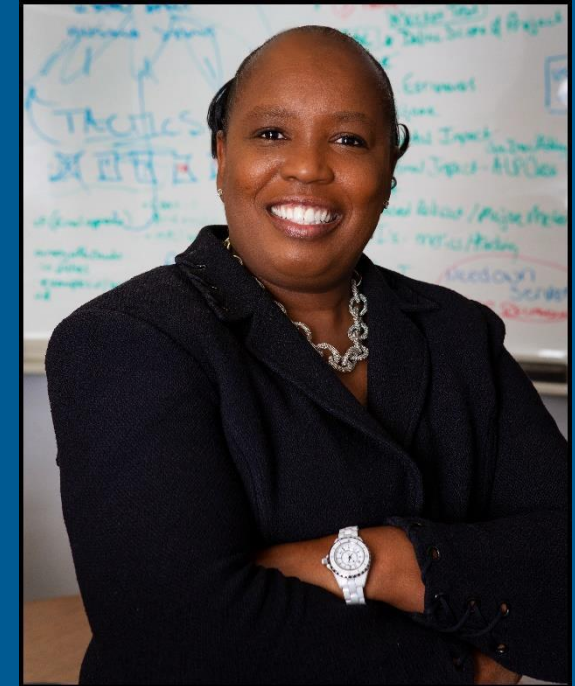


U.S. Postal Service Small Business Webinar Series

June 17, 2021



Welcome to the USPS Small Business Webinar Series

Agenda:

- **USPS Small Business Overview:** Mary Anderson, Director of Small Business Engagement
- **The Benefits of PCC:** Lindsey Taylor, Director of Industry Engagement and Outreach
- **Current state of the Small Business Administration (SBA):** Mark Madrid, Associate Administrator, Office of Entrepreneurial Development
- **Question and Answers**
- **Closing:** Mary Anderson



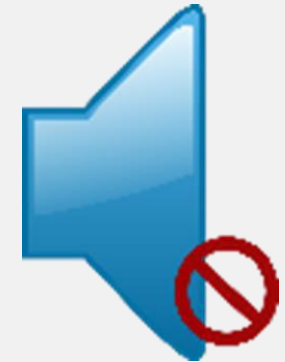
Housekeeping



Please utilize the **Q&A box** to ask questions, or voice any comments, or concerns.



PPT presentation along with the recording will be posted on Postal Pro.



All phones and videos will be muted due to the large volume of participants on today's call.

Mary P. Anderson

Director of Small Business Engagement





USPS® No Business too Small™

 **INFORMED DELIVERY** with the Informed Delivery® app, email notifications and dashboard, USPS® turns direct mail into a digital experience. Consumers can see what's coming in their mailbox from their inbox. They can also tap into interactive digital elements-all from their smartphone or desktop. www.usps.com/smallbusiness

 **SAVE & GROW** with the USPS® Loyalty Program The U.S Postal Service has introduced USPS® Loyalty, a new program designed to reward small businesses and frequent users of Click-N-Ship with incentives for dollars spent on Priority Mail® and Priority Mail Express. There's no limit to what you can earn. Loyalty Tiers; base, silver, and gold, providing higher incentives for qualified volumes. USPS.com/Loyaltybenefits.

www.usps.com/smallbusiness

www.usps.com/directmail

www.usps.com/business/loyalty.htm

GROW Your business with USPS®



 **LEARN** how USPS can help make shipping for your business simple. Spend more time on your business with small business friendly services like Click-N-Ship® and Schedule a Pickup. Learn how to increase your local sales with an Every Door Direct Mail® campaign.

 **SHIPPING** Take advantage of Priority Mail Flat Rate® pricing options to help grow your business. Print a label-Pay for postage and print a ship-ping label right from your own printer. Schedule a Pickup-save time and ship from home. www.usps.com/smallbusiness

Small Business MAKING BIG CONNECTIONS

 **ONLINE MAILING EXPERTS** third-party direct mail marketing professionals can do all or part of your advertising campaign to reach current and new customers. It's as easy as 1-2-3 a one stop shop Create-Print-Send. www.usps.com/affiliates

 **USPS DELIVERS** USPS Delivers is a resource for business knowledge and insights. Use our vast array of shipping and marketing content as inspiration to take your business to the next level. www.usps.com/smallbusiness

Lindsey Taylor
Director, Industry
Engagement and Outreach

Postal Customer Councils
(PCC) Membership Benefits





Small Business Webinar Series

Lindsey Taylor

Director, Industry Engagement & Outreach

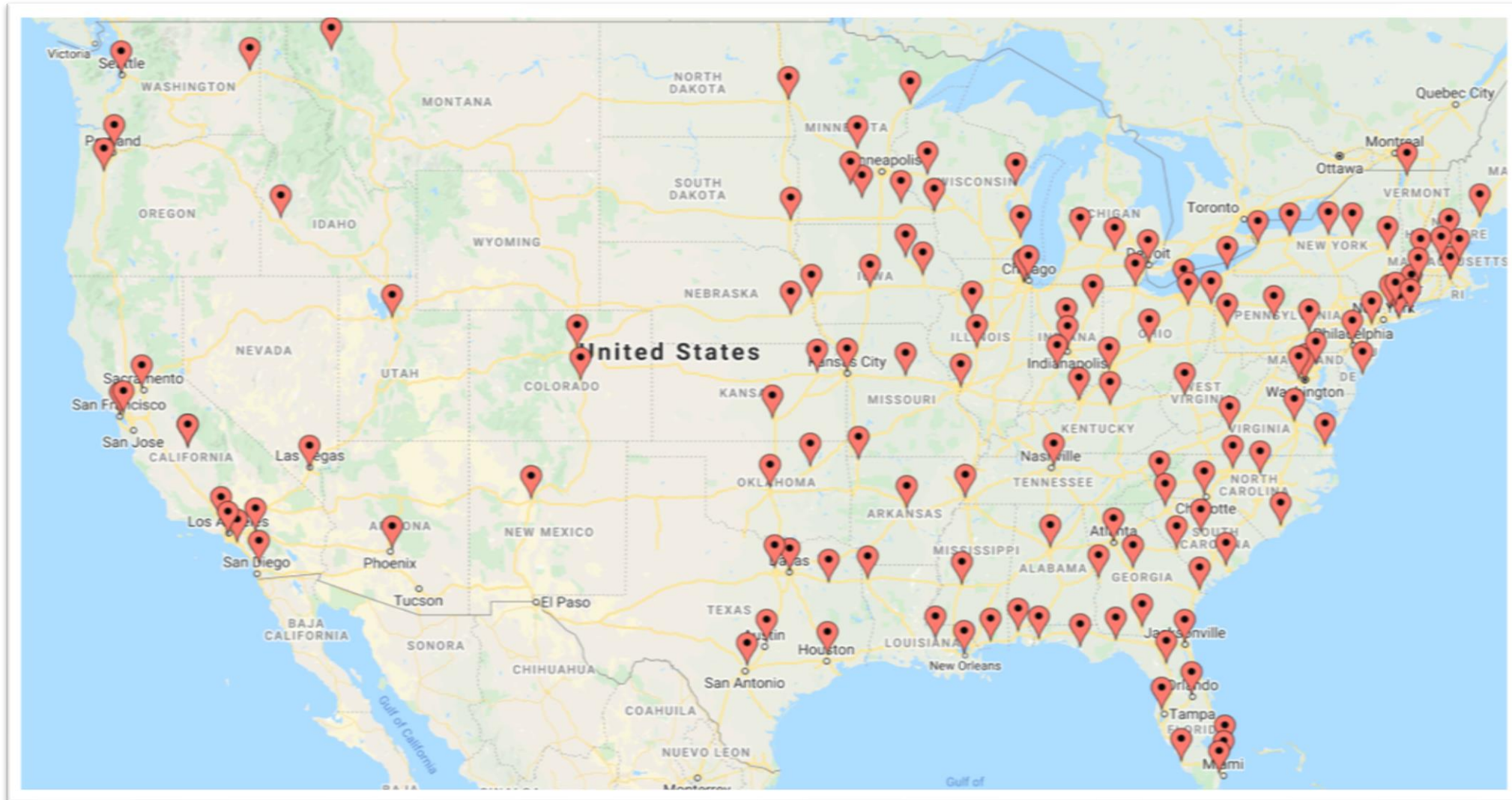


Postal Customer Council (PCC)

- ❖ Postal sponsored organization founded in 1961
- ❖ Each PCC is led by an Executive Board comprised of Postal leadership and industry members
- ❖ 144 PCCs nationwide, approximately 7500 members
- ❖ Valuable resource for business mailers, large and small
- ❖ Local PCCs serve as an open channel for communication, providing information and best practices, education and training, as well as solving local challenges



PCC Nationwide Map



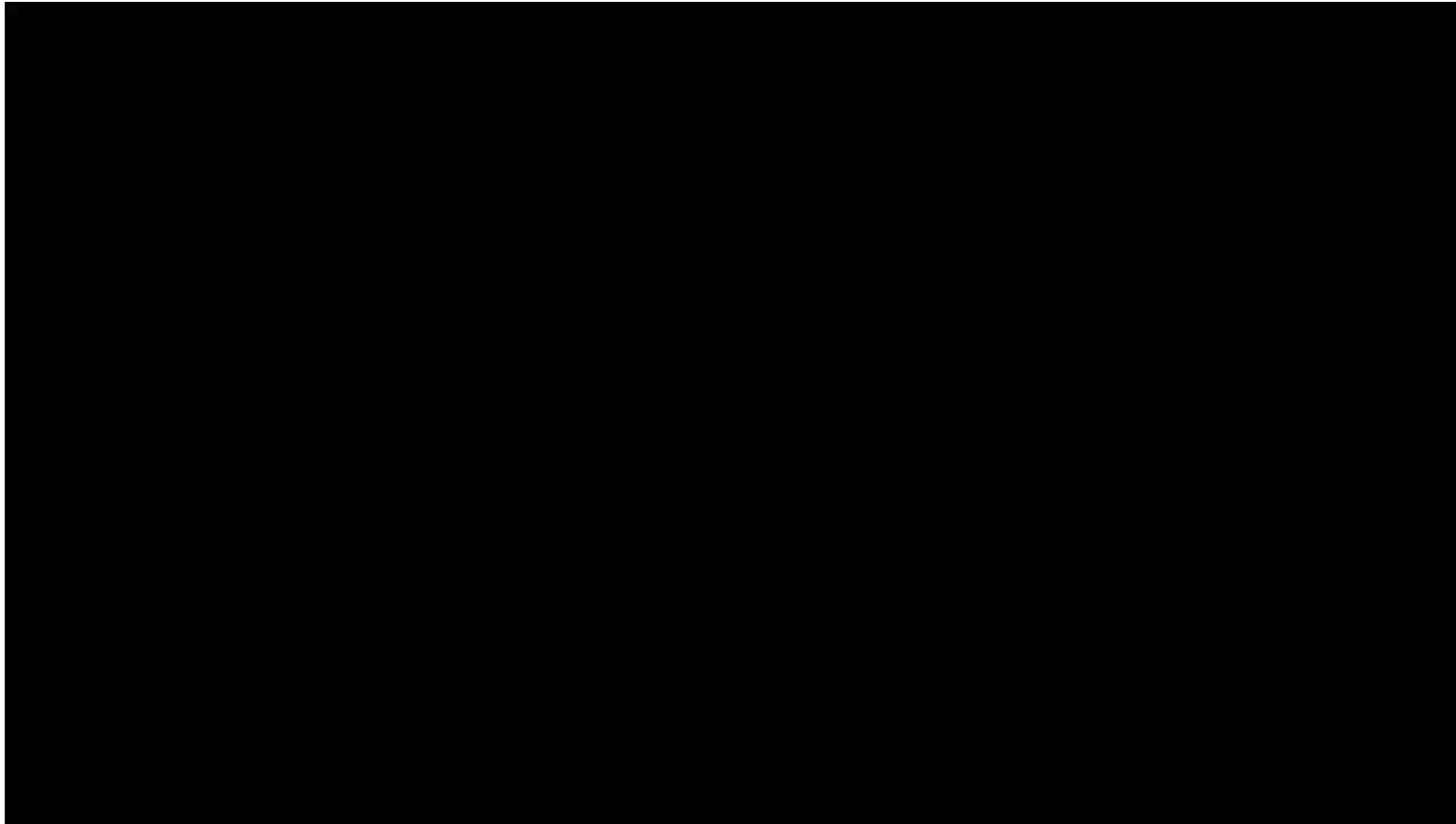


Why Join the PCC Network

- ❖ Gain inside access to Postal Service products, services, procedures, and innovations
- ❖ Build relationships and network with other business mailers and Postal Service leadership
- ❖ Stay in the know about mailing and shipping industry trends
- ❖ Sustain a competitive advantage
- ❖ Attend special events (*plant tours, conferences, etc.*)



PCC Video





Who Should Join the PCC Network

- ❖ Printers/Mail Service Providers
- ❖ Advertising and Marketing Agencies
- ❖ Colleges and Universities
- ❖ Government and State Agencies
- ❖ Real Estate Companies
- ❖ Software and Equipment Providers
- ❖ Fulfillment Companies
- ❖ Third Party Logistics Providers
- ❖ Any business who ships packages
- ❖ Any business who mails letters, flats, catalogs, Marketing Mail, First-Class Mail, Periodicals, newspapers, etc.
- ❖ And any company or organization that uses the mail...



How to Join the PCC Network

- ❖ It's easy!
- ❖ You can find your local PCC through our website:
<https://about.usps.com/what/business-services/postal-customer-council/pcc-locator.htm>
- ❖ Reach out to your local Postal representative

Mark Madrid
Associate Administrator
SBA Office of Entrepreneurial
Development

Current State of SBA and
resources to support small
businesses and entrepreneurs



USPS Small Business Webinar Series – Office of Entrepreneurial Development

Mission Statement

The Office of Entrepreneurial Development's mission is to help small businesses start, grow, and compete in global markets by providing quality training, counseling, and access to resources.

About Our Office

The Office of Entrepreneurial Development (OED) oversees a network of programs and services that support the training and counseling needs of small business. It is SBA's technical assistance arm with resource partners located throughout the country.

Programs and services within OED's network include:

[Small Business Development Centers \(SBDCs\)](#) - A broadband service delivery network of 63 lead centers and more than 900 service centers designed to make a significant, strategic investment in building and enhancing local economies within the United States.

[Women's Business Centers \(WBCs\)](#) - With more than 100 locations, WBCs promote the growth of women-owned businesses through programs that address business training and technical assistance, and provide access to credit and capital, federal contracts, and international trade opportunities.

[Entrepreneurship Education - The Office of Entrepreneurship Education \(OEE\) administers programs and activities designed](#) to provide information, education, and training to prospective and existing small business owners. OEE's primary resource partner is SCORE, "Counselors to America's Small Business", a non-profit association dedicated to providing entrepreneurs with free, confidential business counseling through 13,000+ volunteer business counselors, 348 chapters, and an award-winning website www.SCORE.org. OEE's specific initiatives include [SBA's free online Learning Center, SBA's Emerging Leaders Initiative, and a range of other partnerships.](#)

Email Address: OED@sba.gov



Resources

www.usps.com/smallbusiness

www.usps.com/business/loyalty.htm

www.usps.com/directmail

www.sba.gov

Email Address: OED@sba.gov

<https://about.usps.com/what/business-services/postal-customer-council/>

Feedback: www.smallbiz@usps.gov



