



PCC INSIDER – SPECIAL EDITION

CONGRATULATIONS

2023 PCC LEADERSHIP AWARD WINNERS



2023 PCC Leadership
Award Winners

Celebrating Outstanding Achievements and Exceptional Innovation!

The Postal Customer Council (PCC) program's mission is to foster a close working relationship between the U.S. Postal Service and commercial mailers.

In the past, we had invited leaders from the PCC community to Headquarters because we believed it was important to celebrate your accomplishments and give everyone the chance to exchange ideas and suggestions but this year, we thought it would be better to bring you all to the National Postal Forum (NPF).

The connections you make at NPF, and in your local area, are key to the growth and success of the PCC network.

Recognition is a key pillar of the PCC mission and demonstrates the well-established partnership between the Postal Service and PCC Network that has existed since 1961. The PCC Community plays an integral part in the success and growth of our mailing and shipping industry. The Postal Service began celebrating PCCs in the early 2000s for their exemplary work to strengthen and grow the PCC Network, including the inaugural PCC Leadership Awards event. An annual tradition that has continued throughout the years.

In addition to the PCC of the Year Small Market, Large Market, and Metro Market awards, we recognize the Best of the Best in the following categories:

PCC Industry Member of the Year award winners are tireless supporters of the Postal Service and are constantly advocating Postal products and services. There are three winners in this category: Bronze, Silver, and Gold.

PCC Postal Member of the Year award recognizes Postal employees who contribute to the PCC – going above and beyond their expected duties. There are three winners in this category: Bronze, Silver, and Gold.

District Manager of the Year is nominated by the PCCs and approved by the Vice President Area and Delivery Operations. This coveted award is presented to the District Manager who consistently leads, supports, and is actively involved in all PCCs in his/her District. There is only one winner in this category.

Communication Excellence is awarded to the PCCs who excelled in implementing effective and creative communication programs utilizing various touchpoints to reach their members. There are three winners in this category: Bronze, Silver, and Gold.

Education Excellence is the cornerstone of every successful PCC. This award is given to PCCs who have incorporated unique educational topics, speakers, and workshops to increase mailing and shipping knowledge within their PCCs. There are three winners in this category: Bronze, Silver, and Gold.

Membership Excellence Award recognizes PCCs who implement strategies to acquire new members and maintain existing members, as well as keeping all members fully engaged. There are three winners in this category: Bronze, Silver, and Gold.

Innovation of the Year Award is given to a PCC who demonstrates out-of-the-box thinking and implements creative ideas that can be replicated by all PCCs. There are three winners in this category: Bronze, Silver, and Gold.

A comprehensive list of the 2023 PCC Leadership Award winners and their accomplishments are listed below:

Congratulations to all our winners!

PCC INDUSTRY MEMBER OF THE YEAR

MONICA O'CONNOR, NORTHEAST FLORIDA PCC, BRONZE AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Northeast Florida PCC Member Monica O' Connor; Chief Customer & Marketing Officer Steve Monteith

Monica has been a member of her PCC for the past 8 years and has taken on several Executive Board roles. Monica served as a PCCAC Member-At-Large and now serves as the PCCAC Communications and Marketing Sub-Committee Industry Co-Chair. She has served on numerous Touch Points, Café's and other national PCCAC webinars as a guest speaker and panelist, providing tips and insight to members on how to maintain a successful PCC. Monica's relationships within the industry, and her tenacity in recruiting new members and sponsors have resulted in two new Platinum, one new Gold, and two new Silver sponsors for the Northeast Florida PCC in 2023.

KARLA DANIELSON, GREATER KANSAS CITY PCC, SILVER AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Greater Kansas City PCC Member Karla Danielson; Chief Customer & Marketing Officer Steve Monteith

Karla Danielson authored an article on attending NPF and the value of becoming a member of PCCs. She also volunteered her certified Mail-Piece Design professionals to teach Mail-Piece Design training classes to Postal and Industry Members of the Greater Kansas City PCC. Karla is actively involved, attends, and supports her PCC by facilitating and presenting material at educational events, such as CASS Cycle O. Karla has worked and participated in postal and mailing industry organizations throughout her 39-year career and continues to show her value in the mailing and shipping industry.

DAVID RICH, SANTA ANA DISTRICT PCC, GOLD AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Santa Ana PCC Member David Rich; Chief Customer & Marketing Officer Steve Monteith

When you think of PCCs, David Rich is a name that readily comes to mind. David was instrumental in helping to develop a multi-PCC website for the WestPac Area. He encouraged the Postal Administrator to invite other PCCs to join in the endeavor, showed the economic feasibility by providing a breakdown of costs, and explained what each PCC would receive on the website. David helped set up and facilitate the training sessions, assisted in creating forms, and set boundaries on how the website was to be maintained. With 11 PCCs in the WestPac Area on board, the main website reduced the cost associated with website maintenance across the area, providing an excellent communications vehicle for every PCC involved.

PCC POSTAL MEMBER OF THE YEAR

ILONA BOYD, GREATER SPOKANE PCC, BRONZE AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Greater Spokane PCC Member Ilona Boyd; Chief Customer & Marketing Officer Steve Monteith

Faced with the daunting task of revitalizing an inactive PCC in 2023, Ilona was instrumental in rebuilding the Executive Board. She developed contact lists, crafted the content to be posted on the joint WestPac PCC website, executed educational events and paid visits to previous PCC supporters, attentively listened to their concerns, and extended personal invitations to re-join the PCC and reap the benefits that come with membership. Additionally, she acquainted new local businesses with the PCC. Through her efforts, Ilona recruited seven new Industry members by September 2023.

LADONNA SMITH, DETROIT PCC, SILVER AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Detroit PCC Member LaDonna Smith; Chief Customer & Marketing Officer Steve Monteith

LaDonna has been instrumental in creating and facilitating relevant, fun, and focused educational and social events for the Detroit PCC. Inspired by Social Media videos, LaDonna created the “Detroit PCC Pop-up Starter Pack”. The pack consisted of Step-by-Step instructions on hosting a successful PCC Pop-up. Twenty-two events were held at local post offices including Grow Your Business days resulting in 27 new PCC members, multiple Business Connect activities and revenue leads for the hosting post office.

KIM REYNOLDS & MARSHA ETHELL-HANDLEY, THE CENTRAL ILLINOIS PCC, GOLD AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; The Central Illinois PCC Member Kim Reynolds; Chief Customer & Marketing Officer Steve Monteith

Immediately upon being assigned to the Customer Experience team in January 2023, Customer Relations Coordinators Marsha Ethell-Handley (**not pictured**) and Kim Reynolds took the initiative to merge Central Area inactive PCCs into one successful PCC. Their tenacity, attention to detail, engagement, and commitment to creating the only downstate Illinois PCC resulted in The Central Illinois PCC effective June 1, 2023. They hosted “Meet, Greet, and Grow” events in area post offices to promote their PCC. They continued to promote their PCC by engaging with PCC members, postal employees, BMEUs and local businesses via email, telephone, and personally to ensure membership growth of 300% within 6 months of becoming official.

DISTRICT MANAGER OF THE YEAR

JUNE MARTINDALE, AL – MS DISTRICT



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; District Manager June Martindale; Chief Customer & Marketing Officer Steve Monteith

The Alabama-Mississippi District needed a strong leader with exciting new ideas to help grow the Greater Birmingham, Greater Mobile, Mississippi Gulf Coast, and Central Mississippi PCCs. From the moment June was named District Manager, she led from the front and instilled leadership by example as the hallmark for the district operations and customer relations. She reaches out to her mailing customers, genuinely seeking to bring the best of USPS options to help grow their businesses. Mailers within June's district knew they could count on her for actionable and sound advice when it comes to utilizing the USPS services and products.

COMMUNICATION PROGRAM EXCELLENCE

GREATER MADISON PCC, BRONZE AWARD WINNER



Pictured L to R: PCCAC National Industry Co-Chair Rob Hanks; Vice-President Customer Experience Marc McCreery; Chief Retail & Delivery Officer Dr. Joshua Colin; Secretary Tom Diring; Industry Co-Chair Crystal May; Chief Customer & Marketing Officer Steve Monteith; Postal Co-Chair Diana Nygaard; Treasurer Todd Kintopf; Postal Administrator Jeff Braaksma

The Greater Madison Area PCC used CASS certified software to validate and standardize over 2700 addresses in its mailing list, resulting in the removal of inactive addresses. After updating their mailing list, the Greater Madison Area PCC refined their overall communications to their members by utilizing Fitt's Law (strategic positioning of written and graphic content when it relates to marketing principals.) As a result, there was a 75% reduction in undeliverable mail and a 25% increase of website traffic and PCC event attendance.

SIERRA COASTAL PCC, SILVER AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCreery; Chief Retail & Delivery Officer Dr. Joshua Colin; District Manager Al Santos; Manager Customer Relations Marsha McFayden; Chief Customer & Marketing Officer Steve Monteith

The internet is vibrant, fast loading, and fast moving, so to stand out, something must be truly unique and catch one's eye in a new way. Pulling on design experience, a history of composition, and an eye for modern day communications, the Sierra Coastal PCC designed a series of GIF (Graphics Interchange Format) promos for their upcoming Gold Rush event. These GIF promos were placed into the body of emails and upon opening the message, the recipient was met with an immersive spectacle. The promo piece blossomed out, coming alive before them. The PCC is striving to capture higher participation figures from younger members and targeting them in this manner would be truly effective. In a world that becomes more digital each day, staying ahead of the curve is vital, and these tricks are great, easy ways to raise the perceived status and relevance of one's PCC. By including GIFs in their outreach material, the Sierra Coastal PCC saw a 70% increase in viewership per digital promo vs other static material.

THE CENTRAL ILLINOIS PCC, GOLD AWARD WINNER



Pictured L to R: District Manager Tangela Bush; Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Secretary Chris Walsh; Postal Administrator Kim Reynolds; Chief Customer & Marketing Officer Steve Monteith

The Central Illinois PCC was established on June 1, 2023, through the merging of Lincoln Land and The Heart of Illinois PCCs. The PCC qualified for 2023 PCC Premier Certificate Gold Level requirements despite being established for only 6 months. This was due to The Central Illinois PCC's tenacity in conducting 8 PCC events in person and virtually, 13 PCC Membership Outreach/Recruitment activities, and 12 PCC Membership Communications via US Mail. By communicating with postal customers and employees through these avenues, The Central Illinois PCC increased from 19 members at its inception, to 69 current members, a growth of over 300%.

EDUCATION PROGRAM EXCELLENCE

THE HEART OF NORTHERN CALIFORNIA PCC, BRONZE AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Industry Co-Chair John Millet; Postal Co-Chair Cheri Valdivia; Chief Customer & Marketing Officer Steve Monteith

The Heart of Northern California PCC added a wide range of educational sessions, and to draw potential members, they brought in various distinguished USPS executives, industry professionals, and other field experts to educate and share their expertise. This year, they enlisted speakers from across the country including the National Park Service to discuss the Pony Express National Historic Trail which traversed California, Colorado, Kansas, Missouri, Nebraska, Nevada, Utah, and Wyoming. The Heart of Northern California increased overall attendance by 30% during 2023, because of their diverse educational programs.

GREATER CHARLOTTE PCC, SILVER AWARD WINNER



Pictured L to R: Postal Co-Chair Justin Henderson; Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Industry Co-Chair Glen Swyers; Chief Customer & Marketing Officer Steve Monteith

The Greater Charlotte PCC made it their objective to be the cornerstone of education for their members to grow both professionally and personally. To coincide with their mission, to educate their membership, the Greater Charlotte PCC hosted over a dozen educational events throughout 2023 increasing both attendance and membership in the process. At meetings, attendees were given enriching materials such as sponsorship and membership information, key USPS leadership contacts, Direct Effect and Leaders Connect handouts, as well as facts about Promotions. They even included a thank you letter along with meaningful keepsakes to leave a lasting impression as well as motivate each attendee to get connected and grow.

GREATER BALTIMORE PCC, GOLD AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Representing the Johns Hopkins Hospital Roderick Toney; Representing the City of Baltimore Charmaine Callahan; Industry Co-Chair Jennifer Hoyer; Chief Customer & Marketing Officer Steve Monteith

Greater Baltimore puts everything they have into providing stellar educational programming for their members. They reach out to the highest quality subject matter experts, both Industry and Postal to speak at each event. They noticed the highest attended events were in-person with engaging speakers and a timely message connecting directly to member's needs. Some of their events included: Postal Promotions, Mail Design Professional Certification, Strategic Factory Facility Tour, Spring Membership Meeting and Crab Feast, and a Mailing Basics Certification. Due to their diligence with setting up events they had a whopping 728 attendees for all 2023 meetings and events.

MEMBERSHIP PROGRAM EXCELLENCE

PUERTO RICO PCC, BRONZE AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Postal Co-Chair Martin Caballero; Industry Co-Chair Misael Afanador; Chief Customer & Marketing Officer Steve Monteith

In 2023, the Puerto Rico PCC was determined to increase its membership. To achieve this objective, they created a mailing list of current and past members and contacted them by phone, email, and mail. They also established a presence at Grow Your Business Day, Pictorial Cancellations, and other postal events. By employing these key strategies, the Puerto Rico PCC increased its membership from 11 to 41 active members.

DETROIT PCC, SILVER AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Industry Co-Chair Jacob Busacker; Postal Administrator LaDonna Smith; Chief Customer & Marketing Officer Steve Monteith; Board Member Daria Czarnick; Postal Co-Chair Ron Morris

The Detroit PCC initiated a new and innovative way to spread the word to business customers about the benefits of joining a local PCC. It was called Pop-Up Shop or Flash Retailing. The mobile Pop-Up Shops created an in-person connection with customers and was an effective strategy to engage with potential and existing customers. The PCC actively worked with their local Post Offices and partnered with their Business Lead Development team to participate in Grow Your Business Day events. At each Pop-Up table there were PCC signage, PCC brochures, mission statements, applications, and lead cards. Since the inception of the Pop-Up Shop Program, the Detroit PCC hosted 22 events and acquired 27 new members.

GREATER BOSTON PCC, GOLD AWARD WINNER



Pictured L to R: Board Member Pat Ring; Vice-President Customer Experience Marc McCreery; Chief Retail & Delivery Officer Dr. Joshua Colin; Industry Vice-Chair Jim Burns; Postal Co-Chair Joshua Balcunas; Board Member Rick Santopietro; Chief Customer & Marketing Officer Steve Monteith

The Greater Boston PCC's goal in 2023 was to increase their registered PCC Membership list by 25%. To accomplish this, the PCC's best opportunity was to take advantage of the Postmaster General as the Keynote Speaker at National PCC Day in Boston. Greater Boston was named PCC Metro Market of the Year in 2023. Excellent promotion, affordable prices for attendees and vendors, and an engaging agenda maxed out the seating capacity of 250 at the venue. Prior to PCC Day 2023, the Greater Boston PCC had 120 registered members. After the success of the event, the registered members grew to 163. This was an increase of 36%...well above their 25% goal.

INNOVATION OF THE YEAR AWARD

BUFFALO-NIAGARA PCC, BRONZE AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Board Member Tom Carroll; Postal Co-Chair David Trainer; Industry Co-Chair Ruth Mooney; Chief Customer & Marketing Officer Steve Monteith

The Buffalo-Niagara PCC was inspired to take a step forward and reach out to a wider audience to gain new members via social media. By using pictures and videos from various events, they created a “We are YOUR people” commercial for like-minded individuals who thrive by exchanging information and knowledge with each other. The commercial was followed by a Year End Wrap Up video showcasing how the Buffalo/Niagara PCC will continue to push their boundaries.

GREATER BOSTON PCC, SILVER AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Board Member Rick Santopietro; Postal Co-Chair Joshua Balcunas; Industry Vice-Chair Jim Burns; Chief Customer & Marketing Officer Steve Monteith

Based on their highly successful “Power of Mail” program that educates elementary school children, the Greater Boston PCC created “Mail through the Years” to reach Senior Centers, Nursing Homes, and Elder Affair Facilities. Events were held where the audience was asked to share their experience with mail through the years and how new generations are not exposed to exchanging letters through war or long-distance relationships or even having an elementary school pen pal. By tweaking the original program, Greater Boston made it a celebration for those who used the mail as their primary communication throughout their lives.

NEVADA SIERRA PCC, GOLD AWARD WINNER



Pictured L to R: Vice-President Customer Experience Marc McCreery; Chief Retail & Delivery Officer Dr. Joshua Colin; Postmaster Don Kravos; Postal Co-Chair David James; Board Member Janine Valentin; Chief Customer & Marketing Officer Steve Monteith

To encourage businesses to network, while also raising funds, to grow PCC membership, and to expand their PCC footprint in the community, the Nevada-Sierra PCC held their 1st Annual Customer Connect Car Show. Flyers were created and passed out to local businesses, members gave stand-up talks at local postal facilities and businesses were encouraged to attend and market their business. This new innovative event allowed the Nevada-Sierra PCC to establish themselves in the community while promoting local businesses and encouraging networking. In addition to giving their members something new to be excited for, they also gained five new sponsors and ten new members for their thriving PCC.

POSTAL CUSTOMER COUNCIL OF THE YEAR AWARD CINCINNATI PCC, PCC OF THE YEAR SMALL MARKET



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Industry Co-Chair Mark Hale; Postal Co-Chair Karen Garber; Chief Customer & Marketing Officer Steve Monteith

The Cincinnati PCC may be small but packs a punch. They hosted more than 14 events in 2023. This represented a 10% growth in attendance over the previous year. The educational events focused on new prices, new services such as Ground Advantage, promotions, and incentives discounts, and much more. The PCC, along with the Business Mail Entry team, held nine in-person events. The Cincinnati PCC achieved success through collaboration, industry partnerships, sponsorships, and strategic planning. The PCC also enjoyed three more sponsors compared to 2023. Their overarching theme was Collaborate, Initiate, and Educate.

SOUTH CAROLINA PCC, PCC OF THE YEAR LARGE MARKET



Pictured L to R: Vice-President Customer Experience Marc McCrery; Industry Vice-Chair Kenny Greene; Chief Retail & Delivery Officer Dr. Joshua Colin; Executive Administrator Sabrina Preston; Industry Co-Chair Eddie Woods; Postal Co-Chair Pamela Grant; Business Solutions Training Dev Laura Olson; Chief Customer & Marketing Officer Steve Monteith

The South Carolina PCC formed at the end of 2022, they were able to take 3 struggling PCCs and merged them into one successful and growing PCC. With their newfound energy they hit the ground running in 2023. Coordinating a plethora of events that exceeded their attendance numbers compared to the years prior to the merge. All their hard work paid off at the end the year; they grew their new membership list over 28%.

GREATER ST. LOUIS PCC, PCC OF THE YEAR METRO MARKET



Pictured L to R: Vice-President Customer Experience Marc McCrery; Chief Retail & Delivery Officer Dr. Joshua Colin; Postal Administrator Keri Beutel; Industry Co-Chair Anna Metzger; Postal Co-Chair Medora Walker; District Manager Eddie Banner; Chief Customer & Marketing Officer Steve Monteith

The Greater St. Louis PCC had a phenomenal year all around. To help drive membership they created a communications plan that included an e-mail newsletter, state of the art website, and postcard mailings for their events. Greater St. Louis hosted a multitude of membership drives and networking events which included a golf tournament with 100 attendees. Due to their diligence Greater St. Louis was able to increase attendance at educational events by 31%, increase attendance at networking events by 33%, and grew their membership base by a staggering 47% in 2023.

PCC AREA LIAISON APPRECIATION AWARD

COREY ADAMS, ATLANTIC AREA PCC LIAISON



SHEILA CLAY, CENTRAL AREA PCC LIAISON



ERINN MCKENZIE, SOUTHERN AREA PCC LIAISON



STEVE KERN, WESTPAC AREA PCC LIAISON



Our last recognitions go to our 4 Area PCC Liaisons. We appreciate the partnership between you, our headquarters PCC Liaisons, and District area PCC staff. You are the bridge that keeps PCC afloat, thank you!

Once again, ***Congratulations to all our 2023 Award Winners.*** Representing the ***Best*** of the ***Best*** from our nationwide PCC Network, your dedication and commitment to the PCC Community has been inspiring. Continuously striving for perfection and developing new innovative strategies to grow the PCC community, you've persevered through the most challenging times and have come out on top. ***Thank you and keep up the great work!***

HQ PCC LIAISONS:

- Atlantic Area [Jeffrey Hilliard](#) lead and [Donald Lim](#) support
- Central Area [James Stotts](#) lead and *Vacant* support
- Southern Area [Eric Roberts](#) lead and *Vacant* support
- WestPac Area [Lewis Johnson](#) lead and [Donald Lim](#) support

GET CONNECTED AND GROWWITH THE FOLLOWING LINKS:

U.S. Postal Service: [USPS.com](https://usps.com)

PCC on PostalPro: [PostalPro](#)

Questions? Comments? Send email to: PCC@usps.gov

Sign up for PCC Insider: [PCC Insider](#)

PCC Membership Resources: [PCC National Database.](#)



JOIN PCC VOICE:

Step 1: Sign-up for a LinkedIn account:

- https://www.linkedin.com/signup/cold-join?trk=guest_homepage-basic_directory

Step 2: Use this link to join the group:

- <https://www.linkedin.com/groups/8303549/>

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