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GREATER BOSTON
POSTAL CUSTOMER COUNCIL

www.bostonpcc.org



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Karen McCormick, Emeritus

Al Silverstein, Emeritus

Steve W. Smith, Emeritus

James J. Holland, USPS

George Kippenhan, USPS

Michael Richardson, USPS

Lisa Walke, USPS

PCC SPOTLIGHT



OUR POSTAL HEROES: JOHN LAVOIE NO MATTER WHAT

John Lavoie has been a Postal employee for 32 years. After a short period working in the printing industry, John joined the Postal Service in 1988 at lower pay and with no guarantee of more than 4 hours of work – just 4 – every two weeks! As it turned out, John has never worked fewer than 40 hours in a week from when he started to this day.

After only 11 months as a PTF (Part Time Flexible), John became a regular carrier, a move that now generally takes two years or more. From then on, he has worked in Arlington. He must know every street in town.

For the last 23 years, in addition to his job as a letter carrier, John has also served as an On the Job Instructor at the Letter Carrier Academy. As an OJI, he works with letter carriers in training. Trainees attend classes, role-play the delivery of mail that requires extra services (such as a signature), sort and case mail in a simulated Post Office setting at the Academy and even drive around to deliver mail in a parking lot set up like a real Postal route. If a carrier is assigned to Arlington after the Academy, the new carrier accompanies John on his route for five days before going out on his or her own.

John has been undeterred by COVID. Although, like everybody, he and his family were apprehensive at first, the Arlington Postal team pitched in to keep everybody safe. In the beginning of the pandemic, when protective equipment was scarce, John's Supervisor Joan made masks for the staff on her own time and the Manager Jeff made home-made sanitizer. As supplies became more available, the Postal Service provided the necessary items – wipes, sanitizer, masks, gloves. Luckily for us, after 32 years of devotion to the mission and the job, John continues to carry on "business as usual" in today's challenging environment.

Celebrity Video Podcast Series

Join the Greater Boston PCC for our "**Celebrity Video Podcast Series**" where we chat with a local personality and discuss how they utilize the United States Postal Service. George Kippenhan, USPS Manager Consumer & Industry Contact, will be the host for this event.

Join us on Tuesday, March 9th at 10:00 am where our guest will be **Nick Stevens**, local Host and Comedian.

March 9, 2021 – 10:00 am

via Zoom

This Webinar is free to attend

Register at: www.bostonpcc.org



For more information about the Greater Boston PCC, visit us at: www.bostonpcc.org



PCC Week Virtual 3-Day Event

The **Central Mass**, **Greater Boston** and **Providence PCC's** held a 3-Day virtual event for **PCC Week** being on Tuesday, 9/22, Wednesday, 9/23 and Thursday, 9/24. A different session was held on each day from 10:00 a.m. to 11:00 a.m.

AGENDA

- **Tuesday 9/22/2020 10:00 AM** – **Mike Rakes**, District Manager, Greater Boston District, United States Postal Service
 - USPS National and Local Updates
 - PCC Industry Awards – Central MA, Greater Boston & Providence
- **Wednesday 9/23/2020 10:00 AM** – Industry Panel moderated by **Sean Hunt**, Account Manager, Jet Mail Marketing Solutions
 - “Impacts of the Pandemic and the Solutions Created”
 - Panelists
 - **Tom Hazel**, Vice President Carrier Solutions, Pitney Bowes SendTech Solutions
 - **Chris Makolandra**, Supervisor Mail Operations, The Hanover Insurance Group
 - **Jim Burns**, Mail Services Manager, Massachusetts General Hospital
- **Thursday 9/24/2020 10:00 AM** – **Mark Fallon**, President, The Berkshire Company
 - Presentation - “What Do We Do Now? Little Lessons for Leading Change”



GREATER BOSTON PCC CO-INDUSTRY PERSON OF THE YEAR

Alice Gordon
Former Industry Co-Chair
Greater Boston PCC

The Greater Boston PCC recognizes Alice Gordon for her devotion and commitment to excellence. She took the project lead and created an astounding documentary to outline the history of the Greater Boston Postal Customer Council.

Alice Gordon began her long association with the Postal Service in 1982 when USPS launched its paper-based electronic-originated mail service known as E-COM. Alice and her husband jumped in to license as an E-COM carrier to transmit electronic files of mass mailings for businesses to receiving Postal facilities where the files were turned into paper mail and dispatched. This was cutting-edge technology at the time before electronic communication became commonplace.

Active in the PCC almost from the beginning of this adventure, she recruited small business participation in the PCC, served as Treasurer and then Co-Chair (1998-2000) and has remained on the Board since. She serves as the editor of the Greater Boston PCC’s award-winning Newsletter.

In 2020, Alice took the lead in creating a “History of the Greater Boston PCC” project for USPS. Filled with interviews, pictures, articles...USPS Headquarters called her final product; “easily the best document of Postal Customer Council history from any PCC in the Nation.”



USPS Operation Santa

Over 100 years ago, the Postal Service – then the Post Office Department – began receiving letters addressed to “Dear Santa”. The Postmaster General Frank Hitchcock allowed Postal employees to open, read and respond to these letters; Operation Santa was launched! In the 1940s, mail volume swelled, and the Postal Service invited the public to help by writing responses and providing small gifts. The program grew over the years and in 2017, Operation Santa went digital. The public can now go online to read through letters, adopting and fulfilling a child or family’s holiday wish list.

The **Greater Boston Postal Customer Council** was grateful to adopt letters from seven Massachusetts children this past holiday season. Gifts included a Barbie dollhouse, Kinetic Sand, Dino Patroller, Dragon Snacks, Power Ranger costumes, snow cone maker, Barbie airplane and clothes. Overall, the 2020 Operation Santa program received 23,860 letters and shipped 21,275 packages to children and families across the United States.

Make Someone’s Holiday in Four Steps



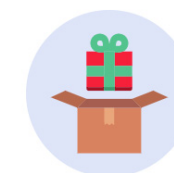
Read

Look through letters and adopt ones you love.



Shop

Find the perfect gift, and keep it anonymous—it’s from Santa, after all.



Wrap

Prep and pack your gifts using our [shipping guidelines](#).



Ship

Bring your gift to a [participating Post Office™](#) by December 19.

Celebrity Video Podcast Series

Join the Greater Boston PCC for our “**Celebrity Video Podcast Series**” where we chat with a local personality and discuss how they utilize the United States Postal Service. **George Kippenhan**, USPS Manager Consumer & Industry Contact, will be the host for this event.

Join us on Thursday, April 1st at 10:00 am where our guest will be **Matty Blake**, host, actor, writer, adventurer and investigator. Register at: www.bostonpcc.org

April 1, 2021 – 10:00 am

This Webinar is free to attend

Guest - Matty Blake



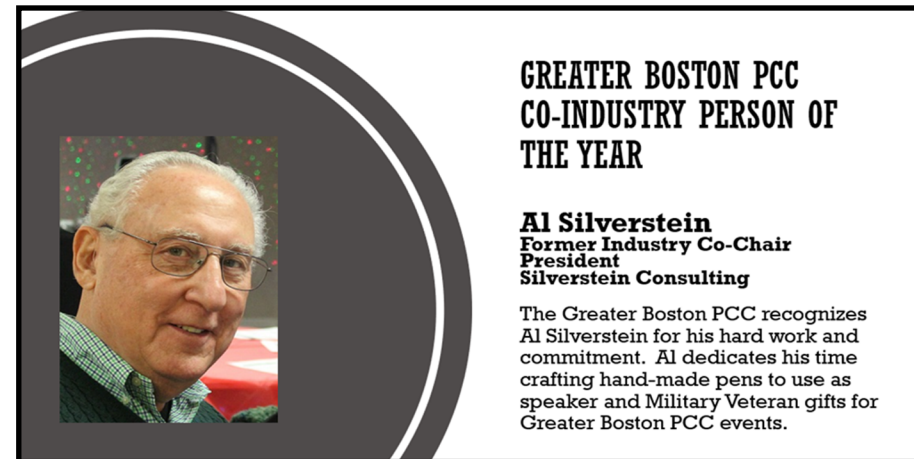
MATTY BLAKE is the host of THE CURSE OF OAK ISLAND: DRILLING DOWN and BEYOND OAK ISLAND, the successful shows born of the #1 rated non-scripted series on cable THE CURSE OF OAK ISLAND. The show chronicles the efforts of the world's longest-running active treasure hunt.

A world-class storyteller, Matty gives a global audience an inside look at this enigmatic mystery. For 6 seasons and counting, this versatile host has served as an embedded investigator and been granted unprecedented access to the inner workings of the search operations on Oak Island.

For over twenty years Matty has been a very successful host, actor, writer, adventurer and investigator. He's done work for Golf Channel, NBC Sports, Vh1, G4, Comedy Central and many more. Matty

has guest-starred in TV shows such as 30 ROCK, BOARDWALK EMPIRE, ALPHA HOUSE and appeared in films such as ROUGH NIGHT, HITS & the Academy Award-winning MYSTIC RIVER.

Matty has been the head writer and star of his own daily studio TV show, his own major market afternoon-drive radio show and creator / host of Rated P for Paranormal, the Nation's most prominent Podcast on all things paranormal.



Alvin (Al) Silverstein's career in the mail services industry began just as he graduated from high school with a summer job at OMS Mail Advertising. He remains actively involved in providing consulting services for Mail Services with his company Silverstein Consulting.

Al has been active with the Greater Boston PCC for over 25 years, four years as Industry Co-Chair. While a member of the board and as Co-Chair, he was involved in

starting what has turned into the New England Mail and Business EXPO. To date he has raised well over \$200,000 in industry donations for the EXPO as well as other PCC events put on by The Greater Boston PCC and other PCCs he has involved himself with. As a result of his efforts, the EXPO has always been able to operate at a profit, returning thousands of dollars back to the PCCs involved, thus enabling them to create and implement programs of their own. In fact, it has been the single most important fund-raising event for many of the PCCs involved. He has been credited with bringing the Greater Boston PCC treasury from insolvent to being in the black.

At the 2008 EXPO he was publicly acknowledged and given an award before approximately 500 attendees and exhibitors for his efforts over the years.

For many years, as a result of the Greater Boston PCC's successful golf tournaments, he helped raise scholarship funds amounting to almost \$50,000 for high school students about to enter college based on academic merit and community service, his idea.

As a hobby, Al has gotten into wood turning and specializes in pen turning. Going along with his charitable side, whenever an instrument is sold, a portion of the proceeds are donated to the Kids Fund at Boston Medical Center. The pens and other turned items have become popular speaker and guest gifts at PCC events. In the past 5 years, he has created several thousand dollars worth of unique pens for veterans as free gifts in conjunction with the Greater Boston PCC, donating them to VA hospitals and veteran's organizations.

New PCC Logo Unveiled



During *National PCC Day 2020*, the Headquarters National PCC Program Office unveiled a new PCC logo. The old PCC logo has been around since the 1990s and was in need of a refresh to bring it into modern times. Additionally, the logo didn't represent what the PCC embodied: a network of mailing professionals. A team of PCC members was formed to brainstorm new logo ideas. The Postal Service leveraged its partnership with the McCann Ad Agency to assist in the new logo creation. Multiple meetings occurred where the PCC team and McCann discussed what the PCC represented and what it should symbolize: a network comprised of trust, innovation, education, and connections. Plus, the new logo should speak to the PCCs as an institution deeply connected to both the Postal Service, its members, and sponsoring businesses. It also represents the Postal Service and the PCCs coming together to provide better services for its members well into the future.



JOIN THE GBPCC

The Greater Boston Postal Customer Council (GBPCC) is a United States Postal Service (USPS) sponsored organization comprised of a local network of business mailers, mail service providers and USPS representatives. GBPCC offers opportunities to participate in educational programs, networking events and discussions focused on changing postal regulations, rates and local/national mailing issues. If you are interested in becoming a member please use

MEMBERSHIP RESPONSE FORM

Name_____

Company_____

Address_____

City, State & Zip_____

Phone (____)_____ Fax(____)_____

Email_____

Membership Levels (check one):

- ☐ General (No fee, individual member)
- ☐ Premiere (\$40, individual member)
- ☐ Corporate (\$150 unlimited members)
- ☐ Corporate Sponsorship (\$250 unlimited members)

Member information (if more space is needed please use additional page):

Name: _____ Name: _____ Name: _____

Title: _____ Title: _____ Title: _____

Email: _____ Email: _____ Email: _____

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