

The Advisor

MSMA Mail Systems Management Association
Minnesota Chapter

MSMA/MMA Joint Meeting

Thursday February 9, 2012

Cloud Computing

We are excited to invite you to attend our intriguing information packed workshop featuring “Josh Evans” a speaker at NPF and MAILCOM Tradeshows.

Cloud Computing and Software-as-a-Service technologies are bringing significant efficiency and cost savings to organizations. This workshop will describe the opportunities and unique challenges that cloud computing poses for a multitude of direct mail services, and reviews how to compare its Total Cost of Ownership to traditional software solutions.



Josh Evans

Where: Country Financial Building - 2-Pine Tree Dr Arden Hills 55112
When: Thursday February 9th 2012
Time: Registration & Continental Breakfast: 8:30 AM Program: 9:00 AM- 9:45 AM
Cost: \$10.00 pre registration \$20.00 at door

Please Register by February 6, 2012

MN Chapter New President—Jennifer Baglio CMDSM moves from Executive Vice President to President

Jennifer has been in the mailing and shipping industry for all of her 14 years with Thomson Reuters. As a Postal Logistics Specialist, she is responsible for analyzing, formatting, and presorting customer lists to obtain the best possible postage rates. She works closely with Thomson Reuters’s many transportation and fulfillment vendors and is the primary contact for all Postal affairs. Jennifer has been an active member of the PCC and MSMA for the last 9 years. In

2008, she was elected to the MSMA’s executive board as a Director at Large and then moved into the EVP role in 2010. She received her CMDSM certification in 2009. Jennifer enjoys the educational and networking opportunities that MSMA has to offer. She’s looking forward to leading such a supportive and knowledgeable executive board going into 2012 and hopes to bring chapter members valuable programs, events, and information during her term.



2011 In Review

As we say goodbye to 2011 and welcome in 2012, I'd like to thank you for the privilege of serving as Chapter President these past four years. It has truly been an honor and one that I'll hold dear to me. Serving you in this role has allowed me to meet and work with some of the most influential & respected people in our industry and for that I'm grateful. I must also thank the individuals that believed in me and whom supported me in this role, I am indebted to you.

We are just days away from the USPS price adjustment going into effect January 22nd and to put a positive spin on this, mailers now can mail up to 1.9 ounces at the one ounce rate which is a benefit. Of course there are increases from the express and ground carriers as well and they are also portraying it positively by mentioning the decline in fuel surcharges.

For those who missed our annual meeting you missed a great show. It was nice to have so many of you join us and it was great to see some new faces in the crowd. My friend Jim Burns, CMDSM, EMCM, and New England Chapter President, enlightened us on Effective Leadership and the Role of Mentoring, Jim was fantastic and we were glad he could join us. We also got to send my mentor, Tom Bates CMDSM and Past President or aka (you know if you were there) off with a good hearted laugh and some fond memories of his leadership over the years. Tom has given a lot to this organization as well as to the many individual that have served with him over his fifteen years on the board.

Please join us for our first event February 9th when Josh Evens speaks on Cloud Computing, Josh has presented this topic to packed room nationally a mail conferences so come hear him speak without the travel fees. We'll see you there.

DelRae

From all of us at MSMA-MN, we wish you the best throughout the New Year. Here's to a prosperous and healthy 2012 for you and your families. Thanks for your membership and we look forward to being there as a resource in your professional development now and in the future.

It's been a challenging year for us but yet a good one. We continue to have a strong bank balance and Steve McGowan has done an excellent job with his Treasury responsibility and reports the numbers monthly and quarterly to us locally as well as nationally. Publications, lead by Lynda Kemp, CMDSM has done wonders with our newsletter and program branding. This past year we've communicated to you via the newsletter five times, we've also been able to communicate breaking industry news through email blasts.

Programs, lead by Chris Parnell, CMDSM, CMDSS and his team coordinated five events this year. 2011 started out with a very well attended tour of Expedite Direct Mail & Fulfillment in March which was followed by our Round Table Event at Thomson Reuters. The topics presented were Get More Professional, Tremendous Transformations, & Driving Results w/ S.M.A.R.T. Objectives. In July we held our signature boat cruise Paradise Charters back on Lake Minnetonka. In October we co-sponsored the evening reception and brought you two featured speakers at the MMF, Karen Cornelius and Elizabeth Lombard. The final event of 2011 was the Annual Meeting at the Homewood Suites we brought you Jim Burns, CMDSM, EMCM shared his personal journey of mentoring and leadership.

Membership, lead by Bonnie Vanek, CMDSM, has seen yet another challenging year trying to attract and maintain memberships. Memberships have been slow in renewing however our members know the value of belonging to our professional organization and we've seen some encouraging interest this past fall.

There were a lot of activities that focused on our election process this past year by the volunteer election committee lead by Deb Ganyo Lutz, CMDSM. Stepping down from the board are Dave Running, Annie Wilcox, CMDSM, and Tom Bates, CMDSM and joining us on board are Josh Evans, Lyuba Wallin, and Arlin Wertish.

As I hand over the reigns to Jennifer Baglio CMDSM to lead us I'll be there for her as a resource as she takes us forward and works to provide a solid source to you our mailing communities

Happy New Year, DelRae

MSMA-MN Board Members 2010-2011

Position	Name	Company	E-Mail Address	Telephone
President	Jennifer Baglio, CMDSM	Thomson Reuters	Jennifer.baglio@thomsonreuters.com	651-687-6922
Immediate Past President	DelRae Brockton	TCF Bank	dbrockto@tcfbank.com	612-661-6902
Executive Vice President	Deb Ganyo Lutz, CMDSM	Pitney Bowes Presort Services	debganyo.lutz@pbpresortservices.com	763-571-9510
Treasurer	Steve McGowan, CMDSM, CMM	North American Membership Group	smcgowan1@prodigy.net	612-219-6510
Secretary	Mark Johnson, MQC	Oce' Business Services	majohnson@bremer.com	651-763-4611
Vice President Publications	Lynda Kemp, CMDSM	Dairyland Power Cooperative	lj@daairy.net	608-787-1314
Vice President Web Development	Kathy Lundy, CMDSM	Charnstrom Company, Inc.	kathy@charnstrom.com	952-403-0303
Vice President Programs	Chris Parnell, CMDSM, CMDSS	Minnesota Mailing Solutions	christopher.parnell@pb.com	763-542-1020
Vice President Membership	Bonnie Vanek, CMDSM	Carlson Print Groups	bvanek@carlsonprint.com	952-886-3453
Director at Large	Josh Evans	Lorton Data	jevans@lortondata.com	651-203-8208
Director at Large	Kim Hillman	EMI	khillman@exmessenger.com	612-845-1575
Director at Large	John Joachim, CMDSM, EMCM	Hazelden	jjoachim@hazelden.org	651-213-4237
Director at Large	David Stover, MQC	United Health	david_stover@uhc.com	952-926-1926
Director at Large	Lyuba Wallin	John Roberts	lyuba.wallin@johnroberts.com	763-722-9808
Director at Large	Arlin Wertish	FDC Fulfillment	awertish@fdccfulfillment.com	320-656-8880

Annual Meeting Summary

Well, another year has passed, and quickly I might add. Our annual meeting was held at Homewood Suites in St. Louis Park. This turned out to be a great venue and was centrally located. The meeting was lead off by James Burns from Massachusetts General Hospital. James spoke on Effective Leadership and the Roll of Mentoring.

James was followed by DelRae Brocton, our President, who gave the state of chapter presentation. We continue to have a strong membership, which is currently at 127, down 14 from last year. We also have a bank balance of \$5,122. We look forward to 2012 and the prospect of new member helping to grow our membership.



This was also an election year and the first time board members have run unopposed. We would like to take this opportunity to recognize Annie Wilcox, Dave Running & Tom Bates who are stepping down, as well as welcome our new board members Josh Evans, Lyuba Wallin & Arlin Wertish.

2012 looks promising as we have several events slated that will be informative and fun.



**33rd Annual MailCom 2012
Conference & Exhibition,
April 15th – 18th
“Connecting The Future Of Mail”
Marriott Wardman Park, Washington
DC, for more info go to
www.mailcom.org**

Introducing New MSMA-MN Directors at Large

Director at Large—Josh Evans

Josh Evans is the Vice President of Product Development at Lorton Data. Josh has been in the Direct Marketing industry for over 10 years, with over five of those years working as a Direct Marketing and United States Postal Service expert. Josh's first exposure to the industry was in high-school working in a lettershop; from there he became involved in address quality as a processor. Since 2002, Josh has worked closely with management and developers to assist in improving processing systems. Currently Josh supports a team of processing analysts, along with planning and implementation of projects that improve processing systems, improve customer service and lead to new products. Josh would like to become more involved with the MSMA because he believes in the necessity of a strong mailing community, and would appreciate the opportunity to contribute with the MSMA. Outside of work you will find Josh chasing after his almost 1 year old son, snowboarding in the winter, and longboarding in the summer.

Director at Large - Lyuba Wallin

I started my professional journey with the John Roberts Company over six years ago. Before that I was a full time student pursuing an Undergraduate Degree in Russia. I am very passionate about Direct Mail, in that I realize the value that it brings to Direct Marketing. My goal in joining MSMA board is to share my knowledge and professional experiences with members and learn new of ways being successful in this industry. When I am not working, I am staying busy pursuing Bachelor of Science Degree in Accounting at Metropolitan State University. In my spare time, I enjoy outdoors sports and spending time with my family and friends.

Director at Large - Arlin Wertish

I have been in the mailing industry for the past 16 years. I am currently VP of Shipping and Returns for FDCL (Fulfillment Distribution Center Inc.) for the past 12 years. I have been a part of Heartland PCC since 1999 and am part of the Training committee. I have been part of the MSMA and MMA for the past 8 years. I am looking forward to the many more Educational and Networking opportunities that the MSMA has to offer.



Minnesota Mailing Community Events for 2012

January 25

Twin Cities PCC – Annual “KICK-OFF” and Networking Event (BINGO)

February 9

MSMA/MMA – Joint Event Josh Evans – Cloud Computing

February 22

Twin Cities PCC – MDP Certification Study Group

March 7

Twin Cities PCC – Educational Event “Workshop in a Box”

March 14

Twin Cities PCC – MDP Certification Study Group

March 21

Twin Cities PCC & MSMA- NPF & Mailcom Social Event

May 9

MMA – (New MMA Board Presentation)

May 30

Twin Cities PCC – Executive Lunch/ Guest Speaker

June 21

MMA – Golf Event – Highland National, St Paul

July TBD

MSMA – Boat Cruise - Lake Minnetonka

August 8

MMA Vendor/Member Expo – Green Mill, Shoreview

September 19

Twin Cities PCC – National PCC Day – “Workshops in a Box”

October 10

MMA – Sponsored Tour (TBD)

November 7

Twin Cities PCC – Facility Tour (TBD)

November TBD

MSMA – Annual Meeting – Location TBD

December 12

MMA – Holiday Event – Location TBD

Register Today!

Mail:

Minnesota Mailers Association
PBM #196
2200 W 66th St
Richfield MN 55423

online registration:

www.mnmailer.com

Register by:

February 6th

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2-Pine Tree Dr Arden Hills 55112

Time: Registration & Continental Breakfast: 8:30 AM
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\$20.00 at door

Name: _____

Company: _____

Address: _____

City/State/Zip Code: _____

Phone: _____ E-Mail Address: _____

Others attending from your company: _____

Name/Phone: _____

Name/Phone: _____

Name/Phone: _____

Register by: February 6, 2012