



MEMBERSHIP

[Who benefits from the PCC? >](#)

EDUCATION

[2017 annual education survey >](#)

COMMUNICATION

[The art of communicating >](#)

POLICY ADMINISTRATION

[Turning the \(round\) tables >](#)

NOTICES

[National PCC Week surveys >](#)

MEMBERSHIP

WHO BENEFITS FROM THE PCC?

If you look around your market or local area — what do you see? Are there any other mailing industry organizations that offer the same educational and networking opportunities as PCCs? There may be a few, but none have the resources and reach that PCCs offer. We have the full support of the Postal Service — and it begins at the top. If you've attended the National Postal Forum or any of the traveling PCC Boot Camps, you've undoubtedly heard the Postmaster General's dedication to growing PCCs.

The 2016 Postal Member of the Year, John Torrez, has worked with his PCC for nearly 10 years and sums up the Postal Service's involvement this way: "Since taking over the Customer Relations Coordinator position in Dallas, I learned the value of the PCC and how it helps our customers in the mailing industry. All postal employees should be knowledgeable about PCCs and how much they can benefit the Postal Service. In addition, it's had a positive impact on my career and allowed me to grow as an employee."

Attending your local PCC meetings will help you connect with customers, vendors, mailers and other notables in the business mailing community. If you don't have that local support, reach out to your USPS HQ PCC liaison and ask for help. If you don't know who your liaison is, email pcc@usps.gov.

As you focus on industry participation and growing your membership, remember that we all benefit from PCCs. Encourage your local USPS teams to attend meetings — and you'll help attract industry attendees and boost attendance. It is a win-win for everyone.

[Return to top](#)

EDUCATION

2017 ANNUAL EDUCATION SURVEY

"Education is learning what you didn't even know you didn't know." — Daniel J. Boorstein

Every year, the Education Subcommittee sends out a survey to check the pulse of the PCC community. We use your feedback to help guide our educational offerings for the upcoming year.

We will be sending the survey in early November to PCC Postal Administrators and Industry Co-Chairs. We ask that you respond on behalf of your local PCC so we can implement your suggestions. Some recent enhancements we've introduced were based on survey results:

- "The Value of PCC Membership" workshop
- Virtual learning pilot of Mail Piece Design Professional certification in partnership with the National Center

- for Employee Development
- Video clips added to workshops-in-a-box
- Recorded presentations will accompany upcoming workshops

As always, if you're interested in joining our subcommittee please email: pcc@usps.gov. The time commitment is minimal.

[Return to top](#)

COMMUNICATION

THE ART OF COMMUNICATING

When we want to communicate an idea or concept to someone, there are many ways to do so. We can send a letter or email, or speak to a group of people. But that's only one aspect to communicating. We also have a story to tell: Who we are... what we do... how we can help customers grow their businesses.

Many years ago my friends and I were talking about our professions. One woman was sure she had a meaningful job — and the rest of us did not. She worked in medicine, drawing blood from patients so it could be screened for possible diseases — which helped doctors provide life-saving treatments.

When it was my turn to talk about mail, no one in the room saw any value in what I did. They thought I shuffled pieces of mail through an automated system — and that was it. They didn't know the real story of who I am or what I stand for, or why I'm so proud of what I do. And they certainly didn't appreciate how my job could be life changing too.

At the Postal Service, we prepare and deliver a wide variety of items that have great value... legal documents, invoices, invitations, reminders for doctor and dental appointments, care packages for soldiers and shut-ins, cards and letters that deliver messages of hope or condolences... the list could go on. So I reframed my story to show that every piece of mail has purpose and meaning. For example, I work with many nonprofits. One organization helps addicts by offering access to medications and counseling. Does it save every addict? No. But it does help many people. Delivering mail for them can change the course of someone's life for the better.

As PCC members, we're in a position to help our members leverage the power of mail to grow their business. We can help them produce more effective mailings that build on their success. So, when you're communicating with your members, remember to tell your story. Look past the mechanical aspects of the mailing process and focus on the contents of the mail, its purpose and meaning for both senders and receivers — because that's the true measure of its value.

[Return to top](#)

POLICY ADMINISTRATION

TURNING THE (ROUND) TABLES

During the PCC Roundtables held at USPS Headquarters in August, we had great discussions with award-winning PCCs from across the country — which provided important perspectives from both postal and industry members.

Here are some of the ideas we plan to implement during fiscal year 2017:

- *A Value of the PCC Workshop-in-a-Box* is being developed for Postmasters (for internal use only). This workshop will show the organization's commitment to PCCs — which starts at the top, from USPS Executive Leadership Team members, and through Sales and Operations nationwide at the Area and District levels.
- PCC testimonials added to business websites. Companies whose employees are active in PCCs can feature testimonials that demonstrate how PCCs help the bottom line.
- Updating mailing list to include all local Postmasters. (If they don't know about your events, they won't attend with their customers.)
- The Policy Administration Subcommittee will provide guidance on ways PCCs can support local communities without causing USPS to be seen as "giving to charity."

We'll be sharing more ideas from the PCC Roundtables in upcoming issues. Do you have any suggestions?

Contact Al Rodriguez at alfred.rodriquez@usps.gov.

[Return to top](#)

NOTICES

NATIONAL PCC WEEK 2016 SURVEYS: OCT. 26 DUE DATE

- PCC Event Coordinator survey: Available [here](#)
- Speaker survey: Available [here](#)

NEXT PCC POSTAL CUSTOMER CAFÉ

- Thursday, Oct. 27 (1 p.m. ET): [Register here](#)
- Thursday, Oct. 27 (3 p.m. ET): [Register here](#)

PCC BOOT CAMP SCHEDULE

Day	Date	Area	Location
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

PCC WEEK 2017

- Sept. 25-29, 2017

[Return to top](#)

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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