

The Advisor

MSMA Mail Systems Management Association **Minnesota Chapter**

Keynote Summary, National Postal Forum Nashville TN

John E. Potter, Postmaster General

Jack started off acknowledging that mail matters and that America wants a strong and viable postal system to communicate and conduct business now and into the future. He indicated that electronic media has reduced their revenue and that the world has changed dramatically in a few short years. He assured us that the Postal Service would get through it as they've overcome great obstacles such as 9/11, anthrax, and the subsequent recession. He spoke of records volumes in 2006 as well as their recent outstanding service levels, and new laws designed to create price caps to drive up productivity. Jack indicated that no one could have imagined that just in a few short years how the economic downturn and accelerated use of electronic communication has changed their world.

He praised his management team for reducing costs by 10 billion and improving service but said it's not enough and that they need to do more. USPS sought help from three reputable consulting firms to project trends over the next ten years of our industry. They asked business and consumers their thoughts, and looked at other postal systems and services. The overwhelming response was that "The Postal Service Needs To Change" due to projected declines in volume and revenue, they need to make legislative changes to allow them to eliminate Saturday delivery and change retiree health benefit payments.



The trends indicate a shift in mail mix from First Class Mail to advertising being predominant. First Class mail has always been their core source of revenue, but the per capita price is expected to drop from \$1.80 to \$1.40, while delivery areas continue to grow. All indications are that mail will continue to be a value to businesses and the American people for years to come. Even with the decline in volume USPS will still produce more mail than any other post in the world today. As far as pricing they said market dominant mailing products should be based on demand rather than capping prices by class at the rate of inflation, and that the USPS be allowed to use exigent pricing in the current law.

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Our Northland District and MSMA-MN Chapter were very well represented this year at the National Postal Forum in Nashville TN. Rumor has it, there were over 3000 in attendance with a well balanced mix of mailers, postal employees, & exhibitors. This fostered ample opportunity to meet key individuals to exchange ideas, see new technologies and get exclusive updates from Postal Executives. Nashville was the perfect location to see some of the iconic country music venues to network and relax with industry friends and peers.

Our members left last month's round table recharged after hearing Diane Bennett speak about taking control rather than being controlled. The event was very informative and all the speakers very good - see Mark's recap on what you've missed. Also, your new board has been transitioning into their new roles nicely and working on objectives for the 2010/11 term which I will update you on shortly.

Soon our annual boat cruise will be upon us and you won't want to be left ashore, save the date July 22nd and we'll see you on board.

DelRae

director
spotlight

Kim has been a member of the MSMA Minnesota chapter for five years, and this is her first time serving on the MSMA board for 2010-2011. She is employed by Express Messenger International, New Brighton MN as the Market Development Manager. They are a full service International mail and parcel company.

EMI specializes in the preparation and distribution of International mail such as letter mail, direct mail, publications, catalogs and marketing programs. Their experienced team has successfully offered solutions in the International mail industry for over fourteen years. They service a large customer base nationwide including mailers, printers, publishers, catalogers, financial institutions, retailers and major corporations. EMI extends the maximum postal discounts through our direct

connection with Canada Post, the USPS as a postal qualified IPA and ISAL wholesaler and several International postal authorities around the world. EMI demonstrates to our customers total commitment to unsurpassed service, flexibility, innovation and teamwork.

Kim has been with EMI for nine years and holds the responsibilities of Market Development Manager. Her role is to represent EMI's International mail services to clients nationwide, provide cost effective mail solutions, quality service and to meet and exceed the customer's expectations of International mail.

Kim currently belongs to the Twin Cities PCC, other PCC chapters nationwide, MFSA, MDMA, BMA, MMPA and the PIM.

Kim Hillman
Director at Large



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Round Table Recap

On March 25th we held our second MSMA event of the year at Thomson Reuters. We had three Round Table sessions. The first session was Diane Bennett of Bennett Coaching and Consulting. Diane is a leadership coach, consultant, speaker & author. Diane taught us how to get control rather than be controlled in our daily life. Picture a bulls eye, with a large center, this is what we can control. The next circle is what we influence. The outer circle is things we can't control. The object is to make the inner circles as large as possible, while shrinking the outer circle.

After Diane spoke we broke into two groups. Mike Barthel, Director of Postage Payment Solutions from the Pitney Bowes Bank spoke on Total Postage Management. He gave us an overview of Purchase Power & Reserve Accounts. These accounts can be used with other meters such as Hasler/ Neopost. Pitney has created a website that allows corporations all the way down to small businesses the ability to manage their postage funds with a global financial solution.

In addition to Mike, Steve Hetland & Casey Hokenson from Noridian spoke on Batch Manifesting. Noridian used to process mail the traditional way. Batch Manifesting has allowed them to save thousands of dollars annually. Steve and Casey explained their process of going from traditional to Batch Manifesting and how they got to where they are today. From researching and attending trade shows to working with the USPS and finally the



implementation. They also discussed what they learned as it related to Permit vs. Manifesting.

The final speaker in the group was Jonathan Shaver of Intravex. He gave us brief state of the USPS from analyst's perspective.

The second breakout group had the opportunity to listen to Chris Parnell speak on Certifications such as CMDSM & CMDSS. These certifications are beneficial for anyone managing a mail center or is in sales. Each is a 4 hour exam, 2 hours multiple choice & 2 hours essay. A score of 75% is needed to pass. Laini Pound also spoke on a new certification, the Mailpiece Design Consultant or MDC. This certification is beneficial to anyone who is interested in maximizing postage discounts. This is an open book exam. You have a total of 4 hours in which to complete the exam and can be taken over a 30 day period. You must have a score of 90% to pass.

The speakers were very informative and everyone gave a great presentation. I look forward to the next round table offered by the MSMA.

Written by Mark Johnson, MQC, Océ Business Services, MSMA Board member

welcome new members

- Mohamed Remtula..... Wells Fargo
- Michael Everson..... Data Track Technologies, Inc
- Lisa Renfroe..... Data Track Technologies, Inc
- Ron Logan..... Data Track Technologies, Inc
- Nancy Fontana..... Impact Mailing Solutions

Save the date MSMA Annual Boat Cruise



**Thursday,
July 22nd**

**All New Location
on the Mississippi River**

Call for CMDSM

- **Do you want to become certified?**
- **Do you want to become more marketable or valuable?**
- **Do you want to set yourself apart from the competition?**

If you answered yes to any of these questions, now is your chance. The Minnesota Chapter of MSMA is once again sponsoring a CMDSM / CMDSS study group to help you prepare for this important step in your career. With all of the plant closures, business mergers, etc. - having a certification can make the difference between getting the job or getting left out. If interested, please contact Chris Parnell or DelRae Brockton as we would like to start the sessions in July. Typically the study group meets twice per month for a two hour period in a central location based on participants. For more information and contact information, please go to www.msma-mn.com



Minnesota Mailing Community Events for 2010

May 5th

Twin Cities PCC – Intelligent Mail

May 11th – 14th

MailCom – Atlantic City, NJ

May 19th

MMA – New Board Presentation

June 2nd

Twin Cities PCC – 2015 & Beyond

June 17th

MMA – Golf Outing – Highland National
Golf Course

July 15th

Twin Cities PCC – Networking Outside
Twins or Saints

July 22nd

MSMA – Boat Cruise – Mississippi River
– Boom Island

August 4th

Twin Cities PCC – Plant Tour – New
Egan USPS Facility

August 11th

MMA – Vendor/Member Networking
Event – Green Mill, Shoreview

September 15

Twin Cities PCC – National PCC Day
Broadcast

October 13

MMA – Wells Fargo Shoreview Mail &
Print Operations Tour

November 18

MSMA – Annual Meeting – Edina
Country Club

December 8

MMA – Holiday Event – Fort Snelling
Club

P.O. Box 2622
Minneapolis, MN 55402

Continued . . . Keynote Address

Summary, John E. Potter, Postmaster General

Jack said the USPS will continue to be a very large business; they'll concentrate on their core mailing and shipping business and concentrate on retaining what they have. They want to achieve greater workforce flexibility through elimination of outdated work rules to assure labor costs are in line with their ability to pay.

Before he closed he wanted to clarify what he said on March 2nd - that an exigent rate case is coming. He said the USPS is exploring options and that it was only a tool and no matter the outcome, we will be given plenty of notice when they decide how to proceed. He indicated that as they tackle these challenges the Postal Service wouldn't

lose their focus on our needs. They're going to bump up value through service, quality, and give information we need at levels never imagined. The Postal Service and the mailing industry have a strong, bright future ahead and they are committed to staying solvent and relevant.

To read Jack's entire Keynote Address follow the link below.

[http://www.usps.com/
communications/newsroom/
speeches/2010/pr10_pmg_0412.htm](http://www.usps.com/communications/newsroom/speeches/2010/pr10_pmg_0412.htm)

Did you know? The National Postal Forum started in the early 1970s