

US POSTAL SERVICE **PCC** INSIDER

POSTAL CUSTOMER COUNCIL

NEWS YOU CAN USE

2015 LEADERSHIP AWARDS

Congratulations to our 2015 Leadership Award winners! >

GOLD AWARD WINNERS

What does it take to win a PCC Gold Award? >

PREMIER AWARDS PROGRAM

The PCC Premier Awards Program is growing — thanks to all of you! >

NOTICES

News briefs and upcoming events >

2015 AWARDS

2015 PCC LEADERS AWARDS WINNERS RECOGNIZED



Back row (left to right): Allen Aven, Tracey Dunlap, Shawneen Betha, Miles French, Michael Waskover, David Martin, Cindy Bolles, Dr. Joshua Colin, Glenn Sollenberger, Lyle Gaines, Carrie Frankenfield, Bob Fehnel, Jason Hirschvogel, David Mastroianni;

Front row (left to right): Julie Gosdin, Yulonda Francis-Love, Jagdeep Grewal, Roxanne Hosein, Cathy Rupard, Judith Antisdell, Cheryl Hudson, Karen Brondel, Art Gerckens.

The Postal Service has recognized 24 Postal Customer Councils (PCCs) — in eight award categories — for achievements and creativity in communication, leadership, membership growth, innovation and educational program offerings in 2015.

There are more than 150 active PCCs across the country, comprised of local postal employees and business leaders who meet regularly to strengthen the working relationship between mailers, the Postal Service, and their mutual customers.

The 2015 National PCC Leadership Award winners are:

PCC of the Year Large Market: Greater Dallas – Gold; Greater Portland, OR – Silver; Sacramento – Bronze.

PCC of the Year Small Market: Central Missouri – Gold; Capitol City, MO – Silver; Lehigh Valley, PA – Bronze.

Innovation of the Year: Fairfield County, CT – Gold; Greater Dallas – Silver; Harrisburg Capital, PA – Bronze.

Communications Excellence: Greater Dallas – Gold; Greater Portland, OR – Silver; Greater New York – Bronze.

Education Excellence: Fairfield County, CT – Gold; Greater Dallas – Silver; Greater Portland, OR – Bronze.

Industry Member of the Year: Cathy Rupard – Gold; Judith Antisdal – Silver; John Millet – Bronze.

Postal Member of the Year: Lisa Landone – Gold; Cheryl Hudson – Silver; Dr. Joshua D. Colin; Bronze.

District Manager of the Year: David Mastroianni – Gold; Julie Gosdin – Silver; David Martin – Bronze.

Local PCCs serve as an open channel for USPS-to-business communication, providing information and best practices to achieve cost-effective and profitable mailing, education and training, as well as solving local challenges. Through regular meetings, educational programs, mailer clinics, and seminars, PCC members learn about the latest postal products and services to help them grow their business.

Local PCCs offer the following benefits:

- **Knowledge** – Gain knowledge about postal products, services and tools to improve mail quality, as well as earn professional certificates
- **Innovative Ideas** – Learn about promotions and incentives that raise awareness of innovative mail uses
- **Expert Advice** – Hear about how to integrate and expand marketing through the mail
- **New Sources** – Find new sources for acquiring mailing lists
- **Networking** – Network with other mailers, business mail service providers, and USPS executives to hear first-hand how they use mail to be more efficient and profitable, as well as face the same challenges
- **Best Practices** – Leverage best practices to improve mailing effectiveness, efficiency, and profitability.

[Return to top](#)

GOLD AWARDS

GOLD AWARD WINNERS HAVE WHAT IT TAKES

Want to know what it takes to be a Gold Award winner? Check out this article for tips and best practices shared by the 2015 winners.

Communication Excellence — Greater Dallas PCC

Between May 2014 and May 2015, Greater Dallas sent 55,000 emails to more than 1,800 email recipients to promote events and reach out to members and potential members. Additionally, five newsletters were mailed and 13 different event promotion mail campaigns were completed.

For its February luncheon, Greater Dallas turned to augmented reality, creating a postcard that was scannable on smartphones. Once scanned, a video of Industry Co-Chair Allen Aven appeared, with an invitation to the luncheon. It was a huge success, simply from the buzz that it created.

For the March luncheon on parcels and packages, Greater Dallas leveraged the theme by using a package mailer. Inside? A mini mailbox. They sent the mailing to a more targeted audience, and by using this innovative approach realized a 26 percent increase over expected attendance.

During PCC Day — held at Globe Life Park in Arlington, home of the Texas Rangers — Dallas used custom-printed baseballs in cases as table centerpieces. Attendees got to take them home as a reminder of the day and the organization behind it.

Bringing innovation into the mix was especially helpful for events like PCC Day, which had more than 215 people in attendance and over 75 percent of them registering early.

Education Excellence — Fairfield County Connecticut PCC

The Fairfield County PCC used education to grow and sustain its member base by offering several classroom sessions during the year. Topics were chosen that could simultaneously increase efficiency for customers and the Postal Service, including:

- Small Business Mailing Tool
- Nonprofit Eligibility
- Mailpiece Design Best Practices
- “Jump Start the New Year” event with the local manager, Post Office Operations and Postmasters inviting new customers to the luncheon to share with them the benefits of PCC membership.

Fairfield County held 25 webinars for current and prospective members with heavy communications to members and eye-catching flyers distributed at various Grow Your Business Days and PCC-sponsored events.

The council is most proud of its: *Real Solutions: When You Need to Know HOW, Right Now*, a successful series of professionally-produced online videos covering PCC and postal topics. The video was watched more than 115 times within the first two weeks of its release, boosting traffic to the PCC website by nearly 70 percent.

Fairfield County has since begun producing a series of videos that show the benefits of transitioning to the Business Customer Gateway. Working closely with District Business Mail Entry management, the first video focuses on why it’s important to transition, and provides an overview of the registration process.

PCC Innovation of the Year — Fairfield County Connecticut PCC

The Fairfield County PCC carried its use of videos into the Innovation category, creating professionally-produced how-to videos of 3-10 minutes on topics such as:

- How to create Every Door Direct Mailings
- Introduction to the Business Customer Gateway
- Benefits of PCC membership

The videos are posted on the PCC’s website where they can be accessed — including on mobile devices — by members, customers, Postmasters and anyone assisting business mailers. The outcome has increased visits to the PCC website, increased awareness of the PCC and PCC-sponsored events, and provided a new source of convenient and easy-to-understand customer information.

The video series “Real Solutions” has the added slogan “When You Need to Know How, Right Now!” A professional logo and theme song also were created, both of which are used in each video’s opening and closing sequences.

In the first two weeks, with very little promotion, the Every Door Direct video was viewed more than 115 times, resulting in an almost 70 percent increase in traffic to the website.

Fairfield County is currently working on the next two videos.

PCC of the Year – Small Market — Central Missouri PCC

After 27 years, Central Missouri decided to “think SMART” and reinvent the PCC to carry forward into the next 27 years — SMART meaning: (S) Specific plans, (M) Measurable results, (A) Attainable, (R) Relevant, and (T) Time Bound.

Accomplishments this year included:

- Adopted the theme “Priority: You” with a large banner for all sponsored events.
- Held a mini conference, “Poor Richards Almanac for the Mail Center Manager,” which sold out. It included a quality control class and National Postal Forum (NPF) speaker Mark Fallon.
- Changed the annual fall mailer’s conference to a summer mini NPF. First-time attendance grew by 23 percent.
- Switched from a Lunch and Learn event to “Wake up with your PCC” event.
- Hosted a Medal of Honor stamp event to complement the traveling Smithsonian Exhibit “Mail Call.” More than 150 veterans, their spouses, community leaders, local citizens, and postal representatives attended.
- Hosted a free community outreach seminar, “Senior Citizens Scams,” presented by the Missouri Secretary of State office and the Postal Inspection Service.
- Hosted a plant tour at the local P& DC which was so well received a second tour had to be scheduled to meet the RSVP demand of more than 50 customers.
- Seminars hosted this year included: Mailpiece Design with Pricing in Mind, Small Business Mailer’s Day for the Holiday Season, Intelligent Mail Small Business Tool, Taking the Scary out of Full-Service, and a new consultation program “Road Map to Success.”

Central Missouri also was honored this year to have board member Shelter Insurance win the 2015 Mail Technology Award at this year’s NPF.

PCC of the Year – Large Market — Greater Dallas PCC

Greater Dallas has consistently maintained Gold level status for many years, thanks in large part to founding director Ruthie Ewers, who presented the idea of PCCs to the Postmaster General many years ago. Ruthie is long retired, but has been honored for the past 14 years during PCC Day with the “Ruthie Award” presented to an individual from the Dallas and Fort Worth area to recognize demonstrated excellence in mail-related achievements and innovations.

The commitment demonstrated by Ruthie carries through today on the current Board of Directors. Every member brings unique talent and experience — and full dedication — to position. For example, one member is from Houston, a 5-hour drive away, yet she comes to every meeting and event. The board consists of three previous Industry Co-Chairs with the longest tenured member being a part of the group for more than 17 years.

In 2015, Greater Dallas made education a focus, with the following accomplishments:

- Centralized its event registration process and used Constant Contact and Event Spot to organize and manage registration and cross-media email and mail communication.
- Selected relevant luncheon topics for the industry, with corporate leaders as speakers.
- Offered four paid membership levels: Platinum, Gold, Silver and Bronze, on a company-based, rather than individual-based plan. Donations range from \$500 to \$50 for the year.
- During the award period, more than 920 registered attendees participated in events.
- An email database of over 1,850 valid emails. During the award period more than 55,000 emails were sent.
- Mail was always used as the initial marketing tool for every event, and resulted in a 130 percent growth for the award period, including: 13,200 postcards; 7,000 pieces of mail for PCC Day; and 5,500 newsletters, totaling more than 25,000 mail pieces for all events
- Greater Dallas has a consistent new membership growth of around 15 percent each year, while also maintaining a renewal level of approximately 95.

With an average attendance of 78 members at each meeting, Greater Dallas is committed to

excellence.

Industry Member of the Year – Cathy Rupard – Central Missouri PCC

Cathy Rupard has a true passion for the Postal Customer Council.

As Industry Co-Chair of the Central MO PCC, Cathy Rupard, is moving the Central MO PCC into the next level of education excellence; working closely with the Postal Service in finding different avenues to share the benefits of the Postal Customer Council outside the realm of business mailers.

Cathy has been an active member of the National Postal Forum since 2003 and has taken the necessary steps to ensure that our business mailers educational needs are met and that our seminars are timely, informative, and tailored to each audience.

Starting the year off right, Cathy implemented two classes to an audience that was comprised of *90% first-time PCC attendees*. The sessions turned out to be fun-filled with lots of interaction and positive feedback.

Revvng up Central MO's 28th Annual Mailer's Conference, Cathy brought in experienced Postal Forum speakers as speakers for this event.

It was her idea that the Annual Fall Mailer's Conference be changed to a summer conference – such an amazing success story! Cathy came up with some of the finest top notch presenters in the history of the conference.

Cathy's strong ties to Columbia and to Central MO prompted her to invite our citizens to learn more about Senior Citizen scams for PCC week. She partnered with the Missouri Secretary of State office and the Postal Inspectors to bring in a powerful presentation.

Her compassion for veterans was on display during the PCC "Mail Call" event. Cathy personally hired two coach buses and invited 150+ Central MO Honor Flight attendees to come visit "their exhibit". In addition, the PCC hosted a stamp unveiling with the Medal of Honor Stamp.

It is her brainstorming, organizing, notifying, printing, mailing, pushing, thinking outside the box, persistence, financial contribution, and total dedication that has kept this PCC alive and vibrant. Cathy is the driving force that has made this PCC decide to go 27 more years and to keep striving to be the best of the best.

The Central MO PCC has been recognized as:

- a two-time Platinum PCC
- awarded the Small Market PCC of the year two times
- her Mail Crawl innovation resulted in a Silver award

And last, but certainly not least, Cathy was the recipient of the Central MO and Capitol City's PCC Industry Member of the Year in 2009!

Postal Member of the Year – Lisa Landone – Fairfield County Connecticut PCC

The Fairfield County Connecticut PCC (FCCPCC) is a very active and dynamic PCC offering many innovative programs for the Fairfield Area businesses. Lisa Landone, Customer Relations Coordinator for Stamford has serves as the postal backbone for the FCCPCC. Lisa partnered with Art Gerckens, the Industry Co-Chair to find a way add value to all the business customers, as well as drive attendance and membership to their PCC.

They established the idea to develop a series of "How To" videos that anyone could access from the FCCPCC web site. The idea was to develop a series of video clips that explain postal products and services for those who need to know, right now. They titled the series "Real Solutions" and branded it with its own theme song, which was written and produced by Lisa. Lisa also did all of the filming and editing of the series incorporating her own knowledge as well as learning as she progressed.

Due to the professionalism and vision that Lisa has for this program, the applications are

limitless. Not only will the video drive local customers to the FCCPCC web site, but the site can be used by multiple PCCs to provide “How To” videos to educate their customers. The information has already been shared with all the PCCs in the Northeast Area. By providing a simple educational tool for any customer to access, the FCCPCC has extended their reach to all levels of customers and exponentially increased the value of the PCC.

This whole concept and project is a reflection of the quality and passion of Lisa Landone’s work. Lisa is well respected by both the postal and industry members and is active in not just this PCC but also the Greater New Haven PCC. She is always thinking of creative ways to help the postal service meet our customers’ needs. Lisa’s attitude and humble approach are known and respected by all who come in contact with her. Over the years she has worked tirelessly to promote the PCC internally and externally.

District Manager of the Year – David Mastroianni – Fairfield County Connecticut PCC

As the District Manager of Connecticut Valley, David Mastroianni oversees five very diverse PCCs. Dave is a very customer centric and engaged District Manager who understands the needs of our customers and works tirelessly to meet those needs through service improvements and communication. He makes himself personally available to all customers and has created a culture of customer priority with all of his staff and managers.

Dave’s goal this past year was to find and develop a tool that would integrate the membership of the five PCCs, while leveraging educational venues to make them available to all customers which in turn would add value to the PCC and help grow membership

To achieve this result, Dave started to work with the Fairfield County PCC since both co-chairs and USPS Customer Relations Coordinator were highly involved and committed to developing a format to educate customers and grow membership. Through discussions, Dave became aware of an idea that the PCC wanted to develop a series of tutorial videos, similar to YouTube, which would provide customers with a quick overview of how to do something; in other words, Real Solutions. These videos would be accessible from the PCC website and would run an average of 3 -10 minutes each, an easy tool that is accessible from any mobile or desktop device for both postal customers and employees. “When you need to know how, right NOW! How to videos from topic experts.”

Due to Dave’s enthusiasm and commitment to educating our customers through the PCC, his support and involvement in developing Real Solutions, the PCCs visibility is increasing which in turn will both educate our customers and increase all of our PCC’s membership. He doesn’t just talk about helping the customer, he lives and breathes it and this is an excellent example of what his support and involvement can accomplish.

Dave’s commitment to servicing our customers as well as providing educational tools has been an integral component to the growing success of all the PCCs, but especially the Fairfield County Connecticut PCC. As a district manager, Dave is personally engaged in helping our customers be successful, and is always available and accessible. He understands that servicing customers is the core of our business.

[Return to top](#)

AWARDS - MORE

RECORD NUMBER OF PREMIER AWARDS WINNERS FOR 2015

The PCC Premier Awards Program is growing — thanks to all of our industry and postal PCC members and chapters nationwide!

With a grand total of 164 award winners, 2015 is a record-setting year. The Platinum award

level was announced in 2013 and it continues to trend in a positive direction. It shows the strength of our members and the support of our councils to make the mailing business relevant and profitable in all sectors.

2013 Total Awards		2014 Total Awards		2015 Total Awards	
Platinum	24	Platinum	34	Platinum	49
Gold	81	Gold	90	Gold	95
Silver	5	Silver	3	Silver	7
Bronze	19	Bronze	13	Bronze	13
Grand Total	129	Grand Total	140	Grand Total	164

[Return to top](#)

NOTICES

NATIONAL PCC WEEK 2015 MONTHLY HIGHLIGHT

PCC Speaker Participation

With 125 PCC participating nationwide, postal officers and executives are committed and excited to speak at these events during September 21 – 25, 2015.

Professional Certificate Program

The Professional Certificate Program is an educational opportunity for PCC members to earn a certificate during National PCC Week events. To qualify, PCC members must meet the following requirements:

- Participate locally at a National PCC Week event and listen to the USPS Officer or Executive Speaker remarks;
- View the pre-produced Postmaster General's keynote address; and
- Attend a local educational workshop of his or her choice at a National PCC Week event.

[Return to top](#)

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 an email](mailto:pcc@usps.gov) to pcc@usps.gov

[Sign up](#) for PCC Insider

PCC Insider online archives