



## Greetings from the Industry Co-Chair



Judith Antisdal

Greetings to all of you. I miss you so much! Many blessings and good health to everyone. As Forrest Gump said "Life is like a box of chocolates. You never know what you're gonna get." It is true that many things are uncertain now but as we work through this together, I am also reminded that with every hardship there are blessings.

Many colleagues have repurposed their machinery to make new items and found new paths for income. I have heard great reports about companies hiring more and more employees as we have seen an uptick in sales. And some owners have merged for a succession plan that they were ready for. One thing I am sure of is that we are a group of innovators and while the face of some businesses has changed others are still looking for

ideas to make them stronger.

While there is still much to figure out and most of it is out of our hands, we need each other more than ever. Our PCC leadership team has been hard at work developing Zoom meetings to bring you the latest developments in our industry and ideas to keep your business growing. More to come and we thank you for registering for our virtual events!

Please use us as a resource for anything mail as we are here to help you. That is a great benefit of joining the GBPCC - meeting the decision makers and the industry shakers. And we want to hear from you! How are you doing? How can we assist you? Thanks for your support and loyalty while you read about the ideas and thoughts our board shares with you in this issue.

Only a phone call away!

Judith Antisdal AT Direct, GBPCC Industry Co-Chair ©  
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## UPCOMING PCC EVENTS

**September 22**

National PCC Day 2020

**October 16**

Mail Design professional  
(MDP) Study Group

**October 22**

Mail Center Security and  
JHH Virtual Tour

**November 5**

Operation Santa

**December 4**

Fall General Membership  
Meeting

## Baltimore District Manager Update

Darryl Martin, USPS District Manager for Baltimore recently spoke at a GBPCC webinar and gave an update on the district, in light of the pandemic and recent media coverage of the Postal Services. Here are a few excerpts:

*"The United States Postal Service in the Baltimore District is not immune to the challenges caused by the COVID - 19 pandemic. We have stayed vigilant in employee safety and mail delivery. The organizational restructuring from a district level perspective has not changed our focus. Even though we have seen disruptions during this pandemic our daily focus and commitment remains collection, processing and delivering the mail every single day.*

*The PCC is a partnership in which the Postal Service and Industry comes together to work on issues and concerns from both sides of the spectrum. This partnership has helped us through these challenging times allowing platforms like Zoom to facilitate changes and provide organizational and industry updates. Feedback from customers and mailers enables effective realignment of our operations to ensure that we continue providing quality service that the US Postal Service is known for."*



Darryl Martin, USPS

For additional information or to register, please visit our website [www.GreaterBaltimorePCC.org](http://www.GreaterBaltimorePCC.org) or contact Lisa Harris at [Lisa.L.Harris@usps.gov](mailto:Lisa.L.Harris@usps.gov) or call (410) 347-4493

## PCC Day Award Nominations

Recognizing the individuals and organizations that provide education, guidance, and support for the PCC and its members is crucial. The following individuals and companies have been nominated for the GBPCC 2020 Awards.

Please be sure to join in the Fall General Membership Meeting on December 4, 2020 to see the winner in each category!

### GBPCC Industry Person of the Year Nominees:

- Sally Pfabe - Sally has been a member of the GBPCC executive board for several years and is always willing to present at meetings or to coordinate speakers for webinars. Most recently Sally coordinated and moderated a webinar on the value of parcel lockers, which included 2 industry and 1 postal speaker.
- Yolanda-Jackson Finch - Yolanda has been a member of the GBPCC executive board for several years. In the past year or so, she has been able to invest more time into the PCC and helps in a variety of ways including hosting board meetings (pre-pandemic), assisting in various initiatives, and donating goodies for inclusion in gift bags for meeting attendees.
- Judy Antisdel - Judy is the current Industry Chair for the GBPCC. She does a whole range of things for the PCC from coordinating webinars and speakers, to writing membership letters and coming up with creative new ideas for the PCC to implement. No matter the task or challenge, Judy is willing to step up and take it on.

### GBPCC Tyra Womack Postal Person of the Year Nominees:

- Patrick Curran - Patrick provides all the behind the scenes IT support and music at all our in-person events. Since all PCC events have now gone virtual, Patrick has been a key figure in helping implement the zoom platform with the GBPCC and assisting in obtaining transcripts and recordings for meetings.
- Vincent Ordanza - Vince is a USPS employee with a passion for photography. He has provided excellent photographic documentation for the GBPCC Fall Membership Meeting and PCC Day 2019. We cannot wait until it is safe to hold in-person events so Vince can again document our memories!

## GBPCC Earns Award for Mentorship

The national PCC organization has annual awards honoring the various PCC's for their achievement. The GBPCC earned the 2019 Mentor of the Year Award. This is a new award category and is presented to a PCC that helps an up and coming PCC grow. The GBPCC helped the South Jersey PCC (SJPCC) in 2019 and has continued the relationship into 2020. The SJPCC did so well in their PCC efforts, that they earned the national PCC award for 2019 PCC of the Year -Large Market. Here is what they have to say:



*As the South Jersey Postal Customer Council's Communications Chair and the local community Postmaster in the seashore town of Avalon, NJ, verbal and written forms of communication, remains to be what positively connects me to my fellow PCC's throughout the country and locally within my own community. What propels the Greater Baltimore Postal Customer Council to repeatedly earn such recognition from our National PCC in headquarters, is just that: a willingness to communicate. We, the SJPCC, have been extremely fortunate to have been mentored by the GBPCC for several years now. The relationship between both PCC's executive boards, between our industry and postal chairs, and between our professional relationships with the industry and postal members, has been instrumental to our growth and success to say the least. The GBPCC most definitely possesses all of the traits that a mentor should have and on a consistent and ever growing basis: the willingness to share skills, knowledge, and expertise; takes a personal and enthusiastic interest in the mentoring relationship; and values ongoing learning and growth in the BOTH fields: industry and postal. As another wise PCC mentor recently said and I will quote her here: "It's simply one PCC supporting another." That is what GBPCC does: supports their fellow PCCs! - Melissa Lomax, SJPCC*

## New GBPCC Award Named in Honor of Tyra Womack



Tyra Womack was the personification of a Godly woman in every aspect of her life; carrying herself with dignity and class. Her smile and presence illuminated any space she occupied.

Sadly, Tyra departed her earthly life too soon in June 2020.

Tyra was dedicated and had a positive work ethic. That dedication and her abilities afforded her several employment opportunities. She worked at USF&G, Blue Cross Blue Shield and at the United States Postal Service.

Tyra's postal career began as a letter carrier in 1996. In 2005, until her untimely death, she was the Administrative Assistant for the District Manager of Baltimore. In that position, she served as assistant to seven different district managers who were responsible for 7,000 + employees and over 300 Post Offices, stations and branches.

Tyra's coworkers described her as a hard-working, conscientious, charismatic friend and employee; always having encouraging words for those she encountered.

Tyra loved God and was a faithful member of her church. She sang on the choir, read church announcements on Sundays - after singing on the choir- and was a member of the dance ministry. In addition to serving in her church, Tyra also volunteered at Morgan State University's WEAA radio station. Each Sunday, for over 30 years, she read announcements for Baltimore City.

In each area of Tyra's life, she maintained consistency and a spirit of excellence. Her personality and mannerisms at work and her personal life mirrored her "Sunday morning" character. Tyra was polite, caring, kind and loving. She possessed a fundamental and inherent beauty that left an enduring impact on everyone she met.

Tyra will truly be missed.

In honor of Tyra, the GBPCC will award an outstanding USPS employee and GBPCC supporter with the *GBPCC Tyra Womack Postal Person of the Year Award*.

# Innovative Education Format

The pandemic through a wrench in a lot of plans - but it also gives you the ability to reevaluate and improve the way things have been done. Jennifer Hoyer did just that for the Mail Design Professional Certification course. The GBPCC had initially planned to offer this certification as an in-person study group. Given the current situation, this was simply not feasible. So, Jennifer went to work and came up with a new plan using a zoom format that attendees absolutely loved. The format for the course was a teach and learn where each participant needed to learn a module and share the most important elements in a 15-minute summary. This allowed each attendee to become an expert on a small area and really seal in the information as they communicated its essential elements. It also meant there was a new speaker every 15 or so minutes so no one speaker became monotonous. At the end of the teach and learn segment, attendees entered breakout rooms within the zoom webinar so they could work on the exam questions in small subgroups. According to Jennifer, "the point is not to be an expert overnight on all aspects of mail design, but rather to know where to find the information when you need it. That's why working on a small group to find the answers is an excellent way to learn how to research a question." Jennifer's commitment to our local PCC is wonderful. She goes above and beyond with her commitment to serve. It's important to mention that her Mail Design class was also attended by several PCC's in the US and she is setting up additional classes as the calls and emails pour in across the country. The GBPCC is now serving as a resource for training across the nation. Bravo Jennifer!

# Stronger Together

This section spotlights innovate ways GBPCC members are overcoming obstacles created by the current pandemic.



Ashley Hoyer,  
Century 21

When the pandemic first hit, many people were apprehensive about going out in public, let alone walking through a house for sale. So, maintaining current relationships and building new ones was crucial for a realtor during this time. I used the opportunity to design a postcard to mail to neighbors to offer my services, not just as a realtor but as a neighbor to help bring them supplies or such if they were required to self-quarantine. I showed my postcard to a GBPCC Board Member, and they made some minor changes that allowed me to mail at a cheaper postcard rate. I was also able to help a neighbor in need who had to quarantine after returning from another state.



Jan Keadle, H.G.  
Roebuck & Son

We work with several clients that publish and distribute magazines via libraries, schools, coffee shops, and retail stores. Since the shutdown for Covid-19 started in mid-March, our clients found themselves without a distribution system. We helped them find a great solution using a rental mail list. They could refine the list to their exact criteria and are now able to reach their target market by mailing their magazine!

It is truly a blessing to be a part of the GBPCC community. Throughout the pandemic, the GBPCC Board Members and industry colleagues checked in with each other and continued to promote educational and networking opportunities without missing a beat! We are resilient and positive, maintaining a fun and caring atmosphere throughout all our meetings and events - #TheGBPCCrocks!



Sally Pfabe, IST

A significant impact of the pandemic has been the elimination of in-person meetings. Whereas "meetings" were conducted via WebEx sessions and conference calls, the joy of collectively sitting around a single conference room able to see each other's facial expressions was missed. Personally, I am hopeful that 2021 brings the return of in-person meetings with colleagues, GBPCC members, volunteers, family, and friends to enjoy the energy of being together in the same room!

What PCC means to me working as a Sales Executive Generalist in the Baltimore District. It's the voice of the US Postal Service. It provides education to new and upcoming industry members at educational events pertaining to the working relationship between the Postal Service and business mailers. It is a group that shares information and exchanges ideas about new and existing Postal Service products, services, programs, and procedures that affect business communities. During my years of service with the Postal Service, it has allowed me to gain knowledge of different sales processes, such as assisting with electronic data files, mail.dat and mail.xml. I provided information to large mailers about their scorecard, support with PC postage, and assisted customers to obtain pricing agreement opportunities with the Postal Services. The PCC member organizations give professional guidance to all the members in recommendations to implement solutions to all my customers.



Olivia Sharp Buster,  
USPS



Lia Johnson,  
USPS

What has become the "new normal" is an uncomfortable business experience for the industry and the US Postal Service. This pandemic has forced us to communicate and work in new ways that in the past would have been considered— "outside the box". The PCC has given us the opportunity to listen to the industry and their needs as well as for them to see us work and commit to service during this pandemic. Businesses especially in this climate are ever changing in order to maintain and grow revenue; and the Postal Service is working hard as we always do through any challenges to meet our industry needs and ours as well.

I look forward to working together with the PCC this upcoming year and doing my part to uphold the US Postal Service's Mission and Vision statements.



Eric Gilbert, USPS  
Postmaster,  
Baltimore

As someone new to the Baltimore area, I am digging in and looking forward to experiencing all the things that make Baltimore unique. I am also interested in deepening the relationship between business mailers and the Postal Service. PCC partnerships increase our knowledge, expertise, and resources to make better products and reach a greater audience. All of these put together along with feedback can improve customer relationships, driving the right business partnership. The GBPCC helps facilitate this industry-postal service relationship and I look forward to meeting everyone via upcoming webinars and, hopefully, at in person events, when they can safely resume.

# The Postal Ouija Board

By Leo Raymond - [lraymond@mailershut.com](mailto:lraymond@mailershut.com)

People ask what's in store for next year regarding the Postal Service. Unfortunately, the current circumstances of the USPS make such forecasting more challenging than usual.

What's almost certain is a rate change in January. If history holds, the Postal Service will file in October based on the August CPI. It's been around 1.5% recently, so that might be a reasonable working figure.

Something else just about as certain is the lingering pandemic and its impact on businesses and people. With depressed business activity, there may be less demand for hard copy mail, but stay-at-home shoppers will continue to contribute to higher parcel volume.

Thankfully, the election will be past, and - hopefully - so will be its political entanglement of the Postal Service. Whether the processes that were halted before the election will resume, such as operational changes to decrease overtime and improve timely transportation, and the removal of unneeded equipment, might depend on whether the current (new) Postmaster General survives the political issues in which he's immersed.

The likelihood of any meaningful "reform" legislation that actually helps the USPS will continue to be unlikely, given Congress' preference for partisan feuding rather than substantive accomplishment. As a result, USPS finances will remain burdened with debts it can't pay and fundamental questions, like how to support the costs of the Universal Service Obligation, will remain unanswered.

Just the same, it's likely that there will be a postal carrier delivering to your mailbox six days a week, and a post office nearby where you will still be able to buy stamps and deposit your mail.

## Mail Design Professional (MDP) Study Group OCTOBER 16 @ 9:00 AM - 4:00 PM

**3RD CHANCE FOR CERTIFICATION FEATURING A SMALLER, INTERACTIVE STUDY GROUP!**

**Location: This will be on ZOOM**

**Cost: Industry Members - \$100 per person including exam**

**USPS Employees - Take as HERO at no charge**

**Hosted by: Jennifer Hoyer**

**Register at [www.GreaterBaltimorePCC.org](http://www.GreaterBaltimorePCC.org)**

Would you like to increase your value as a mailing industry professional? If so, the Mail Design Professional (MDP) may be right for you! This course is ideal for people new to the industry, seasoned veterans, and basically anyone looking to increase their proficiency in designing letter and flat-sized mail to meet USPS standards. The course includes:

- Addressing Standards
- Mail Classes
- IMb and IMpb Placement & Specifications
- Automation Design (Tabs, Deflection, etc.)
- Reply Mail (Courtesy, Business, etc.)
- Move Update Requirement



The GBPCC will be holding an MDP Certification Study Group on Friday, October 16, 2020 from 9:00am - 4:00pm. It will be a teach & learn format followed by an open book exam. **Each attendee will be responsible for preparing one module in advance of the study group and sharing the important facts with a 20-minute summary to the rest of the group.**

The cost to attend is \$100 and includes the exam. Please RSVP by **Friday, October 9th** to obtain the exams and allow attendees time to read and prepare their module summary.

The course will be led by Jennifer Hoyer, Customer Support Manager at Corporate Mailing Services, Inc. Jennifer has nearly 20 years mailing industry experience and has held/maintained MDP Certification since 2006. Most recently, she held a study group for CMS employees and customers. This USPS Certification is valid for a period of 2 years and must be renewed by retaking a course/the exam.

# Mail Center Security and JHH Virtual Tour

OCTOBER 22 @ 11:00 AM - 12:00 PM

Register at [www.GreaterBaltimorePCC.org](http://www.GreaterBaltimorePCC.org)



Roderick Toney,  
The Johns Hopkins Hospital



Michael Butler,  
USPS Inspection Service

Join Roderick Toney for a virtual tour of the Johns Hopkins Hospital showing their processes, HIPAA compliance measures, and noting changes made due to the coronavirus pandemic. Michael Butler from the USPS Inspection Service will continue the discussion noting how they can assist companies in not just responding to incidents but also how you can be on the front lines of prevention and detection - all with a minimal budget.

## USPS Operation Santa

NOVEMBER 5 @ 11:00 AM - 12:00 PM

Register at [www.GreaterBaltimorePCC.org](http://www.GreaterBaltimorePCC.org)



Join Tatiana Roy with the USPS as she explains the USPS Operation Santa program and how you can help bring joy to a child in need this Holiday season.

## A Big "Thank You" to Leo Raymond

Leo Raymond is the Managing Director of Mailers Hub, providing resources for mailers to help them understand and comply with USPS regulations, to improve their operations and to facilitate collaboration with industry peers and partners. With his background with the Postal Service and mailing industry, he has been the go-to person for not only the mailers' side of postal issues but also provides an in-depth look at the workings of the Postal Service. He has unselfishly given his time, knowledge, and views to the GBPCC when asked for a presentation or webinar and we gratefully thank him for that.

## Thanks for your support!





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## Greater Baltimore Postal Council Executive Board 2020

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