

# WNY PCC NEWSLETTER

June 2018



Greater Rochester PCC



## A Great Honor at the National Postal Forum

The Buffalo Niagara PCC and the Greater Rochester PCC join forces at the National Postal Forum which was held in San Antonio, Texas May, 6-9 2018. The Buffalo Niagara PCC and the Greater Rochester PCC were highlighted at the open PCC session. It was a visual presentation that included the Distinguished Speaker, Dr. Sean Joyce from our event in April and the mention

of how our PCCs are working together to bring out the best for all our events. A great honor indeed. Pictured from left to right are Steve Rost, PCC co-chair from the Buffalo Niagara PCC, the WNY District Manager Jean C. Lovejoy and Bob Wilbur, PCC co-chair from the Greater Rochester PCC.



## Upcoming Events

- |                    |  |
|--------------------|--|
| June 6, 2018       | NW Rochester Plant Tour with the Buffalo Niagara PCC.                          |
| June 7, 2018       | US Postal Inspection Service: Mailroom Security with the Greater Rochester PCC |
| June 22, 2018      | Printing Industry Alliance Golf Outing at <b>Terry Hills Golf Course</b>       |
| September 26, 2018 | National PCC Week event at the <b>Batavia Country Club</b>                     |

## Informed innovations

Brennan touts digital offerings at NPF



May 7 at 4:16 p.m.

*Postmaster General Megan J. Brennan delivers the keynote address May 7 at the National Postal Forum in San Antonio.*

Informed Delivery, the USPS offering that allows consumers to *receive digital previews of their incoming mail*, has reached nearly 10 million users, Postmaster General Megan J. Brennan announced May 7 at the National Postal Forum (NPF).

“Informed Delivery broadens the definition of the mail moment by bridging the digital and physical. It

allows consumers to connect to their physical mail anytime, anywhere,” she said.

Since its national rollout last year, Informed Delivery has experienced rapid growth and is adding about 135,000 new users per week.

The notification service is part of the Postal Service’s broader strategy to add digital capabilities to mail, making it more valuable, predictable and accessible.

“This digital integration is changing the relationship the American consumer has with their mail,” Brennan said.

The Postmaster General also discussed Informed Visibility, an analytics platform that *provides business customers with operational data*, allowing them to better track their mailings and time their arrival in customers’ mailboxes.

Additionally, she outlined strategies to meet the needs of consumers who expect their shipping and mailing experiences to be seamless from start to finish.

“The Postal Service is uniquely positioned to reach every household through our integrated digital and physical network,” Brennan said. “Our industry delivers a differentiated experience when it leverages this trusted channel. Together, we are an integrated value chain with a shared purpose to exceed the expectations of today’s consumers.”

For more information on informed delivery for Business Mailers go to:  
[usps.com/informeddeliverycampaigns](https://usps.com/informeddeliverycampaigns)

## WNY Well Represented at Cleveland “Boot camp”

The Buffalo Niagara PCC and The Greater Rochester PCC were well represented at a recent PCC “boot camp” held in Cleveland Ohio. The boot camp had about 60 members in attendance from the Eastern area, the industry faction of the PCC and Post Office members. The boot camp covered concerns such as maintaining and expanding membership, ideas for events, and how to make each PCC award winners. Ideas were shared and debated. This was a very informative event that should help our PCCs maintain our high standards.



Pictured: Postal Liaison PCC Terri Ringler, Administrative Assistant Sharon Kocher, A/Mgr. CIC MaryJane Meiler, Mgr. Marketing Michael Perry, not pictured Rochester Postmaster Marty Siminski



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## Online Resources

**Business Customer Gateway**  
<https://gateway.usps.com/eAdmin/view/signin>

**Zip Code**  
<https://tools.usps.com/go/ZipLookupAction!input.action?mode=0&refresh=true>

**Quick Service Guides**  
<http://pe.usps.gov/text/qsg300/q000.htm>

**Mail Service Updates**  
<http://about.usps.com/news/service-alerts/welcome.htm>

**PostalPro**  
<https://postalpro.usps.com/>

**National Customer Support Center**  
**1-800-238-3150**

Article suggestions or ideas for upcoming newsletters please email either PCC.