

# The Advisor

Volume 8, Issue 2

March 2011

**MSMA** Mail Systems Management Association  
**Minnesota Chapter**

## Joint MSMA/MMA Round Table

### John Joachim Hazelden CMDSM, EMCM

- “Get More Professional! Professional Associations, Professional Training, & Professional Certifications”
- Are you curious to find out about certifications you can get in the mailing industry? Wondering what PCC, MMA and MSMA mean? Have you wanted to attend the National Postal Forum or Mailcom but are unsure how to justify the expense? Come to this informative session and hear tips from an industry insider about the benefits of association memberships, how a certification can help your career, and how you can take advantage of educational opportunities in the mailing industry.

### Mark Carlson Tremendous Transformations

- Creating Peak Performance ... The Self-Empowered Leader
- As leaders we are required to support those we coach on a daily and sometimes hourly basis through a variety of circumstances. Whether those circumstances are personal or professional the employee doesn't leave these at the door and neither do we. The self-empowered leader recognizes these circumstances, not only in those coached, but in one's self as well. Discover the four success factors in creating peak performance and the necessity of blending life's demands to create the life you deserve and want. Then you can bring that to work and make a real difference! Warning ... this is a hands-on session

### Thom Kinney MoneyGram International

- Drive Results with S.M.A.R.T. Objectives
- Don't just set goals – achieve them! S.M.A.R.T. is a simple approach to goal-setting that drives success as you plan and prioritize your objectives. Just writing S.M.A.R.T. goals improves your odds of reaching them. But this workshop does more. Learn strategies based on the latest motivation and influence research to supercharge your ability to execute on those objectives, whether you're setting goals for yourself or your organization.

**Date:** Wednesday, April 20, 2011

**Location:** Thomson Reuters Learning Center  
625 Westcott Eagan MN, 55123

**Time:** 8:30- 9:00 Registration – Continental breakfast  
9:00- 9:10 Welcome  
9:20-10:00 1st session  
10 minute Break  
10:10-10:50 2nd session  
10 minute Break  
11:00-11:40 3rd session

**Cost:** \$25 prepaid registration  
\$35 at the door

Sign up at  
[www.msma-mn.com](http://www.msma-mn.com)  
Registration deadline  
April 14th



Where does the time go? With the start of spring and first quarter almost behind us, our team has been busy planning activities for the first half of the year and has begun discussions on the remainder of the year.

We had our first event this past week and I thank those members who came out and joined us. We held an impressive tour of Expedite Direct Mail & Fulfillment. I want to acknowledge Erik Haug and Molly Bley Meyer as they were instrumental in the coordination of our event as well as many others at Expedite behind the scenes, Thank You!

Your program team has been very active as well; they've been working with MMA on a great round table event with some excellent local speakers. Please join us for that next month, I'm confident you won't leave disappointed.

## Calling all MSMA Members, Take the "Get Involved" Quiz...

**Do you...**

1. Want to broaden your professional network?
2. Standout in our industry?
3. Plan and work closely with some of the most influential people in our region?
4. Have access to other professionals on a national level?

If you answered "yes" to any of the above four questions, contact Deb Gayno-Lutz as MSMA is seeking candidates to serve on their 2012/2013 Chapter Board.

Also it's an election year for your chapter; so a small team of individuals is being assembled. If you'd like to help or are interested in serving, please contact Deb Gayno-Lutz, her contact information is on a panel inside this newsletter.

Reserve the afternoon of July 21st for our annual Boat Cruise on Lake Minnetonka. Yes, by popular demand, were going back to the lake! This has been our signature event and one you won't want to miss.

*DelRae*

## USPS Mailing Services Prices Change 4-17-11

The USPS is raising mailing service prices effective 4-17-11. Mailing services encompasses postcards, letters, flats, as well as international postcards, letters, and flats. The overall average increase across all mailing services is capped by law at 1.7 percent – at or below the rate of inflation as measured by the Consumer Price Index. This will be the first increase in mailing service rates in 2 years.

Highlights of the pricing proposal include:

- \* First-Class letters (1 oz.) remain unchanged at 44 cents
- \* First-Class letter additional ounces increase to 20 cents
- \* Postcards will cost 29 cents
- \* Letters to Canada or Mexico (1 oz.) increase to 80 cents
- \* Letters to other international destinations will remain unchanged at 98 cents

Go to [www.usps.com/prices](http://www.usps.com/prices) and click on the box "New Prices for Mailing Services April 17, 2011" to learn more.

### MSMA-MN Board Members 2010-2011

Position	Name	Company	E-Mail Address	Telephone
President	DelRae Brockton	TCF Bank	dbrockto@tcfbank.com	612-661-6902
Immediate Past President	Tom Bates, CMDSM	SCICOM Data Services	tbates@scicom.com	952-932-3917
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Director at Large	Mark Johnson, MQC	Oce' Business Services	majohnson@bremer.com	651-763-4611
Director at Large	John Joachim, CMDSM, EMCM	Hazelden	jjoachim@hazelden.org	651-213-4237

# Expedite Tour

On March 16th the MSMA sponsored a tour of Expedite! Direct Mail and Fulfillment in Arden Hills. Around 40 professionals from all areas of our industry gathered at Expedite! in the morning for coffee, continental breakfast and networking before heading out for the tour of this family owned company that has experience tremendous growth since its start in 1982.

Expedite! Started in 1982 as three brokers specializing in Resort Marketing and is now a employer of about 60 full time employees with capabilities to make it a one-stop shop for many of its customers.

The tour included a full visual tour of their production areas along with discussions of their capabilities. During the tour we visited the production floor where we learned about their abilities to handle all types of printing and mail, along with stops at their prepress and fulfillment areas. Among the highlights of the production floor was the description of their fulfillment capabilities. Their fulfillment area includes a walk-in freezer and refrigeration so they can handle specialized fulfillment with perishables. Along with their production capabilities Expedite! also



offers creative services, promotional products and a secure data area that has many layers to ensure the highest levels of data security. Expedite! works with many financial and government organizations that require the highest levels of security and privacy of its data.

Expedite! and its staff welcomed us warmly and provided us with great tour of their organization.

## Tips on Tipping

**Are you going to the Postal Forum or doing other traveling? Here is a tipping guide to help you when traveling.**

Be prepared with neatly folded single bills. Never ask for change or tip with coins.

- **Courtesy/Shuttle Driver:** \$1- \$2 per person or \$4 - \$5 per party
- **Taxi/Limo Driver:** 10% – 15% of total fare
- **Porter/Doorman:** \$1 - \$2 per bag (No tipping for simply holding a door)
- **Hailing a taxi:** \$1 - \$2
- **Valet Parking Attendant:** \$1 - \$2 for retrieving your car (No tip when returning car)
- **Bell Staff:** \$1 - \$2 per bag - \$5 for extra service/room tour
- **Concierge:** \$2 -\$5 for tickets/extra services. (No tip for answering questions)
- **Room Service:** 5% - 10% of bill
- **Extra room services:** \$1 - \$2 for courtesy items (No trip for repairs or items that should have been in the room)
- **Housekeeping:** \$1 - \$5 per night – tip daily because staff may change daily. Place on pillow or bath counter, wrap in hotel stationary and write “housekeeping”





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**Minnesota Mailing  
Community Events  
for 2011**

P.O. Box 2622  
Minneapolis, MN 55402

**April 6**

Twin Cities PCC – Intelligent Mail  
Barcode

**April 20**

MSMA/MMA – Joint Roundtable  
Event

**May 1-4**

Postal Forum, San Diego

**May 4**

Twin Cities PCC- Educational Event

**June 16**

MMA – Golf Outing

**July 13**

Twin Cities PCC – Networking

**July 21**

MSMA – Boat Cruise – Lake  
Minnetonka

**October 12-13**

Midwest Mailing Forum – Northland  
Inn Brooklyn Park, Mineapolis, MN

**Register  
Today!**

**online registration:**

[www.msma-mn.com](http://www.msma-mn.com)

**Fax:** 952-352-7555

**Mail:**

MSMA-MN Chapter  
P.O. Box 2622  
Minneapolis MN 55402

**Register by:**

April 14th

**Round Table**

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11:00-11:40 3rd session

**Cost:** \$25 prepaid registration  
\$35 at the door

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

Others attending from your company: \_\_\_\_\_

Name/Phone: \_\_\_\_\_

Name/Phone: \_\_\_\_\_

Name/Phone: \_\_\_\_\_

**Register by: April 14, 2011**