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POSTAL CUSTOMER COUNCIL
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2016 LEADERSHIP AWARDS

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2016 AWARDS

PCC INSIDER SPECIAL EDITION

CONGRATULATIONS TO OUR 2016 LEADERSHIP AWARD WINNERS!

There are more than 150 Postal Customer Councils (PCCs) across the country, comprised of local postal employees and business leaders who meet regularly to strengthen the working relationship between mailers, the Postal Service and their mutual customers. During the week of Sept. 19 (PCC Week), USPS leaders met with PCCs across the nation to thank them and discuss ways to grow the mailing and shipping industry. Participants had the opportunity to receive training, stay on top of mail innovations, and learn how to develop more effective, efficient and profitable mailings.

The Postal Service recognized 22 Postal Customer Councils (PCCs) — in 10 award categories — for achievements and creativity in communication, leadership, membership growth, innovation and educational program offerings in 2016. In addition to those categories, we created our new PCC Partner of the Year Award, which was announced at Postal Service headquarters during the awards celebration.

This year's PCC Leadership Awards celebration was hosted by Postmaster General Megan Brennan, along with Deputy Postmaster General Ron Stroman and Chief Marketing and Sales Officer Jim Cochrane, who presented Gold, Silver and Bronze PCC Leadership Awards to PCC recipients.



Back row (left to right): John Torrez, Tim Costello, Allen Aven, Marc Robin, David Guiney, Raymond Joseph, Craig Miner, Momo Madiah, Robert Clark, Jim Holland, Betsy Shortell, Debra Visco, David Martin, Jim Herrmann, Stephen

Hart, Steve Chaus, Jay Elliott, Jason Hirschvogel, Jeff Drake, Michael Lombardi, Michael LePree, Dee Carter.

Front row (left to right): Yulonda Francis-Love, Wai Chow, Cheryl Oltman. Rebecca Brummitt, Judy Antisdal, Cathy Rupard, Le Gretta Ross-Rawlins, Linda Kennedy, Mike Allison, Art Gerckens, Kim Waltz.

The 2016 National PCC Leadership Award winners are:

PCC of the Year Large Market
Greater Baltimore PCC

PCC of the Year Small Market
Peoria Area PCC

PCC Partner of the Year
Greater Boston, Providence, Southeastern Massachusetts, Central Massachusetts, New Hampshire, and Western Massachusetts PCCs

PCC Industry Member of the Year
Art Gerckens – Fairfield County, CT PCC – GOLD
Betsy Shortell – Greater Boston PCC – SILVER
Willie Vann – Greater Birmingham, AL – BRONZE

PCC Postal Member of the Year
John Torrez – Greater Portland PCC – GOLD
Customer Relations Coordinator, Greater Dallas District

Delores Carter – Northeast Florida PCC – SILVER
Marketing Manager, Northeast Florida District

Steve Chaus – Utah PCC – BRONZE
Postmaster, Salt Lake City, UT District

District Manager of the Award
Timothy Costello, Greater Dallas PCC – GOLD
W. Jim Hermann, East Central Iowa PCC – SILVER
David F. Martin, Big Bend, Northeast Florida and Panhandle PCC – BRONZE

Communication Excellence Award
Greater Atlanta PCC – GOLD
Greater Portland PCC – SILVER
Greater New York PCC – BRONZE

Education Excellence Award
Greater Portland PCC – GOLD
Greater Dallas PCC – SILVER
Twin Cities PCC -- BRONZE

Membership Excellence Award
Greater Dallas PCC – GOLD
Broward County PCC – SILVER
Twin Cities PCC – BRONZE

PCC Innovation of the Year Award
Greater Charlotte PCC – GOLD
Central Missouri PCC – SILVER
Greater Kansas City PCC – BRONZE

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GOLD AWARD WINNERS HAVE WHAT IT TAKES

PCC of the Year Large Market – Greater Baltimore PCC

The Greater Baltimore PCC (GBPCC) wanted to add more members because even though they are in a large population market, population no longer determines how many businesses use mail or mail service providers. The GBPCC has worked to attract members and keep them involved by leveraging engagement and touch points.

Meetings focus on education and training, but the GBPCC also adds fun using interactive games that help members get to know each other.

During board meetings, conference calls and other events, the GBPCC developed a plan to build and improve member relations with the following activities:

- Learned what both loyal members and non-renewals had to say through “social listening.”
- Analyzed membership history using data visualization to better understand the patterns of member engagement.
- Developed a plan of action called the GBPPC Membership Pyramid.
- Created a membership brochure on reasons to join a PCC.
- Sent opt-in email blasts and multiple mailings throughout the year.
- Current information was posted online and roughly 25,000 mailpieces were sent last year.
- Provided mentors to PCC members.
- Rebuilt database that included mailing list rental files for the industry.
- Increased sponsorships.

The result? An increase of approximately 10 percent in paid attendance, new sponsors and a return rate of 90 percent on renewal sponsors — adding \$3,000 into the marketing and promotional budget. Further, it saw increased traffic to its site with an average of 40 percent in return visits and industry membership growth by 43 percent.

PCC of the Year Small Market – Peoria Area PCC

The Peoria Area PCC (PAPCC) has worked its way through some growing pains over the past few years, but is now strong, confident, knowledgeable and excited about where the future. Its main objective this year was to enhance membership experience by getting members to be more active.

The PAPCC worked together as a team and emphasized that a unified board is an effective board. We have three active committees comprised of board members and PCC members at large:

1. Education — plans 12 monthly workshops/events; plans Mail Design Professional Certification event offered to its members and those of surrounding PCCs; organizes industry tours to establish ties in its community; schedules national USPS speakers for PCC Week and additional workshops throughout the year; organizes the State of the USPS brunch in December, at which the PAPCC District Manager speaks.
2. Membership — maintains a membership database that continues to grow; reaches out to other PCC members with professional questions or needs; maintains workshop and event attendance records; offers certification program for speakers and event attendees; works with the education committee on social events for networking opportunities.
3. Communications — designs and mails monthly workshop/event invitations; sends email blast invitations and event reminders; maintains the PCC website with up-to-date event registrations and USPS news releases; creates and sends annual membership brochure to current and potential members, local BMEUs and Postmasters; assures that USPS news and updates are distributed to all members.

The PAPCC also has a strong presence at the NPF each year with more than 20 PCC members attending. This allows PAPCC to bring back educational offerings to the local PCC. After much discussion with USPS at the Forum, the PAPCC will be offering the Mailpiece Design Professional Certification course to members, area postal permit holders and neighboring PCC members this summer.

This year's efforts have been substantial: we've welcomed new board members, expanded educational and professional offerings, increased involvement from both USPS and industry members as well as improved overall attendance at events.

PCC Partner of the Year (Joint Award – New!)

Greater Boston PCC, Providence PCC, Southeastern Massachusetts PCC, Central Massachusetts PCC, New Hampshire PCC, and Western Massachusetts PCC

This new PCC Partner of the Year award was created to recognize these PCCs that reached beyond their borders and mentored others throughout the Northeast Area.

Greater Boston served as a mentor to New Hampshire as Dean Baker, newly appointed Postmaster and NH Postal co-chair, was serving his first term. Postmaster Baker sought advice from GBPCC industry and postal executive board members Nick Francescucci and Betsy Shortell (2016 NPF Innovation Award winner) on how to create events and build membership. Deb Visco, GBPCC treasurer, served as a mentor to the Central Massachusetts PCC by speaking at monthly meetings on the benefits of a solid website. Mark Fallon, GBPCC Executive Board member, is one of the most requested PCC speakers in the country. Mark was able to share his personal successes and failures to help audiences learn how to improve individually and as teams.

What began as a strategy to increase National PCC Day attendance, by partnering with the Providence, Southeastern Massachusetts, Central Massachusetts, New Hampshire and Western Massachusetts PCCs, resulted in growth of membership and sponsorships for each PCC. Through mentorship and relationship building, each PCC was able to tap into the talent of industry experts as well USPS leaders, resulting in future growth for all.

PCC Innovation of the Year – Greater Charlotte

The Greater Charlotte PCC (GCPCC) wanted to offer postal and industry members a top-notch experience during PCC Week, similar to the National Postal Forum. The GCPCC facilitated mentor/mentee relationships, improved education on current industry topics and trends, and increased membership.

The event was an opportunity to collectively learn and benefit from educational seminars, networking and interaction with 29 registered vendors showcasing equipment, software and services. During this one-day event, approximately 300 attendees learned about direct mail, mailer scorecards, professional development, how to use business reply effectively, address quality, seamless acceptance, mail security and more.

It further promoted the value of PCCs, the National PCC website, leveraging technology such as QR codes and gathering industry intelligence via survey forms and evaluations. The feedback was noteworthy. As one satisfied PCC member said, it was the “Best One-Day Event.” The Carolina Postal Forum offered fulfilling mentor and mentee opportunities and recognized PCC award winners by showing attendees the PMG’s video message.

Communication Excellence – Greater Atlanta PCC

The Greater Atlanta PCC realized the importance of keeping its brand sharp and consistent so that it clearly represents value. They focused on targeted promotions, scheduled communications, consistent messaging, and showcased the benefits of participating in a PCC by establishing a “Bring a new attendee” program that generated higher response rates than prior efforts.

They set out to ensure that events and themes varied, while making sure branding remained consistent by focusing on the following factors:

Communications methods: Incorporated consistent messaging designed by a graphic design firm across all its channels (website, postcards and newsletters). The Wild Apricot tool was used to distribute email messaging, track responses, trigger additional messaging and coordinate event payment. It sent more than 43,000 emails regarding event notifications and industry updates, including payment confirmations.

Planned communications: Events are announced at a year-end holiday brunch, listed on the website and in newsletters, and reviewed at all events and meetings. PCC Alerts from USPS headquarters are shared the same day by email.

Targeted promotions: Efforts include sponsoring member renewals, which are auto-generated from event planning software beginning in November; making board member personal calls to invite prospects; having BSN representatives conduct outreach efforts to district customers; sending three-month prospect series postcard mailing that target small to mid-size mailers; issuing PCC benefit cards at BMEUs and bringing first-time attendee free promotions.

Response rates: A Digimarc code in the postcard photo instructs PCC members how to download free software to enhance their experience with the mail and learn about additional postal savings with the USPS Emerging Technologies Discount. The invisible encoding takes a user's mobile device to a series of USPS online videos and discussions of new communication possibilities that are available in print. Excitement about the "Irresistible Mail" catalog increased participation at the event by 28 percent with year-over-year growth.

Benefits: A "Bring new attendee" program generated highest response compared to previous efforts.

Member Feedback: Each of the GAPCC board member's contact information is available on the website and in the newsletter. This gives each member the opportunity to share feedback and ask questions.

Education Excellence – Greater Portland PCC

The Greater Portland PCC (GPPCC) remains committed to its mission, "Strengthening Our Mailing Community" through education, networking and industry enrichment. Educational opportunities included:

- "Get Connected" webinar series – Designed to empower the mailing community through six webinars that review various USPS websites and tools.
- Executive Mail Center Manager course. PCC peer mentoring.
- Pinnacle Awards – Recognition for corporate member's participation in the GPPCC.
- Presented two "lunch and learn" events - Mailing Industry Trends and State of the Union with USPS.
- Hosted a "behind the scenes" tour of the new Pitney Bowes presort building along with a "lunch and learn" on current industry trends.

Through extensive promotion and diverse educational offerings, the GPPCC has broadened its outreach and strengthened USPS and business mailer relationships. These enhancements have cultivated loyalty and retention while reinforcing the impact of the PCC network.

Membership Excellence – Greater Dallas PCC

One of the biggest challenges for any PCC is retaining and attracting new members. The Greater Dallas PCC (GDPPCC) put forth extreme effort and diligence in bringing new companies and their employees to its meetings. For its membership challenges this past year, the GDPPCC used several strategies to reach potential new members by:

- Trying cross association advertising.
- Offering ad hoc positions. Building a strong and committed membership committee.
- Specializing its education topics to attract new attendees.
- Implementing membership database.
- Holding one-on-one conversations.
- Attending a Texas Rangers baseball game.

The results of its membership initiatives have been successful. The GDPPCC has seen consistent new attendee participation and a growth in new members.

Industry Member of the Year – Fairfield County (CT) PCC – Art Gerckens

Fairfield County CTPCC (FCCPCC) Industry Co-Chair Art Gerckens recognized that an "all hands on deck" approach was needed. He identified Postmasters and business associations as two resources to gain access to the business community.

Art began by coordinating the "Jump-Start Your New Year" initiative. He worked with the FCCPCC Postal Co-Chair and the local Post Office Operations manager to invite all area Postmasters to a PCC-sponsored lunch meeting. Art educated Postmasters about the function, purpose and mission of PCCs. He demonstrated the ability of PCCs to help Postmasters build relationships with their business customers by providing educational resources and connecting customers with known service providers. Postmasters also viewed the FCCPCC Real Solutions videos on EDDM and Package Pickup Service, as well as video versions that can be emailed to customers.

The Postmaster meeting took place in November and was followed by another event in January, specifically for Postmasters/OICs and two or more of their invited business customer guests. Art sent a letter on behalf of the FCCPCC explaining to local chambers of commerce and small business associations the PCC's function and the benefits of membership. The letter concluded with an invitation to meet and discuss how the FCCPCC can provide free educational offerings to the group.

Postmasters brought almost 40 new customers to the “Jump-Start Your New Year” event. About half of them joined. The FCCPCC has been invited to present educational seminars on Direct Mail/EDDM, Direct Mail/Email Marketing Solutions and USPS Shipping Services to a growing list of groups, such as S.C.O.R.E, Greater Bridgeport Small and Minority Business Association, and Fairfield Rotary Club.

As a result of Art’s efforts and leadership, the FCCPCC has seen a gradual increase in membership and a marked increase in Postmaster participation. It has fostered relationships with a growing number of local business associations and gained access to new segments of the business community.

PCC Postal Member of the Year – Greater Dallas PCC – John Torrez

The success of the Greater Dallas PCC (GDPCC) is attributed to one of their secret weapons: USPS Customer Relations Coordinator John Torrez, who performs his tasks with ease and a lack of fanfare. Here are a few highlights of his contributions:

- Attends and supports all PCC functions for the calendar year including monthly board meetings and luncheons.
- Serves as point person for all membership applications and ensures they are submitted to the Membership Chair in a timely manner.
- Is responsible for the Postal Co-Chair article generated for the *PCC Insider* newsletter throughout the year.
- Acts as primary contact during the election period when he receives, counts ballots and reports results to the Co-Chairs.
- Ensures there is a photographer for each event and, if necessary, acts as photographer and contributes photos to the *PCC Insider* newsletter and website.
- Supports the annual golf tournament by assisting with registration and other functions.
- Is highly instrumental in National PCC Day in September, submitting speaker requests to headquarters and taking complete responsibility for registration for this multi-PCC event with more than 225 attendees.
- Works closely with the Area PCC liaison to confirm GDPCC is in alignment with headquarters initiatives throughout the year.
- Is the primary point of contact when the Industry Co-Chair needs to engage with USPS senior management and manages all PCC mailings and maintains the membership database.

The Greater Dallas PCC had another successful year with John’s support. GDPCC luncheons were well-attended with high-level speakers offering hard-hitting educational topics and innovative presentations. GDPCC hosted many networking opportunities such as ballgames, facility tours and golf tournaments. All of these events were seamless due to John’s dedication and commitment. He takes the GDPCC vision and turns it into a reality, no matter the task at hand. John is humble, works diligently in the background and is a vital asset to the Postal Service and the GDPCC.

District Manager of the Year – Greater Dallas PCC – Timothy Costello

While the strategic direction of the PCC is guided by its Executive Board, much of its strength and vitality comes from the support and commitment of Dallas’ top postal executive, District Manager Timothy Costello. By working together, the mailing industry provided exceptional educational programs under a well-managed budget to ensure funds are available throughout the year.

Despite a demanding calendar, Timothy makes time to attend monthly business luncheons, educational seminars, and after-hour networking events. He can be seen at most of the GDPCC functions, greeting new attendees or engaged in dialogue with active members. Additionally, he participates in Executive Board meetings as his schedule permits, to engage with GDPCC leadership and contribute to program planning to will benefit the Dallas District mailing industry. He emphasizes the need to work with Small Business Administrations to get them involved in the PCC and his staff is readily available to participate in PCC activities.

The GDPCC Executive Board is grateful for Timothy’s extraordinary support and commends him as one of the key contributors to the growth, vitality and success of the GDPCC.

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PREMIER AWARDS

RECORD NUMBER OF PREMIER AWARD WINNERS FOR 2016

The Premier PCC Program provides PCCs with a set of national standards that serve as the benchmarks for PCC excellence and recognizes industry best practices that support business growth opportunities for the Postal Service and its PCC members.

These standards and practices will support the National PCC Program’s Mission Statement which is:

- Promote local cooperation and support and foster a close working relationship between the Postal Service and all businesses that use the mail to communicate and interact with their customers.
- Share information and facilitate the exchange of ideas about new and existing Postal Service products, programs, services and procedures that affect all businesses that use the mail.
- Help industry members and their organizations develop professionally through focused education programs.

Based on the established national standards, PCCs will be recognized as performing at a **Bronze, Silver** or **Gold Level** of excellence.

The standards that have been established for the **Bronze Level** are designed for startup PCCs or those that are revitalizing their operations to perform at maximum level. The Bronze Level standards represent the core and fundamental operations of all PCCs.

Performing at the **Silver Level** demonstrates that a PCC has effectively expanded its core operations and implemented additional educational, networking and communication programs to enhance the value of PCC membership.

To qualify as a **Gold Level** performer, a PCC will be at the top of its game. This includes taking advantage of all available resources, maintaining sound business practices, conducting a variety of educational programs, implementing creative strategies that increase membership, and making continuous improvements to enhance the value of PCC membership.

Following the criteria for Bronze, Silver and Gold will support PCC growth and member participation. PCCs are encouraged to build the Premier PCC Program criteria into their annual planning calendars. Establishing a file for criteria documentation will make submitting a nomination simple and easy during the nomination submission period. National PCC programs and tools have been developed to aid PCCs to excel.

The Prestigious Platinum Award recognizes PCCs that have **achieved Gold Level for five consecutive years including 2016.**

The PCC Premier Awards Program is growing — thanks to all of our industry and postal PCC members and chapters nationwide!

With a total of 168 award winners, 2016 is a record-setting year. The Platinum award continues to trend in a positive direction, showing the strength of our members and the support of our councils to make the mailing business relevant and profitable.

2014 Total Awards		2015 Total Awards		2016 Total Awards	
Platinum	34	Platinum	49	Platinum	59
Gold	90	Gold	95	Gold	86
Silver	3	Silver	7	Silver	6
Bronze	13	Bronze	13	Bronze	17
Grand Total	140	Grand Total	164	Grand Total	168

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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)

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