



## SPRING 2019 NEWSLETTER

### CALENDAR OF EVENTS

May 5-8, 2019: National Postal Forum, Indianapolis, IN

May 16, 2019: Breakfast Seminar- Your Own Mailpiece Design Review, USPS, Madison, WI

Aug. 1, 2019: GMAPCC Golf Outing, Madison, WI

Sept. 23 -27, 2019: PCC Week, Madison, W

Watch for these events at [www.madisonpcc.com](http://www.madisonpcc.com)



**Growth Driven**  
Fueling your Mailing and Shipping Success

May 5-8, 2019 | Indianapolis, IN

### NATIONAL POSTAL FORUM (NPF), MAY 5-8, 2019, INDIANAPOLIS, IN

While we live in a high-tech world, mail remains the preeminent “high-touch” means of reaching out to customers, businesses and the world and no one knows that better than NPF attendees! The National Postal Forum is the ideal way to stay in sync with all the advances and trends that affect the rapidly progressing and changing mailing and shipping industry.

This is the only event that brings together all senior level USPS executives, leaders of the mailing and shipping industry as well as the industry’s major suppliers and partners. You can’t afford to miss this opportunity to listen and learn from these champions of mail! **Go to [NPF.org](http://NPF.org) today for more information.**

## SAVE THE DATE

**GMAPCC 8th Annual Golf Outing**  
**Thursday, August 1, 2019 • Bridges Golf Course**

**7:00 a.m. Registration • 8:15 a.m. Shotgun**  
**Price: \$89.00 until June 30, \$99.00 after June 30**

**SCRAMBLE GOLF IS FOR EVERYONE!** No matter your skill level, come out and join in the fun. This event is designed to not only give you some time for recreation, but also time to network with members and meet members of the USPS. There are a variety of contests out on the course, door prizes, and a bag filled with an assortment of gifts for each golfer.

Contact Tom Diring at [tdiring@unitedmailingservices.com](mailto:tdiring@unitedmailingservices.com) or 608-225-3099 with any questions, hole sponsorships or door prizes.

In order to get Hole Sponsor Logo Signs, Score Card Logo and Company Prize Donation Listing promos, we need all commitments and logos to Tom on or by Friday July 26th.

#### REGISTRATION FEE INCLUDES:

- 18 holes of scramble golf, breakfast in the morning and lunch after golfing.
- Awards and door prizes. Every golfer will win a prize!
- Register as single, twosome or foursome. If you don’t golf, ride along for 9 holes \$29, 18 holes \$39 or lunch only \$15. Hole Sponsorship: \$150



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## ASK BILL: BILL MCCAFFERTY, MAIL DESIGN CLERK

Just a reminder that we are retiring the CAPS system effective April 1, 2019.

You must convert all CAPS accounts to EPS by that date.



In the mid-1990s, the Postal Service won the first Alexander Hamilton Award for Excellence in Treasury Management. The prestigious award was presented in recognition of the complete transformation of the USPS cash management system.

An important innovation was the Centralized Account Payment System (CAPS). With the 1990s introduction of CAPS, customers could cover all of their payments to USPS through one centralized account funded with electronic funds transfers. CAPS enabled mailers to have their own bank accounts debited by the USPS with the Automated Clearinghouse (ACH), after the mail was entered. This enabled “just in time payment” that brought USPS customer service more in line with the business world.

20 years later, USPS is giving CAPS a makeover, and renaming it the Enterprise Payment System (EPS). EPS will keep the core enhancements of CAPS that are now taken for granted and add more functionality and ease of use. EPS supports multiple payment options, including mobile check deposit, offers more reporting features, and allows customers to manage multiple USPS business functions under one account.

Eligible Products and Services include First-Class Mail®, Letters, Cards, and Flats, Priority Mail, First-Class Package Service, USPS Marketing Mail™, Letters, Flats, and Parcels, Parcel Select®, Media Mail®, Library Mail, Bound Printed Matter, Periodicals, International Products, Business Reply Mail (BRM), and Every Door Direct Mail (EDDM®), submitted via hard copy, eDoc (Mail.dat/Mail.XML), Postal Wizard or the Intelligent Mail® small business (IMsb) Tool, PO Box, Caller & Reserve Services (EPOBOL), and Address Quality Products (AEC, AECII and ACS™).

Products not currently supported include Electronic Verification System (eVS®), Parcel Return Service (PRS), PC Postage®, Scan Based Payment (SBP), Merchandise Return Service (MRS), Official Mail Accounting System (OMAS), Premium Forwarding Service Commercial (PFSC™), Share Mail®, and Intelligent Mail barcode Accounting (IMbA). Customers utilizing these products will be continue to be supported through CAPS.

Mail Entry and Business Mailer Support is hosting a series of informational sessions on EPS and the migration process every Tuesday 12:00 PM to 1:00 PM CDT until April 2nd. Go to PostalPro (<https://postalpro.usps.com/eps>) to attend.

**For more information and to sign up visit the PostalPro Enterprise Payment System page: <https://postalpro.usps.com/eps>. The migration fact sheet on that page will help you create an account.**



## 2019 ANNUAL MEETING

The GMAPCC held one of its most successful annual meetings on February 14. The large audience learned about the Postal Service's Informed Visibility (IV) from Steve Dearing who oversaw the development of the program. IV enables mailers to follow their mail throughout the journey from induction to delivery. GMAPCC member Brian Euclide (TEC Mailing Solutions LLC) continued with useful information on how mailers can find and use resources that help tailor the data to help mailers make effective marketing decisions.

2019 annual awards were presented to Don Thornton (American Girl) Industry person of the Year, Colony Brands Industry of the Year and Sarah Rapinsky Postal Person of the Year.





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## MARCH & MAY BREAKFAST EDUCATIONAL SEMINARS



### Enterprise Payment System Revealed

Business Mail Entry Supervisor Julie Reitter and Mailing Standards Specialist Linda Wroblewski helped area mailers understand and prepare for the April 1, 2019 switch from CAPS accounts to EPS. EPS payment account management provides enhanced security features, centralized balance and account management. Julie and Linda helped ease the transition by enrolling attendees at the seminar. Julie and Linda are more than happy to assist customers in understanding EPS. You can contact Julie Reitter (414-287-2597) and Linda Wroblewski (414-287-1893) for any assistance.

Our May seminar is May 16 at 7:30 a.m. Topics will include mail piece design basics and a summary of this year's National Postal Forum (NPF). If you are not able to attend NPF, be sure to attend and hear what is happening with USPS and the mailing industry from members who were there. Also bring in your mail pieces and get feedback and advice that can help you have a cost effective mailing.

## DID YOU KNOW?

1863: Free home mail delivery began in Cleveland.

1958: New York jeweler donates the Hope Diamond to the Smithsonian via the US mail.

28 million: Priority Mail Express packages delivered by USPS in fiscal 2018

5.3 billion: Number of USPS tracking articles handled by USPS in fiscal 2018

146.4 billion: Mailpieces and packages delivered by USPS in fiscal 2018

The Postmaster used to be in the line of succession to the Presidency. True, the PMG was last in line. The PMG was finally removed from succession in 1971.