

WNY PCC NEWSLETTER

September 2018



Greater Rochester PCC



Postal 101

USPS develops curriculum for universities

USPS and the Postal Customer Councils are working together to educate college marketing students about mail.

The Postal Service is working with universities to teach the nation's future business leaders how to effectively use direct mail in marketing campaigns.

USPS is rolling out the initiative at Bentley University in Waltham, MA, and Clemson University in Clemson, SC, where students are gaining hands-on experience with *Irresistible Mail*, a program that encourages businesses to incorporate innovative features into their mailings.



“It’s not just a piece of paper in the mail,”

said Andrea Simon, a Bentley marketing student. “It’s a piece of mail that smells like something or [one] you can put your phone on and a video comes up.”

At Clemson, graphic communications students developed a postcard to help a local restaurant build its social media following and attract more customers. “Our postcard is what’s driving our entire campaign,” said student Alyx Farkas. Simon and Farkas are among several students who discuss the integration of technology and direct mail in two new videos on the Postal Pro site.

The Postal Customer Councils (PCCs), local groups that help strengthen the relationships between USPS and business customers, are helping to support the new program.

One of the initiative’s goals is to have an industry-based resource network in place to help participating universities, according to Mailing Services Director Victoria Stephen. “PCC members will be an important part of our outreach efforts, especially in helping to recruit subject matter experts,” she said.

USPS to Retire the Centralized Accounting Processing System (CAPS) – Effective April 1, 2019

The Postal Service has launched a new payment processing platform called Enterprise Payment System (EPS). 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.

Effective September 1, 2018, new payment accounts must be established through EPS. Effective April 1, 2019, eligible CAPS accounts must be migrated to EPS, although customers are encouraged to migrate sooner.

Mail Entry and Business Mailer Support is hosting a series of informational sessions on EPS and the migration process:

- When: Occurs every Tuesday 1:00 PM to 2:00 PM EST
- Webex:
<https://uspsmeetings.webex.com/uspsmeetings/j.php?MTID=mb2fa637535b3d99a3c91879db494ff8f>
- Call-in toll-free number (US): 1-855-860-7461
 - Conference Code: 358 251 5082

For more information:

- Visit PostalPro Enterprise Payment System Page: <https://postalpro.usps.com/eps>
- For more EPS benefits and how to create an EPS account review the Enterprise Payment System Account Creation Fact Sheet: <https://postalpro.usps.com/EPS/MigrationFactSheet>

To sign-up today contact:

- Your local Business Mail Entry Unit (BMEU): <https://ribbs.usps.gov/locators/find-bme.cfm>
- *PostalOne!* Helpdesk
 - Call: 1-800-522-9085
 - Email: Postalone@usps.gov

The *Domestic Mail Manual* (DMM[®]) and DMM Advisories are available on *Postal Explorer*[®] (pe.usps.com)

Helping businesses

Program offers direct mail assistance

The EDDM tool previously had a link (“Find an Expert”) that allowed users to search for Online Experts who provide a variety of mailing services. This link has been updated (“Find a Printer”) to now allow users to search for both Online Experts and Local Printers. Now customers can search for Printers in their vicinity or contact Online Experts who are always available to offer services to assist with designing, printing, and preparing mail pieces.



The USPS Affiliates Program helps business customers create Every Door Direct Mail campaigns.

Through the program, service providers help small businesses with a variety of direct mailing needs, including design, printing, list services, mail preparation, online payment and measurement.

USPS recently launched a campaign to educate business customers about the program and show them how they can find service providers, create Every Door Direct Mail campaigns and send these mailings. Business customers can visit the [Mailing and Printing Services usps.com page](https://www.usps.com/mailling-and-printing-services) to learn more.

How can I have my company listed on the USPS® Printer Directory tool?

You can apply to have your business listed in the USPS® Printer Directory by signing in to your [Business Customer Gateway](https://business.usps.com) account and navigating to “Printer Directory” within the Mailing Services tab. For all inquiries, send an email to printerdirectory@usps.gov.

NATIONAL PCC DAY & AWARDS

Wednesday, September 26, 2018

Batavia Country Club
7909 Batavia-Byron Rd
Batavia, NY 14020

This annual event that brings the mailing community and the US Postal Service together to celebrate their partnership!

A day of education, networking and fun!

Learn about Informed Delivery, Informed Visibility, the U.S. Postal Inspection Service and a video message from Megan Brennan, Postmaster General presented by Robert Cintron, Vice President of the USPS Network Operations.

Agenda:

- 9:30 AM - 9:50 AM Registration and Networking
- 9:50 AM - 9:55 AM Welcome and Introductions
- 10:00 AM - 10:55 AM Informed Visibility & Informed Delivery Presentation
- 11:00 AM – 11:55 AM US Postal Inspection Service Presentation
- 12:00 PM - 12:50 PM Buffet Lunch

- 1:00 PM - 1:45 PM Presentation by our Guest Speaker from USPS Headquarters in Washington DC, Mr. Robert Cintron

- 1:50 PM - 2:10 PM Academic Outreach
- 2:15 PM - 2:30 PM Local Awards and Door Prizes

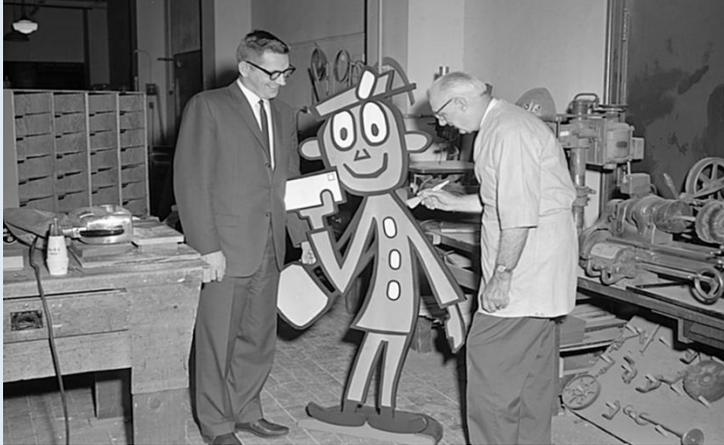
Register by: Friday, September 21st at www.GreaterRochesterPCC.com or www.BuffaloNiagaraPCC.org

Cost: \$35.00 per member

Questions: Please call Terri at 716-846-2536 or email GRPCC@usps.gov or BNPCC@usps.gov

Don't know ZIP?

The list: 5 surprising facts about ZIP Codes



George Keagy, left, a Post Office Department official during the 1960s, watches a worker create a Mr. ZIP standup. The wooden standups were distributed to Post Offices to help promote ZIP Codes.

The Post Office Department introduced its Zoning Improvement Plan Codes — otherwise known as ZIP Codes — in July 1963. Here are five things you may not have known about the five-digit codes that revolutionized mail sorting and delivery.

- 1. Each ZIP Code is like a series of addresses.** The first digit represents a broad geographical area of the country. The next two digits stand for a central Post Office facility in the region. The last two digits represent a Post Office or a postal zone in a larger zoned city. Example: The ZIP Code 97403 means the West Coast and Pacific area; the Eugene, OR, mail center; and the University of Oregon.
- 2. Postal zone codes existed before ZIP Codes.** The basic idea was put into practice during World War II, when Post Offices were forced to hire inexperienced workers as more experienced employees went off to fight in the war. Zone numbers were implemented in 131 of the nation's largest cities, and individual delivery districts within these cities were given 1-digit or 2-digit codes to be written as part of the address after the city name. These early postal zone codes caught on with the public, but as the nation's population grew, postal leaders determined a more sophisticated system was needed, leading to the Zoning Improvement Plan's creation.
- 3. A postal committee created the ZIP Code.** More than a dozen postal employees were instrumental in creating the codes, including postal inspectors Robert Moon and H. Bentley Hahn.
- 4. A postal employee's son created Mr. ZIP.** The beloved cartoon figure was originally designed by Harold Wilcox, an advertising agency employee whose father was a letter carrier. Mr. ZIP was initially used by Chase Manhattan Bank for a bank-by-mail campaign, but then the American Telephone and Telegraph Co. acquired the design and allowed the Post Office Department to use it.
- 5. Ethel Merman and Dick Tracy helped promote ZIP Codes.** Although Mr. ZIP was a centerpiece of the Post Office Department's campaign to encourage the public to use the codes, he wasn't the only "star" associated with the effort. The department enlisted Merman to sing a jingle to the tune of "Zip-a-dee-doo-dah." (Sample lyrics: "Welcome to ZIP code, learn it today. Send your mail out the five-digit way. For a time-saver to lighten the load, your return address should have the ZIP Code.") Other pop culture figures who helped: comic strip star Dick Tracy, who was featured on posters promoting ZIP Codes.

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Online Resources

Business Customer Gateway

<https://gateway.usps.com/eAdmin/view/signin>

Zip Code

<https://tools.usps.com/go/ZipLookupAction!input.action?mode=0&refresh=true>

Quick Service Guides

<http://pe.usps.gov/text/qsq300/q000.htm>

Mail Service Updates

<http://about.usps.com/news/service-alerts/welcome.htm>

PostalPro

<https://postalpro.usps.com/>

National Customer Support Center

1-800-238-3150

Article suggestions or ideas for upcoming newsletters please email either PCC.