

The Advisor

MSMA
*Mail Systems Management
Association*
Minnesota Chapter

All New Location on the Mississippi River



MSMA Annual Boat Cruise

Please join us for our annual boat cruise. This year we are cruising the Mississippi River. We will head out for a 4-hour late afternoon cruise aboard the luxurious and more spacious Paradise Lady. We will enjoy a leisurely cruise on the Mississippi's only luxurious charter yacht with three open air decks and climate controlled spacious interior. You will see the Mississippi River and the City of Minneapolis from a completely different perspective as you cruise past the Minneapolis skyline and navigate the locks of the river system. You can't miss this great opportunity to network, meet new friends and reconnect with old friends in the mailing industry. Relax and enjoy the beauty of a Minnesota summer day on the Mighty Mississippi.

Rain or shine. . . Boom Island

- **Thursday July 22nd**
- **3:00 pm and returning at 7:00 pm.**
- **The price includes boat admission and dinner.**
- **Enjoy your favorite beverages from the cash bar.**
- **Boom Island parking lot; 724 Sibley St NE Minneapolis MN 55413**

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

MSMA Members, here's your chance, bring a Non- MSMA member, client or guest for an additional twenty dollars.

Be sure to register early and don't miss the boat!

Greetings, I expect everyone enjoyed the extra long Minnesota spring and as we turn to summer, I hope that can be extended as well. MSMA membership has been on a decline for all Chapters; however I received some encouraging news during our past Board meeting that our Minnesota chapter is on a plateau. The Membership and Publications committees are working together to coordinate a membership drive and we anticipate good results from this.

The Programs committee has come up with a great idea for a **special event** that we're trying to squeeze into the packed calendar of industry events either this summer or early fall. They are also working to secure some featured speakers for upcoming events to speak on topics relevant to all of us.

MSMA National has reported that the new MDC (Mail piece Design Consultant) exam is going well and there has been a lot of interest, as over 95 individuals have received or are working on their certification.

This is just a brief recap of the activities going on in our organization, both locally and nationally. We are busy planning our annual boat cruise, so I hope to see you all on board. This year we will have another great disembarking gift but.... please don't inquire, the board has taken an oath of secrecy. You'll need to join us to find out!

DelRae

Mailpiece Design Consultant

Mailpiece Design Consultant (MDC) is the new certification designation now available through Mail Systems Management Association. As part of MSMA's ongoing mission to provide educational opportunities and recognition of achievement to all mailing, shipping, logistics and industry professionals, MDC has been developed to verify one's knowledge and specialization specifically related to mail.

MSMA now offers a complete study guide to its online, open book, one hundred (100) multiple choice question pass/fail exam; all for a \$35.00 fee. Pass the exam and receive your certificate! If you fail, feel free to study again and take the test an extra time at no additional charge. Certificate must be renewed every two years. For more information go to http://www.msmanational.org/pages/certification_mdc.cfm

Have you heard?

DMA members met in March with PRC Chairman Ruth Goldway and USPS CFO Joseph Corbett. Each strongly signaled an exigent rate case filed in July that may be as much as 5 – 8%. In addition, Goldway stressed that classes of mail which do not cover attributable costs could receive higher than average increases. The recently released PRC Annual Compliance Report on the USPS FY 2009 clearly asserts that Standard mail regular flats, parcels, NFM's and periodicals are not covering attributable costs.

MSMA-MN Board Members 2010-2011

Position	Name	Company	E-Mail Address	Telephone
President	DelRae Brockton	TCF Bank	dbrockto@tcfbank.com	612-661-6902
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Director at Large	John Joachim, CMDSM, EMCM	Hazelden	jjoachim@hazelden.org	651-213-4237

director spotlight

Mark Johnson Sr. Site Manager Océ Business Services



Mark Johnson has been an active member of MSMA Minnesota Chapter for the past eight years. This is his first year serving as a Director at Large. Mark is currently employed by Océ Business Services (OBS) as a Sr. Site Manager at Bremer Financial Services in Lake Elmo, MN.

Océ Business Services is one of the world's leading providers of document process management services and technology to law firms, corporations and the public sector. It is a unit of Océ N.V., a company whose heritage of innovation extends over 100 years and encompasses 5,873 global patents in print processes.

Océ Business Services spectrum of managed solutions spans the document lifecycle including print/copy, mail services, business performance management, records management and eDiscovery. Mark manages Mail, Copy/Print & Courier services for Bremer Financial Services. He is responsible for vendor relations and provides a resource for internal customers who have questions pertaining to mail, copy, courier and the mailing industry.

Mark has been with Océ for 12 years. Prior to managing the Bremer account, Mark spent time as the area supervisor and was responsible for eight accounts. He was also responsible for implementing new accounts locally, as well as across the country for Océ. Before joining Océ, Mark was employed by First Bank Systems where he got his start in the mail services industry performing different functions.

Mark continues to attend PCC, MSMA & MMA events. He has attended Mailcom in the past and last year attended the Midwest Mailing Forum for the first time. MSMA has given Mark several networking contacts that have been invaluable over the years, as well as a great source for industry education.

Mark is married with two teenage girls; Hailey & Amber. Mark & his wife Dannel will be celebrating their 20th wedding anniversary in July. For the past five years he's been coaching his daughter's softball team and in his spare time enjoys running, golfing, hunting & fishing.

Postal Struggles - The Bigger Picture

There has certainly been a lot of press lately about the financial troubles the US Postal Service is experiencing. Many people remain critical of how they do business, and complain about "someone else" could do a better job. But USPS is really a unique entity in the business world. Consider some of the following:

- The USPS employs 540,000 people, operates 36,000 facilities and owns more than 220,000 vehicles. This makes PMG Jack Potter the nation's second largest civilian employer, its largest retail manager, and owner of the world's largest fleet.
- Every day, they log over 4 million miles of driving while delivering over half a BILLION pieces of mail to over 150 million addresses. The number of delivery addresses continues to rise, while the number of pieces of mail per stop continues to decline.
- Most shippers add extra fees for rural deliveries, fuel, Saturday delivery, and other items. The USPS does not. No other carrier would ever try to deliver to every address in the United States and it's territories for one flat fee.
- The USPS Management team can't make process changes, introduce new products or raise the price of postage without getting the approval of the board of Governors, Postal Regulatory Commission and/or Congress. How many of

us would like to get approval for every business decision we make on a daily basis?

- The Postal Service has 36,500 retail locations – more than Wal-Mart, McDonalds and Starbucks combine. So why not close some of these facilities? Anytime this is suggested, people contact their congressman – and no congressman likes an angry voter. USPS cannot arbitrarily close facilities, even though it would reduce costs.
- As a consequence of the Postal Act of 2006, the Postal Service is required to prefund health benefits to the tune of \$5.5 - \$5.8 Billion per year through 2016! They are the only Federal agency to have this requirement.

Before we are quick to criticize, remember there is no other entity in business or government that functions like the US Postal Service. We should keep in mind that they work very hard to meet their challenges and continue to service the American public.

Mailcom News:

Fall MailCom Sept 27 - 29 in Las Vegas

2011 Spring MailCom will be in a new location, March 1 – 3 at The Hilton in Washington DC

www.mailcom.org



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First-Class Mail
U.S. Postage
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**Minnesota Mailing
Community Events
for 2010**

June 24th

Twin Cities PCC – Webinar, Identity Theft

July 22nd

MSMA – Boat Cruise – Mississippi River – Boom Island

August 4th

Twin Cities PCC – Networking, IMB

August 11th

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

September 15

Twin Cities PCC – National PCC Day Broadcast

Oct ??

Twin Cities PCC – Plant Tour – New Egan USPS Processing Facility

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

**MSMA Members,
here's your chance,
bring a Non- MSMA
member, client or
guest for an additional
twenty dollars.**

Mississippi River Boat Cruise Registration

Date: Thursday July 22
Time: Registration 2:30 – 2:45
Boarding 2:45
Cruise and Dinner 3:00 – 7:00

Location: Boom Island parking lot; 724 Sibley St NE Minneapolis MN 55413

Cost: \$45.00 (MSMA members) \$55.00 (Soon to be members)

Register Today

**Online Registration:
www.msma-mn.com**

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 16, 2008

(Cancellations after Friday July 16 and No-Shows will be billed)