

US POSTAL SERVICE **PCC** INSIDER

POSTAL CUSTOMER COUNCIL

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MEMBERSHIP

SMALL BUSINESS WEEK EVENT RECAP



PCC representatives encourage prospects to join their local PCCs.

On May 5, in conjunction with Small Business Week, the Postal Service hosted an event to discuss innovations among small businesses. The goal was to teach business owners that it's easy to do business with USPS. The Greater Baltimore PCC, Washington Metropolitan PCC and Northern Virginia Metro PCC had a representative available to give informational handouts to prospective members. As a result of their efforts, they identified 22 people who expressed interest in joining their local PCCs.

In the near future, PCCs will have a new opportunity to reach out to small businesses throughout the country. This is in support of President Obama's White House Rural Council – Made in America Strategic Initiative. The Council was formed to address challenges in rural America, build on the Administration's rural economic strategy, and improve implementation. Moreover, the Council has been directed to bring together federal resources to help rural businesses and leaders take advantage of new investment opportunities and expand access to new customers and markets

abroad.

USPS has agreed to work with the Council to teach business owners how easy it is to ship internationally. By working with the USPS HQ Sales Small Business Team (SBT), PCCs will be able to participate at 75 small business events across the nation. This is a great opportunity for the SBT to work with PCCs and for PCCs to network and recruit new members.

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EDUCATION

2016 PCC LEADERSHIP AWARD CHANGES

On April 26, the Education Subcommittee hosted a PCC Leadership Award webinar in conjunction with the Communication Subcommittee on April 26, 2016, in which we discussed changes to the PCC Leadership Award process.

After reviewing the PCC Leadership Award changes, we had the opportunity to hear what Ellie Alexander and John Millet (judges for the 2015 PCC Leadership Awards) look for in a winning nomination:

- They both look for submissions that are original, creative and replicable. The key is replicable. You might think your PCC did something that wasn't extraordinary or special — but it might be something other PCCs can easily adopt. Consider looking over your best practice submissions and incorporate that information (as appropriate) into your Leadership Award nominations.
- Make sure your submissions are specific and tell a story. For example, when you're nominating someone for "Person of the Year," you should explain how they were extraordinary. Attending meetings and helping the PCC is not going "above and beyond." What truly makes your nominee stand out from the rest? Do they have a special skill set?
- While we want replicable nominations, we also like submissions that show "thinking out of the box" as well. New ideas and ways of doing things are always welcome.

PCC Leadership Awards Program Changes

2015	2016
Membership Excellence Award did not exist.	New Membership Program Excellence Award.
PCC of the Year: Large and Small Market had a gold, silver and bronze winner.	PCC of the Year: Large and Small Market, there will only be a gold winner. There will be one winner for large market and one winner for small market.
District Manager of Year was nominated by a PCC.	District Manager of the Year will be nominated by the Area Vice President.
The format of nomination followed the STAR method: Situation, Task, Action and Result.	To simplify, we changed the format to the OAR method: Objective, Action, Result.
Did not specifically state that nominations must not duplicate prior year's submission.	Nominations must be original and submissions must not duplicate the prior year's submission. If they do, the submission will be disqualified.
Single-sided limit of 5 pages for nomination submission; 2 pages for nomination and 3 pages for any supporting documentation.	Single-sided limit of two pages for nomination submission. Do not add supporting documentation. If the two-page limit is exceeded, the entry will be disqualified.
Evaluation process: The PCCAC will review and rank each entry. The scores will be totaled and PCCs with the highest scores will be the winners.	Evaluation process: A committee of postal and industry members from each of the PCCAC subcommittees will review and rank all nominations. They will submit their top rated PCCs to the PCCAC, which will designate the winners.

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COMMUNICATION

2016 PCC LEADERSHIP AWARD SUBMISSION PROCESS

Do you fully understand the PCC Leadership Awards submission process this year?

- All nominations for Leadership Awards are to be submitted using the 2016 PCC Leadership Award Nomination Submission Form, located on the Postal Service's internal [PCC BlueShare site](#).
- You also need to complete a 2016 PCC Leadership Award Certification Form, available on the PCC BlueShare site for each nomination. For example, if your PCC is submitting a nomination for PCC Industry Member of the Year and PCC Postal Service Member of the Year, you will need to submit two separate certification forms.
- There is a limit of two (2) single-sided pages, and the word count should not exceed 1,000 words. All submissions longer than the two-page limit will be disqualified. There will be no exceptions to this requirement.
- Please do not include supporting documentation (fliers, certificates, pictures, etc.). If supporting documentation is needed, the Program Office will request them.
- **ALL** award nomination forms **must be uploaded** to the [PCC BlueShare site](#). Submitted materials will not be returned.

If there are other topics that you wish the Advisory Committee (PCCAC) Communication Subcommittee to consider, please send your requests to pccfeedback@usps.gov.

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OPT IN OR OUT OF EMAIL

To opt in or opt out...That is the question.

Question: Email marketing is an important tool in our mail marketing strategy. It's a way to quickly and inexpensively reach out to members or prospects with a specific message. But how can I be sure we're following the rules on opting in/out?

Answer: Here's some guidance to make sure your messages comply with the CAN SPAM Act of 2003:

Opting In: You need permission — written or verbal — to send someone an advertising email. If someone signs up for membership or requests information and provides their email address, it's understood that they want you to use it for communications.

Opting out: In each email, the recipient must have the option to stop receiving your electronic messages and unsubscribe. When you get requests to unsubscribe, make sure you promptly remove their email from your lists. (Suggestion: Why not give them a call and ask if they'd prefer to receive your messages through the mail, if time permits?)

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NOTICES

PCC POSTAL CUSTOMER CAFÉ

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

Thursday,
May 26

COMMUNICATION

1 p.m. EST

[Click here to register](#)

Enter meeting number: 743 499 696

3 p.m. EST

[Click here to register](#)

Enter meeting number: 741 733 334

NATIONAL PCC WEEK



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

- ✓ **Note:** All PCC Leadership Award and Premier PCC nominations are **due no later than June 1, 2016**. Please *commit and submit!*

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>

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