

The Advisor

MSMA

Mail Systems Management
Association

Minnesota Chapter



We Are Going Back to Lake Minnetonka!

MSMA Annual Boat Cruise

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

Please join us for our annual "cruise" on Lake Minnetonka. We will head out for a 4-hour afternoon cruise aboard the "Stunning" Paradise Destiny II. We will enjoy a leisurely cruise on this luxurious, spacious motor yacht 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" motor yacht. It is a great opportunity to network and meet new people in the mailing industry as well as to relax and enjoy the beauty of a Minnesota summer day.

Rain or shine. . .

- **Thursday July 28th**
- **Departing from The Port of Excelsior**
- **1:00 pm and returning at 5:00 pm**
- **The price includes boat admission and dinner.**
- **Enjoy your favorite beverages from the cash bar.**

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

***Please note
the new cruise
schedule for this
year.**

Save the Date!

October 12-13, 2011

**For more details and the latest updates,
visit our [website at www.TwinCitiesPCC.org](http://www.TwinCitiesPCC.org)**

VENUE CHANGE ANNOUNCED!

Due to unforeseen circumstances, the Northland Inn is unable to accommodate our Forum. **Therefore**, we are returning to the Earle Brown Heritage Center; same venue as before, but a fresh new Forum! We are changing things up to make the vendors more accessible and the education sessions "cutting edge"! You won't want to miss out on this event!

Reasonable Fees! Registration rates remain the same...

With the cost of everything going up each year, we are keeping the prices the same as 2009! \$200 for 2-day registration; \$125 for 1-day registration*

*Early Bird Rates

We held our second event this past April jointly with the Minnesota Mailers Association. We had some powerful speakers, and I heard from members that this was of great value for the dollars; some said they liked how all three topics played into one another. Look for our groups to work together in the future, as this is one thing we can do for you to help with time management.

In May, many of our Minnesota group attended the National Postal Forum in San Diego, CA where we heard Patrick Donahoe (Postmaster General and CEO) emphasize the value of mail; he also mentioned that the Postal Service was the original social network. I thought the PMG was quite humorous when addressing us. But kidding aside, he shared their business strategies which are:

- Strengthen the Business to Consumer Channel
- Improve Customer Experience
- Compete for Package Business
- Continue to become a Leaner, Faster, and Smarter Organization

Mr. Donahoe indicated that success in these categories could get them back to being profitable.

The Postmaster also introduced his replacement to the Deputy Postmaster position, Ronald A. Stroman. Mr. Stroman has no prior postal experience; however, he brings 30 years of professional experience to the job, and he has a strong legislative background working most recently with the U.S. House of Representatives. From my perspective, this is a good move as now they have someone who knows the *ins and outs* and can more easily work with Congress to restructure the prefunding of the retiree health and benefits, as well as work to adjust the delivery frequency and aligning the distribution and retail network. This should be interesting to watch play out as these have been issues for a long time.

As we begin our transition into summer, you should mark your calendar for our annual boat cruise on Lake Minnetonka- this is one event you won't want to miss. The venue has been a great way for individuals to network and foster business relationships, while at the same time relax and enjoy a Minnesota summer's day.

DelRae

Round Table

On Wednesday April 20th, the MSMA and MMA put on a great event at Thompson Reuters who generously provided their wonderful facility again this year. The typical Round Table event was changed over to a one room event with the speakers following each other and fed into the following presentations very well. Each presentation had the opportunity to build on the next one.

Mark Carlson, now with Tremendous Transformations has been in our industry for many years gave a great presentation called, "Creating Peak Performance - The Self Empowered Leader." Mark used some very personal and real examples to help show us how to obtain health and happiness both at home and at work. Mark was followed by Thom Kinney from MoneyGram who used humor and enthusiasm to give a very engaging presentation on SMART objectives that taught us how to set and obtain goals whether they be personal or work related. John Joachim from Hazelden finished off the event using his experience and passion for the mailing industry and its organizations to give the third excellent presentation. John's presentation titled "Get More Professional! Professional Associations, Professional Training, and Professional Certifications," gave us a

look at all the opportunities through industry associations, local and national events, and the industry certifications.

The enthusiasm of the speakers along with the education provided on a personal and professional level made for a great event that received some excellent reviews.



NPF in San Diego!

The 2011 National Postal Forum was held May 1-4 in beautiful, sunny San Diego. The Northland District and the MN Chapter of MSMA was once again well represented at this premier educational event/experience and tradeshow available to mail professionals today. Whether you were walking the tradeshow floor, attending education sessions, or networking events, you were sure to see a friendly face from the Minnesota area.

There were close to 4,000 people in attendance for what many believe was one of the best forums in recent years. Saturday started off with an optional golf tournament but everyone got down to business on Sunday attending a variety of educational sessions.

On Monday, we heard the keynote address from Postmaster General, Pat Donahoe. PMG Donahoe reiterated his pledge to stay focused on perfecting the Postal Service's core function of delivering the mail — while making it easier for mailers to do business with the agency. He also announced an advertising campaign to build awareness about the benefits of direct mail to grow business.

The following day, the Postal Service's executive leadership team addressed a standing-room-only crowd during the Postmaster General's Executive Session. His team shared some of their strategies with us and better explained some of their key priorities.

The NPF tradeshow floor was buzzing throughout the event and attendees learned about the latest developments in mailing technology, innovation and services. Networking events included the USPS Area Receptions, this time all in one large ballroom. Vendors hosted their customers to various parties and events and the PCC reception and closing event featured dancing and music from Haute Chile.

Wednesday's keynote address was given by US Navy Commander Kirk Lippold. Lippold was commanding the USS Cole when it was hit by an al Qaeda terrorist attack in 2000. The event concluded with the new Purple Heart Forever stamp unveiling with several Purple Heart recipients in attendance.

Earlier this spring, several of our members attended MailCom in Washington DC, also one of the best shows in years and it's sponsored by MSMA. George W. Bush gave the keynote addresses to a packed crowd.

Didn't attend this year? Feel like you're missing out? The fall MailCom will take place in Las Vegas on September 25-27 and the 2012 Postal Forum is scheduled for the first week in April, 2012 in Orlando, FL. And don't forget our very own Midwest Mailing Forum taking place October 12-13. The time to start planning is now!



Conference Programming allows you to:

- Learn first hand from industry experts that have successfully implemented technology solutions
- Keep up to date on new and emerging technologies
- Take the opportunity to create a professional network
- Create talking points to communicate more effectively with vendors at the exhibition
- Get immediate answers and solutions to issues within your organization
- Discover new products that can decrease expense and increase revenue
- Achieve a Certificate of Completion for Courses attended
- Prepare for professional certification

Trade Show / Exhibition Events allows you to:

- See the latest in technology
- Hear new product announcements
- Visit all of your vendors in one location
- Get answers directly from vendors on the exhibition floor
- Do some "comparison shopping"
- Seek solutions and find new technologies

Need help getting approval or justification to attend an event? The reality is that it is the most cost effective method of obtaining education, information and establishing a network. Contact one of your MSMA Board Members for help – we're here for you!



Beth WolfAction Inc
Casey Hokenson Noridian Mutual Insurance Company
Doug Weatherly Noridian Mutual Insurance Company
Carl Tomasco North American Membership Group
Rik Wolterstorff Carlson Print Group



Minnesota Mailing Community Events for 2011

June 16

MMA – Golf Outing

July 13

Twin Cities PCC –
Networking Event: St Paul Saints
Baseball Game Noon

July 28

MSMA – Boat Cruise -
Lake Minnetonka

August 12

MMA – Star Tribune

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

Reminder

It's not too late- MSMA National is forming a study group for CMDSM CMDSS certifications. If interested, get in touch with one of our board members or contact Erik Warner of Pitney Bowes: erik.warner@pb.com. The study sessions begin July 28th.



P.O. Box 2622
Minneapolis, MN 55402

PRESORTED
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Lake Minnetonka Boat Cruise Registration

Date: Thursday July 28th

Time: Departing from The Port of Excelsior
1:00 pm and
returning at 5:00 pm

Location: Lake Minnetonka

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 22, 2011

(Cancellations after Friday July 22nd and No-Shows will be billed)

Register Today

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