

The Advisor

Volume 6, Issue 1
January 2009

MSMA Mail Systems Management Association **Minnesota Chapter**

Round Table Educational Sessions

MSMA Minnesota Chapter invites you to round table sessions on three important topics affecting you in the workplace. Our roundtable subjects are:

Generation Y

- Is your company doing everything it can to successfully integrate Gen Y into the workplace culture?
- **Speaker:** Gina Kellogg-Gardner – Monarch Leadership

Marketing Yourself in a Challenging Economy

- An interactive discovery for managing stress, tension, worry, and indecision in the workplace during tough economic times
- **Speaker:** Mark Carlson – President, Minnesota Mailing Solutions

Diversity

- Finding Common Understanding in a Cross-Cultural Workplace
- **Speaker:** Jane Graupmann – International Institute of Minnesota

Date: Thursday February 19th, 2009

Location: Thomson Reuters Manufacturing Learning Center
625 Westcott
Eagan MN 55123

Time: 8:00 am – 8:50 am Registration/Continental Breakfast
8:50 am Greeting DelRae Brockton
9:00 am – 9:50 am Session 1
10:00 am – 10:50 am Session 2
11:00 am – 11:50 am Session 3

Cost: \$35 for members
\$40 for soon to be members

Sign up at
www.msma-mn.com
or see page 4

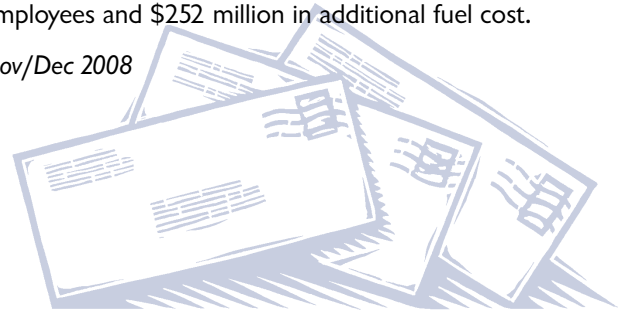
USPS Mail Volume Decline

The Postal Service concluded fiscal year 2008 with a net loss of \$2.8 billion as the national economic slowdown lowered mail volume and as the Postal Service bore additional costs mandated by the Postal Act of 2006. The loss occurred despite more than \$2 billion in cost cutting measures that included the use of 50 million fewer workhours compared to the previous year. The Postal Service continued to improve national on-time First-Class Mail delivery performance, reaching record highs in FY 2008.

Mail volume in FY 2008 totaled 202.7 billion pieces, a decline of 9.5 billion or 4.5 percent, compared to the previous fiscal year. Declining mail volume was a symptom of the worsening national economy particularly related to the financial and housing industries and to trends toward the use of electronic mail.

Total revenue in FY 2008 was \$75 billion, unchanged from last year. Expenses totaled \$77.8 billion, including the \$5.6 billion payment required by the Postal Act of 2006 to pre-fund retiree health benefits. Excluding all the retiree health benefit fund payments from 2008 and 2007, expenses were up less than 1 percent over last year. Cost reductions offset nearly all of the impact from rising inflation, of which the major contributors were a \$562 million increase in cost of living adjustments paid to craft employees and \$252 million in additional fuel cost.

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director spotlight

Michelle Reynolds
Wire Transfer Supervisor, Operations Officer
TCF Bank



Michelle Reynolds has been a member of MSMA for six years and has been on the MSMA board for one year as a Director at Large. She is currently employed at TCF Bank as the Wire Transfer Supervisor, Operations Officer. Before moving to Wire Transfer she was the Supervisor over Print, Statement Inserting, Return Mail, and Document Imaging in TCF's Mail Center.

Michelle has been with TCF Bank for five years and before that she started in the Mail Industry at the Billy Graham Evangelistic Association where she was employed for three years. She started as a Machine Operator and worked her way to Bulk Mail Supervisor before going to work at TCF where she was

Mail Services Supervisor for five years. It was during her time at TCF that she started to be more involved with MSMA and interested in being a board member.

During Michelle's time in the industry she has attended two Mid-West Mailing Forums and many MSMA, MMA, and PCC events. The MSMA has been an invaluable source for professional development, industry education and networking.

Michelle is married and has a very active household with two boys, two cats, and a dog. She is also taking classes at MCTC to earn a degree in Business. In her spare time she enjoys cooking, reading and spending time with family and friends.

MSMA-MN Board Members 2008-2009

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
Executive Vice President	David Stover, MQC		davidjstover@comcast.net	
Treasurer	Steve McGowan, CMDSM, CMM	Impact Mailing	smcgowan@impact-ps.com	612-341-2633
Secretary	Kathy Lundy, CMDSM	Charnstrom Company, Inc.	kathy@charnstrom.com	952-403-0303
Vice President Programs	Chris Parnell, CMDSM, CMDSS	Minnesota Mailing Solutions	cparnell@mnmailing.com	763-542-1020
Vice President Membership	Bonnie Vanek, CMDSM	Direct Marketing Services	bonnie@dmshub.com	952-886-3453
Vice President Publications	Lynda Kemp, CMDSM	Dairyland Power Cooperative	lj@ dairynet.com	608-787-1314
Director at Large	Dana Garies	RBC Dain Rauscher	dana.garies@rbcdain.com	612-371-2735
Director at Large	Deb Ganyo Lutz, CMDSM	PSI Presort services	debganyo.lutz@psigroupinc.com	612-789-0793
Director at Large	Jennifer Palodichuk	Thomson Reuters	jennifer.palodichuk@thomsonreuters.com	651-687-6922
Director at Large	Michelle Reynolds	TCF Bank	mreynold@tcfbank.com	612-661-6836
Director at Large	Kraig Rule	Securian Financial Group	kraig.rule@securian.com	651-665-3494
Director at Large	Dave Running	North American Membership Group	dunning@namginc.com	952-352-7519
Director at Large	Annie Wilcox, CMDSM	Noridian	annie.wilcox@noridian	701-282-1201

MSMA closed the year with six members taking either the CMDSS or CMDSM Exam. We are still waiting for results so we'll announce names in the next issue and at our upcoming Round Table Event February 19th. I'd like to thank Chris Parnell and Kathy Lundy for supporting the individual efforts of this group. Thanks also go to Augsburg College for allowing MSMA the use one of their many computer labs for testing.

2009 will be an exciting year for the Mailing Community; there is so much going on in our industry. Your local MSMA Board of Directors have already outlined some great events and guest speakers that will add value both professionally and personally.

On **January 18th** the USPS will implement new pricing for Priority Mail, Express Mail and Parcel Services. Please check the USPS website @www.usps.com/prices for more information.

February brings two important events, one being our Round Table on the **19th** hosted at the Thomson Reuters facility in Eagan. Here you'll learn and find common ground for working in a cross-cultural workplace, understand techniques

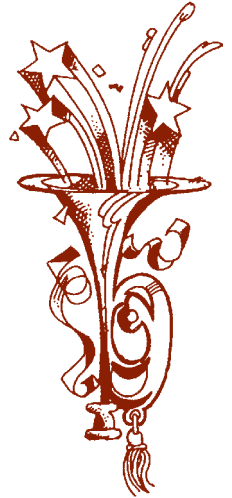
for working with Generation Y and we'll also discuss marketing yourself in this challenging economy. See back for more details.

Also, in February, the Postal Service will announce the new prices for mailing services so we'll pass this information on as soon as we hear it.

**Happy New Year all,
may 2009 bring you success
and happiness.**

See you soon.

DelRae



USPS Fourth Quarter Service Performance

In the fourth quarter of FY 2008, on-time delivery performance for overnight First Class Mail service remained at 97 percent for the second consecutive quarter, 1 point above the same period last year. Two-day service was 94 percent on-time and three-day service was 93 percent on-time, unchanged from the fourth quarter of the previous year.

With the beginning of the new fiscal year, the Postal Service has implemented new service standards and has expanded the geography and classes of mail for which service is measured in 2009. The first reporting of the new service standards scores will occur early next year following the conclusion of the first quarter.

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Mark your calendar
March 11th
Tour Impact Mailing

More details to come . . .



P.O. Box 2622
Minneapolis, MN 55402

Minnesota Mailing Community Events for 2009

January 21st

PCC Kick-Off, Mark Fallon
"The power of Networking"

February 19th

MSMA Round Table
"Address Quality and Move Update"

March 4th

PCC Education Event – TBA

March 11th

MMA / MSMA Tour of Impact Proven
Solutions

April 5th – 8th

MAILCOM, Atlantic City, NJ

April 15th

PCC Rates Education
"IBM Event"

May 13th

MMA General Meeting

May 17 – 20th

National Postal Forum, Washington, DC

June 18th

MMA Annual Golf Event

July 23rd

MSMA Annual Boat Cruise

August 12th

MMA General Meeting

September 16th

National PCC Day

September 16th & 17th

Midwest Mailing Forum

October 14th

MMA General Meeting

November 4th

PCC Tour – Cargill

November 19th

MSMA Annual Meeting

December 9th

MMA Holiday Event

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625 Westcott, Eagan MN 55123
Cost: \$35 for members \$40 for soon to be members

Name: _____
Company: _____
Address: _____
City/State/Zip Code: _____
Phone: _____ E-Mail Address: _____
Others attending from your company:
Name/Phone: _____
Name/Phone: _____
Name/Phone: _____

Register by: February 16