PCC INSIDER

NEWS YOU CAN USE

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MEMBERSHIP

GET READY FOR BOOT CAMP!

The Postal Customer Council Advisory Committee (PCCAC) Membership Subcommittee is exploring the possibility of hosting the first-ever PCC Boot Camp sessions at the National Postal Forum 2016, and later within your geographic areas. We hope to give all PCC Executive members (and those who want to step up to new responsibilities) some intense quick-fire examples and actionable plans to lift their PCCs out of their comfort zones.

Sessions will be devoted to Building a Strong Membership; Fiscal Fitness — and Other Administrative Stuff; Educational Programs for the Sprint and Long Distance; and Communication Commandos — How to Lead Your Troops to Action. Speakers will be from throughout the country — postal and industry folks who have helped their PCCs reach great achievements.

Again, we are still in the preliminary stages of planning this Boot Camp. If you feel like rolling up your sleeves, stepping quickly into a growing Committee and making a difference, please contact Ellie Alexander at *eaalexander@dstrs.com* for more information.

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EDUCATION

INCREASING STAKEHOLDER VALUE THROUGH TRAINING

One of the PCCAC Education and Training Subcommittee's roles is to ensure that training programs increase stakeholder's value. PCC members and the Postal Service (USPS) industry stakeholders have the opportunity to participate in education and training opportunities available through their memberships. The certifications and certificate programs listed below are the **ONLY** current certification and certificates recognized by USPS.

Business Mail Academy (BMA)

The BMA is a joint education opportunity led by USPS and the National Center for Employee Development (NCED) — leaders in providing professional certification programs to individuals and organization representatives in the mailing industry. Highly qualified teams build confidence and expertise in students, enabling them to advance their knowledge and skills. Below is a list of BMA courses:

Executive Mail Center Manager (EMCM) Certification Program (Offered at NCED, field level and National Postal Forum (NPF))

Get hands-on experience with business mail functions, mail management and supervisory techniques in the EMCM Program to learn the tools you need for Mail Design Professional certification.

EMCM Annual Training Program (ATP) Certificate (Email your completed requirements to *NCEDSupervisorBMA@usps.gov*)

Due to the mailing industry's dynamic nature, continued education is recommended to maintain a high proficiency. This level of EMCM knowledge can be obtained by fulfilling the yearly requirements to participate in the EMCM ATP. Stakeholders who fulfill the requirements will receive a yearly certificate for their qualifying year. The EMCM ATP is an opportunity for EMCM graduates to enhance their credentials each year by completing select educational courses.

Periodicals Professional Certification (Offered at NCED only)
This certification program offered by USPS is for customers who are currently working with Periodicals mail and those who are new to the Periodicals mailing segment. The course provides comprehensive training in Periodicals mailing administration, acceptance and verification.

Mail Design Professional (MDP) (Offered at NCED, online, field level and NPF)
This course provides in-depth training on postal standards related to designing letter and flat mail to facilitate processing on high-speed automated equipment while maximizing cost effectiveness. The MDP online program teaches mailing industry personnel how to design mail to enhance its compatibility with USPS automated equipment. It also coaches mailers on how to achieve lower postage prices through automation.

Education and Training Certificates
USPS industry stakeholders can receive various education and training Certificates of Achievement after completing specific requirements (attendance and participation in various education programs). For information on specific certificate programs, contact the Headquarters PCC Program Office or your local PCC for more information.

For more information on the courses discussed above, please visit *about.usps.com/postal-customer-council/get-business-mail-training.htm* **or** *nced.com/bma/*

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COMMUNICATION

STAYING INFORMED!

Communicating with PCCs on a regular and as-needed basis is critical to continued success. Below are some key reminders. For the Customer Cafés, click on the desired time to register.

PCC Postal Customer Café
Don't forget to sign up for the remaining 2015 cafés and the first one in 2016.

- Wednesday, Nov. 30, 2015, **1 p.m. EST** or **3 p.m. EST**
- Tuesday, Dec. 29, 2015, **1 p.m. EST** or **3 p.m. EST**
- Wednesday, Jan. 27, 2016, **1 p.m. EST** or **3 p.m. EST**

PCC National Database
Stay informed and connected by opting in to the PCC National Database. You will receive the following publications and information:

- PCC Insider
- Industry Alerts
- Mail Spoken Here
- National Postal Forum
- Other mailing industry news

Go to the *PCC Page* on *RIBBS* and follow the instructions in the "Subscribe here" link under "PCC National Database Subscription."

Education Opportunities
Exciting National Postal Forum webinars are *available online*! Topics range from Address Change Service, to Seamless Acceptance, and more. PCC topics include PCC and the Mailers Technical Advisory Committee (MTAC), Keeping a PCC Strong, and Growing Your PCC.

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POLICY

PCC LOGO USE GUIDELINES

The Postal Service brand is much more than a logo and words. It's the sum of all the tangible and intangible characteristics that makes Postal Service products and services unique to consumers, employees and others. The brand is not only the image that the Postal Service projects but also how customers perceive it.

The Postal Service and PCCs must protect the legal interests that the Postal Service has in the PCC logo and other Postal Service intellectual property, such as the Postal Service Corporate Signature, by following the *Postal Service Postal Customer Council Graphic Guidelines*, as well as the *Publication 286 (03/07 version)* rules.

Every PCC should take time to review with its membership the Graphic Guidelines. The guidelines are not just written rules about usage of the PCC logo. They contain illustrations of, and templates for, exactly how the logo can be used on letters, envelopes, shirts, hats and souvenir items. They also contain valuable information on PCC website standards.

In general, all PCC publications, mailings, materials and other communication media, including individual PCC websites, must be consistent in theme and purpose with the PCC mission and are subject to approval by the local PCC Executive Board. Additionally, PCC materials must: (1) be consistent with the Postal Service's intent to maintain neutral on religious, social, political, legal, moral or other public issues; (2) not be obscene, deceptive, or defamatory of any person, entity, or group, nor advocate unlawful action; and (3) not harm the public image, reputation, or good will of the Postal Service nor otherwise be derogatory or detrimental to the interests of the Postal Service. Any questions about whether a proposed publication is consistent with this policy must be referred to the PCC Program office.

PCCs shall not, without the prior written permission and consent of the Postal Service, use any Postal Service intellectual property, including, but not limited to, the use of

trademarks, service marks, logos, icons, trade names, trade dress and materials subject to copyright protection, including, text, content, illustrations, photographs, stamps and other images, owned by the Postal Service or originating from a Postal Service source. PCCs may use the PCC logo on a limited number of materials pursuant to a license provided in the *Graphic Guidelines*. However, PCCs must seek permission to use all other Postal Service intellectual property, such as the Postal Service Corporate Signature, from *USPS Rights and Permissions*.

All PCCs should maintain a practice of properly using and displaying the PCC logo and must avoid using other Postal Service intellectual property without first obtaining required permissions. Please refer to the *Graphic Guidelines* and the *Publication 286 (03/07 version)* for more detailed instructions. If you have questions, please contact the PCC Program Office at *PCC@usps.gov*.

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NOTICES

NATIONAL POSTAL FORUM 2016 MONTHLY HIGHLIGHT

Plan now to attend the National Postal Forum (NPF) in Nashville, TN.

- ✓ **Dates:** March 20-23, 2015
- ✓ **Theme:** *Tune in to Success*
- ✓ **PCC Opening Session:** Sunday, March 20
- ✓ **PCC Reception:** *It's back!*
- ✓ **NPF Registration:** Register today at *npf.org* to take advantage of early savings.

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YOUR LINKS TO MAILING RESOURCES
U.S. Postal Service: *usps.com*
National PCC Network: *usps.com/pcc*
RIBBS: *ribbs.usps.gov*
Questions? Comments? *Send an email* to *pcc@usps.gov*
Sign up for *PCC Insider*
PCC Insider online archives