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MEMBERSHIP

A FUNNY THING HAPPENED ON THE WAY TO THE FORUM

Your PCC has had a lot of success over the past 12 months, right? Well, SHOW US! The PCCAC Booth at the National Postal Forum (NPF) wants your PCC pictures taken at education workshops, general and executive board meetings, conferences, exhibits, expos, seminars and other educational events. Please email your photos to PCC@usps.gov. On the subject line, please type [Name of your PCC] - Photos. High-resolution photos in jpeg format are preferred. Your photos should be sent **no later than Monday, Feb. 15**.

Be sure to come on by and see us in Nashville. After all, networking is one of the reasons why PCC membership is so special.

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EDUCATION

EDUCATION EXCELLENCE DRIVES MEMBERSHIP

As the New Year begins, we offer innovation and support to the PCC community, with exciting new educational opportunities.

The 2016 Postal Service Promotions webinar was offered Tuesday, Jan. 5 at 1 p.m. (EST) and reviewed the enrollment process for each promotion. Another webinar, held Thursday, Jan. 7 at 1 p.m. (EST), focused on the benefits and detailed participation requirements for the various promotions. If you missed these webinars, they are available on [RIBBS](#).

We have an upcoming Undeliverable as Addressed (UAA) webinar and an Industry Resource Guide webinar that will provide you with postal contacts and resources needed to help you and your business thrive. The webinars will be scheduled soon.

To continue our partnership with the Inspection Service, the subcommittee will explore targeted workshop topics that should expand our reach into the business community.

Here are the upcoming workshops-in-a-box:

- Digital Solutions
- Introducing Catalogs into Your Marketing Mix
- Alternate Postage

The Education Subcommittee wants your input as we develop the annual calendar of workshops-in-a-box. Are there topics that you would like to see addressed? Are there new formats that would help your PCC?

Would you find value in a series of personal development classes? If you have feedback, including an annual calendar you may have developed, please contact Cathy Rupard, Education Subcommittee Industry Co-Chair, at mms@socket.net.

If you are attending the NPF, we invite you to join us at the Education Boot Camp, which is open to all PCC members. This 90-minute session is still under development, but I can tell you it will be a very interactive session — with success stories from award-winning PCCs, and tools to take back to your PCC.

This is an exciting time to be a part of the Education Subcommittee. If you want to join the fun, please send an email to PCC@usps.gov and give us some information on yourself. We look forward to a rewarding 2016.

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COMMUNICATION

PCC BOOT CAMP AT 2016 NPF

In basic training, PT stands for physical training. “Getting smoked,” means that your DI, or drill instructor wants you to do PT until you drop. And if you need toothpaste or soap, it’ll require a trip to the PX or BX, which stands for post exchange or base exchange. Confused?

Well, basic training or boot camp can be a confusing and disorienting experience, but not so with the PCC Boot Camp, scheduled for the 2016 National Postal Forum (NPF). The four Boot Camp sessions — Membership, Communication, Education, and Policy Administration — will demystify the inner-workings of running an award-winning PCC. The sessions will include panel and roundtable discussions with industry and postal experts to help share best practices for developing and maintaining a vibrant PCC. These PCC Boot Camps are not just for recruits, they’ll be an eye opener for all. So roll up your sleeves and get ready. And remember, they start in just 64 days.

This year’s PCC Opening Session will be held Sunday, March 20, when you’ll hear about current and future PCC strategic initiatives, as well as the PMG’s commitment to the PCC partnership. Back by popular demand, the PCC Reception will be held Monday, March 21. This networking opportunity is open to all NPF registered attendees.

We heard you loud and clear... more focus on PCC at NPF. We’ll see ya’ll in Nashville!

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POLICY ADMINISTRATION

SAYING YES

Let’s start 2016 with a “Say Yes” attitude. Here’s the first “Yes” (of many) that the Policy Administration Subcommittee plans to give you this year:

Question: We really want to publicize our popular PCC events by using the Postal Service permit holders list. But we are told “No.” Can you make that a “YES”?

Answer: We can do you one better. Not only is the permit holders contact information available to Postal Service employees (who can send something out on behalf of the PCC), but there are even better ways to reach those hard-to-find mailers in your area. (Remember, with the “Pay Anywhere/Mail Anywhere” permit system, you may not be reaching the right audience.)

Here are three other ways that USPS can help you raise PCC visibility:

1. Your *Business Service Network* is dedicated to providing service support to the Postal Service’s business customers. Make the information on your programs (and your PCC) available, so they can email or share with their customers.
2. The *Business Mail Entry Units* in your area should all have flyers of your events (and your PCC) posted or available for handouts.
3. Make sure your Postmasters understand the details of your events, so that they not only spread the word, but attend with a new customer.

Don’t say “No” to these ideas without trying them. Share your success stories by emailing them to PCCFeedback@usps.gov.

Remember, this is the **YE**ar of **S**uccess!

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NOTICES

NATIONAL POSTAL FORUM 2016 MONTHLY HIGHLIGHT

Plan now to attend the NPF in Nashville, TN.

- ✓ **Dates:** March 20-23, 2016
- ✓ **Theme:** *Tune into Success*
- ✓ **PCC Opening Session:** Sunday, March 20
- ✓ **PCC Education:** PCC Boot Camps **New**
- ✓ **PCC Reception:** It's back! **New**
- ✓ **NPF Registration:** Register today at npf.org to take advantage of early savings.

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 are 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.

Your photos should be sent **no later than Monday, Feb. 15.**

NATIONAL PCC WEEK



- ✓ **Dates:** Monday – Friday, Sept. 19 – 23, 2016
- ✓ **Theme:** *Tune Into...*

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INFO@USPS

YOUR LINKS TO MAILING RESOURCES

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

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

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

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

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