

The Advisor

MSMA

Mail Systems Management
Association

Minnesota Chapter

Tour of Impact Proven Solutions

Co-Sponsored by MMA & MSMA

Join us for a tour of Impact Mailing! Impact has just completed and moved into a dynamic new building. It is a great opportunity to view a state of the art mailing and fulfillment operation. Don't delay; sign up today since space is limited!

Date:	Wednesday March 11th
Location:	Impact Proven Solutions 4600 Lyndale Ave N Minneapolis MN 55412
Registration:	10:30 am – 11:00 am
Tours:	11:00 am – 12:15 pm
Lunch & Impact Presentation:	12:15 pm – 12:45 pm
Cost:	\$10 per person
Reserve a spot:	Minnesota Mailers will be handling reservations:

**Register
Today!**

*See page 4 for
registration*

Via Web:

<http://www.mnmailers.com/Register.htm>

Or

Mail a check payable to MMA to:

MMA
PMB#196
2200 W 66th St
Richfield MN 55423

Please RSVP by March 5th and no shows will be billed!
Questions: Please call 952-917-0177

director spotlight

Annie Wilcox Print and Mail Manager Information Services Noridian Mutual Insurance Company



Annie Wilcox has been an active member of MSMA Minnesota Chapter for over 15 years. This past year has been her first year serving as a Director at Large on the MSMA Minnesota Executive Board.

Annie is the Print and Mail Manager at Noridian Mutual Insurance Company of Fargo, ND overseeing the high production processing for several (Medicare & Medicaid contracts from Noridian Administrative Services), CoreLink, Blue Cross Blue Shield Nebraska, Blue Cross Blue Shield Wyoming, and Blue Cross Blue Shield North Dakota. They provide an end-to-end print and mail processing solution using a state of the art facility with industry-leading print and mail center technology. They develop solutions that focus on security and accuracy while remaining quick and cost-effective. Their advanced equipment is housed within the Critical System Operations Center (CSOC), a highly secured Data, Print, and Mail Center.

The Print Center is capable of printing on average 12- 15 million images a month. The Mail Center produces mostly 1 and 2 oz mail pieces averaging 2-3 million First Class Pre-Sorted envelopes a month entering in to the USPS stream. Noridian is a nationwide mailer and recognized as one of the Upper

Midwest Region's largest First Class mailers.

Annie graduated from Hamline University, St. Paul with a B.A. in Business Administration. Her first job was at First Bank Systems in the Office Services area at FBS Mortgage in 1983 and believe it or not for the next 26 years she is still involved in mail. She received her CMDSM certification in 2002 while working for Lutheran Brotherhood. She has attended many National Postal Forums, MAILCOM's, GRAPHEXPO's, XPLORE, and other training course throughout her career. In 2006, Noridian won the "Best in Class Innovation Award" at the National Postal Forum in Orlando, Florida.

Annie has been married for 20 years and lives in Casselton, ND. They have two boys, Jack, 18 and Nick, 15 as well as Louie their German short hair. The boys are active in High School and Legion sports. In her spare time she runs, 5K's, 10K's and ½ Marathons. They have a lake cabin on Big Sugar Bush, north of Detroit Lakes, and the family spends as much time there as they can when not travelling to baseball games or participating in a running race.

Round Table Review

What did you miss at the Round Table? We heard from three excellent presenters, one of which shared a quote with us, "Sometimes the best management tool is the mirror". Mark Carlson, President Minnesota Mailing Solutions, lead us on an interactive discovery of Marketing Yourself in a Challenging Economy. Mark pointed out that employees spend their energy in three areas, control, influence, and no control. The challenge is how to balance these areas as a Manager as well as an employee to be an effective, vital part of the organization. Management communication is the key to assisting the employee move the organization forward, eliminating behaviors that hold the organization back, emphasize what the employee could do for the organization, as well as recommendations to improve an employee's engagement in the organization. Mark provided the tools to help us navigate in this "Challenging Economy."

Merle Greene, who is affiliated with the International Institute of Minnesota, spoke to us on Diversity: Finding Common Understanding. Many of our businesses now are "melting pots" of cultures. Merle used the quote, "Culture is the software of the mind". Each one of us is an "immigrant" and need to learn and understand the different culture "software" around us each day. Listening, learning, respecting other cultures will go a long way towards acceptance and integration into your organization.

Our final presenter was Gina Kellogg-Gardner, Founder and CEO of Monarch Leadership. You may have heard

these quotes thrown around your workplace, "They're only interested in themselves", "They don't want to grow up". I think they are talking about my kids and you would be right. Gina shared with us her insights into Generation Y who were born between 1980 and 2000. Generation Y will be the leaders of tomorrow. They can multitask, are highly educated, civic minded individuals who want to be respected, included, and challenged. If you recognize them and mentor them they will be very loyal employees who will contribute greatly to your organizations success. I challenge you to get past the quotes from above, give a Gen Y a hug. Invite them to lunch, engage them in conversation! Show your workplace that Baby Boomers and Generation Y can work together and thrive for the benefit of the organization.



REFLECTIONS ON CMDSM CERTIFICATION

Achieving certification as a Certified Mail and Distribution Systems Manager [CMDSM] is a truly gratifying experience. For those of us in the corporate world, it means justifying to management that the time and expense is well spent. It is important to understand that the design of this program goes beyond enhancing proficiency within the areas of mail and distribution. It is a comprehensive study promoting professional growth as a business manager that is transferable to other areas. When you balance the national accreditation and recognition with the resources involved in the process, it is a remarkable value. From the complete study guide, group study sessions, MQC [Mail Quality Control] specialist review, expert feedback and test coordination involved this certification is well worth the investment.

With regards to the Minnesota MSMA chapter, I cannot truly express the level of positive support, willingness to answer questions, and degree of motivation that they provided. I would like to recognize Chris Parnell, Kathy Lundy, Tom Bates, and DelRae Brockton for their time and effort in coordinating and scheduling the CMDSM exam. An added benefit was the ability to sit for the exam locally through the generous cooperation of Lanini Pound and Augsburg College in the use of their campus facilities and computer equipment.

I would encourage anyone interested in maximizing their potential to seriously consider pursuing a CMDSM or CMDSS certification. It is a challenging but rewarding opportunity to enhance your professionalism and grow within our industry.

Phyllis Filreis CMDSM
Manager – Office Services
MoneyGram International



May 11, 2009 is the date that First Class stamps go from \$.42 to \$.44 and beginning November 29, 2009 mailers can take an additional \$.003 off the 5- digit Commercial Automation Rate if they comply with the Full Service Intelligent Mail option. Mailers have been patiently waiting for this news so they can justify necessary investments needed to receive the additional discount.

I'm proud to welcome three new members into the elite group of Certified Mail Distribution Systems Management (CMDSM): Laini Pound, Phyllis Filreis, and Jennifer Palodichuk. These individuals were recognized at our Round Table event February 19th. If we missed you at the roundtable we hope to see you at the upcoming Impact Proven Solutions tour March 11th, space is limited so sign up now! Look inside for more details.

DelRae

PCC Event Recap

On January 21st the PCC held their annual kickoff event. The event was well attended by the Minnesota Mailing Community and gave the opportunity to share experiences and network for continued growth and education. Mark Fallon of the Berkshire Company provided the conduit for attendees to put to use tips and ideas on personal and professional networking. Hats off to the Twin Cities PCC for coordinating a great event.

Kraig

welcome
new members

Mark MillerDenison Direct
Robert Sanberg Direct Marketing Services
Jean Kemling Oce Business Services

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	United Health	dave_stover@uhc.com	
Treasurer	Steve McGowan, CMDSM, CMM		smcgowan1@prodigy.net	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	ljk@dairy.net	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	drunning@namginc.com	952-352-7519
Director at Large	Annie Wilcox, CMDSM	Noridian	annie.wilcox@noridian	701-282-1201



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Minneapolis, MN 55402

Minnesota Mailing Community Events for 2009

March 4th

PCC Education Event – Address Quality
& Move Updates

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 30rd

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

Tour of Impact Proven Solutions Registration

Date: Wednesday March 11th

Time: Registration: 10:30 am – 11:00 am

Tours: 11:00am - 12:15 pm

Lunch and Presentation: 12:15 pm - 12:45 pm

Cost: \$10 per person

Make Check

Payable to:

MMA

PMB# 196

2200 W 66th St

Richfield MN 55423

Name: _____

Company: _____

Address: _____

City/State/Zip Code: _____

Phone: _____ E-Mail Address: _____

Others attending from your company:

Name/Phone: _____

Name/Phone: _____

Name/Phone: _____

Register by: Thursday, March 5th, 2009

(Cancellations after March 5th and No-Shows will be billed)