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Betsy Shortell Receives The Silver Industry Person of the Year Award

At the 2016 National Postal Customer Council Awards in Washington DC, Betsy Shortell, of the Greater Boston PCC, received the Silver Industry Person of the Year Award.

Betsy, Manager of Harvard University Mail and Distribution Services (HUMDS), has been a Greater Boston PCC Executive Board Member for 6 successful years, serving as the Industry Co-Chair for 2 years, helping lead Greater Boston to Platinum and Gold Level Awards on National PCC Day. During her tenure as co-chair, Betsy led the Executive Board in developing creative and innovative ideas, programs and seminars. These seminars included presentations about Mail Fraud, the Power of Networking and Industry Certifications to name a few.

Betsy was also instrumental in the building of the Greater Boston PCC website. The website is filled with calendars of future events, photos, USPS resources, membership materials and is very easy to navigate. It has also allowed the PCC to grow its membership.

Betsy was one of the driving forces behind National PCC Day 2015 at Gillette Stadium in Foxboro, MA. With record attendance (almost 300 guests) and 30 vendors, Dave Williams, USPS COO and Keynote Speaker, stated that it was the best PCC Day Event he ever attended.

Her contributions and collaborations are done selflessly as the ultimate goal is to strengthen the relationship and product offerings between USPS and its business customers. Betsy Shortell certainly exemplifies the leadership and growth qualities the award represents. Congratulations, Betsy!



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Michael Sullivan, USPS
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Greater Boston PCC

Shares

Partner of the Year Award

The Greater Boston PCC shared the inaugural "Partner of the Year" award at the 2016 Postal Customer Council Awards held in Washington DC.

Partnering with the Providence, Southeastern Massachusetts, Central Massachusetts, New Hampshire and Western Massachusetts PCC's, Greater Boston's goal to make the 2015 National PCC Day at Gillette Stadium the premier event in the country was realized. Attendees enjoyed a diverse set of high quality educational breakout sessions held in private luxury suites. Speakers included Kim Janson, from the Harvard Business School, and Chris Lien, Industry Chair for MTAC. Patrick Pass, 3-time Superbowl Champion, spoke about the power of leadership and teamwork with the attendees. After the event, vendors were treated to a tour of the stadium where they interacted with New England Patriots Head Coach Bill Belichick and several other Patriot players. David Williams, USPS COO and Keynote Speaker, expressed that this was the best PCC Day event that he had ever attended.



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

Deb Visco Wins Cliff Bennett Award

The 2016 recipient of the 2016 Cliff Bennett Memorial Education Award (CBME) is Debra Visco, CMDSM, CMDSS, MDC. The award is sponsored by The MSMA, MAIL Magazine, MAILCOM, and Pitney Bowes. During his lifetime, Cliff contributed to the education and professional career development of thousands of Mail and Distribution Managers worldwide. This award, given annually, is a legacy to Cliff's commitment to the professional development of Mail and Distribution Center Managers.

Deb started in the mailing industry 30 years ago, working at Massachusetts Medical Society in Waltham, MA. She is currently Manager of Distribution and Operations and oversees postal presorting, bulk mail fulfillment, warehouse services, and digital printing. Deb is responsible for distribution elements of their corporate subscription fulfillment system and oversees postage, labor tracking and shipping applications.

Debra has been a member of the Greater Boston PCC Executive Board for 19 years, where she currently serves as Treasurer. She is also a member of the New England MSMA Chapter and holds the position of VP of Membership for the Chapter.

Deb received her award at MAILCOM Las Vegas, August 23, 2016.



Politics, Print and Mail

Please note: This blog post isn't about any political candidate, party or campaign.

Over the last two weeks, I watched both the Republican and the Democratic National Conventions. Throughout the broadcasts, one question kept running through my mind – “Who was the lucky company that got the contract to print all those signs?”

Almost every new speaker meant another set of signs for the attendees. Some speakers had multiple themes, which meant multiple signs with different messages. Each convention had about 50,000 attendees. With just one sign per attendee over 4 nights, that's 400,000 printed signs.

Less than a week later, my mailbox is being filled with letters from both camps. I'm an independent – or “unenrolled” – voter, so I belong to neither party. Anyone cross-referencing mailing lists will find it's difficult to fit me into a specific profile. I'm a small business owner. A veteran and a member of the American Legion. A proud supporter of the Southern Poverty Law Center. I've voted for Republicans and Democrats. So everyone tries to get my vote, and my campaign contribution.

While some people may complain about direct mail, especially political fundraising mail, I love it. Yes, I maintain a presence on social media – beginning with this blog. I'm also on LinkedIn, Twitter and Facebook. And while I try to curate feeds that provide multiple perspectives and opinions, I know that my personal bias impacts my choices. But the U.S. Postal Service (USPS) makes sure that I receive different viewpoints.

The USPS realizes how important their role is during this election, and has developed a strategy for maximizing the use of direct mail. Beginning last year, Jim Cochrane, USPS Chief Marketing Officer, put together a team to reach out to candidates and election officials. A special website, Deliver the Win (<http://www.deliverthewin.com>), was launched to explain how campaigns can best use mail to reach out to potential voters. Including the ever-elusive millennials.

At the same time, more states are moving to vote-by-mail. The regulations differ by state, while the ballots are unique to each voting authority – either county or municipality. Many laws refer to postmarks, which may, or may not be applied by the USPS. In a close race, these votes may decide elections. David Williams, USPS Chief Operating Officer, has stated he'll use the lessons learned during the way they successfully handled the high-volume 2015 Christmas season to meet the challenge. With the world watching, there will be no tolerance for error. Or delays.

Successful campaigns – political and marketing – understand the importance of multi-media communication. Supporters and customers respond differently to different types of messages. Savvy marketers don't choose physical OR electronic interactions they choose physical AND electronic exchanges.

The 2016 election demonstrates the importance of print and mail in the marketplace of ideas.

Mark Fallon, The Berkshire Company, PCC Board member

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Stamps, Stamps and more Stamps!

For the 2016 Holiday season the United States Postal Service will be unveiling a series of stamps with the first being a Halloween themed pumpkin stamp:



There will also be an assortment of Christmas, Hanukkah and Kwanza Stamps revealed. Just a sneak peek at what to expect in the coming months:



Mike Sullivan Selected as Postmaster of Cambridge

The Greater Boston District is pleased to announce the selection of Michael Sullivan as the Postmaster of Cambridge, MA 02139. Mike has worked for the Postal Service for 32 years. He began his Postal career as a letter carrier in Lawrence.

Mike is a graduate of the EAS Leadership Development and Career Management Programs. He has held numerous management positions including Postmaster of Andover, OIC assignments in Lawrence, Lowell, Haverhill, Chelmsford and Manager, Customer Service, Lawrence. He has an Associate Degree from Northern Essex and is also certified in the Dispute Resolution process.

Mike resides in Methuen with his wife Cheryle, has two sons Michael, Jr. and Christopher, and twin grandsons, Keegan and Liam.

Mike looks forward to working with the Greater Boston PCC and providing all USPS customers with the highest quality service.

Upcoming PCC Events—Join Us!

PCC Day 2016

- Gillette Stadium, Foxboro, MA September 23, 2016, 7:30 AM - 4:00 PM (EDT)