

## 2012 PCC Award Winners Announced!

On September 5, 2012, Postal Customer Councils and PCC members across the country were recognized for their hard work, dedication and partnership, by Maura Robinson, Vice President, Consumer & Industry Affairs. This special edition of PCC Insider identifies the 2012 award winners, and highlights their achievements.

### Twin Cities PCC PCC of the Year: Large Market



The Twin Cities PCC (Minneapolis-St. Paul, MN) took home PCC of the Year in the large market for their innovative educational and networking events. The PCC hosted 28 educational workshops, used “mail trivia” to increase attendance, and leveraged QR codes at vendor events driving traffic to vendor sites. By assigning unique member identification numbers, the PCC was able to track participation, and measure the success of their efforts to increase involvement.

By thinking outside the box, the Twin Cities PCC increased membership, participation, and its value to both the Postal Service and the mailing industry.



### Central Missouri PCC PCC of the Year—Small Market

Leaders of the Central Missouri PCC knew that the PCC wouldn’t achieve the kind of success it was capable of if they didn’t go the extra mile in 2012. So, they developed specialized workshops, leveraged innovation, and came up with some creative and well-received activities for their members. The PCC hosted its first-ever “Mail Crawl,” which took members on a series of industry and postal operational tours throughout the community, and hosted a mail conference using resources from the Speakers Bureau. For their creativity and accomplishments in 2012, the Central Missouri PCC earned the PCC of the Year—Small Market Award. This PCC may be small, but their achievements are big!

### Industry Member of the Year: Tracey Dunlap, Epic Systems

To the Greater Portland (OR) PCC, Tracey Dunlap exemplifies excellence in PCC leadership. Her dedication to and passion for the PCC mission is reflected in her fine-tuning of education programs, membership recruitment efforts, and communication outreach. Tracey’s leadership has earned her a number of individual awards, inspired the PCC’s members, and significantly contributed to its success: the Greater Portland PCC has achieved Gold status for each of the past five years.



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**District Manager of the Year: Lorraine Castellano, Long Island District**



During 2012, Lorraine Castellano lent tremendous support to the PCC mission through her exceptional leadership. She helped author a very successful action plan designed to increase PCC membership and actively engage members. Through her leadership and development of the action plan, Lorraine helped expand PCC communication, energize PCC membership, and enhance the PCC educational platform with diverse workshop offerings – all of which added great value to the PCC and local mailing community.

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**Business Partner of the Year: Oklahoman DIRECT**



Oklahoman DIRECT (a direct mail company) has participated in the Greater Oklahoma PCC for over 25 years. The company takes pride in its partnership with the PCC, and mentors and empowers its employees to be actively involved in PCC activities. Oklahoman DIRECT employees serve in leadership positions on the PCC executive board, and provide support for the PCC's communications, educational, and promotional efforts. Through its extensive involvement in the Greater Oklahoma PCC, Oklahoman DIRECT clearly demonstrates steadfast dedication to the PCC mission and the mailing industry.

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**PCC Postal Member of the Year: Raschelle Parker, New York District**

Marketing Manager Raschelle Parker has been an inspiration to, and driving force behind, the Greater New York PCC for the past nine years. With Raschelle's encouragement, the PCC board introduced innovative new programs geared to help PCC members reduce costs, improve productivity, and increase revenue. Her efforts invigorated the PCC's membership and educational teams, resulting in an array of workshops, many successful networking events, and the development of an outstanding communication plan that drove a 5% increase in membership.



Raschelle Parker, Manager  
Marketing; New York District



For the third consecutive year, a record number of PCCs were named PCC Premier award winners in each of the three categories: Bronze, Silver, and Gold. Of the 93 awards earned in 2012, 18 were Bronze, six were Silver, and a remarkable 69 PCCs achieved Gold status!

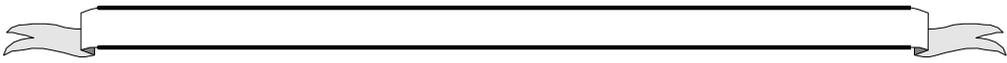
**Congratulations to all the award winners!**

## **Premier Awards Silver Level**

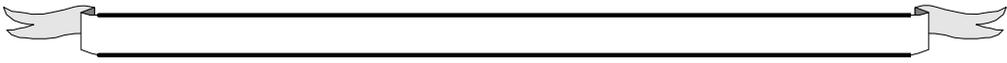
**Capitol City PCC  
Greater Omaha PCC  
Mohawk Valley Regional PCC  
Panhandle PCC  
Southern Maine PCC  
Southern Tier PCC**

## **Premier Awards Bronze Level**

**Akron / Canton PCC  
Chippewa Valley PCC  
Coulee Region PCC  
East Texas PCC  
Erie Area PCC  
Greater Pittsburgh PCC  
Greater Wichita Area PCC  
Green Bay Area PCC  
Inland Empire PCC  
Manhattan Flint Hills PCC  
Minnesota Heartland PCC  
Peoria Area PCC  
South East Minnesota PCC  
Southeastern Pennsylvania PCC  
Southern Nevada PCC  
Southwest Florida PCC  
Southwest Idaho PCC  
Twin Ports PCC**



# Premier Awards Gold Level



**Austin PCC**  
**Baltimore PCC**  
**Bay-Valley PCC**  
**Buffalo / Niagara PCC**  
**Capital Region PCC**  
**Central Arkansas PCC**  
**Central Florida PCC**  
**Central Massachusetts PCC**  
**Central Missouri PCC**  
**Central New York PCC**  
**Central Ohio PCC**  
**Chicago PCC**  
**Des Moines PCC**  
**Detroit Michigan PCC**  
**Fairfield County Connecticut PCC**  
**Fort Worth PCC**  
**Greater Atlanta PCC**  
**Greater Birmingham PCC**  
**Greater Boston PCC**  
**Greater Charlotte PCC**  
**Greater Cleveland PCC**  
**Greater Dallas PCC**  
**Greater Denver PCC**  
**Greater Hartford PCC**  
**Greater Hudson Valley PCC**  
**Greater Kansas City PCC**  
**Greater Madison Area PCC**  
**Greater Metro Phoenix PCC**  
**Greater New Haven PCC**  
**Greater New Jersey PCC**  
**Greater New York PCC**  
**Greater Oklahoma PCC**  
**Greater Philadelphia PCC**  
**Greater Portland PCC**  
**Greater St. Louis PCC**  
**Greater Triad PCC**  
**Greater Triangle Area PCC**

**Lehigh Valley PCC  
Long Island PCC  
Los Angeles PCC  
Manasota PCC  
Miami-Dade County PCC  
Midlands PCC of Greater South Carolina  
Mid-Michigan PCC  
Milwaukee PCC  
Nashville / Middle Tennessee PCC  
New Hampshire PCC  
North Valley PCC  
Northeast Florida PCC  
Northern Illinois PCC  
Northern Virginia Metro PCC  
Northwest Arkansas PCC  
Providence Rhode Island PCC  
Puget Sound PCC  
Sacramento PCC  
San Diego PCC  
San Francisco PCC  
Santa Ana District PCC  
Sioux Falls Area PCC  
South Central Minnesota PCC  
South Suburban PCC  
Southeastern Massachusetts PCC  
Tampa Bay PCC  
Tulsa PCC  
Twin Cities PCC  
Upstate PCC of Greater South Carolina  
Utah PCC  
Van Nuys PCC  
Washington Metropolitan PCC**

