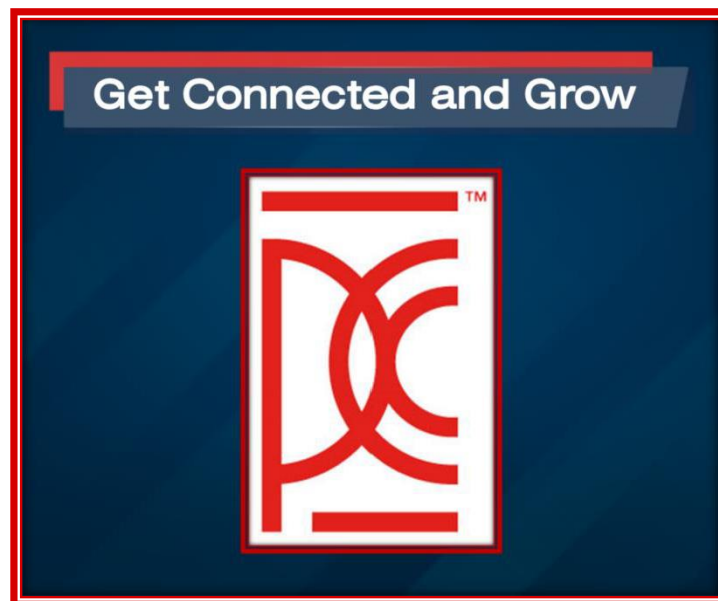




## ***PCC INSIDER – APRIL 2024 EDITION***



### **A MESSAGE FROM OUR PCCAC LEADERSHIP**

Dear PCC Executive Board Members, General Members, and Future Members,

We invite you to the National Postal Forum (NPF), the largest shipping and mailing trade show, taking place in Indianapolis, Indiana, June 2-5, 2024. This event attracts over 4000 attendees and includes specialized programming for our valued PCC members.

On Sunday, June 2, we will host the PCC Opening Session with our fellow PCC Advisory Committee members and special guest, Marc McCrery, VP, Customer Experience. We'll give a state-of-the-business update on PCCs and changes taking place in FY25. For the first time at NPF, we will recognize our PCC Leadership Award Winners. These PCCs demonstrate the best-of-the-best and we look forward to acknowledging them.

On Monday, June 3 we will host our highly successful PCC Boot Camp. You will learn best practices and tips for the four key committees of the PCC: Education, Membership, Communication, and Policy and Innovation. After attending Boot Camp, you will have the knowledge to take your PCC to the next level. Closing out Monday evening, we will host the PCC Welcome Reception. This event brings together all NPF attendees to celebrate the PCC community.

NPF's Exhibit Hall will be open Monday, June 3 and Tuesday, June 4. Stop by the PCCAC Booth and

learn about our latest initiatives and pick up a customized souvenir to commemorate your 2024 NPF visit.

If you haven't registered for the [Small Business Symposium](#), there is still time for you to grasp this opportunity. Follow the link for more registration information or send an email to [PCC@USPS.gov](mailto:PCC@USPS.gov).

Neal and I look forward to connecting with you at NPF. See you soon!



**Neal Fedderman**  
PCCAC National Industry Chair



**Lindsey Taylor**  
PCCAC National Postal Chair

## MEMBERSHIP

### Five Unique Ways to Welcome Members



Members' first interaction with your PCC can set the tone for the rest of their interactions with you. Therefore, make sure it's as personalized and unique as possible. The worst thing you can do is ignore new members altogether!

1. **Send A Welcome Kit:** If you're really looking to make an impact, send a small welcome kit! This can include a copy of your event calendar, fun branded items like pens and t-shirts, a letter from your Executive Board welcoming them to your PCC, as well as the PCC mission!

2. **Mail A Handwritten Note:** A simple handwritten letter can make the same sort of impact! Include your contact information and role and responsibilities of your Executive Board leaders, so the new member knows who to contact.
3. **Highlight New Members:** Showcase your new members! This can be accomplished by including them in your newsletter, listing them on your website, and sending out an email to your general membership.
4. **Send a Membership Card:** Membership cards can increase your membership and loyalty and can go a long way to making your new members feel like they're truly part of your PCC.
5. **Send Guest Passes:** Whether your next event is virtual/hybrid/in-person, send guest passes (*either physical or digital versions*) to your new member! Not only will this encourage them to join your next event, but bringing in new faces might encourage some additional potential members to join once they get a taste of your events, including your planning prowess.

## EDUCATION

### Educational Benefits



One of the many ways a PCC can increase membership is to provide quality educational opportunities. PCC's can host live events, virtual events, and even hybrid events. It is a lot of work to host an educational seminar, but there are some incredible tools to help you along the way.

The Education Sub-Committee has been hard at work to update and provide an arsenal of tools which can be used by all PCCs to enhance and plan Educational Programs throughout the year. Engaging your audience with a dynamic schedule of educational topics is one key to drawing existing and NEW members to the PCC. Industry members should be offered a variety of relative topics that generate creative, exciting opportunities for learning. One option to accomplish this goal is to choose a qualified Industry Speaker who can attend the event and offer content that is of interest to the mailing and shipping communities. The ever-so-popular **Speakers Bureau List** is an invaluable tool used to seek and find qualified industry speakers for upcoming PCC events.

Recently the Educational Sub-Committee embarked on a task of contacting over 40 speakers to verify and confirm their commitment to the PCC community. Most all have confirmed their willingness to remain as available resources for PCC events. There are over 150 topics to explore from the Speaker's Bureau List including discussion focus topics, contact information, and bios and photos for planning and coordinating events.

Additionally, the committee is also in the final stages of updating two other planning resource tools for PCCs to utilize when planning events. Both the **Event Planning Tool** and **Educational Tool Kit** have refreshed enhancements that have proven to be outstanding resources. This holistic approach to planning creates the opportunity for a highly successful PCC event. These useful documents come packed with spreadsheets, checklists and even budget tracking to help with planning, leaving no stone unturned!

**The Speaker's Bureau List, Event Planning Tool and Educational Tool Kit** will be completed by May 2024, and will be available on [PostalPro](#) under the Industry Forum and PCC tab. We encourage you to take advantage of these resources to enhance any Educational Programs hosted by your PCC throughout the year.

If you have a specific topic you would like to learn more about, email [PCCEducation@usps.gov](mailto:PCCEducation@usps.gov) and share your ideas. The Education Sub-Committee is looking forward to another great year of providing PCCs with valuable educational opportunities and resources.

## COMMUNICATIONS AND MARKETING

**NPF is Here! Stop by the PCCAC Booth**



# CONNECTING AT THE CROSSROADS

INNOVATION. EDUCATION. PARTNERSHIP. GROWTH.

DELIVERING FOR AMERICA® | JUNE 2-5, 2024, INDIANAPOLIS

The National Postal Forum is right around the corner and the PCCAC Communications and Marketing Sub-Committee is excited to host the PCCAC Booth on the exhibit hall floor. We'd like to give you all a sneak peek of the fun you can expect to experience when you visit us.

First up, is a look at the PCCAC booth back drop.



Get ready to have a personalized photo taken of yourself at our booth to commemorate your visit to the 2024 Indianapolis National Postal Forum. You can choose to have your photo taken with or without the PCC members working the booth and the image will be available to you immediately. We are going retro and bringing back the Polaroid photo for your convenience!

Next up, is another item you can expect to receive.



We all know work can become stressful at times. Considering that, we will have PCC stress relievers for visitors to our booth. Modeled after the trucks that deliver the mail and packages our industry thrives on, we believe this will be the perfect addition to your work area.

Well, that is all we'll be sharing for the sneak peek. Be sure to pay us a visit on the Exhibit Hall floor at Booth #225. We are very excited to engage with you all. See you there!

As always, if you find yourself struggling with your communications and marketing, please reach out to the PCCAC Communications & Marketing Sub-Committee at [PCCMktg@usps.gov](mailto:PCCMktg@usps.gov) for help.

## STRATEGIC INNOVATION AND PCC POLICY

### Thinking Outside the Box (Part 1)



On my son's first day of school in 2015, he came home with an art project. It was a picture of our house (or something that resembled our house...he was 6 years old), and clearly (in the teacher's printing) was his name, our address, town, state, and zip code. He knew that I was connected to this mysterious puzzle. "Dad, this is what you do at work?" It was...but now I wanted to show him just how much I was connected to it.

I brought the idea of doing an original program to the Greater Boston PCC Executive Board. My mind was going a mile a minute and my mouth was trying to catch up. "I can go to elementary schools and talk

to them about letter writing and about the cost of stamps and the different stamps we have and about why we write letters and talk to them about the power of mail.” The board stopped me. Yes. The power of mail. Talk to the kids about the power of mail. Make it entertain. Make it worthy. Make it honest. Make it relatable.

I wrote a 30-minute presentation called “The Power of Mail”. I shared stories about writing and receiving mail from my favorite baseball player Cal Ripken Jr when I was their age 40 years ago (and showing them the framed 8X10 that I still have) and how my son repeated the action and got the same result (from WWE superstar John Cena). I talk about the sheer goodness of sending thank you cards to your Grandparents or get-well cards to less fortunate children in hospitals. I explain that you can send a letter anywhere in the country for less than 70 cents much to the amazement of the grade schoolers. At the end of the presentation, a few excited children are invited on stage to dedicate a child friendly USPS stamp with ceremonial curtain (for dramatic effect). A commemorative plaque is presented to the school’s Principal in recognition of their participation.

A Charlie Brown Christmas, Jack O’ Lanterns, Scooby Doo, Rudolph the Red Nosed Reindeer, John F Kennedy and many more stamps have been dedicated to 50+ elementary schools over the past 9 years with support from the Postal Customer Council and the USPS Massachusetts/Rhode Island District. This PCC program became so popular that many local news outlets published articles and I became known as “the stamp guy”. I was the guest speaker at an elementary school for an assembly that got kids out of math class for a half hour. It was cool! My favorite part was going to the town’s social media pages after I spoke and seeing if the presentation had any impact on the students. I would almost always see a comment from a parent asking, “Does anyone know why Jimmy wants to write a letter to Gronk?” All of this happened because of our PCC Team’s support in having me trying something different and my son bringing home a weird drawing with our address on it.



## PCC SUCCESS STORIES

### Benefits of Co-Hosting PCC Events

Co-Hosted by The Heart of Northern California (*primary host*), Greater Anchorage, Hawaii, Inland Empire, and San Diego Postal Customer Councils



They sent promotional flyers to the Michigan One district Post Offices asking them to post the flyer in their lobby and share with their business routes. They emailed their PCC distribution lists and purchased additional mailing lists. The Detroit PCC promoted on their webpage and on PCC Voice through LinkedIn.

They had several speaker meetings to ensure both speakers, Political and Promotions, could work together and were able to combine the instruction so it moved smoothly, and all could follow. They pulled it off and combining the two presentations, the attendees were able to understand the discounts and take the instruction back to their offices and begin sign-ups for the discounts.

The Detroit PCC believed, with the election mail there had to be some possible discount opportunities. So, they asked their industry expert to join in and demonstrate how the promotions and incentives could benefit not only the political but any mailing projects they may be planning. They asked attendees to bring their questions to the meeting so they could be answered during the meeting. There was much interaction during the program and the attendees asked questions and introduced upcoming projects that could be utilized with the discounts.

They were happy to have 30 Zoom attendees and received two new member sign ups and two new speakers that wished to be more involved with the Detroit PCC.

### **Central Mississippi PCC Reconnect and Grow**



Figure 1 left to right: Creative Director Kessler Creative LLC Kim Collier; Sr Staffing Manager Randstad USA, Carmen



*Balasquide; Lucas; Baines; Account Manager Mac Papers- Packaging Jacksonville, Paige Sexton; and moderator Kessler (standing left), displayed their certificates of appreciation and flowers presented by NEFL PCC Industry Co-Chair/ Print and Mail Manager Money Pages Monica O'Connor (standing center/ pink polo), and Postal Co-Chair/ Postmaster Jacksonville Wendy English (standing right).*

To honor National Women's Month, the Northeast Florida Postal Customer Council (NEFL PCC) had their annual March women's panel breakfast, Winning with Women in the Workplace. The five panelists were leaders within the industry that included Manager, Customer Relations Denese Baines, and Manager, Business Mail Entry Unit Jacksonville, Seneca Lucas.

Each panelists answered five predetermined questions ranging from how they empower other women, who was their biggest inspiration to becoming the leader they are today, to words of wisdom to the women attending the breakfast. Former NEFL PCC Co-Chair and Past National Industry Chair for the National PCC Advisory Committee, Dina Kessler was the inspirational moderator. The event drew 47 attendees with many walking away inspired and ready to rule the world.