



GREATER BOSTON
POSTAL CUSTOMER COUNCIL

www.bostonpcc.org



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PCC SPOTLIGHT

GREATER BOSTON PCC SWEEPS NATIONAL AWARDS!

What a summer it has been! Your Greater Boston Postal Customer Council won a trifecta of leadership awards in a national evaluation of PCC excellence conducted by USPS Headquarters.

The U.S. Postal Service recognized PCCs that achieved overall excellence in their efforts to serve their communities.



On July 12, 2022, representatives of 16 PCC's gathered in the Ben Franklin Room at Postal HQ in Washington DC for the event. The atmosphere resembled the Academy Awards. Those in attendance

understood they would likely receive an award but didn't know exactly which until called up. As each winner was called up, Judy de Torok, Vice President, Corporate Affairs, described the special contributions and strengths of each that made it a winner. A beautiful heavy glass trophy, the PCC "Oscar", was presented to each winner, followed by a photo op with Postmaster General Louis DeJoy.

Your Greater Boston PCC, represented by James Holland, Customer Relations Manager, MA/RI District, and Alice Gordon, BCA and long-time Board member of GBPCC, brought home 3 awards! Details follow.

- PCC OF THE YEAR – METRO MARKET - GOLD
- INDUSTRY MEMBER OF THE YEAR – SILVER
- INNOVATION OF THE YEAR – GOLD

PCC OF THE YEAR - METRO MARKET - GOLD

2020 was the year that the entire world changed...2021 was the year that the Greater Boston PCC committed to rejuvenating our members with exciting innovations, educational mailing sessions, intriguing communication methods and an aesthetically pleasing and up-to-date website and database. Greater Boston PCC strived to become the top PCC in the country in 2021.

Our 2021 educational schedule was eclectic, diverse, extensive, informative and entertaining:

- Operation Santa - Fundraiser
- Smithsonian National Postal Museum Virtual Highlights Tour - Webinar
- Celebrity Video Podcast Series - Guest, Andre Gower - Webinar
- USPS Greater Boston District Leadership Team - Webinar
- Tap Dance Stamp Dedication - Massasoit College, Brockton MA
- Celebrity Video Podcast Series - Guest, Jerry Thornton - Webinar
- A Look Back, A Path Forward - Industry/Postal Panel - Webinar
- Celebrity Video Podcast Series - Guest, Kerry O'Malley - Webinar
- Celebrity Video Podcast Series - Guest, Matty Blake - Webinar
- Celebrity Video Podcast Series - Guest, Nick Stevens - Webinar
- Informed Visibility - Webinar
- Award Winning Author, Les Standiford - Webinar
- Seamless Acceptance - Webinar
- New 2021 Postage Rates – Webinar
- National PCC Day

In addition to these events, we succeeded in using tools to assist our members:

- Quarterly Newsletter
- Easy One Click Registration on our Website
- Updated website with all presentations archived for our membership to download and view
- A comprehensive history of the Greater Boston PCC (uploaded to our website)

In addition, Greater Boston gained 3 new Executive Board Members and a 20% increase in our mailing list.

There were many big wins this year for the Greater Boston PCC. The Celebrity Video Podcast Series became a huge success...as the celebrities involved retweeted the link to our website to their large followings. This upped our mailing list by 20%. The PCC-sponsored Tap Dance Stamp Dedication brought with it good press for both the PCC and USPS. The Postal Museum Tour was well attended and an innovative style to conduct

a tour due to COVID restrictions. The Greater Boston Leadership Team Webinar allowed our membership to ask questions about Political Mail, the price change and service standards. "A Look Back, A Path Forward" was an incredible way to showcase how 5 different organizations operated before and then adapted during and after the Pandemic.

With our newsletter and incredible website, the Greater Boston PCC has a spectacular 1-2 punch that enables our membership to read about our upcoming events and use our website to register.



James Holland, Postmaster General DeJoy, Alice Gordon

INDUSTRY MEMBER OF THE YEAR - SILVER



Alice Gordon and Postmaster General DeJoy

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, Alice has been part of the Boston PCC for 35+ years. She recruited small business participation in the PCC, served as Treasurer and then Co-Chair (1998-2000) and has remained on the Board since.

When the Executive Board was asked by the PCCAC to create a “History of the Greater Boston PCC” document, we turned to Alice. Even after all these years, Alice continues to make enormous contributions to the Greater Boston PCC.

Of Alice’s many contributions to the Greater Boston PCC, the “History of the PCC” became her passion project.

- Alice jumped at the opportunity to produce (in her words) “the ultimate history of the Greater Boston PCC”.
- She interviewed every past Industry Co-Chair for contributions to her document
- Alice scrolled through decades of old pictures to add to her “History” project
- She recovered articles from over the years and changing times to show the evolution of the Greater Boston PCC, going all the way back to the Congressional Record of 1968 and beyond.

In addition to her “History of the Greater Boston PCC” document, Alice is Chair of the Greater Boston PCC Communication Committee. She encourages innovative ideas and different ways to reach our audience – no idea is ever off the table.

As Editor of the quarterly Greater Boston PCC Newsletter, she proofreads and edits every article submitted to the Newsletter and writes some of them. A favorite was a beautiful article about the kindness of her local letter carrier which was printed in the PCC Newsletter. Alice’s Letter Carrier article was so popular that it is now a recurring piece in our newsletter (highlighting a USPS employee) called “PCC Spotlight”. (If you have a USPS employee to nominate for PCC Spotlight, please contact GBPCC. Our Newsletter is considered one of the best in the country...from recaps of previous of events to interviews with USPS Leaders, Alice oversees the entire process.

Alice gained PCC Headquarters recognition regarding her “Greater Boston History of the PCC”. She was featured on the National PCC Day Video. PCC Liaisons called it “easily the best document of Postal Customer Council history submitted by any PCC in the Nation.” It was also featured in the PCC Insider. (You can read it on our website, <https://bostonpcc.org>)

The pride she exhibits in her work for the PCC is a guiding light and is what the Postal Customer Council is all about.

**If you are not yet a member of the award-winning
Greater Boston PCC, it’s time for you to join!**

INNOVATION OF THE YEAR - GOLD

To increase membership and get National eyes on the Greater Boston PCC, an innovative form of communication to a widespread audience was sought. The Executive Board discussed starting a video podcast where celebrities would discuss their relationships with the mail over the years and why it remains a vital part of their lives. The Greater Boston Celebrity Video Podcast Series was born.

George Kippenhan, then the Greater Boston Consumer and Industry Contact Manager, would be the host and was tasked to sell the podcast to assorted “celebrities”.

The format would be an hour discussion that included the journey of how our guest achieved their goal of becoming a professional in their field - actor, performer, singer, writer. A compelling USPS-based questionnaire would be asked of our guest.

- What Actor/Actress belongs on a stamp?
- What Moment in History belongs on a stamp?
- What athlete belongs on a stamp?
- What musician belongs on a stamp?

This questionnaire was fun and spontaneous for our guests. They enjoyed the idea of considering what someone would have to do to qualify for the immortality of appearing on a USPS Postage Stamp.

Finally, the discussion would end with the question; how has the mail helped you?

Our guests have been diverse, engaging, and excited to participate.

- **Nick “Fitzy” Stevens** - YouTube personality/Sports Radio Commentator

Mr. Stevens spoke about how he utilizes our Priority products to help him with his second business...selling t-shirts on his website. He states that no one can beat USPS pricing and quick delivery.

- **Matty Blake** - Actor/Host of TV’s #1 Rated Cable Show “Drilling Down: The Curse of Oak Island”

Mr. Blake spoke about his love of the mail. He loves visiting his local Post Office in Barrington, Rhode Island and sending autographed 8x10 pictures to fans of the show.

- **Jerry Thornton** - Author/Barstool Sports/New England Patriots Beat Writer

Mr. Thornton spoke about the fabulous Media-mail rates that he utilizes in sending out his 3 best-selling books. The more poignant moment came when Jerry informed our audience that he had a son serving in Afghanistan for 5 years and oftentimes their only method of communication were letters. He spoke of how excited their family would be to receive a letter and how incredible it felt to hear that his son received a care package sent by them.

- **Kerry O’Malley** - Broadway Star (White Christmas/Into the Woods), Actress (Snowpiercer/Annabelle/Rounders)

Ms. O’Malley spoke about how she and her friends started a letter-writing campaign for the 2020 Presidential Election during the Covid Pandemic. She estimates that 60,000 postcards were sent to voters in key swing states to advise them of the benefits of their preferred candidate.

- **Andre Gower** - Actor/Director/Producer

Andre was a child actor best known for his starring role in the 1987 cult classic, “The Monster Squad”. Initially not a hit at the box office and unbeknownst to the cast and crew, the film found its fanbase through the circulation of video cassettes. In 2006, Andre was invited to a reunion and screening of the film at the famous Alamo Drafthouse Cinema in Austin, Texas. There were 3 sold-out shows with fans waiting to see the movie and speak to the cast. During the Q&A portion of the show, the most asked question was “Where is the DVD?” Fred Dekker, Director of The Monster Squad, answered, “write letters to the studio...not e-mails...e-mail can be deleted...write First-Class letters.” Pop Culture websites picked up the story and due to the massive number of letters, the studio released a 2-disc Special Edition DVD. Life has not been the same for Andre since. Due to this resurgence, he spends most weekends on the road, traveling to different pop culture events, Comic-Con’s or screenings of the film.



James Holland, Postmaster General
DeJoy, Alice Gordon

The Greater Boston Celebrity Video Podcast Series became an instant hit with our audience. Each video was uploaded to our PCC website and each has been viewed hundreds of times. The reach of these celebrities (who have a combined over 160K Twitter followers) cannot be overstated. They all tweeted out the link to their episodes which enabled their followers to view our PCC. Due to the diverse audience we had reached, our mailing list increased by 20%.

Kudos to George Kippenhan, now Supervisor of Customer Service Support, Office of the Postmaster of Boston, for initiating and conducting the Greater Boston Celebrity Video Podcast Series!

USPS PROMOTES VACATION PHOTOS AT POST OFFICES NATIONWIDE

Did you know there are 31,247 post offices nationwide?

This summer, USPS, Industry Engagement and Outreach, Marketing, invited PCC members to post on PCC Voice vacation photos taken in front of a Post Office. The project was called #VacationPostmark.

Not everyone was lucky enough to be traveling to vacation spots, but home was also good.

Here are some photos posted on PCC Voice by GBPCC members.



**Dave Guiney, Postmaster
Boston, MA 02205**



Jim Burns, Newport, RI



**Alice Gordon, Arlington,
MA 02474**



**George Kippenhan and son,
Rockport, MA 02370**



**Laurie Rubin, Lake Elmore,
VT 05657**



Sean Hunt & Kiwi, Humarock, MA 02047



**Mark Fallon,
Cannon Beach, OR**



Deb Visco, Nonantum, MA



**Betsy Shortell, Greenport, LI
NY 11944**

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**GREATER BOSTON
POSTAL CUSTOMER COUNCIL**

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):

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Name: _____

Name: _____

Title: _____

Title: _____

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Please send checks payable to:

Greater Boston PCC

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Boston MA 02205-1234

Or visit:

www.bostonpcc.org

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**GREATER BOSTON
POSTAL CUSTOMER COUNCIL**

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To register for PCC events, visit our website:

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WHY YOU SHOULD JOIN THE PCC

The Postal Customer Council is a valuable resource for business mailers, large and small. Local PCCs serve as an open channel for USPS-to-business communication, providing information and best practices for cost-effective and profitable mailing, education and training, and solving local challenges. Though most PCC members include large business mailers, government agencies, and business mail service providers, small businesses benefit from PCC membership, too. The award-winning Greater Boston PCC offers these benefits:

- Learn from postal experts about marketing through the mail.
- Find new sources for mailing lists, printing, database management, and more.
- Get discounts to major mailing industry events.
- Network with other mailers, business mail service providers, and USPS executives to discover new ways to make your mailings more efficient and profitable
- Hear first-hand from other decision-makers on how they deal with the same challenges you face.
- Leverage best practices to improve mailing effectiveness, efficiency, and profitability.
- Gain knowledge about postal products, services, and tools to improve mail quality through workshops and events—and earn a professional certificate to boot.
- You can even score tickets to a Boston sports team and socialize with colleagues while cheering them on!

VISIT BOSTONPCC.ORG

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