



Greater OK PCC Newsletter

What You Missed in **January!**

The GO-PCC and the TPCC hosted an educational ZOOM session on January 22, 2022. The keynote speaker was Floyd Creepy; Portfolio Manager for Heitech Services Inc., Landover, Maryland. The topic was "Creating a Powerful Direct Mail Campaign." Mr. Crecy's presentation agenda included:

- ***Why the Baby Boomer Shouldn't be Disregarded***
- ***Marketing to Millennials with Direct Mail Boots Engagement***
- ***How to Create Powerful Direct Mail Campaign Starting with Boomers***
- ***How to Take a Powerful Direct Mail Campaign to a New Dimension***

The presentation was an enlightening and well received.

Coming in **February!**

The U.S. Postal Service and the Greater Oklahoma Postal Customer Council (GO-PCC) invite you to join us on Thursday, February 10, 2022, at the Cattlemen's Steakhouse located at 1309 S. Agnew Avenue, Oklahoma City, OK 73108, for our first Quarterly Business Luncheon meeting of the year. Registration begins at 11:45 a.m., and lunch will be served at noon.

Our keynote speaker will be Mark Fallon, President & CEO of The Berkshire Company, South Yarmouth, MA.

In March of 2020, companies transformed how they operate. Only essential employees were reporting to their place of business. Many of us who avoided Skype, Zoom, GoToMeeting and WebEx received crash courses in that technology. While there has been a partial return to work, we're working in a very different world. More people than ever are working from their homes. And sometimes, in the office. And sometimes, while traveling. Mr. Fallon's topic will be "***Home or Office or Both.***"



Mark Fallon

In 2001, Mark Fallon started The Berkshire Company. In his house. In a converted family room. Since then, he's learned how to work from home, work from hotels, and when necessary, work out of a rental car. In this presentation, Mark will share tips, tricks and technologies that help with productivity – and maintain a sense of balance when working from a home office.

Registration is \$22.50 when **paid or reserved**. Onsite registration is \$25.00. To register and for additional information contact Sonya Dulan, Customer Relations Coordinator – USPS at (405) 815-2302 or via email at sonya.r.dulan@usps.gov. Cut off for registration is Tuesday, February 9, 2022. ****No charge for first time attendees****

We are looking forward to an exciting, enlightening, and educational presentation for our keynote speaker and we hope that you will join us for this event!

Service Performance Holds Steady for All Mail Categories As USPS Addresses Multiple Operational Challenges

- *Latest scores reflect USPS continued mitigation efforts against ongoing industrywide delays in ground and air transportation network, employee availability challenges due to COVID-19, and winter storms across the nation*
- *On average, time to deliver a mailpiece across the network was 2.6 days*

The United States Postal Service reported new service delivery performance metrics for the first week of the fiscal second quarter showing service performance holding steady for First-Class Mail, Marketing Mail and Periodicals. Consistent with the rest of the shipping industry, the organization experienced some minor delays in both ground and air transportation during the week of January 1-7. The Postal Service continues to address impacts to last mile delivery due to availability challenges due to COVID-19 cases and inclement weather events including winter storms on the East Coast, Midwest and West Coast.

However, the Postal Service's mitigation plans continue to perform well, enabling the organization to maintain strong service performance scores across all mail categories.

Second quarter-to-date service performance scores covering the period Jan.1 through Jan. 7 included:

- **First-Class Mail:** 90 percent of First-Class Mail delivered on time against the USPS service standard, an improvement of .37 percentage points from the first quarter.
- **Marketing Mail:** 91.7 percent of Marketing Mail delivered on time against the USPS service standard, a slight decrease of .46 percentage points from the first quarter.
- **Periodicals:** 81.1 percent of Periodicals delivered on time against the USPS service standard, with an improvement of .37 percentage points from the first quarter.

From Jan. 1 through Jan. 7, the average time to deliver a mailpiece across the postal network was 2.6 days.

One of the goals of Delivering for America, the Postal Service's 10-year plan for achieving financial sustainability and service excellence, is to meet or exceed 95 percent on-time service performance for all mail and shipping products once all elements of the plan are implemented. Service performance is defined by the Postal Service as the time it takes to deliver a mailpiece or package from its acceptance into our system through its delivery, as measured against published service standards.

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