

The Advisor

MSMA

Mail Systems Management
Association

Minnesota Chapter

MSMA Annual Boat Cruise On Lake Minnetonka

Please join us for our annual "cruise" on Lake Minnetonka. We will head out for a 4-hour late afternoon cruise aboard the "Stunning" Paradise Destiny II. We will enjoy a leisurely cruise on this luxurious, spacious motoryacht which boasts two decks of floor to ceiling windows. You will be able to see Lake Minnetonka from a completely new perspective on this "one of a kind" motoryacht. It is a great opportunity to network and meet new people in the mailing industry as well as relax and enjoy the beauty of a Minnesota summer day.

Rain or shine we will be leaving the Port of Excelsior on Thursday July 30th, 3:00 pm to 7:00 pm. The price includes boat admission and dinner. Enjoy your favorite beverages from the cash bar!

*See page 4 for
registration*

Cost: \$45 for MSMA Members and \$55 for Soon-to-be-Members

Note: Any cancellations after Friday July 24th or no shows will be billed.

Sign up on our website: www.msma-mn.com



National Postal Forum

Washington DC, May 2009



**For more on the Postal Forum
see page 3**

I was able to attend the NPF this year and I came back from D.C. energized with new ideas that will benefit the bottom line for my company once implemented. I thought it was one of the better forums that I've attended.

Monday's opening session started out with the PMG thanking everyone for making it to Washington D.C. and then said it's been a tough year for everybody and indicated attendance was down a little but that they were not disappointed because they understood that everybody was hurting. He acknowledged to the individuals in the room that their companies made a big investment to have us come and that they wanted us to get the most out of the Forum as we possibly could.

He told us as an industry that we should not panic, that they were going to stay clear on their fundamentals with the first being service. They must manage costs so that mail can be affordable while focusing on today, but equally looking to the future. He said they're going to make some structural changes. He assured us that they'll do everything they can to increase the value of mail.

The PMG also acknowledged that they'd lose money this year but that he'd not let that impact service. They're stepping up with new measurement systems and are going to measure classes of mail that have not been measured before. It will give us greater visibility, more transparency and we'll learn lots because we'll have data. Data that we can both attack because sometimes it may be a Postal Service issue and sometimes it's ours as mailers.

Minnesota was well represented at this forum; I was able to meet new individuals and bring them into our unique mailing circle as well as catch up with friends and colleagues at the different sessions and networking functions.

Save the date! July 30th is our annual Boat Cruise. This has been one of our signature events and one you won't want to miss.

DelRae

NPF was a success! I attended the NPF in Washington DC and found both the exhibit floor and classroom presentations to be extremely helpful in my personal growth as well as beneficial for Action Mailing. Oh by the way I had the opportunity to meet and speak with The Postmaster General Jack Potter.



Much like the NPF, MSMA-MN has proven to be a strong, solid organization that provides mail and shipping educational opportunities that are relevant and timely. In addition, networking events are fun and I have fostered new business contacts which is critical in today's marketplace. I look forward to coming events and meeting other members to share experiences and build relationships.

Michelle Hansen
Director of Sales and Marketing
Action Mailing Services INC

A Tribute to the United States Postal Services

September 30, 2009
Minneapolis Minnesota

The PMG will receive recognition on behalf of the USPS. They will be honored for saving more lives through marrow donation than any other business organization in the nation. Over the past 12 years, postal workers and their families have added more than 45,000 members to the Match Registry, 75 of whom have been matched to patients and gone on to donate. USPS invites you to join an impressive list of 5,000 businesses nationwide that have already added tens of thousands of committed employees to the registry.

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	651-662-8075
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 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	Dana Garies	RBC Dain Rauscher	dana.garies@rbc.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, CMDSM	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

Dan Goodenough receives award

MSMA member Dan Goodenough received the William W. Holes Long Term Achievement Award. The William Holes Achievement Award is named after the MDMA's founding father and first president. This prestigious award is presented to an individual whose leadership, innovation and integrity in the industry sets an inspiring example for all direct marketing professionals to follow. Dan was recognized this past April at the annual MDMA Direct Marketing Conference held at the St Paul River Center. Congratulations Dan!



Postmaster Jack Potter's address:

The Postal Service needs to change but not to the things that are important. Yes they will lose money this year but they won't cut service.

Mail volumes are down 30 billion and by the end of the year it will be in the neighborhood of 180 billion pieces of mail. Projections are a loss of \$6.5 billion this year which makes them nervous, but it is not time to panic. The Postal Service cut \$2 billion in 2008 with a goal of \$6 billion this year and next year an additional 3 billion. Labor is 80% of the cost which they are working hard on trimming. Last year 50 million work hours were reduced and this year 100 million works hours are planned.

Potter believes that raising rates to cover the gap would only drive customers away. If they drive customers away, they lose customers which will create a downward spiral from which they will never recover.

The Postal Service is looking at their universal service obligation and whether or not it makes sense to deliver mail six days a week. Representatives from JC Penny and Net Flix don't like that idea. They need six days delivery to continue with their service goals.

Right now the Postal Service does not have the flexibility to make some of the changes they need. But they are looking at ways to work through the challenges and changes. H.R.22, The Postal Accountability and Enhancement Act, seeks to modernize Postal Law and provide flexibility.

Potter predicts that the volume of mail will grow. Ad mail is growing as is package service. They have a new offering, "Summer Sale," for standard mailers from the period of July through September once approved. Priority mail "flat rate" boxes allow one cost for everything you can place in the box plus the boxes are free.

In summary, changes need to take place and the Postal Service wants to hear from their customers. The Postal Service, printers, mailing houses, list providers, fulfillment centers, equipment suppliers and logistic services have to work together to drive value up. Service needs to be paramount; costs, obviously related to prices. They have to keep them affordable or they won't be in business. Bottom line, they need to be flexible to manage their way through what is a very, very difficult period of time.

Elizabeth Lombard

MSMA-MN is proud to sponsor a session presented by Elizabeth Lombard at the 2009 Midwest Mailing Forum. Elizabeth's depth of knowledge and presentation skills are widely heralded in the mailing community. Elizabeth will be speaking on "Hiring and Interviewing" a timely and important subject in today's market place.



Elizabeth Lombard, CMDSM, CMDSS, EMCM, MQC – is the National Postal-Carrier Manager with the Learning and Performance group for Pitney Bowes Inc and is responsible for the development of postal-carrier training and communications to the sales organizations and customers. She is the VP Programs/Education for the WI Chapter of MSMA, is the Director of Certification Services on the National MSMA Board and frequently presents at postal, PCC, NPF and MailCom events.



- Jill Ross..... United Business Mail
- Mark Lammers Corporate Graphics
- Amanda McGowan Corporate Graphics
- Michelle Hansen..... Action Mailing
- Scot Ramm Fairrington Transportation

Key to SUCCESS

Steer around your **weaknesses** and focus on your **strengths**. **Successful** people don't try to hard to improve what they're **bad** at. They capitalize on what they're **good** at.

Martin Seligman & Marcus Buckingham



**Minnesota Mailing
Community Events for
2009**

July 15th

PCC Networking Event

July 30th

MSMA Annual Boat Cruise

August 12th

MMA PSI Tour

September 9th - 16th

GrapExpo - Chicago, IL

September 16th

National PCC Day,

September 16th & 17th

Midwest Mailing Forum

October 14th

MMA General Meeting

November 4th

PCC Tour - Cargil

November 19th

MSMA Annual Meeting

December 9th

MMA Holiday Event

Register Today

Online Registration:

www.msma-mn.com

Fax: 952-886-3454

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

P.O. Box 2622
Minneapolis, MN 55402

PRESORTED
First-Class Mail
U.S. Postage
PAID
DPC

Lake Minnetonka Boat Cruise Registration

Date: Thursday July 30th

Time: Registration: 2:30 – 2:45

Boarding: 2:45

Dinner & Cruise: 3:00 – 7:00

Location: Port of Excelsior

Cost: \$45.00 (MSMA members) \$55.00 (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: Friday, July 24th, 2009

(Cancellations after July 24th and No-Shows will be billed)