



MEMBERSHIP

Membership Boot Camp: Key Strategies... Plus Bonus Tip >

EDUCATION

Education Boot Camp: Opportunities for Success >

COMMUNICATION

Communication Boot Camp: Tools, Tips and Tricks >

POLICY ADMINISTRATION

Policy Administration Boot Camp: 'Yes We Can' Attitude >

NOTICES

PCC Postal Customer Café, NPF Monthly Highlight, More... >

MEMBERSHIP

MEMBERSHIP BOOT CAMP: KEY STRATEGIES... PLUS BONUS TIP

Your PCC needs you... Enlist now! We will be providing you with 5 key initiatives, plus a “bonus tip” on PCC Membership for both small and large market PCCs. We'll show you how to use relevant education topics — marketing, organization and team work — to maintain and build a solid membership foundation. You'll also get to ask PCC experts how they sustain and grow membership, manage their PCC membership database, attract first timers and much more. You won't want to miss this dynamic and hands-on boot camp... and the opportunity to earn your Membership stripe.

[Return to top](#)

EDUCATION

EDUCATION BOOT CAMP: OPPORTUNITIES FOR SUCCESS

Want to climb the PCC ranks? Offering relevant and meaningful educational opportunities to PCC members is critical to a PCC's success. In this session, you will learn how to create a winning annual educational calendar, and how to attract top-notch educational speakers to keep your PCC members engaged. PCC Leadership Award winners will share their educational success stories. This will be a fun and interactive boot camp with lots of audience participation that you don't want to miss.

[Return to top](#)

COMMUNICATION

COMMUNICATION BOOT CAMP: TOOLS, TIPS AND TRICKS

Strap on your boots, put on your camouflage, roll up your sleeves and join us on this strategic communication mission. This session will share useful tips and tricks: to help you collaborate more effectively with Education and Membership committees, leverage tools and templates, and turn checklists into effective marketing and communication plans. Hear how award-winning PCCs seized opportunities and secured the silver, bronze and gold awards with a robust leadership submission. Learn how to incorporate new tools and methods to attract PCC members, leverage the PCC brand and take your communication plan to the next level.

Our drill instructors will have you “walking the walk” and “talking the talk” — and you'll be leading your PCC into a successful year. So strap on your boots and start marching!

[Return to top](#)

POLICY ADMINISTRATION

POLICY ADMINISTRATION BOOT CAMP: YES WE CAN ATTITUDE

Does your PCC need some pushing, pulling and heavy-lifting activities to climb high? Then don't miss this boot camp as they show you new ways to remain compliant and achieve your PCC goals! This action paced session will share how to navigate the twists and turns and successfully complete your mission. It will explore how to turn a "no" into a "yes" and gain and retain highly functional executive board members. Attendees will examine the top policy questions and answers, and have an opportunity to join in discussions. Find out how to locate and use resources to help your PCCs thrive. Don't miss this session if you want to hear how a new "Yes We Can" attitude is taking shape.

[Return to top](#)

NOTICES

PCC POSTAL CUSTOMER CAFÉ

The February 2016 café will be hosted by the PCCAC Policy Administration Subcommittee: *"How to Plan a Great Event — from a Policy Perspective."*

- ✓ Wednesday, Feb. 24, 2016 **1 p.m.**, ET (New York): [Register here](#)

Or

- Wednesday, Feb. 24, 2016 **3 p.m.**, ET (New York): [Register here](#)

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

NATIONAL POSTAL FORUM 2016 MONTHLY HIGHLIGHT

Plan now to attend the NPF in Nashville, TN.

- ✓ **Dates:** March 20–23, 2016
- ✓ **Theme:** *Tune in to Success*
- ✓ **NPF Registration:** Register today at npf.org to take advantage of early savings.

PCC Events

PCC Opening Session: Sunday, March 20, 11 a.m. – 12:30 p.m.

Postal Customer Councils (PCCs) are a national resource for business mailers both large and small. It's an ideal network for sharing and exchanging ideas to help businesses and organizations to succeed in the mailing industry. Featuring USPS officers, this leadership session will discuss current and future PCC strategic initiatives, as well as the Postal Service's commitment to PCCs. All National Postal Forum (NPF) attendees are encouraged to attend this insightful session.

***New!* PCC Boot Camps**

Are you ready to take your PCC to the next level? Is your PCC struggling to expand? Don't miss these four boot camp sessions centered on Communication, Education, Policy Administration and Membership. These sessions will feature panel and roundtable discussions with postal and industry experts, who will share strategies, tactics and best practices to sustain a vibrant PCC. These PCC boot camps are not just for recruits, they are open to the entire PCC community and all NPF attendees. Enlist now and complete all four sessions — and earn your stripes as a *Certified PCC Boot Camp Professional*.

Each session is hosted by your Postal Customer Council Advisory Committee (PCCAC) chairpersons and special guests:

1. PCC Membership Boot Camp, Monday, March 21, 11 a.m. – 12:30 p.m.
2. PCC Policy Administration Boot Camp, Monday, March 21, 4 p.m. – 5:30 p.m.

3. PCC Communication Boot Camp, Tuesday, March 22, 11 a.m. – 12:30 p.m.
4. PCC Education Boot Camp, Wednesday, March 23, 8 a.m. – 9:30 a.m.

New! PCC Reception: It's back!

- ✓ Monday, March 21, 8 p.m. – 10 p.m.
- ✓ Food, Networking and Live Entertainment: *The Karen Waldrup Band*

PCC Booth

- ✓ Exhibit Hall, Industry Resource Pavilion.
- ✓ Stop by to meet old friends and make new ones.
- ✓ Whether you're a PCC member or not, we'll have goodies, games and giveaways throughout the forum.
- ✓ Video booth available.

Mailing Industry Area Focus Groups Meeting

2016 National Meeting of Mailing Industry Area Focus Groups

Sunday, March 20, Ballroom A/E Level 2, 9 a.m. – 10:30 a.m.

Join us as Chief Operations Officer and Executive Vice President Dave Williams leads panel discussions on Service, Visibility and Political & Election Mail. Industry and postal experts will share strategies, explore partnership opportunities to grow and improve effectiveness, and how these best practices can be leveraged by the industry. Open to all NPF attendees. All PCC members are encouraged to participate. Don't miss this opportunity.

Professional Certification Programs

Register **Now** for the Webinar on Official USPS Professional Certification Training Programs Offered at National Postal Forum: *Webinar registration is required.*

To pre-register for the NPF certification at programs, go to *Register now and save!* Class size is limited and pre-registration is required for the programs listed below:

- ✓ Executive Mail Center Manager (EMCM)
- ✓ Mail Design Professional (MDP)
- ✓ Certified Direct Mail Professional (CDMP)

PCC MEETINGS AND EVENT PHOTOS

The National PCC Program Office is working on a special project to be showcased at the 2016 National Postal Forum in Nashville, TN. We're asking PCCs to send photos from their education workshops, general and executive board meetings, conferences, exhibits, expos, seminars and other educational events (including 2015 National PCC Week 2015). Please send to the PCC mailbox at PCC@usps.gov. On the subject line, please type [Name of your PCC] - Photos. The photos should be high-resolution jpegs. Please send **no later than Friday, Feb. 26.**

NATIONAL PCC WEEK



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

[Return to top](#)

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YOUR LINKS TO MAILING RESOURCES

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

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

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

Questions? Comments? [Send an email](mailto:pcc@usps.gov) to pcc@usps.gov

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

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PCC Insider online archives

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