



P.O Box 51234

Boston, MA 02205-1234

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## Greater Boston Wins National Award for Innovation

The Greater Boston PCC was recognized nationally with the Silver Award for Innovation. Nick Francescucci, Postal Co-Chair, Mike Shields, Industry Co-Chair and George Kippenhan, PCC Administrator accepted the Award on Tuesday, July 30 in Washington DC from Postmaster General Megan Brennan and the USPS Executive Leadership team. This is the 5th National PCC Award that Greater Boston has received in 3 years.

The Greater Boston PCC believes that educating our major mailers with new methods and ideas helps to sustain the industry. The Executive Board wanted to find a way to connect with a new audience, an audience that is no longer educated by the school systems on how to address a letter or the value of letter writing. We wanted to find a way to get into our local schools and youth development programs to show the value of USPS and the mailing industry as a whole. How do we reach our young customers about the value of mail? The Greater Boston PCC was determined to find an innovative way to find and educate a younger audience.

George Kippenhan, PCC Executive Board Member and Greater Boston District Manager of Consumer & Industry Contact, had created a half hour presentation about the values of letter writing. It was perfect for an elementary school assembly. The presentation would culminate in a special Stamp Dedication to the school (something memorable for the children, Scooby Doo, Charlie Brown, Special Olympics). After the first presentation, the Executive Board realized that there was an untapped audience that didn't know how much a stamp cost or how to properly address a letter. Executive Board members started reaching out to the local schools in the District offering a free assembly promoting letter writing. The PCC provided stationary, pens, envelopes and, of course, stamps to each student. Soon, the local press heard of these assemblies and articles were written. Schools were now requesting Kippenhan to speak. Expansion became the next step. Stamp dedications and assemblies were held at youth theatres, summer camps and museums. The "lost art of letter writing" was finding a new audience.

The local press wrote several articles about this new innovative program. In the age of internet and e-mail, reporters revealed that "letter writing was not dead". Many teachers established pen-pal programs with local Senior Centers after the presentation. Students were writing letters and getting responses from their favorite authors and athletes. After a special stamp dedication and assembly, high school student leaders of the Crossroads Camp were so intrigued that they asked for a tour of the Boston General Mail Facility. After the tour, Jim Holland, Marketing Manager (USPS) and Mike Shields (Industry Co-Chair) had lunch and discussed future career opportunities with the teen leaders. The Greater Boston PCC Executive Board established an innovative program that educates our youth. The program will remain relevant and can be continued for years to come.



For more information about the Greater Boston PCC, visit us at: [www.bostonpcc.org](http://www.bostonpcc.org)

# Greater Boston

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### Greater Boston PCC Board Members

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George Kippenhan, USPS

Tim Gallagher, USPS

## Jim Burns

### Industry Person of the Year for 2019

The Greater Boston PCC is proud to announce Jim Burns as our Industry Person of the Year for 2019.

Jim has been an active member of the Greater Boston PCC Executive Board for many years and currently serves as Treasurer. Jim is the Operations Manager at Massachusetts General Hospital in Boston overseeing Receiving & Mail Services. He has over 28 years of mailing experience with 23 years in the Healthcare field and 5 years in outsourcing. He holds industry certifications of EMCM, CMDSM, MDC, and MDP and he's been a speaker at Greater Boston PCC events, at other PCC's around the country and annually at the National Postal Forum (since 2007). Additionally, he has presented at the following conference: MAIL-COM, The Association for Healthcare Resource & Materials Management (AHRMM), The National Association of College and University Mail Services (NACUMS), and The Association of College & University Mail Services (ACUMS).



Jim is a strong supporter of the educational commitment that the PCC has to the industry and to our membership. He has participated in most of our PCC events, and often brings his whole team from Mass General Hospital.

Jim's passion is mentoring and developing managers in the industry at the local and national level. He is always willing to share his operational experiences or discuss industry mail certifications. Jim's dedication and the efforts he puts in to the Greater Boston PCC is a large part of our continued success.

On behalf of the Greater Boston PCC, we would like to thank Jim for all he does! It is our honor to have him as our Industry Person of the Year.



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