

The Advisor

MSMA

Mail Systems Management
Association

Minnesota Chapter

MSMA 2011 ANNUAL MEETING NOVEMBER 17TH 2011

**MSMA-MN is proud
to sponsor Jim Burns at our
2011 Annual Meeting.**

**Jim's presentation style is well recognized
throughout our industry and will present on**

***"Effective Leadership and the Role of
Mentoring"***

This engaging session will provide attendees with the tools to become effective leaders and you'll learn firsthand about the rewarding experience and the benefits of mentoring. We'll review the qualities and skills that go into being leaders and how to get more out of your staff by mentoring and is for all levels.



Jim Burns

**Become a Mentor! Bring a colleague to
the MSMA Annual Meeting!**

**\$35 secures both of you the opportunity to
learn more about the "Role of Mentoring".**

Sign up today at www.msma-mn.com

*See page 4 for
registration*

Registerby: Friday, November 11th

Cost: \$35 for members
\$45 for non-members



As I said in our January, newsletter we could be assured that there would be more change in our industry. Since I communicated to you last we have learned:

- Five-day delivery is going to be adopted
- There are changes being asked of the Postal Services infrastructure
- Realigned service standards
- Proposed January 2012 rate adjustment

These are some of the items on the table and we are all faced with our own technology and regulatory changes that we must react to.

I have been amazed at some of the technology advances out there that can improve our businesses. These advances allow us to be more efficient so we can improve our net margins and be leaders in the industry. We've gone from desktop computers to iPads, smart phones, voice recognition, and imaged documents at our fingertips; it's interesting to think what's next...

As members you should have received our election ballot for which all positions were unopposed. I thank these individuals for stepping

forward so they can bring you and your organizations a balanced way to receive information so you can succeed.

It was nice to see many of you at this years MMF as we brought in National President Karen Cornelius CMDSM, MDC and Elizabeth Lombard CMDSM, CMDSS, MDC, MDP, EMCM to speak at the show. This also provided your board members an opportunity to meet face to face with them as they sat in on our October board meeting and gave some insights on what's happening on a National level.

We hope to see you November 17th at our annual meeting. This will be a great opportunity to mingle and hear the latest on what's going on with the decisions that are occurring within the Postal Service and meet the individuals who serve you. We will also host New England Chapter President, Jim Burns, CMDSM, EMCM who's been a featured speaker at Mailcom, National Postal Forum, and other trade shows. Jim will present on "Effective Leadership and the Role of Mentoring". Jennifer Baglio, incoming Chapter President, and I will also update you on the state of the Minnesota Chapter and what is in store for 2012.

DelRae

Thoughts From Karen Cornelius, MSMA National President

I had the privilege of speaking at the recent MMF event as well as the opportunity to attend the local MSMA chapter meeting led by Mr. DelRae Brockton. Both were exhilarating experiences.

The conference was a wonderful confirmation that the PCC and the MSMA can have a very successful partnership. Now about the Board of Directors of the Minnesota chapter; the best way I can describe them is to say I am PROUD of them.

15 members strong, each with a committee of two beneath them, organized, funny loving yet focused. They have a plan for the future and have learned from the past, they care about each other personally, they hold great events...need I go on? I just about cheered, I was so impressed. It is no wonder they have 127 plus members, and they apologized that the number had dropped from last year. What a model for a success.

Friends, this chapter faces the same issues that every chapter does, they have just found the key to persevering through the challenges. What is that key you may ask?? I submit from my observations it is the "Three Legged Stool" of Passion, Commitment and Communication. This Board meets monthly; they hold each other accountable and keep the lines of communication open and honest.

Again, thank you DelRae and the entire membership of the Minnesota chapter for inviting me to attend this wonderful event and your Board meeting, it was a pleasure.

KC
Karen Cornelius, CMDSM
National President
Mail Systems Management Association.

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
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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	christopher.parnell@pb.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	debanyo.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 Hillman	EMI	khillman@exmessenger.com	612-845-1575
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

Recent Local Events

State of the Postal Service Day Recap

“State of the Postal Service” was held on August 31st at the Eagan Processing facility with the presentation given by Northland District Manger Tony Williams. The topics covered were the Postal Service’s financial situation and the actions to address it. Total mail volume is declining as well as first class mail is being whittled away by online payments. These are a few of the challenges that the Postal Service faces. The actions to address the financial situation would include, but not limited to:

- Work hour reductions.
- Distribution compression
- National Distribution realignment
- Equipment optimization
- Decrease in Processing Facilities.



Delivery network would be another venue for aggressively pursuing changes to:

- Consolidating delivery routes
- Reducing vehicles fuel and carbon footprint
- Optimizing retail network based on customer trends.

Requested Congressional action to reduce cost:

- Resolve the current mandate to pre fund Retiree Health Benefits by 5.5 billion annually.
- Allow the Postal Service to access it’s overpayment to the federal Employee’s Retirement Fund.
- Give the Postal Service authority to determine delivery frequency.

-Melissa Colbert

National PCC Day Recap

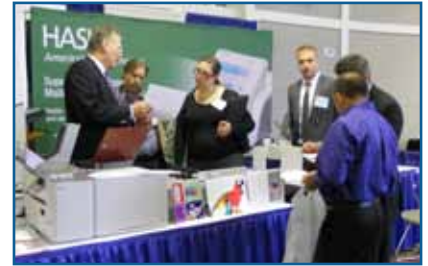
National PCC Day was held on September 21st to celebrate 50 years of service to the Mailing Industry. It was held at the Minneapolis Main Post Office and broadcasted live from Orlando FL with Postmaster General Pat Donahue presenting the current state of the Postal Service. Announced were PCC winners for the PCC Network’s core growth strategy to “implement and leverage network best practices to create business growth opportunities for the Postal Service and its PCC members”. Congratulations to the Twin Cities PCC for winning the gold!! Northland District Manager Tony Williams wrapped up the event with updated information on the Twin Cities.



-Melissa Colbert

Midwest Mailing Form Recap

On October 12th and 13th The Midwest Mailing Forum 2011 was held at the Earl Brown Heritage Center. This year’s theme: “Open Your Imagination to the World of Innovation”. It was a packed two days with 28 educational tracks and dozens of exhibitors on hand to meet all your mailing needs. This year the award-winning Gold Level Twin Cities Postal Customer Council and the U.S. Postal Service hosted the event commemorating the golden anniversary of the PCC, this is the tenth Biennial Midwest Mailing Forum. This year the MMF promised us a new and improved show and we certainly received that and more.



The show kicked off on day one with opening remarks by John Joachim the Twin Cities PCC Industry Co-Chair, Northland District Manager Tony Williams and the Minneapolis Postmaster Gina Hellermann. The key note featured Mark Fallon; President & CEO of The Berkshire Company. Day one was fast past and ended with the MMF reception in the vendor hall where attendees and vendors could relax and network about the day’s activities.

Day two opened with a welcoming introduction by Michael Larson Postmaster, St. Paul and followed up with the key note speaker Joseph Corbett the Vice President & Chief Financial Officer of the U.S. Postal Service who shared his insight on the economic issues with the USPS.

-Kim Hillman



welcome new members

Locke Perkins.....	Carleton College
Fred Gaggioli.....	Carleton College
Jamie Brozzo.....	Oce Business Services
Andrew Miller.....	Oce Business Services



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Minnesota Mailing Community Events for 2011

November 2

Twin Cities PCC –
Tour St. Paul Proc & Dist Ctr in
Eagan

November 17

MSMA – Annual Meeting –
Homewood Suites – St Louis Park

December 14

MMA – Holiday Event –
Southview Country Club in West
St. Paul

Register Today!

online registration:

www.msma-mn.com

Fax: 952-352-7555

Mail:

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

Register by:

Friday, November 11th

MSMA 2011 ANNUAL MEETING

Date: November 17th 2011

Location: Homewood Suites
5305 Wayzata Blvd
St. Louis Park, MN 55416

Time: Registration at 2:30
Program, Hors d'oeuvres, and networking from 3:00 – 6:00

Cost: \$35 for members
\$45 for non-members
Bring a guest to mentor at no charge

Name: _____

Company: _____

Address: _____

City/State/Zip Code: _____

Phone: _____ E-Mail Address: _____

Others attending from your company: _____

Name/Phone: _____

Name/Phone: _____

Name/Phone: _____

Register by: November 11th