

WINTER 2020 NEWSLETTER

CALENDAR OF EVENTS



Feb. 13, 2020, GMAPCC Annual Meeting, Madison, WI

March 12, 2020, Breakfast Seminar

April 26-29, 2020, National Postal Forum

Aug. 6, 2020, GMAPCC 9th Annual Golf Outing

Watch for
these events at
www.madisonpcc.com

**INNOVATING
THE JOURNEY**
AT EVERY TOUCHPOINT

Collaboration.
Education.
Delivery.



Orlando World Center Marriott
Florida | April 26-29, 2020

NATIONAL POSTAL FORUM, APRIL 26-29, 2020

This year's National Postal Forum (NPF) will be April 26-29 at the Orlando World Center Marriott in Orlando, FL.

The National Postal Forum is the premier mailing and shipping conference that works directly with the United States Postal Service to provide the most comprehensive educational and networking platform available. Offering 100+ educational workshops, USPS Officer-led sessions and the largest industry trade show, the NPF offers the ideal opportunity for industry professionals to learn, collaborate and grow their business.

Why do you need to attend? While we live in a high-tech world, mail remains the preeminent "high-touch" means of reaching out to customers, businesses and the world! The NPF 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.

**Go to npf.org
today for more
information and
to register.**

2020 ANNUAL MEETING

GMAPCC will host its 2020 Annual meeting on Thursday, February 13, 2020 at the Zor Temple, 575 Zor Shrine Place, Madison, WI 53719. The event is from 7:30 am to 11:00 am.

We welcome this year's Special Guest Speaker Samie Rehman, Manager, Pricing, USPS. Mr. Rehman presents USPS Pricing Strategies - 2020 and Beyond. The United States Postal Service is constantly evolving so that it can provide great service at a great price. Samie Rehman will lead the audience to understand USPS pricing strategies and how to find and use the services that match their mailing needs and to do so in a cost effective manner.

Also presenting will be a member of the Madison Chamber of Commerce. They will speak about the ways that the chamber communicates their message to its members and the community at large.

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.
\$15.00 for new
members and first
time attendees.
Register a group of
8 people and get a
TABLE for \$125.00**

Paul Nistler (Postal Co-Chair)

USPS Postmaster Madison
608-246-1228
paul.t.nistler@usps.gov

Rob Hanks (Industry Co-Chair)

Suttle-Straus, Inc.
608-849-1000
rob.hanks@suttle-strauss.com

Dave Schauer (Treasurer)

Econoprint
608-845-2869
davids@msn.econoprint.com

Joe Laubmeier (Secretary)

American Family Insurance
608-242-4100, ext. 30735
jlaubmei@amfam.com

Randy Arndorfer

Pitney Bowes Presort Services, Inc
608-241-8686
randall.arndorfer@pb.com

Tom Diring

United Mailing Services Inc
608-237-3180
tdiring@unitedmailingservices.com

Jeff Dischler

National Conference of Bar Examiners
608-316-3027
jdischler@ncbex.org

Brian Euclide

TEC Mailing Solutions LLC
608-825-8525
brian@tecmailing.com

Nedeen Frisch-Waefler

Omnipress
800-828-0305
nwaefer@omnipress.com

Tyler Haglund

State of Wisconsin – Dept of Administration
608-243-2403
Tyler.Haglund@Wisconsin.gov

Todd Kintopf

Royle Printing
608-834-3602
tkintopf@royle.com

Michael Whalen

Great Lakes Educational Loan Service
608-246-1800
MWhalen@glhec.org

Tony Smithson

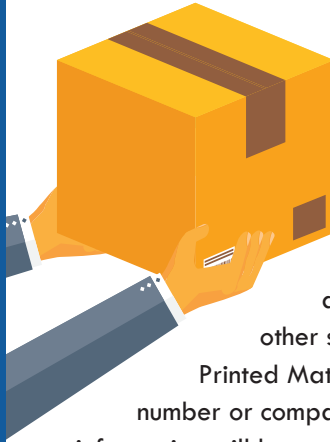
APG Media of Wisconsin
608-755-9473
tsmithson@gazettextra.com

Kimberly Tully

Postal Source
563-543-2730
ktully@postalsource.com

ASK BILL: BILL MCCAFFERTY, MAIL DESIGN CLERK

People have asked about Mail Anywhere. I would like to review some frequently asked questions.

**What is Mail Anywhere?**

Mail Anywhere allows Mailers to mail anywhere with a single permit for a postage payment method. Customers may use a Permit Imprint permit issued from a PostalOne! BMEU site at any other PostalOne! BMEU site for Full-Service mailings without payment of an additional permit imprint fee or annual presort fee at the other site. It applies to First-Class Mail, Standard Mail, Bound Printed Matter and Pending Periodicals. You can use your local permit number or company imprint indicia at any location. Your permit/account information will be accessible from any PostalOne! site.

What are the benefits to the customer?

It starts with a user friendly online application process that is available to all USPS customers. Customers will have online access to account management and information - 24/7. They also will have a universal view of customer's spending on postage.

What classes of mail are eligible to mail under this program?

- First-Class Mail - Cards, Letters, and Flats only
- Standard Mail - Letters and Flats only
- Bound Printed Matter - Flats only
- Pending Periodicals- Letters and Flats only

Can a mailer present mail for a Permit number from any acceptance office in the nation to their local acceptance office?

Yes. Mailers may present qualified mailings with mailpieces bearing a current valid permit imprint for acceptance at any USPS acceptance office that has PostalOne! Acceptance functions.

What information does the mailer need to complete on the hardcopy postage statement?

Hardcopy postage statements are not eligible for Full-Service mailings.

What information is required to be in the indicia on the mailpieces?

The information should be the issuing office permit number and city/state OR company permit imprint indicia

If using a company permit imprint, does the authorization need to be on file at the accepting office?

The authorization does not need to be on file at the accepting office. eDoc is required and the permit number, City, State and ZIP of the issuing office and the account number will be populated.

Will the customer have only one payment account number assigned?

Not necessarily, for any permit linked to the same CAPS (trust or debit) they will share the same unique account number. However, if that customer also has a locally held permit (non-traditional account), it will have a unique account number for each permit.

Platinum:

American Family Insurance
Nelnet, Postal Source, Suttle-Straus, Inc.

Gold:

Integrated Marketing Solutions
Pitney Bowes Presort Services
State of WI, Bureau of Publishing & Distribution

Are there any changes to the CAPS System that can affect the customer's accounting due to Mail Anywhere?

There are no changes to the CAPS System than can affect the customer's account.

If the customer decides to go from multiple permits to one permit under CAPS, will this affect the customer's CAPS account?

No. The customer will be able to use the one permit for a Mail Anywhere mailing and will be able to see all transactions in their CAPS account regarding that permit. Nothing will be done to the other permits in the CAPS system. It is the mailer's option if they want to remove or leave the other permits tied to the CAPS account.

Can a MSP permit be used to pay postage for customers that are using their own permit numbers in a combined mailing?

Yes the service provider can pay postage using their permit for customers that are using their own permits in a combined mailing.

How do I identify metered customers in my mailing?

You can identify metered customers by requiring a CRID or MID for the metered customer. This will also allow the removal of ghost accounts in PostalOne!.

Are there special requirements for nonprofit mailings?

In a nonprofit mail anywhere job, the Mail.dat eDoc submitter must ensure that the Mail Owner permit listed in the Mailer Postage Account (.mpa) record is held at the same Post Office as the Permit Holder (paying) permit, which is also listed in the .mpa record. The Mail Owner permit or the Permit Holder (paying) permit must be associated with a valid nonprofit authorization number to receive nonprofit rates.

What is the Customer Validation Tool?

The Customer Validation tool is used for MSPs to obtain account information for their customers. It can be accessed from the Business Customer Gateway Profile page. For more detailed information please see Quick Step Guide to Mailer Identifier (MID) and/or CRID Acquisition located on PostalPro at the following URL <https://postalpro.usps.com/node/1135>

As a SPPS mailer, can I mail anywhere?

Combined/CVAR- MLOC mailers are able to utilize the mail anywhere program at their authorized SPPS site.

Will I need to submit a 3510-M for each additional entry for my pending periodicals mailing?

Under Mail Anywhere, a PS form 3510-M will NOT be needed. All the account information is included in the eDOC for tracking purposes.

Will I be required to pay the annual presort fee for a Pending Periodical account?

If mailings are submitted meeting the Full-Service criteria, no fee would be required.

The DMM currently states "Mail bearing precanceled postage must be presented to the Post Office where the permit is held." How will this work under Mail Anywhere?

The regulation will be changed to allow mail bearing precanceled postage to be presented under Mail Anywhere at a location other than the Post office of permit.

What return address will I use for mail pieces submitted with a precanceled stamp?

You will continue to use the return address within the area of where the permit is held.

Can I submit EDDM mailings with the mail anywhere program?

Mail Anywhere currently does not support EDDM.

If I mail from the same location of where the permit is held, is this considered Mail Anywhere?

This is considered a regular mailing and is not Mail Anywhere. For a Mail Anywhere mailing, you must mail outside the location of where the permit is held.

If I fall below by 90% cumulative total volume what fees will I have to pay at the office of mailing?

No fees will be have to be paid at the office of mailing, but the annual presort fee will have to be paid at the office of permit.

In a Mail Anywhere mailing, if the mail owner has a permit in a different ZIP Code than the paying permit, how should the mail owner be identified in eDoc?

The Mail Owner should be identified with a CRID or MID. The Mail Owner Permit should not be included in electronic documentation if it is from a different ZIP Code than the paying permit/account.



Save the Date

GMAPCC 9TH ANNUAL GOLF OUTING SAVE THE DATE:

Thursday, August 6, 2020

The GMAPCC will hold its annual golf outing at the Bridges Golf Course. Each year the golf outing gives everyone a day to network and have fun.

See you there.



GMAPCC
PO Box 14285
Madison WI 53708-0285

First-Class Mail
Postage and Fees
PAID
USPS
Permit No. G-10

MARCH BREAKFAST EDUCATIONAL SEMINARS



Seamless Acceptance is on its way.

Seamless Acceptance allows the USPS and mailers to answer 3 key questions by comparing information submitted in the electronic postage statement to mailpiece characteristic data obtained during mail processing. Have all pieces been paid for? Have all of the pieces been paid for correctly? Is the mailing prepared correctly?

Michael McInturf, Manager, Marketing, Great lakes Area will explain what Seamless Acceptance is and what mailers need to do to prepare to move their mailing to it. Seamless Acceptance will soon be mandatory for all permit mailers. If you are a permit mailer you need to be here.

This seminar takes place on Thursday, March 12th, 2020.

Location: Main Madison Post Office, 3902 Milwaukee St, Madison, WI 53714.

GMAPCC Breakfast Seminars are free and open to the public. Seminars start at 7:30 am with networking and refreshments. The presentation begins at 8:00 am. Registration online at www.madisonpcc.com.

DID YOU KNOW?

1: Benjamin Franklin was the first PMG

243: Employees recognized as heroes through Carrier Alert program in 2018

6903: Letter carriers deliver their route entirely on foot.

121,452: Address changes processed daily.

276,125: Postal Service money orders issued each day

41 billion: Amount of mail handled by Seamless Acceptance in 2018