



MEMBERSHIP

How Do I Maintain Membership?
 >

EDUCATION

Direct Mail Professional
 Certification Available >

COMMUNICATION

The Foundation for Success >

POLICY ADMINISTRATION

We Answer Top Questions >

NOTICES

PCC Postal Customer Cafe >

MEMBERSHIP

HOW DO I MAINTAIN MEMBERSHIP?

This is one of the most asked questions from PCC Executive Board members. And guess what, there is not a magic wand. But if you were to pick a single word (instead of a magic wand), it would be **Commitment**. You need commitment from both your industry members and the Postal Service to develop and maintain a successful PCC membership base. Of course, commitment means a lot of work. If you have a committed and diverse board, everyone will have shared responsibility and contribute to the group's success. It should not be all work. There needs to be some **PLAY**. So host an event that leaves work behind. Roll up your sleeves and do something fun. Make those longtime members feel appreciated. Make your new members feel special. Let them know how much you appreciate them. If you're reading this and you don't belong to a PCC, please **JOIN!** Your membership is vital to the continued success of our national PCC network.

[Return to top](#)

EDUCATION

DIRECT MAIL PROFESSIONAL CERTIFICATION AVAILABLE

The **Certified Direct Mail Professional (CDMP)** is designed for mailing industry professionals who want to strengthen their core skills, which will help them build and maintain a successful direct mail business. The course, sponsored by the Postal Service, was developed by a committee of USPS and mail industry experts. Topics include omni-channel marketing, response rates, mailing lists, technology and the environment. The class will be facilitated by Kyle Moore, who has provided USPS certification programs at the last five National Postal Forums (NPFs), and Bob Ellis, who has 20 years of sales and direct marketing expertise with USPS and its partners. The course debuted at the 2016 NPF in Nashville, where over 40 students attained great success.

The USPS National Center for Employee Development (NCED) will be offering CDMP training on **Aug. 24-25, 2016 in Norman, OK**. This is the first time this training has been offered outside of NPF. The fee is \$385, which covers all training materials and the final exam. Be sure to reserve a seat now as space is limited. Enrollment is made through the NCED website at: <http://www.nced.com/bma/>.

The NCED has a housing facility available on our 72 acre campus where most participants choose to stay during the training. The housing facility is serviced by Marriott International and they are offering discounted room rates to our students, price includes three (3) meals per day from the large cafeteria onsite. They can be contacted at cc.nced.com or 405-447-9000. Be sure to use the promotional code:

XTRNL for the best prices.

In addition to the CDMP offering in Norman, OK, the PCC Advisory Committee Education Subcommittee, in collaboration with the NCED Team, is offering the CDMP Program to PCCs. **This is a great opportunity for your PCC.** Please contact Lisa Roth at lisa.a.roth@usps.gov for information regarding the program's schedule and available dates.

[Return to top](#)

COMMUNICATION

THE FOUNDATION FOR SUCCESS

The National PCC team offers many different vehicles to make it easier for local PCCs to educate and communicate with members. These vehicles help PCCs grow their organizations by showcasing the benefits of membership.

- **PCC Insider:** Features monthly updates on issues affecting PCC operations and a look ahead at things to come. You'll have the opportunity to "Ask an Expert" for guidance in Communications, Education, Membership and Policy Administration, on questions such as "What about nonprofit status?" "Can we pay speakers?" Additional info is available in *PCC Publication 286* and on the PCC page at [RIBBS](#).
- **PCC Customer Cafés:** The PCC Customer Cafés are the best bang for your buck communications tool. They give you a monthly opportunity to hear the most up-to-date national PCC news from the folks who work on programing, policy and educational content that will help increase your PCC membership.
- **PCC webinars and workshops:** Webinars and workshops are the backbone of the National PCC Program Office's education initiative. We're here to serve you. Let us know if you have a need or an idea for a webinar or workshop. The smartest educational ideas and best practices start locally.
- **PCC national database:** Help us, help you. Make the PCC national database a reality. Hold a registration drive or sponsor a "database breakfast" event. Your database is your most powerful communications tool. Sign up for the national PCC database today!
- **PCC LinkedIn:** We now have the power of an organized community on social media. Sign up for the PCC LinkedIn network group and start exchanging ideas with PCC members across the country. Swap ideas and best practices with the top performing PCCs in the country.

As we strive to climb the ladder and push each PCC to be the "Best of the Best," we're excited about the journey we're on. If you have ideas or suggestions, please let us know at PCCFeedback@usps.gov. You are the "Best of the Best," so share what you know with the rest. Be a leader and unleash your creativity, share the power of your communication best practices with the PCC community. I like to say "my best ideas started as someone else's best practice." As the old adage goes, "imitation is the sincerest form of flattery."

[Return to top](#)

POLICY ADMINISTRATION

WE ANSWER YOUR TOP QUESTIONS

As PCC Week planning activities are getting underway, the Policy Administration group is sharing some of the top questions they get:

- **Who can sign contracts on behalf of the PCC?**

Only the PCC postal co-chair may sign a contract.

- **Who can sign checks from a PCC bank account?**

PCCs should use the Postal Service tax identification number on PCC bank accounts. The PCC postal co-chair's signature must appear on each check. A check may be jointly signed by the industry co-chair.

- **Is a PCC automatically non-profit or tax exempt? Do we need to file forms?**

Assuming the PCC bank account is set up with the Postal Service tax id, purchases by the PCC may be made on a tax-exempt basis using the Postal Service tax number, as long as the purchase is directly related to an event, function or matter that has a postal purpose consistent with the PCC mission. It is not necessary for a PCC to apply for its own tax-exempt status. PCCs under [Publication 286](#) are not non-profit organizations.

- **If a venue for PCC event requests that the PCC have insurance to cover liabilities for loss and damage caused by attendees, does the Postal Service provide this insurance?**

Yes, 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 option is for the PCC to take out an insurance policy to cover the particular event, using PCC funds to pay for this insurance. The event must be in support of and consistent with the PCC mission and [Publication 286](#).

- **Can a PCC pay for speakers' fees and/or travel expenses?**

Whenever possible, speakers should be invited and serve on a volunteer (non-paid) basis. If travel expenses or fees can be paid through a sponsor, that is fine. However, it is understood that there can be compelling reasons to pay for a speaker and/or travel expenses. In this case, please send a request to the PCC Program office, which has a form that should be completed. Speaker's fees and expenses should only be paid by a local PCC that is working with the PCC Program office.

- **Can PCC meetings be co-hosted with industry members if the industry member(s) want to "sponsor" the meeting?**

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*.") Co-hosting and co-branding of PCC events and meetings are not permitted.

- **Is it possible to "partner" with another organization to put on a program?**

Yes, there are two different approaches that a PCC can take. First, the PCC may host the event and invite the other organization to attend. The organization may participate in the event by providing a speaker or in other ways appropriate to the event, as long as the purpose and focus of the event is PCC business consistent with the PCC mission and the event otherwise complies with [Publication 286](#). Second, the PCC may offer an event, sponsored by the other (non-competing) organization, to its members. While no "co-branding" is allowed, as long as the responsibilities of the hosts are identified, collaborative efforts for an event or program are allowed. If you have specific questions, please contact the PCC Program Office.

- **Can PCC events take place at race tracks or casinos?**

No, [Publication 286](#) states that PCC events may not take place at a casino and gambling may not occur at PCC events.

- **Can alcohol be served at PCC Events?**

Alcohol may only be served at PCC Events if approved by a Postal Service officer. Postal Service

employees may not be intoxicated at such an approved event, or consume alcohol while wearing a uniform at such an approved event if in a public place. PCC events should not be held at wineries or places where the primary activity is drinking alcohol.

[Return to top](#)

NOTICES

PCC POSTAL CUSTOMER CAFÉ

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

Thursday, July 26	POLICY	1 p.m. EST	Click here to Register Enter meeting number: 741 633 797 Meeting Password: PCC2016
		3 p.m. EST	Click here to Register Enter meeting number: 742 996 797 Meeting Password: PCC2016

2016 PCC LEADERSHIP AWARDS CELEBRATION

- **Save the Date:** Tuesday, Aug. 9, 2016 (more info coming through PCC Alerts)
- **Location:** Postal Service 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

© USPS 2016

