

The Advisor

MSMA *Mail Systems Management Association* **Minnesota Chapter**

2011 Midwest Mailing Forum

MMSMA is proud to sponsor the 2011 Midwest Mailing Forum presented by the Twin cities Postal Customer Council (PCC) and the United States Postal Service on October 12th & 13th

MSMA will be hosting two sessions and co sponsoring the late afternoon reception on October 12th.

Here's your chance to meet and hear from MSMA National President, Karen Cornelius, CMDSM, as she presents on the **"The Art of Adherences."** This is not just another formula for success, this session will give you insight into the applications of the simple, time-honored principles that yield results. This session will teach you how to put to work what you already know and will give you a blueprint for success.

Also back by popular demand is Elizabeth Lombard, CMDSM, CMDSS, EMCM, & MDC. Elizabeth's presentation skills and industry knowledge continue to thrust her to the forefront of our industry with timely and relevant topics. Elizabeth will be presenting **"Hiring and Interviewing,"** a timely and important topic in today's unsteady job market.

Sessions are sponsored by MSMA-MN Chapter



Karen Cornelius



Elizabeth Lombard

Be sure to attend the afternoon reception and meet your current MSMA board members and others within our industry.

Register for MMF: www.twincitiespcc.org

I'd like to take a moment to thank the election committee for their work on selecting potential candidates and laying the groundwork for succession planning for the future of our chapter. It's not an easy task, so hats off to Deb Ganyo Lutz, CMDSM, Jennifer Baglio, CMDSM, and Mark Johnson, who are board members and Luba Wallin, Jill Davenport, and Jim DesLauriers who are members serving on the committee.

Even if you can't serve on the board we're always looking for ideas or assistance. At times MSMA-National asks for extra hands to assist with projects, so having a pool of folks willing to give a little of their time, helps get the cart a little further down the road. You can also lend a hand by providing feedback or writing a recap of one of our programs for our newsletter. Often I select someone to do this, as the room seems to get very quiet when I ask for a volunteer... I'm thankful to the members that have done this and shared their ideas.

Once again the boat cruise was spectacular; see Mark Johnson's recap as he drew the short stick at the meeting. MSMA wants to acknowledge this years sponsors who were, Pitney Bowes, EMI - Express Messenger International, United Business Mail, Action, and Tension Envelope.

Your Board has some great things in the works, and we're sponsoring two speakers at the Midwest Mailing Forum (MMF) which is highlighted in this newsletter. If you're attending the MMF, we're co-sponsoring the evening reception and you'll have the opportunity to meet National president, Karen Cornelius, CMDSM and a few others who serve on the National Board.

DelRae

Mailpiece Design Consultant (MDC) Professional Certification Course and Exam Offered at the Fall MAILCOM Conference in Las Vegas

MAILCOM and Mail Systems Management Association (MSMA) have teamed up to provide you with an amazing opportunity when you attend the Fall MAILCOM Conference in Las Vegas!

The MDC Certification focuses on classes of mail, mailpiece design, commercial mail preparation/requirements and extra services, and is a great opportunity for you to add even more value to your organization – along with a new certification to your resume!

Sign-up now for the MDC Certification session (http://www.msmanational.org/pages/certification_mdcmailcom.cfm) that will be held on Sunday morning September 25th. Registration begins at 8:30AM and the review session will be held from 9:00AM to 11:00AM. Following the review session, you'll have the opportunity to immediately take the open-book exam!

The fee for this event is \$35.00 for MSMA members and \$55 for non-MSMA members. The fee includes the review session, refreshments, the exam and a copy of the Study Guide which you can download and print from the MSMA National Website.

For more information contact Elizabeth Lombard at Elizabeth.lombard@pb.com or Barbara Fahy at bfahy@msmanational.org

**MAILCOM Las Vegas,
September 25-27, 2011
at the Riviera Hotel.**

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	612-687-6922
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 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, EMC	Hazelden	jjochim@hazelden.org	651-213-4237

Lake Minnetonka Cruise

In 2010 we tried something new and held the MSMA Annual Boat Cruise on the Mississippi River. After some deliberation and feedback from everyone, the decision was made to go back to Excelsior and the Paradise Destiny II on Lake Minnetonka. As usual, it was another great day on the lake. The forecast was upper 80's & partly cloudy. For a change the weatherman was right! It was a beautiful day with a slight breeze. Lately it seems everyone is rushing around trying to get things done. The cruise was a chance to relax and enjoy time catching up with old friends. It was also a chance to meet & mingle with new acquaintances. Anytime one can get away from work, even if it's only for a couple hours, it's a good thing. A great time was had by all. We enjoyed pulled pork & chicken sandwiches, potato salad, chips & assorted desserts.

The combination of great friends, good food, and a relaxing venue made the MSMA 2011 Boat Cruise a huge success!

We would also like to thank our sponsors for supporting MSMA.



It was such a nice MSMA event on the boat last Thursday! And, I am SO LUCKY to have won the iPad. I have played with it a bit and can see how cool it will be! Thanks you MSMA!

~ Jill Davenport

Sponsors

UNITED BUSINESS MAIL

TENSION  *Ingenuity at work*
ENVELOPE



 **Pitney Bowes**
Presort Services

 **ACTION**
Direct. Secure. Communication.



Minnesota Mailing Community Events for 2011

September 21

Twin Cities PCC – National PCC Day

October 12-13

Twin Cities PCC – Earl Browning Heritage Center, Brooklyn Center - Midwest Mailing Forum

November 2

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

November 17

MSMA – Annual Meeting – Edina Country Club

December 14

MMA – Holiday Event – Fort Snelling Club

welcome new members

Zach Stamson	Action Mailing Inc
Katie Newman	Data Track Technologies
Josh Evans	Lorton Data Inc
Pam Corbeille-Lepel.....	Lorton Data Inc
Angie Carciofini	Lorton Data Inc
Bill Bel	Expedite! Direct Mail & Fulfillment
Molly Bleymeyer	Expedite! Direct Mail & Fulfillment
Erik Haug.....	Expedite! Direct Mail & Fulfillment
Jeremy Beltz.....	Corporate Graphics
Angela Bryant	Pitney Bowes Management Services

Postal Buzz

- ▲ Did you hear the Postal Service has dropped its legal battle for the exigent rate increase
- ▲ The Postal Service wants to move up the April CPI increase to January 2012
- ▲ The Postmaster is seeking clarification from the Commission on what “exigent” causes qualify for an above CPI increase
- ▲ Mail volumes are dropping faster than originally projected
- ▲ Have you heard that the Postal Service wants to redesign their processing network and reduce processing plants by as much as 60% by 2013