaker?

**Yes!** The Postal Service has an obligation to track all payments made to any given speaker by any PCC during each calendar tax year. For this reason, all speaker payments by PCCs, however small, must be centrally managed by the Postal Service. That’s why we will be implementing an online process for PCCs to provide information to help keep track of this tax requirement.

### 3. Is it possible for PCCs to host events and invite other organizations to attend?

**Yes!** PCCs may host events and invite the other organizations to attend, consistent with Publication 286. There are other forms of collaboration between PCCs and outside organizations that might be acceptable depending on the details, so please consult the PCC Program Office on these other possibilities, as they arise.

### 4. Since we all have the same goal of growing business by educating business and organizations about the value of mail, could USPS Sales become more involved in our events — and even with our board?

**Yes!** The Postal Service’s Sales team is committed to becoming engaged in PCC activities throughout the country. The specific roles Sales will play are currently being explored. You’ll hear more about this

in the future.

#### 5. Are there any resources we can turn to, when we have a PCC question or concern?

**Yes!** If a PCC has a question or concern that needs to be addressed by the PCC Program Office, they should contact their assigned Postal Service HQ PCC liaison. Below is the list of liaisons:

**Postal Service Headquarters PCC Liaison Contact List**

Area	Name	Title	e-Mail Address	Phone
Capital Metro	Carla Hunter	HQ PCC Liaison	<a href="mailto:carla.j.hunter@usps.gov">carla.j.hunter@usps.gov</a>	202-268-4509
Eastern	Al Rodriguez	HQ PCC Liaison	<a href="mailto:alfred.rodriguez@usps.gov">alfred.rodriguez@usps.gov</a>	202-268-5736
Great Lakes	Lindsey Taylor	HQ PCC Liaison	<a href="mailto:lindsey.c.taylor@usps.gov">lindsey.c.taylor@usps.gov</a>	202-268-3002
Northeast	Paula McCollum	HQ PCC Liaison	<a href="mailto:paula.m.mccolium@usps.gov">paula.m.mccolium@usps.gov</a>	615-337-9515
Pacific	Brian Corley	HQ PCC Liaison	<a href="mailto:brian.corley@usps.gov">brian.corley@usps.gov</a>	202-268-2166
Southern	Veronna Hudson	HQ PCC Liaison	<a href="mailto:veronna.hudson@usps.gov">veronna.hudson@usps.gov</a>	202-268-2542
Western	Ernie Harris	HQ PCC Liaison	<a href="mailto:ernie.harris@usps.gov">ernie.harris@usps.gov</a>	202-268-2066

As a backup option, the PCC can send an email to the PCC Program Office at [PCC@usps.gov](mailto:PCC@usps.gov), where your message will be sent to the appropriate PCC liaison.

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#### NOTICES

#### PCC POSTAL CUSTOMER CAFÉ

The April 2016 café will be hosted by the PCCAC Education Subcommittee: *“Leadership Awards Review.”*

Tuesday, April 26, 2016

1 p.m. | Eastern Daylight Time (New York, GMT-04:00) | 1 hour

#### [Register](#)

After your request has been approved, you'll receive instructions on joining the meeting.

#### OR

Tuesday, April 26, 2016

3 p.m. | Eastern Daylight Time (New York, GMT-04:00) | 1 hour

#### [Register](#)

After your request has been approved, you'll receive instructions on joining the meeting.

**Note:** Registration is for PCC Co-chairs, PCC Postal Administrators and PCC Executive Board members.

#### NATIONAL POSTAL FORUM 2016 MONTHLY HIGHLIGHT RESULTS

#### PCC Events

## PCC Opening Session

There were more than 500 attendees (standing room only), which was the largest attendance ever. Early feedback has been very positive also. The speakers at the high-energy session, including four Executive Leadership Team members, Vice President, Consumer and Industry Affairs, and national co-leaders (industry and postal) of the PCC Advisory Committee (PCCAC), provided an overview of the committee's accomplishments and insights into its future direction.

## **New!** PCC Boot Camps

The four PCC boot camp sessions were offered at National Postal Forum (NPF) for the first time. The content focused on communication, education, membership and policy administration, including roundtable discussions. This unique educational offering provided PCC members the opportunity to learn about and share best practices, success stories and much more. There were 52 attendees who completed all four boot camps and received their PCC-Certified Boot Camp Professional lapel pin and certificate (52).

## PCC Booth

Activities included capturing testimonials, signing PCC members up in the national PCC database, scanning visitor badges, as well as handing out PCC boot camp thumb drives and pins, leadership award ribbons, regular PCC pins, and a value of PCC membership flyer. There were 189 visitors who were scanned at the booth, the most ever.

## PCC Receptions

At the PCC VIP reception, there were 175 attendees (industry and postal). There were 415 attendees at the PCC general reception.

## NATIONAL PCC WEEK



- ✓ **Dates:** Monday – Friday, Sept. 19 – 23, 2016
- ✓ **Theme:** *Tune Into...*
  
- ✓ **Note:** All PCC Leadership Award and Premier PCC nominations are **due no later than June 1, 2016**. Please commit and submit!

## PCC LEADERSHIP AWARDS CELEBRATION

### Save the Date

- ✓ **Date:** Aug. 9, 2016
  
- ✓ **Location:** Postal Service HQ, Washington, DC

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**INFO@USPS**

### YOUR LINKS TO MAILING RESOURCES

[U.S. Postal Service: usps.com](http://usps.com)

[National PCC Network: usps.com/pcc](http://usps.com/pcc)

[RIBBS: ribbs.usps.gov](http://ribbs.usps.gov)

Questions? Comments? Send email to <mailto:pcc@usps.gov>

[Sign up](#) for *PCC Insider*  
[Sign up](#) for *PCC National Database*

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