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MEMBERSHIP

ATTRACTING NEW MEMBERS

Engaging speakers can bring new faces to your meetings. And new faces can become new members — if they're kept engaged.

The biggest question is: **HOW do you find good speakers?**

The best places to consider are in your districts and areas — who can assist with obtaining Postal Service experts on a variety of topics. In addition, the PCC Industry Speaker's Bureau can help local PCCs secure industry speakers and help them prepare for an event. Visit <http://about.usps.com/postal-customer-council/pcc-request-a-speaker.htm> to download the [PCC speakers list](#).

Before you look for a speaker, you should first identify an appropriate topic for your PCC, something that will draw in those NEW faces. Consult with your education committee and poll your members on what topics they would like offered. Political Mail is a popular topic this election year. Packages and Parcels are always relevant, as are postage rates. If you still need assistance, reach out to the National PCC Program office for suggestions at pcc@usps.gov.

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EDUCATION

PCC BOOT CAMPS — SIGN UP NOW!

Mark your calendars! The PCC Advisory Committee (PCCAC) is bringing the PCC Boot Camps to your area.

They were first offered at the National Postal Forum last spring and are on the road due to overwhelming demand. The first stop was in Tampa, FL, where PCC members participated in workshops on education, communication, membership and policy administration. Recruits learned how to attract dynamic speakers and creative new ways to engage their PCC. Several PCCs shared best practices and marketing collaterals with recruits, as well as strategies that could be replicated locally. It was interactive, engaging and fun. After completion, the recruits joined the ranks of PCC Certified PCC Boot Camp Professionals.



If you're a PCC Executive Board member or plan to join one, enlist today!

Day	Date	Area	Location
Tuesday	July 19, 2016	Southern	Tampa, FL
Wednesday	Aug. 10, 2016	Capital Metro	Washington, DC
Wednesday	Sept. 7, 2016	Southern	Dallas, TX
Thursday	Oct. 13, 2016	Northeast	Boston, MA
Wednesday	Nov. 30, 2016	Eastern	Philadelphia, PA
Wednesday	Jan. 25, 2017	Great Lakes	Chicago, IL
Thursday	Feb. 16, 2017	Pacific	Sacramento, CA
Thursday	March 23, 2017	Pacific	Los Angeles, CA
Tuesday	April 25, 2017	Capital Metro	Charlotte, NC
Wednesday	June 14, 2017	Western	Denver, CO
Wednesday	July 12, 2017	Western	Seattle, WA

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COMMUNICATION

CLOSING THE LOOP

We're excited about your comments that we've received in the last year, and we're confident they'll help us improve upcoming PCC Cafés. We want to thank everyone who responded to our surveys.

For PCCAC Communication Subcommittee members, the best part of our job is "closing the loop" — taking your feedback and turning them into workshops-in-a-box, future PCC Cafés, and/or PCC boot camp training topics that work better for you.

So, let's take a look at the survey responses:

What topics would you like to see covered in the future?

Responses indicated the top areas of interest — Membership and Growth followed by Engagement and

Recruitment. (All of these are covered in the PCC Boot Camp.)

You told us that updated educational materials are most important to you since they help boost attendance and grow membership. That is why the PCCAC Education Subcommittee is constantly working to bring you new workshops-in-a-box.

New workshops-in-a-box include:

[Connecting Customers to Digital Experiences with Physical Mail \(July 2016\)](#)

With technology advances, there is a tremendous opportunity for us all to shift how direct mail is perceived and used in the customer experience. We'll showcase how direct mail integrates with other media channels, and how it's proving its resilience - and relevance - as the backbone channel that delivers.

[The Value of PCC Membership \(July 2016\)](#)

This workshop provides all of the information you need to communicate the value of the PCC network to potential members. Included are eight testimonials from members who have used their membership to grow, learn, network and make lasting friendships.

[Full-Service Training \(July 2016\)](#)

Full-Service sets the stage for streamlined acceptance of commercial mailings. By submitting mailings as Full-Service, both the Postal Service and the mailer benefit from achieving end-to-end visibility into mailpieces as they move from acceptance into processing. This presentation covers everything you need to know about Full-Service mailings.

Partnering with the National Center for Education and Development (NCED) allows us to bring certification programs to your PCC members.

We appreciate your feedback and will continue to work hard to meet your needs. If you have a topic for consideration, please email us at pccfeedback@usps.gov, with the topic in the subject line.

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POLICY
ADMINISTRATION

PCC EXECUTIVE BOARDS — A Win-Win-Win Opportunity

PCCs are all about new opportunities, like learning leadership skills. Many companies want their employees to improve their decision-making and organizational skills, and getting involved with a PCC board is a great way to get started. New board members are encouraged to help plan and organize programs and communicate with members. They'll get to know local leaders and stay informed about postal events and current concerns. Their experiences with educational programs, area focus groups and the National Postal Forum will aid their professional growth.

Board members interact with USPS leaders and get the "inside story" on postal events. And PCC training is valuable for the individual *and* the company. Don't forget, you can also use all of the workshops-in-a-box and other educational materials for internal training.

What do USPS employees gain from PCC board involvement?

First, just like any organization, PCC boards provide employees with management training. Through PCC participation, with its by-laws and committees, can help strengthen an employee's understanding of management fundamentals. Sitting on a board can help employees understand the customer's perspective — identifying "pain points" and learning how postal products and services are used by the industry.

So, consider the advantages of PCC boards, and then ... *GET INVOLVED* or get others involved. For your

organization, for yourself and for the USPS — it's a win-win-win!

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NOTICES

PCC SUPPORTS MADE IN RURAL AMERICA (MIRA) INITIATIVE

In July the President's White House Rural Council (WHRC) announced a workshop series called "Made in Rural America" (MIRA), which provides targeted assistance to rural small businesses that are working to grow through international sales. The administration, in coordination with the Department of Agriculture, the Department of Commerce, the Small Business Administration, the Export-Import Bank and the U.S. Trade Representative, is helping rural businesses and communities take advantage of new investment opportunities at home and abroad.

In this new partnership with WHRC, the Postal Service will host MIRA workshops at 60 USPS locations across rural America. These workshops will provide small businesses with an opportunity to learn more about e-commerce exports and calculating international shipping costs.

To help ensure the success of these MIRA events, the PCC is collaborating with the USPS Small Business team to provide on-site involvement at each event. PCCs across the country have committed to sharing valuable information on the benefits of joining a local PCC.

Several PCCs have already participated in these MIRA events and received positive feedback and recognition from small and large businesses in those communities.

PCC involvement is sure to gain momentum as we look toward future events.

For more information on scheduled MIRA events in your state, please visit: usps.com/events.

PCC POSTAL CUSTOMER CAFÉ

Please sign-up today for the next PCC Postal Café. It will be hosted by the PCC Advisory Committee Education Subcommittee:

Tuesday,
Aug. 24

EDUCATION

[Click here to register](#)

1 p.m. EST Enter Meeting number: 745 720 919
Meeting password: PCC2016

[Click here to register](#)

3 p.m. EST Enter meeting number: 740 080 489
Meeting Password: PCC2016

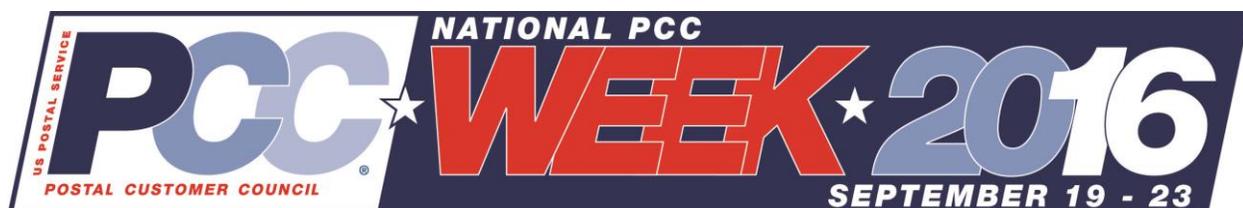
PCC ADVISORY COMMITTEE MEETING

- **Date:** Monday, Aug. 8, 2016
- **Location:** USPS HQ, Washington, DC

2016 PCC LEADERSHIP AWARDS CELEBRATION

- **Date:** Tuesday, Aug. 9, 2016
- **Location:** USPS HQ, Washington, DC

NATIONAL PCC WEEK



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

PCC INTERNAL BLUESHARE SITE

- **PCC Postal Administrators:** **Please visit the site to update PCC contact information.**

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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