

LI PCC EXECUTIVE OFFICERS

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Executive Officer Meetings:
9:30 am - 10:00 am

All General Meetings:
10:00 am - 11:00 am

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www.longislandpcc.com

Long Island Postal and Industry Co-Chair Corner

On January 13th the Long Island PCC hosted our monthly meeting via ZOOM. LI District BME Manager, John Garland did the first presentation on the 2021 Rate Change that took effect on January 24, 2021. Louis Figurito, USPS Sales Executive Sr, Major Acct (Mail) also presented the 2021 U.S. Postal Service Promotions. The information they provided was very helpful to all the attendees. We had another great turnout for the ZOOM meeting / presentations which has allowed us to continue our focus of staying connected through communication and education.

February is already upon us and our plans to host a **Certified Direct Mail Professional Certification program** has been cancelled. We had been notified that the program was recently changed and has not been setup as a virtually training that can be offered. The USPS NCSC will let us know when it will be available virtually. We will reschedule this training at that time.

We would like to cordially invite our LI PCC members to attend the 1st Atlantic Area Inspiring Mail (AIM) Thursday Series for New Year 2021. The agenda will include Leo Raymond, Mailers Hub and Dane Coleman, USPS VP, Eastern Regional Processing & Operations. The link to register is

https://usps.zoomgov.com/webinar/register/WN_T2h6VZUuQrGBd0korlHWcw.

In **March** we will resume our normal ZOOM meeting schedule with a presentation on the 10th on **"Ask the Expert"**. The **April** meeting will take place on the 14th with a topic of **"EDDM Retail – Step by Step Hands on Experience"** while the **May 12th** meeting will present **"ACS – Address Change Service"**. On **June 8th** we are planning our Annual Golf event. The list of all our meetings and events can be found on the back page of this newsletter.

Frank Calabrese
Postal Co-Chair

Adam Avrck
Industry Co-Chair

LI PCC EXECUTIVE POLICY BOARD MEMBERS

Access Direct Systems Inc

Action Addressing & Mailing Services

Advertising Distributors of America Inc

All Island Media

Bell and Howell

Broadridge Financial Solutions Inc

Brokers Worldwide

Brooks Litho & Digital Group

Canon USA

Century Direct

Coldwell Banker

Command Business Products Inc

D P Murphy

Datumeg Inc

Design Distributors Inc

DiditDM

Dix Hills Water District

Eastern Suffolk BOCES

Flexible International Mail

Fulfillment Plus Inc

Globegistics Inc

Hofstra University

Inner Workings

Lorraine Gregory Corp

Mailtech Mailing Systems Inc

MVS Mailers Inc.

Nassau BOCES

Neopost NY/NJ Metro

Newsday Media Group

NYCB

PCI Group Inc

Pitney Bowes Inc

Pitney Bowes Presort Services

Richner Communications Inc

CENTRALIZED ACCOUNT PROCESSING (CAPS) Migration to ENTERPRISE PAYMENT SYSTEM (EPS)

The Centralized Account Processing System (CAPS) is currently in the process of migrating supported products and permits to the Enterprise Payment System (EPS).

The United States Postal Service plans to retire CAPS by the Summer of 2021. Eligible Products and Permits currently supported for immediate migration to EPS:

Eligible Products		Eligible Permits
<ul style="list-style-type: none"> • Priority Mail • First-Class Mail, Letters, Cards, Flats, and Package Service • USPS Marketing Mail, Letters, Flats, and Parcels • Parcel Select • Media Mail • Library Mail • Bound Printed Matter • Periodicals 	<ul style="list-style-type: none"> • International Products • BRM/QBRM • eVS/CNSBPro • USPS Returns* • PC Postage/Endicia* • DFAS/SAM* • iCAPS* • Third-Party Billing (TPB) • Pitney Bowes customers using only the products above 	<ul style="list-style-type: none"> • Permit Imprint (PI) • Postage Due (PD) • Business Reply (BR) • Periodical (PE) • Pending Periodical (PP)

** USPS Returns, PC Postage/Endicia, DFAS/SAM, and iCAPS, will require assistance from USPS to migrate to EPS. Please reach out to the MSSC about the migration of these products immediately.*

Steps to self-migrate your eligible products to EPS can be found at <https://postalpro.usps.com/EPS/MigrationFactSheet>

Customers with Local Trust accounts are not required to migrate to EPS at this time. If they have eligible products and would like to migrate to EPS, please follow the steps to [self-migrate link](#). Take steps to migrate today! Please do not wait for the deadline! Express Mail Corporate Accounts (EMCA) that are currently utilizing CAPS will be migrated to a new payment method of National Customer Management System (NCMS) to fund their account. Please reach out to the MSSC about the migration. (<https://postalpro.usps.com/sfs>). Some products are not currently eligible for migration to EPS. USPS is working to get these products supported in EPS in early 2021. However, customers mailing both non-eligible and eligible products should wait to begin migrating all accounts until all products are supported in EPS in early 2021. Non-Eligible Products currently not supported for migration to EPS:

- Premium Forwarding Service Comm. (PFSC)
- Commercial Package Intercept (CPI)
- Parcel Return Service (PRS)

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LI PCC EXECUTIVE POLICY BOARD MEMBERS Cont.

Ricoh InfoPrint Solutions

RISO, INC

Sir Speedy Printing and Marketing Services

Suffolk County Government (DPW)

The CPW Group

Times Review Newspapers

Town of Hempstead

United States Postal Service

Verizon

William Charles Printing Company

YesElections

LI PCC Membership Eligibility

The LI PCC has a three (3) tier membership based on customer participation and involvement with the PCC.

NOTE: The LI PCC does not collect any fees or dues to become any type of member.

General: General membership is open to all business mailers who use the services of the Postal Service.

Executive Policy Board: This group is comprised of individuals from industry and postal employees. This is the planning group of the Council (also referred to as the PCC Board members or Policy Committee members). Members MUST attend a combination of five (5) LI PCC meetings or events per year and must participate in at least one of the Sub-Committees established by the Council.

Executive Officers: LI PCC Executive Officers consist of a Postal Co-Chair, Industry Co-Chair, First Vice-Chairperson, Secretary & Treasurer. Executive Officers are elected to serve for a two (2) year term.

Special discounts and promotions offered to all qualified Executive Policy Board members throughout the year.

A copy of the LI PCC financial report is available for anyone to view if interested.

NEW USPS VICE PRESIDENT, MARKETING

The Postmaster General has announced the appointment of Sheila Holman to the position of Vice President, Marketing in the Chief Customer and Marketing Officer (CCMO) organization, reporting directly to the CCMO Executive Vice President Steve Monteith.

Ms. Holman brings with her over 25 years of marketing experience and a proven track record across hospitality, direct-to-consumer, media and entertainment, and consumer packaged goods. She has experience in innovation, creating brands with purpose, and leading through vision; having led large global teams and demonstrated the ability to influence and unify organizations. Her specialties include brand strategy and positioning; creative development; consumer insights; data-driven digital and performance marketing; social media; content strategy; advertising and production; media strategy and planning; customer relationship management and customer segmentation; sales strategy and distribution; and organizational alignment.

As the CCMO marketing vice president, Ms. Holman will be the USPS corporate lead on brand, industry engagement, innovation and marketing insights, and stamp services. She will support the efforts of our Retail and Delivery; Logistics and Processing Operations; and Commerce and Business Solutions organizations that are concentrated on improving efficiency and driving business growth. She will lead the marketing vision, focusing on customers and industry to grow revenue, and ensuring the USPS brand, marketing, sales, industry strategies, and messaging are consistent.

Over her award-winning career, Sheila has held executive positions as chief marketing officer at Framebridge home decor; global vice president at Marriott International; marketing vice president at Travel Channel; and area marketing and sales manager at The Coca-Cola Company. Ms. Holman has received a Bachelor of Science, Industrial, and Operations Engineering degree from the University of Michigan Ann Arbor; and a Master's in Business Administration from the KenanFlagler Business School at the University of North Carolina at Chapel Hill. She also holds a professional certification in Digital Marketing from George Washington University.

NEW LOVE 2021 STAMP.....



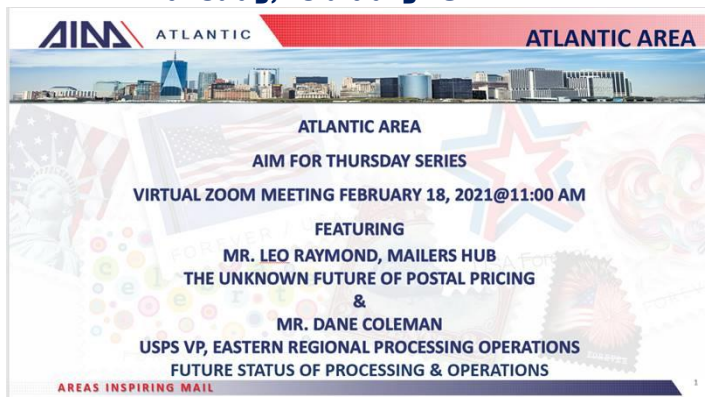
The Postal Service has released its first stamp of 2021 — the latest entry in the popular Love series — Thursday, Jan. 14. This year's design is a group of graphic hearts and simple shapes in bold colors arrayed playfully around the word "love" on a dark blue background. Bailey Sullivan created the art and designed the stamp, while Greg Breeding served as art director. The Forever stamp was dedicated in Loveland, CO, complete with special postmark. The ceremony took place on the Postal Service's Facebook and Twitter pages due to the coronavirus pandemic. The Love series began in 1973 with Robert Indiana's famous pop-art "love" with the tilted "o," a design he originally created for a Museum of Modern Art holiday card. The series picked up again in 1982, and the releases came with regularity after that. Since 2004, USPS has released a Love stamp annually. This year's release will be available at Post Offices and usps.com.

***CANCELLED* Certified Direct Mail Professional (CDMP) February 9th, 10th & 11th 2021**

You are cordially invited

Atlantic Area AIM Meeting

Thursday, February 18th – 11 AM



Please Register at

https://usps.zoomgov.com/webinar/register/WN_T2h6VZUuQrGBd0korIHWcw

Long Island PCC

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WE'RE ON THE WEB!

www.longislandpcc.com

MEMBERS CORNER:

The LI PCC's Mission is to:

- Foster and maintain a close working relationship between mailers and the United States Postal Service.
- Share information about new and existing Postal Service products, programs, regulations, and procedures.
- Facilitate the interchange of ideas among mailers and Postal Service officials.
- Help members and their organizations grow and develop professionally through focused educational programs.

Please help us by contributing news to Francine Segarra at Francine.V.Segarra@usps.gov or Laurel Stengel at Laurel.A.Stengel@usps.gov

Newsletter Printing Mailing Donated by - Broadridge Financial Solution

2020 – 2021 LI PCC CALENDAR OF EVENTS

CANCELLED February 9th, 10th & 11th 2021
Certified Direct Mail Professional (CDMP)
VIRTUAL Training Classes
MORE INFORMATION TO FOLLOW

February 18, 2021

Atlantic Area AIM Meeting

11am – 12pm

No Charge - Register at

https://usps.zoomgov.com/webinar/register/WN_T2h6VZUuQrGBd0korIHWcw

March 10, 2021

Monthly Meeting & Presentation – *Ask the Expert*

10am – 11am

Business Service Network, 160 Duryea Rd - Melville NY

No Charge - Register at www.longislandpcc.com

April 14, 2021

Monthly Meeting & Presentation – *EDDM Retail - Step by Step Hands on Experience*

10am – 11am

Business Service Network, 160 Duryea Rd - Melville NY

No Charge - Register at www.longislandpcc.com

May 12, 2021

Monthly Meeting & Presentation – *ACS - Address Change Service*

Business Service Network, 160 Duryea Rd - Melville NY

No Charge - Register at www.longislandpcc.com

June 8, 2021

LI PCC 20th Annual Golf Outing

Wind Watch Golf & Country Club – Hauppauge NY

MORE INFORMATION TO FOLLOW

Welcome Back!

WE WANT TO HEAR FROM YOU

Let us know what presentations AND events you want:

Call Francine Segarra at (631) 755-2907 or

Visit www.longislandpcc.com

