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MEMBERSHIP

NEW TOOLS TO HELP YOU GROW MEMBERSHIP

The PCC Advisory Committee (PCCAC) Membership Subcommittee has new tools and ideas for you! Based on your feedback:

- We have developed a special **Database Management** workshop-in-a-box for PCC Executive Boards, to help identify best practices to manage membership lists. The workshop was sent to all co-chairs during June.
- The **Community Outreach Packet** has been completed, to help PCCs with templates and ideas for approaching, educating and retaining new relationships in their areas. The packet was sent to all co-chairs in June.
- The **PCC Membership Roundtable** discussion at the 2015 National Postal Forum (NPF) reinforced the value of networking, personal interaction and mentoring in getting and keeping new members excited and engaged.
- The 2015 NPF's very successful **Keeping a PCC Strong – After the Good Times Pass** presentation is being developed as a PCC workshop-in-a-box for release in July. This workshop gives ideas on how to retain volunteers, strengthen your board and deal with change in the industry.
- The 2015 NPF's joint presentation between PCCs and the Mailers Technical Advisory Committee (MTAC), **PCCs + MTAC = Gr8 Synergy**, will be developed as a workshop-in-a-box for release in July. This workshop explains the differences and similarities between PCCs and MTAC, and discusses how PCC members can get involved to help solve larger, more technical issues in the MTAC environment.

What's in store for the future? As a result of the great submissions for the 2015 PCC Leadership Award Recognition Program, our Subcommittee will be looking at how to

standardize well-documented practices for membership growth. There are some quick and easy wins that we can't wait to share with you in future *PCC Insider* issues!

If you're interested in being part of the Membership Subcommittee, please email: PCC@usps.gov.

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EDUCATION

EDUCATION SUBCOMMITTEE: WORKING FOR YOU!

The Education and Training Subcommittee is one of four PCCAC standing committees. It's comprised of 12 industry members and one USPS support person. Industry members represent local PCC chapters of various sizes nationwide, and the current subcommittee has served for three years.

Subcommittee Members	PCC Chapter
Whit Allen	Alabama
Richard Boudrero Thomas Roylance	Utah
John Carper	Los Angeles
Lawrence Chaido Walter Mercer	Greater Cleveland
Neil Fedderman	Central Virginia
Lucie Jameson	Greater Hartford, CT
Dennis Kaylor Trista Niswander	Fort Wayne, IN
Linda Orcutt	Tampa, FL
Steve Smith	Boston, MA
Lindsey Taylor	USPS Headquarters

The subcommittee assists USPS in providing targeted PCC education and training programs for members and their companies, using your input by conducting surveys and the semi-annual Customer Cafés.

The subcommittee thanks everyone who participated in the January 2014 survey (672 respondents), the March 2015 Customer Café, the June 2015 survey (570 respondents), and the more than 300 people who took the time to identify issues and make suggestions to help us better serve you.

When looking at how PCC information is distributed, members gave feedback that PowerPoint presentations and recorded Web presentations were approximately equal in value. With that in mind, we will continue Web presentations as the most efficient way to get key, up-to-date information to you, and also will continue to provide PowerPoint presentations with more basic, everyday information.

We're also working on tailored presentations and Web opportunities for Non-Profit Mailers, College and University Mailers, and Small Business Mailers. We also will be expanding the current U.S. Postal Inspection Service local presentations, both to national events and to additional issues through local USPS Area and District offices.

You've also told us that you need certification programs. We will continue to suggest programs to acknowledge members' efforts in attending Web and PowerPoint presentations. In addition, we will continue to evaluate the need for local certification programs provided by the Business Mail Academy teaching staff.

Thank you again for your support and suggestions, and your participation in Customer Cafés and surveys.

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COMMUNICATION

CUSTOMER CAFÉS ARE BACK; PCC INSIDER GETS NEW FORMAT

The PCCAC Communication Subcommittee is committed to strengthening communication channels with PCCs across the country. The popular Customer Cafés have been reinstated and each month PCC executive board members exchange ideas and best practices as we connect on key topics.

To continue outreach efforts, we have restructured the *PCC Insider* newsletter to better serve you. Each month articles will center on membership, education, policy and communication. PCC members can subscribe from the [PCC Resources](#) page of about.usps.com by clicking on "[Register today for the PCC Insider e-newsletter.](#)"

The subcommittee has begun to update and centralize PCC communications collateral and to develop a communications toolbox that will be a one-stop shop for PCCs nationwide. This warehouse of information will house approved, branded PCC collateral, including templates for presentations, newsletters, and marketing materials; as well as letterheads, logos, business cards and a corporate PCC calendar.

These tools will make it easier for PCCs nationwide to communicate, educate and share information with their members, which supports expanding their reach and adding value to the overall PCC mission.

We are excited about the journey we are on — if you have any ideas or suggestions, please let us know at PCCFeedback@usps.gov.

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POLICY

YOU ASKED FOR IT: TOP NPF PCC SESSION QUESTIONS

This year's National Postal Forum in Anaheim, CA, was the setting for a lively question and answer session during the PCC opening event. We gathered the top questions to share with *PCC Insider* readers.

1. Q: Trying to grow our National PCC event is a top priority. However, it has been communicated that PCCs can't pay speaker fees or travel. In a small/medium market, this makes it more than challenging to find new speakers to keep the event fresh and attractive to bolster attendance. Would you reconsider this rule/stipulation?

A: Whenever possible, speakers should be invited and serve on a volunteer (non-paid) basis. If a PCC believes there is a compelling reason to pay a speaker a fee and/or travel expenses, the PCC should consult with the PCC Program office for guidance.

2. Q: Who is authorized to sign contracts on behalf of the PCCs?

A: [Publication 286](#) states that PCC Postal Co-Chairs must sign all contracts for their PCCs.

3. Q: Who can sign checks from a PCC's bank account?

A: If the PCC is using the Postal Service Tax ID, then the Postal Co-Chair's signature must appear on the check. However, *Publication 286* also says that checks may be signed jointly by the Postal and Industry Co-Chairs.

4. Q: How can smaller area PCCs keep finding compelling presentations for meetings to draw professionals in our area to meetings?

A: An April 2015 survey conducted by the PCCAC Education Subcommittee confirmed that small business mailers represent a significant number of PCC members. Given this finding, the subcommittee will establish a strategic initiative to focus on small business education needs. The National PCC Program Office, in conjunction with the Education Subcommittee also will be distributing new workshops-in-a-box to help small businesses. One of the new workshops will cover Every Door Direct Mail. For other PCC workshops-in-a-box, please visit RIBBS at: <https://ribbs.usps.gov/index.cfm?page=pccworkshopbox>.

5. Q: Will small market PCCs get more help?

A: In addition to the above answer, the PCCAC Education Subcommittee will be piloting a Virtual Education Program in the Southern Area in the next couple of months. The program's goal is to reach more geographically dispersed PCCs, including small PCCs whose members are not able to attend in-person education opportunities.

6. Q: If a venue for a PCC event requests that the PCC have insurance to cover liabilities for loss and damage caused by attendees at the event, does the Postal Service provide this insurance?

A: The Postal Service provides self-insurance and frequently the venue will accept a letter to this effect as sufficient proof of coverage. Please consult with the PCC Program Office if you require such a letter. Another alternative is for the PCC to take out an insurance policy to cover the particular event, using PCC funds to pay for this insurance.

7. Q: Can meetings of the PCC be co-hosted with industry members if the industry member(s) want to "sponsor" the meeting?

A: Industry members are prohibited from co-hosting PCC events. Sponsors and donors to the PCCs may receive simple acknowledgements provided that certain other requirements set out in *Publication 286* are followed. See pages 15 and 16, "*Appropriate Acknowledgement of Donations and Sponsorships*."

8. Q: Can PCCs define membership to make it easier to track membership growth?

A: For the 2015 award year, membership will be measured as it has been in the past. For next year, the PCCAC is establishing a definition of membership to be used specifically for measuring membership growth. This new definition will be shared with all PCCs as soon as it becomes available.

9. Q: How is a competitor defined?

A: We recognize that currently *Publication 286*, page 5, includes a broad definition of "competitor." The PCCAC is considering developing additional written guidance to clarify the definition, and show how it is to be applied to particular circumstances.

10. Q: How can industry members gain access to PCC best practices that are currently posted on the Postal Service's internal PCC BlueShare website?

A: Long term, the Communication Subcommittee is exploring the possibility of establishing a password-protected PCC microsite for industry members. In the short term, information from the PCC *BlueShare* site that is critical to PCC industry members will be made available on the *PCC page* of the RIBBS website.

11. Q: Can PCCs conduct silent auctions in order to raise funds to support PCC activities?

A: Yes, under certain specific circumstances. One option is for industry members to run the silent auction independently of any Postal Service employee or organizational involvement, and then donate the funds to the PCC. There may be state or local laws that would apply and which the industry members must follow. Another alternative is for the PCC to run a silent auction, however rules and restrictions apply. If your PCC is interested in a silent auction, please consult the PCC Program Office for details.

12. Q: Can PCCs use PCC funds for scholarships?

A: No, [Publication 286](#) expressly prohibits this under the “Charitable Endeavors” section, page 15.

13. Q: Can PCCs require membership dues?

A: [Publication 286](#) states that PCCs may charge “reasonable” membership fees. Membership fees should be determined by the Executive Board of the local PCC or by the general membership. Note that [Publication 286](#) also states on page 14 that “no one should be excluded from participating in the PCC because of the inability to make donations or contributions or pay membership fees and the local PCC Executive Board may waive payment of membership fees for good cause.”

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NOTICES

NATIONAL PCC WEEK 2015 MONTHLY HIGHLIGHT

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.

PCC CUSTOMER CAFÉ

Save **Wednesday, July 29**, for the next Customer Café! Check in for questions and answers about PCC policies. For your convenience you can register for either 1:00 p.m. or 3:00 p.m. Eastern Daylight Time by following link for the time you prefer: [1:00 p.m. Registration](#) or [3:00 p.m. Registration](#).

INFO@USPS

YOUR LINKS TO MAILING RESOURCES

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

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

[RIBBS](#): ribbs.usps.gov

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

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