



Greater OK PCC Newsletter

What You Missed in October!

The Greater Oklahoma PCC (GO-PCC) hosted a virtual educational session on October 27th. The subject matter was “Why Direct Mail Still Matters” and the keynote speaker was Chris Lien, Executive Vice President of Postal Affairs for BCC Software, Isanti, Minnesota.

Chris’s presentation targeted the largest living generation, millennials, who were born and raised in the digital age. He explained how direct mail has proven to work with millennials, and that recent studies have shown that 90 percent of millennials surveyed find direct mail trustworthy. “It’s time for savvy marketers to understand mail and millennials, and how to market to this important demographic,” said Chris. His presentation was outstanding, informative, and well received by the attendees.

Coming in November!

The U.S. Postal Service (USPS) and the GO-PCC invite you to join us Tuesday, November 15, 2022, at the Metro Technology Business Center, 1900 N Springlike Drive, Oklahoma City, OK 73111, for our final business luncheon meeting of the year. Registration begins at 10:30 a.m. and the program will start at 11:00 a.m.

Our agenda will be a panel of experts that will feature:

Julie Gosdin, Arkansas – Oklahoma District Manager Retail & Delivery, USPS

Sean Walton, Sr. Plant Manager, Oklahoma City, OK, USPS

Mark Fallon, President & CEO, The Berkshire Company, South Yarmouth, MA

Glenn Swyers, Direct Marketing Integration, The IMAGINE Group, Charlotte, NC

Got questions – they have the answers!

Keeping with our tradition, the GO-PCC is sponsoring our annual **Lora Geonet Memorial Toy Drive** to benefit the Boys & Girls Club of Oklahoma County. The mission of the Boys & Girls Club is to inspire and enable young people to realize their full potential as productive, responsible, and caring citizens. We are asking each luncheon attendee to consider bringing an unwrapped new toy to the business luncheon meeting to support our efforts. Boys & Girls Club members range in age from six (6) to eighteen (18) years.



We will also be hosting a **Food Drive** and the collected donations will be given to the Regional Food Bank of Oklahoma. The Regional Food Bank of Oklahoma, a member of the Feeding America network of Food Banks, is the largest private domestic hunger-relief charity in the state - providing enough food to feed more than 126,000 hungry Oklahomans every week, 37 percent of which are children. We are requesting for you to consider bringing a non-perishable item to assist us with this project.



Registration is \$22.50 when paid or registered in advance and \$25.00 at the door. The meal will be provided by JT's Bar-B-Que. You can register at <https://greateroklahomapcc.org/events/1059/>.

R.S.V.P by Thursday, November 10, 2022. For additional information, please call Sonya Dulan, Customer Relations Coordinator, at (405) 815-2302 or via email at sonya.r.dulan@usps.gov.

USPS Continues Network Investments ahead of Holiday Season; Service Performance Remains Strong Across Nation

The United States Postal Service reported new delivery performance metrics through the third week of the FY2023 first quarter. During the reporting period, the average time to deliver a mail piece or package across the postal network was 2.6 days.

FY2023 first quarter service performance scores covering Oct. 1 through Oct. 21 included:

- **First-Class Mail:** 92.4 percent of First-Class Mail delivered on time against the USPS service standard, a decrease of .7 percentage points from the fiscal fourth quarter.
- **Marketing Mail:** 93.9 percent of Marketing Mail delivered on time against the USPS service standard, a decrease of .9 percentage points from the fiscal fourth quarter.
- **Periodicals:** 85.7 percent of Periodicals delivered on time against the USPS service standard, a decrease of 1.2 percentage points from the fiscal fourth quarter.

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.

USPS continues its efforts to prepare for the holiday shipping and mailing season. This preparedness reflects strategic investments and operational precision improvements made as part of the Delivering for America plan. Initiatives include:

- Stabilizing the USPS permanent workforce by converting 100,000 workers to full time since the beginning of 2021; with more than 41,000 part time workers converted to full time since January 2022.
- Actively hiring an additional 28,000 seasonal employees ahead of the holiday season.
- Installing 137 new package sorting machines across the nation this year. This brings the organization's total to 249 new processing machines since the launch of the Delivering for America plan. The new equipment combined with increased operational precision will expand daily package processing capacity to 60 million.

Since January, USPS has installed 116 of 137 new package sorting machines ahead of the holiday season. New package sorting machines have recently been installed in Texarkana (TX), Lexington (KY), Amarillo (TX), Saco (ME), and Columbia (MD).

National Postal Forum
Charlotte, NC
MAY 21 - 24, 2023

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Up to \$500!

 <p>Early Bird Discount</p> <p>Save \$300</p> <p style="font-size: x-small;">When you purchase a Full Registration</p> <p style="font-size: x-small;">\$250 on a Three-day Registration</p> <p style="font-size: x-small;">\$200 on a Two-day Registration</p> <p style="font-size: x-small;">\$150 Education Only</p> <p style="font-size: x-small;">Savings are based from the onsite rate</p> <p style="font-size: x-small;">Now through 12/16/22</p>	 <p>Postal Customer Council Savings</p> <p>Save \$100</p> <p style="font-size: x-small;">PCC members take \$100 off a Full Registration</p> <p style="font-size: x-small;">\$50 off a Three-Day Registration</p> <p style="font-size: x-small;">You must be a PCC member to qualify</p>	 <p>NPF Preferred Partner Hotel Stay</p> <p>Save \$100</p> <p style="font-size: x-small;">When you purchase a Full or Three-day Registration and book your stay through NPF</p> <p style="font-size: x-small;">Rooms are limited and are available on a first-come, first-served basis while they last.</p>
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