



Why Join GO!PCC?

GO-PCC brings mailers and the USPS together for informal networking opportunities where we can share information and help your business succeed. If using the USPS is basic to the success and growth of your business, you can benefit from attending GO-PCC functions. Being an active member gives you the chance to meet with your local postal representatives and fellow business mailers in a friendly, informal setting. You can discuss mailing issues, request assistance on solving your mailing needs, and learn new methods to get the most out of postal products and services.

There's no better place than a GO-PCC function to get to know people in your industry. The more active you are as a member, the more people you'll meet – including potential new business customers and suppliers. Your participation as a GO-PCC member will foster a better relationship between your business and the Postal Service and help you succeed in your business mailing efforts.

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ENVOY

For nearly 30 years, Envoy has served many of Omaha's long-standing businesses as a full-service advertising agency. The agency's longevity, however, is not due to the range of services it offers, but rather how it effectively uses them to help clients succeed.

Its mission is straightforward: to build client partnerships that foster effective, results-oriented marketing communications through the integration of strategy, interactive, branding and media services.

A common thread that runs through many of its clients is a desire to make the world a better place — whether through a commitment to education, the emotional and spiritual rehabilitation of at-risk children or the provision of local, healthful food products. Working with these organizations has given the agency many years of experience communicating with and marketing to parents and families. This has also helped the agency foster and retain a strong, dedicated team of marketing experts who are willing to go above and beyond.

In recent years, Omaha-based advertising agency Envoy, Inc. has been a key partner in helping to market and publicize the Omaha Advertising eXpo (OAX), the region's premier advertising event. OAX has been a huge success in its three years to date and Envoy was instrumental in this success by providing professional website management and marketing services. These services were donated "in kind" with an estimated value of \$64,000.

On behalf of the GO!PCC Board we would like to thank Envoy for their partnership.

GO!-PCC BOARD LISTING

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2016 New PCC Advisory Committee Leadership

In January 2016, the PCC Advisory Committee (PCCAC) will develop its Strategic Business Plan for the New Year. To help chart our strategic direction, the PCCAC will have some new members among its leadership team.

Please join me in welcoming the following members in their leadership roles:

1. Ellie Alexander: Effective January 1, 2016, Ellie will be replacing Wanda Senne as the PCCAC National Industry Co-Chair. Also, Ellie will become the PCCAC Administration (Policy) Subcommittee Industry Co-Chair. Wanda's tenure in both positions will end December 31, 2015.
2. Allen Aven: Effective January 1, 2016, Allen will replace Ellie as the PCCAC Membership Subcommittee Industry Co-Chair. Currently, Allen serves as the Industry Co-Chair of the Greater Dallas PCC. His PCC won the 2015 PCC of the Year Award (Large Market) and will be the host site for National PCC Week 2016. The Greater Dallas PCC was the recipient of the 2015 Communication Excellence Award (Gold Level) and 2015 Education Excellence Award (Silver Level).
3. Cathy Rupard: Cathy will be replacing Larry Chaido as the PCCAC Education Subcommittee Industry Co-Chair. She is currently the Industry Co-Chair of the Central Missouri PCC. Cathy is the recipient of the 2015 PCC Industry Member of the Year Award (Gold Level). Her PCC has won the PCC of the Year Award (Small Market) twice and has been very creative in offering education programs that add value to the PCC membership. Larry submitted his letter of resignation effective December 4, 2015.
4. John Millet will continue his leadership role as the PCCAC Communications Subcommittee Industry Co-Chair. John and subcommittee members played a critical role in the launch for the LinkedIn PCC Pilot Discussion Group. Moreover, he coordinates the monthly PCC Postal Customer Cafes and provided significant input in the redesign of the monthly electronic PCC Insider newsletter.

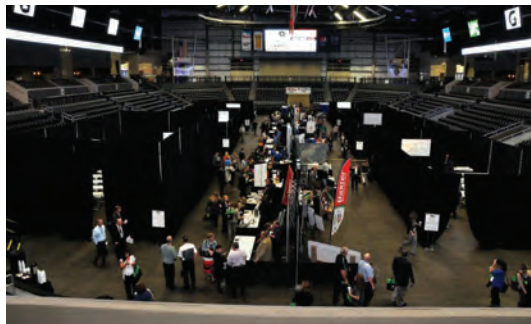
We want to thank Wanda for her leadership role as the National PCCAC Industry Co-Chair and Administration-Policy Subcommittee Industry Co-Chair. When it came to PCC administration, she forced us to think outside the box. Wanda's dedication, commitment and responsiveness were demonstrated each and every day. Her many contributions will not go unnoticed.

As the PCCAC Education Subcommittee Industry Co-Chair, Larry's took the PCC education program to a new level. Through his leadership, new sources of education were identified and implemented, including certification programs that were offered to PCCs at the local level and education resources included on RIBBS and the usps.com websites. Larry was also instrumental in identifying new workshops-in-a-box topics that were relevant to all PCCs.

Even though the PCCAC has the responsibility of develop its Strategic Business Plan, it should be noted that the feedback you have provided via the PCC Postal Customer Cafes, surveys, and roundtable discussions, will help shape our plan in a significant way. Going forward, we will continue to seek your invaluable input and we sincerely appreciate it.

The PCCAC looks forward to its continued role as an oversight body, providing guidance on PCC best practices and bringing PCCs together for mutual gain in accomplishing the PCC Mission.

OAX 2015



OAX 2015 Testimonials

Peggy Steckelberg
idea5 Marketing
Overall, I really enjoyed the opportunity to listen to and meetup with folks who “think like I do.” Being an in-house marketing team of one can be isolating; I felt more connected to the local marketing community after this show.

Leah Trasher
Weitz Investment Management
Marketing and Sales Associate

I was really looking forward to the sessions and felt like there were relevant topics and wise-choice presenters.

Mike Friend
Tomorrow’s Online Marketing
National Sales Director & Digital Marketing Consultant

I have already mentioned to two video companies in both Omaha and Lincoln that they ought to at least consider attending if not exhibiting too.

Patti Craig
Merrymakers Assoc.
Exec. Dir.

Willy Thiesen and Jill Slupe were very informative. Thank you for a well-executed event. I do plan on attending in the future!

2016 GO!PCC EVENTS

- March 17, 2016 –
Program & Workshop,
TIPTOP BALLROOM
- May 13, 2016 –
GO!PCC Golf Outing
- June 16, 2016 –
Program & Workshop,
TIPTOP BALLROOM
- September 2016 –
OAX/PCC Day – TBA
- December 8, 2016 –
Program & Workshop,
TIPTOP BALLROOM

LINKS TO MAILING RESOURCES

U.S. Postal Service:
usps.com

National PCC Network:
usps.com/pcc

RIBBS:
ribbs.usps.gov

Questions? Comments?
Send an email to:
pcc@usps.gov

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