

# The Advisor

**MSMA**

Mail Systems Management  
Association

**Minnesota Chapter**

## Round Table Educational Sessions

MSMA Minnesota Chapter invites you to round table sessions on three important topics that can assist you in the work place

### MSMA Certifications CMDSM, CMDSS, & the new MDC

Have you been interested or thought about receiving certification? Come learn what there all about, Certified Mail Distribution Service Manager, Certified Mail Distribution Service Supplier and the new Mailpiece Design Consultant. Your local chapter will be coordinating a study group shortly. Speaker Chris Parnell CMDSM, CMDSS MN Mailing Solutions

### Dare to Lead: It Starts with You

In this interactive & action oriented session, learn how to shift your focus & energy to what you CAN do rather than what you can't. Practice a quick step-by step strategy to get unstuck and focused on choices and options that move you towards closing the gap between where you are and where you want to be. Get control rather than be controlled; move from "being stuck" to taking action. Speaker Diane Bennett Bennett Coaching and Consulting

### Postage Funds Management

An interactive panel discussing different postage payment option from Audit Reporting, Global Financial Solution, & Postal Data Preparation. Panel Speakers are: Annie Wilcox Noridian, Jonathan Shaver Intravex, & Mike Barthel PB Global financial Solution

**Date:** Thursday March 25th, 2010

**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](http://www.msma-mn.com)  
or see page 4

Dear Members,

With the days getting longer and all the year-end mailings behind us, we can all breathe a little easier, I know I can. For those who missed our first event, we had a great turnout and I thank everyone at Action Mailing for making our members and guests feel welcome. It was a well organized tour with lots of emphasis on data security.

I do want to bring everyone up to date on a topic that your Board has contemplated for many months and that is to increase our dues in 2010. Our National leaders have deemed it necessary because of lagging MailCom attendance as well as other sources of income that are down, likely due to the

economy. I briefly mentioned this at our annual meeting and indicated that we are working with National to better understand this increase. As a result, your Board has decided to comply, but we will absorb your \$25.00 increase this year. The Minnesota Chapter is able to do this because, as we reported to you at our annual meeting, we have a favorable bank balance.

We'll update our website shortly with the new dues structure which will increase \$25 for both individual and corporate membership to \$100 & \$200, (additional membership above four remain the same at \$59.) Please budget accordingly for 2011 and feel free to talk with me or any board member if you would like additional information.

Save the date of March 25th for our Round Table Event. We received lots of positive feedback from the last one, so you won't want to miss this one!

*DelRae*

## Action Mailing Tour

On January 28th the MSMA sponsored a tour of Action Mailing Services in Plymouth, MN. Over 55 professionals from our industry gathered at 8:45 in the morning for some coffee and conversation before heading out onto the production floor to experience the inner workings of one of the premier lettershops in our area.

Action Mailing Services merged with Denison Direct over the summer showing that they have set their sights on continued growth. Together at the Plymouth location, they have created both a secure environment in their facility and have also developed secure practices for the data they manage for their customers.

The tour included demonstrations of state-of-the-art intelligent

and variable inserting, camera-verified accumulating and match inserting with 100% verification capabilities on inkjetting, inserting and folding equipment. Action Mailing Services offer back-end reporting and complete track-ability with the use of the USPS full-service IMB.

Along with secure and efficient Mail Processing, Action Mailing offers Fulfillment, Database Management, Laser Imaging, Print Management Creative Services and Electronic Communications as well.

All who attended this event were warmly welcomed on a very cold day and treated to an interesting and informative morning by our hosts at Action. There was time enough for networking with old friends and meeting some new ones, too. We all left with a great impression and a really nice coffee mug!



### 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
Executive Vice President	Jennifer Baglio, CMDSM	Thomson Reuters	jennifer.palodichuk@thomsonreuters.com	651-687-6922
Treasurer	Steve McGowan, CMDSM, CMM		smcgowan1@prodigy.net	612-219-6510
Secretary	Kathy Lundy, CMDSM	Charnstrom Company, Inc.	kathy@charnstrom.com	952-403-0303
Vice President Web Development	David Stover, MQC	United Health	david_stover@uhc.com	952-926-1926
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@daairy.net	608-787-1314
Director at Large	Deb Ganyo Lutz, CMDSM	Pitney Bowes Presort Services	debganyo.lutz@pbpresortservices.com	763-571-9510
Director at Large	Dave Running	North American Membership Group	drunning@namginc.com	952-352-7519
Director at Large	Annie Wilcox, CMDSM	Noridian	annie.wilcox@noridian.com	701-282-1201
Director at Large	Kim Hilman	EMI	khilman@exmessenger.com	651-845-1575
Director at Large	Laini Pound, CMDSM, EMCM	Augsburg College	pound@augsb.org	612-330-1119
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

## The Power of Networking

Networking, networking, networking! We hear how valuable it is, but do we really “buy” it and are we really comfortable doing it? I’d like to give networking a rousing endorsement, and here’s why:

In mid-2009, my position was eliminated and I found myself looking for a new job after 18 years. But a job search is just one reason to network. Networking is also a powerful tool to gather information, gain insight into new ways to accomplish a task, and find help in reaching a goal.

There are several reasons that keep some of us from actively networking. My experience proved they are myths. I hope you’ll take my word for it.

• **Myth: You’re imposing**

- Reality: Don’t feel like you’re imposing. People are eager to talk about what they know; it is flattering to be asked about one’s expertise. Most people want to help.

• **Myth: You don’t know the right people**

- Reality: Even if the people you’re speaking with may not be able to help you, they might know someone who can. *(I was just about ready to send out my job plea to my Christmas card list!)*

• **Myth: You won’t get anywhere**

- Reality: Every networking/lead may not have immediate “results” but momentum is created in generating action.

My advice is to keep up your contacts; keep their information current and make the effort to keep in touch. Leave behind any discomfort you may feel about networking. If you’re feeling timid, tell yourself you will not be shy just for this one purpose. And, be willing to reciprocate when someone asks you for information or help!

My story ends well. One of my contacts spotted a job opportunity for me that I was fortunate enough to get. I am happily learning my new job in a great organization. Although a job search is a difficult thing, my network of contacts provided a sense of community and support, and left me with the warm feeling that people are kind and generous.



**MSMA Member**

*Jill Davenport*

welcome  
new members

Tess Schroeder .....Crescent Printing (in WI)  
Todd Wiles.....Minnesota Mailing Solutions  
Jeff Burkett .....Minnesota Mailing Solutions  
Patrick McElhone .....Sitma USA  
John Russell.....Wells Fargo Mortgage  
Claire Bailey ..... Western Graphics

**MSMA National** is now seeking applications for Service Awards for Distinguished Service, Manager of the Year and MSMA Chapter of the Year. These awards will be presented this spring at MailCom. Applications can be found on their website; <http://www.msmanational.org/pages/awards.cfm>. It's never too early to start thinking about who you'd like to nominate; deadline for submitting applications is April 2, 2010. If you have questions do not hesitate to contact DelRae.



## Minnesota Mailing Community Events for 2010

### March 3rd

Twin Cities PCC – Non Profit / Address Quality-Move Updates

### March 10th

Coulee Region PCC – Letter mail 101, Basic Bulk mailing/Non-profit

### March 18th

Twin Cities PCC – NPF Attendees  
Line Dance Lessons

### March 25th

MSMA Roundtable/Certifications

### April 11th – 14th

National Postal Forum – Nashville, TN

### April 28th

Twin Cities PCC – Webinar – NPF Topics

### April 29th

S. Central PCC – New Mailing Services Prices

### May 5th

Twin Cities PCC – USPS 2015 and Beyond / Industry Member

### May 12th

MMA – New Board Presentation

# 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:

February 16th



P.O. Box 2622  
Minneapolis, MN 55402

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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**