



WINTER 2019 NEWSLETTER

CALENDAR OF EVENTS

Feb. 14, 2019: GMAPCC Annual Meeting, Madison, WI

Mar. 14, 2019: Breakfast Seminar- Enterprise Payment System, USPS, Madison, WI

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

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

Watch for these events at www.madisonpcc.com



Growth Driven
Fueling your Mailing and Shipping Success

May 5-8, 2019 | Indianapolis, IN

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 today for more information.**

Save the Date

2019 Annual GMAPCC Meeting
Thursday February 14, 2019
7:30 a.m. – 11:00 a.m.
Zor Temple, 575 Zor Shrine Pl,
Madison, WI 53719

USPS PRESENTS: INFORMED VISIBILITY FOR MAIL USERS.

Special Guest Speaker: Stephen Dearing Director, Corporate Reporting

Hear the expert explain how you can use Informed Visibility to enhance your multi-channel marketing campaign and produce positive results. Informed Visibility (IV) has arrived. The United States Postal Service is connecting digital intelligence with the physical world – expanding mail visibility by providing comprehensive, data-driven, near real-time information to the mailing industry. IV can add tremendous value to your business by giving you greater insight into where, when and how your mailings travel through the mailstream. This gives you the ability to plan and

coordinate the various components of your marketing campaign.

Steve Dearing provided the direction and oversight for the development of IV. He has been involved in incorporating new technologies into the operation of USPS that make mail an effective marketing tool. Steve is an original member of the Intelligent Mail organization and has continued to help develop programs that successfully streamline addressing and improve barcode quality which result in operational and cost savings for both the Postal Service and mailers. Come hear the expert explain how IV gives you near real-time visibility that you can use to enhance your multi-channel marketing campaign and produce positive results.

GMAPCC member Brian Euclid of Tec Mailing will also speak on the practical effects of IV on users -- what they can expect to see and find useful when using the program. The GMAPCC Board will present the annual awards for the Industry of the Year, Industry Person of the Year and Postal Person of the Year. New board members will be elected. If you would like to nominate someone or yourself to the board or for an award, please email robert.c.sheehan@usps.gov and a nomination form will be sent to you. **COST: \$25.00 includes breakfast. \$10.00 for new members and first-time attendees.**

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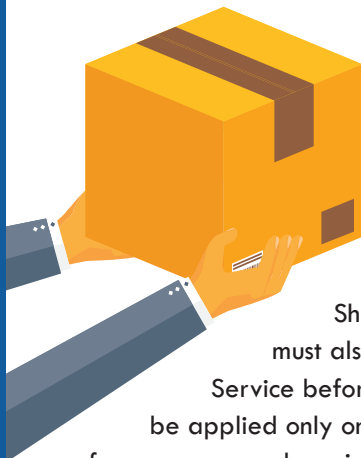
Pitney Bowes Presort Services

ASK BILL: BILL MCCAFFERTY, MAIL DESIGN CLERK

This time we will talk about Intelligent Mail Package Barcodes (IMpb).

Are you tired of paying the non-compliance fee???

Then read on.....



IMPB VERIFICATIONS

Currently mailers are assessed IMpb noncompliance fees for competitive products when non-compliant pieces exceed the threshold for one of these three requirement categories: Barcode Quality, Manifest Quality and Address Quality. The

Shipping Services File (SSF) and address information must also be transmitted timely and received by the Postal

Service before the Arrival at Unit (AAU) scan event. The fee will be applied only once for parcels below the thresholds. Non-compliance

fees are assessed against whichever of the three thresholds yield the greatest number of non-compliant pieces. The category that yields the greatest count of non-compliant pieces is used to determine the IMpb noncompliance fees. For customers who tender shipments at a Business Mail Entry Unit (BMEU) compliance is assessed at the time of mailing. We evaluate eVS shipper compliance on a monthly reconciliation basis. The IMpb noncompliant fee is \$.20 per piece. IMpb noncompliance fees are assessed on Priority Mail®, Priority Mail Express®, First-Class Package Services, Parcel Select®, and Parcel Select Lightweight® parcels.

USPS efforts to enhance parcel visibility began as early as 2013 with new requirements being added every year since 2015. As part of our 100% Visibility Initiative the Postal Service launched a new, class-specific barcode for virtually every product and combination of extra services available to retail and commercial customers across all payment channels. The Intelligent Mail package barcode (IMpb) and associated electronic files satisfy a wide range of data and product requirements for businesses, consumers and the Postal Service through the comprehensive information they contain.

QUALITY METRICS AND BENEFITS

Quality requirements and corresponding thresholds have been added to IMpb compliance measures to ensure barcodes, addresses and electronic manifest data are accurate and effective in USPS and customer business processes. The IMpb or unique tracking barcode is required for all parcels shipped through the Postal Service.

The Intelligent Mail package barcode has the following benefits:

- New barcode formats to promote the use of a concatenated barcode structure (routing information and package identification code) in a single barcode.
- Addition of a channel-specific Application Identifier (AI) that allows a package to be matched to a specific payment channel which supports revenue assurance and analysis.
- Support for both six-digit and nine-digit Mailer IDs (MIDs).
- Three-digit service type codes (STCs) that uniquely identify the mail class and extra service(s) combination in a single, integrated barcode to increase efficiency in mail transportation, handling and reporting.

IMPB REPORTS

The Postal Service is improving the functionality of the IMpb Compliance Report. In addition to making it available internally and externally, mailers are able to research information at the Mailer ID (MID) or Customer Registration ID (CRID) level. Other enhancements include a new Summary Level Report that aggregates compliance percentages by MID, provides compliance percentages for each threshold, and allows mailers to drill down into an error at the MID level. Changes have also been made to the Mid-level Report. The report aggregates compliance percentages by MID, permit number and transaction number, provides compliance percentages for each threshold and allows mailers to drill down into an error by transaction number.

EVS REPORTS

Previously, the IMpb Report section only displayed data when there was an assessment, making it difficult for viewers to see all pertinent data in one place, especially for new Barcode Quality (BQ), Manifest Quality (MQ), and Address Quality (AQ) performance, since there was no assessment on those. The report was updated to show all pertinent data, as shown below:

Mail Class	Total Volume Requiring IMpb	IMpb Compliance Metrics	Non-compliant Volume	Score	Threshold	Pieces under Threshold	Assessment
Parcel Select	2,000,000	Barcode Format (BF)	5	100.00%	95.00%	0	\$0.00
		Address Presence (DZ)	55,000	97.25%	98.00%	15,000	\$3,000.00
		Shipping File (SF)	800,000	60.00%	91.00%	620,000	\$124,000.00
		Barcode Quality (BQ)	12	100.00%	0.00%	0	\$0.00
		Address Quality (AQ)	65,000	96.75%	0.00%	0	\$0.00
		Manifest Quality (MQ)	850,000	57.50%	0.00%	0	\$0.00
Total Assessment by Individual Mail Class							\$284,000.00
Blended	7,060,000	Barcode Format (BF)	265	100.00%	9.00%	0	\$0.00
		Address Presence (DZ)	955,300	86.47%	98.00%	814,100	\$162,820.00
		Shipping File (SF)	2,002,000	71.64%	91.00%	1,366,600	\$273,320.00
		Barcode Quality (BQ)	912	99.99%	0.00%	0	\$0.00
		Address Quality (AQ)	95,900	98.64%	0.00%	0	\$0.00
		Manifest Quality (MQ)	2,351,000	66.70%	0.00%	0	\$0.00
Total Assessment by blended Mail Class							\$273,320.00

IMPB COMPLIANCE

eVS Mailer Option

- Electronically submit a Shipping Services File (SSF) with manifest, tracking, and postage information in one file (through the Electronic Verification System, or eVS):
- Submission is one file, which includes the Shipping Services File (SSF) (destination delivery address or ZIP+4 and Destination Delivery Point Code information) and postage information.
- Payment for postage is deducted from a centralized electronic postage payment account (a Centralized Account Processing System (CAPS) account)

Manifest Mailing Solution

- Electronically submit a Shipping Services File (SSF) with manifest and tracking information, plus a separate Postage Statement (this option is referred to as a Manifest Mailing Solution)
- Submission requires two components: Shipping & Tracking information within the electronic SSF
- A hardcopy Postage Statement brought to the BMEU or an electronic Postage Statement submitted through the Postal Wizard®
- Payment for postage is made through a local payment/Trust account or a CAPS account

TOOLS TO MEET THE IMPB REQUIREMENTS

- Become an eVS mailer: Visit the eVS website on the PostalPro website (postalpro.usps.com/shipping/evs)
- Use a certified vendor software solution: Visit the eVS website on the PostalPro website to find the list of certified vendor software solutions (postalpro.usps.com/shipping/evs)
- Use a certified consolidator solution: Visit the Shipping Consolidators website under the business tab on USPS.com
- Use the USPS Click-N-Ship Business Pro Tool: Visit the Click-N-Ship Business Pro webpage under the list of business services on the Business Customer Gateway (gateway.usps.com)

If you need more info please visit the websites mentioned above. If you still have questions please call our MSS help line at: 1-877-672-0007.



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MARCH EDUCATIONAL BREAKFAST SEMINAR: ENTERPRISE PAYMENT SYSTEM

A change is coming for USPS permit holders. EPS will replace the current Centralized Account Payment System, CAPS. The benefits that EPS provides include enhanced security features and centralized balance and account management. The seminar is Thursday, March 14, at the main post office, 3902 Milwaukee St., Madison, WI. It begins at 7:30 a.m. with light refreshments and the presentation starts at 8:00 a.m. **Register at www.madisonpcc.com. As always, this is a free event. See you there.**

BEST PRACTICE

The Enterprise Payment System (EPS) allows you to pay for Postal products and services through a secure, single account, called the Enterprise Payment Account (EPA). EPS supports commercial, domestic and international products and services which include First-Class Mail, USPS Marketing Mail, periodicals, Electronic PO Boxes Online (EPOBOL) and Address Quality Products. EPS allows you to pay for products and services online.

DID YOU KNOW?

47,000 : Number of alternative fuel-capable vehicles in the Postal Service fleet
1847 : Year prepaid postage stamps were introduced
1893 : Year Queen Isabella appeared on a U.S. stamp, becoming the first woman to do so
1907 : Year Pocahontas became the first Native American to appear on a stamp
1000 : Ben Franklin's salary in 1775 as the first Postmaster General
61,200 : Number of people who've joined the national bone marrow registry through a USPS-Be The Match Foundation partnership