



Iowa Insider

President's message

What did you think about our last guest speaker Sean Joyce? He sure can captivate a room and help you to learn about yourself and others. It was another interactive meeting for MSMA Iowa. Even with the weather, we had a great turnout. We will be looking for another speaker for December, so if you have someone in mind, please send Karen Vasquez (Vasquez.Karen@principal.com) an email with contact information.

The December chapter meeting is also where we showcase award recipients. It is a pleasure to give out awards for positive strides/ accomplishments in our industry. I hope you will consider submitting nominations for the awards offered by our chapter this fall. Congratulations to all our winners: John Murano (Distinguished Service Award), Chris Kula (Manager of the Year), DHL Express (Corporation of the Year), American Republic (Mail Center of Year), and Wells Fargo (Corporation of the Year).

Have you submitted your application for the MSMA Iowa Scholarship to MailCom? Time is running short. You have until March 13 to submit your applications to Chris Kula, VP of Education (chris-kula@uiowa.edu).

When you have an opportunity, please welcome our newest board members: Karen Vasquez (VP of Programs), Betty Tonche (PCC Liaison), Ann Manderscheid (VP of Membership), and Crystal May (Eastern Iowa Program Director).

We are looking forward to a year of promoting professionalism in our industry, educating our members and building partnerships through networking. We hope that you will join us at our next engagement February 13th which is our networking event and vendor presentation. Did I mention that this was free to members? I hope to see you there.

Thank You,

Mary Wells, CMDSM, EMCM, MQC
MSMA Iowa Chapter President

Mail Systems
Management
Association

Volume 4, Issue 1
March 2008

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Education

Education in the Mailing Industry

Professional certification is becoming an essential part of career advancement for individuals within the mailing industry. Top management is looking for professional mail managers who can enhance service, maximize efficiency, and manage a complex mailing operation. These managers must possess knowledge of advanced mail distribution technology, professional management and administrative skills. A mail manager, who has become a certified professional, is recognized by the industry as an expert in their field. The certification also allows better leverage to choose jobs and places of employment, as well as, enable the professional to command a better salary structure.

The Mail Systems Management Association (MSMA) has established the Certified Mail and Distribution Systems Manager "CMDSM" program. This accreditation process provides for an individual to be evaluated, tested, and certified on the body of technical knowledge and management skills necessary for performance in the profession. The CMDSM certification allows an individual the following benefits;

- To raise one's professional standards and management skills
- To establish for employers, as well as people in the profession, a defined body of knowledge for effective performance in the mailing and shipping profession.
- To establish guidelines for achievement and a learning experience path for people to follow in developing their career in the mailing profession.
- To award recognition to those who have demonstrated a high level of competence and ethical fitness for the profession.
- To improve the performance in the profession by encouraging participation in a continuing educational program for professional development.

These are only a few of the benefits that industry certification can do. Having the proper certification will also demonstrate to your current employer of your dedication to your job and the company. Again, this will help you with future job opportunities and salary negotiations.

Now, who might be good candidates for taking this type of certification? If you are involved with any type of mailing or shipping practice you should be considering an industry certification. This includes, mail services managers or supervisors, distribution, shipping, receiving & fulfillment managers or supervisors, administrative, office services, or facilities manager with responsibility for mail and other distribution systems, mailing vendors or consultants

Finally, the Iowa Branch of MSMA is looking to start a study group for spring 2008. Applications are now being received and should be submitted no later than Friday January 25th. Information on this study group or further information on the CMCSM & CMDSS certification can be found at the MSMA National Website <http://www.msmanational.org> or you can contact Chris Kula at 319-384-3809 or email at chris-kula@uiowa.edu

Chris Kula, CMDSM, CMM, EMCM, MQC
MSMA Iowa Chapter , Vice President Education

Ideas to Grow Your Business

Smart Choices for Intelligent Mail

The barcode is changing in 2009. What does that mean to your business?

Since the POSTNET revolution in 1996, presorted automation compatible mail has become a huge part of the mail the Postal Service processes every day-in fact we depend on our customers efforts to get the job done. But a chance is coming - in January 2009, all automation discount mail will be required to bear the new Intelligent Mail (4-State) barcode.

The new barcode will revolutionize USPS capabilities to track individual mailpieces and refine existing service standards. Each letter will be assigned to a letter tray that will be nested with container and truck scans.

As time goes on, the Postal Service will add more options for customers through this code, but there are a couple of options that you can use right now that can make a difference for your bottom-line.

OneCode ACS: How do you handle return mailpieces? Are you still paying Postage Due on pieces sent to a customer who just moved? One-Code Address Change Service (ACS) is the smart way to get notifications electronically. For First Class Mail, the first two notifications for a given address are FREE. Successive notices for the same addressee cost only 5 cents. Respective costs for ACS with Standard Mail are 2 cents and 15 cents per piece.

Confirm®: Need to know where those mailpieces are after you mail them? Confirm can provide the answer. When you have a Confirm subscription, you'll see your mail move through our system which helps you plan for staffing needs and provides a true picture of the type of service you are receiving. It can also help your BSN Customer Service Representative track down service issues you might be experiencing.

Now is a great time to apply for your IMB Subscriber ID - a necessary first step and a good way to avoid the rush to 2009. Visit our website at www.usps/ribbs.usps.gov for details. Set a course for success with the Intelligent Mail Barcode and your Postal Representative.

Brenda Taylor
National Account Manager
U S Postal Service
(661) 775-7091
Cell: (661) 644-3608

Why Digital, Why Now?: USPS Phase IV Deadline

Have you ever wondered how this whole thing called mail got started? In the U.S. the first two stamps issued were the 5 cent Franklin and the 10 cent Washington. For you historians out there, it has been 161 years since those first stamps started circulating in 1847. My how things have changed.

One of the most innovative changes came when the first postage meter was officially recognized by the U.S. Postal Service and introduced in 1920. The basic principal of the meter remained unchanged until 1996. It was at that point the USPS put into motion a Five Phase solution to migrate from the original letterpress meters to new digital technology.

Phase IV of that process will be complete by December 31, 2008 at which time all Phase IV "Letter Press" meters must be removed from service and returned to their manufacturers. How do you know if you have a Phase IV meter that needs to be replaced by December 31, 2008? Look at your lease or meter rental invoice for the meter model. Go to http://www.usps.com/postagesolutions/_pdf/meters_by_phase_version11.pdf. This is a complete list of all phases. If your meter is on the Phase III or Phase IV list, you need to upgrade.

Why the change? The USPS implemented the five phase process to improve security from fraud prone letterpress meters and to launch the more secure and innovative IBI indicia. For more on IBI check out the USPS web-site.

With digital meters there are many benefits that were not available on older style meters. Digital meters are more reliable with fewer malfunctions and replacements. Digital technology allows you to turn on text messages, ad dies, and mail dies at any time without having to pull messy slugs in and out of your meter. You can meter directly onto more types of mail than older style letterpress meters saving on tape expense. Accounting is standard on most models so you can track where your postage is being spent, an important budget item these days with the May 7, 2007 shaped base pricing rate change.

You only have 11 months remaining to upgrade to the new technology. Please keep in mind that January 1, 2009 the following policy changes will be taken by the USPS. Funds download will not be permitted into any Phase IV meters. No replacements or repair of any Phase IV meters will be authorized. There will only be 180 days remaining to apply and receive a refund for remaining postage. After this refund period, any postage remaining on the meter will be forfeited to the USPS. Don't wait too long to make the transition as supply and demand issues could arise the closer we get to January 1, 2009.

We have come along way since that first 5-cent Franklin stamp in 1847. Technology continues to improve how we live and work. Today more than ever we need to improve efficiencies of our mail. Contact your meter provider to find out if you need to upgrade. They are specially trained to assist you with this transition and can answer any questions you may have about this process.

Troy Paterson
Copy Systems, Inc.

Co-Palletization Allows for Increased Postal Discounts

The use of co-palletization by mailers is gaining in popularity, allowing mailers to achieve destination entry postal discounts through the delivery of the mail to the BMC (bulk mail center) and the SCF (sectional center facility).

Catalogers and publishers have frequently used this service to mail small run periodicals by consolidating bundles of mail from multiple companies onto same destination postal pallets. However, in the past year the USPS has approved co-palletization for trayed, letter-sized standard mail by third party consolidators as well. Several of the logistic companies have begun to offer this service.

The opportunity is small to mid-sized mailings can be combined to create USPS accepted pallets to the SCF and BMC. Previously, these mailings were dropped at the local entry point or may have had only minimal BMC qualification at best.

The process entails the combining of trays from multiple letter category mailings together to qualify for BMC and SCF postal discounts. The mail is produced independently, pre-sorted and trayed as separate mailings. The trays are then sorted onto same destination postal pallets for distribution to the BMCs and SCFs.

The postal discount for SCF entry is \$42.00 per thousand and BMC entry is \$33.00 per thousand. After processing and shipping charges, the net postal savings can be over \$10.00 to \$20.00 per thousand.

An actual example is a bimonthly mailing to approximately 150,000 names historically achieved BMC entry discounts for 50% to 55% of the mailing. When co-palletized the mailing achieved over 90% destination entry discounts (83% to the SCF and 8% to the BMC). The net postage savings was over \$1,600.00 or \$12.13 per thousand as compared to the historical net savings average of \$2.82 per thousand.

In addition to the postage savings, the expected delivery time is shorted and the mail receives less handling by the USPS. When mail is delivered to one of these postal facilities, it is closer to the recipient's mailbox and is delivered to the final processing center. Based on USPS delivery standards, local entry mail has an in-homes delivery period of 14 to 21 days. Through co-palletization and destination entry, USPS service standards indicate 3 to 7 days for in-home delivery.

Only USPS approved lettershops can provide this service so be sure to ask you mailing service provider if you can take advantage of this new postage savings opportunity.

Submitted by:

Dennis Hahn

Rees Associates, Inc

December 2008 Meeting

The December 7 meeting of the Iowa Chapter of the Mail Systems Management Association (MSMA) was held in Des Moines at Drake University. We had a special speaker, Sean Joyce, a nationally-recognized, psychologist, author and licensed NFL player representative. He gave presentations on "Power: The Game of Winning" and "Positive Partnering: Building Bridges With Customers". Sean is an unforgettable speaker who never fails to entertain.

We also presented John Murano, Chris Kula, DHL Express, American Republic and Wells Fargo.

Plan to join us for our next chapter meeting on March 12.



2008 Meeting Schedule

Chapter Meetings

March 12
June 11
October 8
December 10

Breakfast Club

February 13
April 9
July 9
September 10

Upcoming Mail Trade Shows

National Postal Forum

Annual Spring Convention
May 18-21, 2008
Anaheim Convention Center
800 W Katella Ave
Anaheim, CA 92802
(714) 765-8950

www.npf.org

MailCom

Annual Global Conference &
Exhibition
April 29-May 2nd, 2008
Atlantic City Convention Center
1 Miss America Way
Atlantic City, NJ 08401
(609) 449-2000

www.mailcom.org

IPMA

Annual Spring Convention
June 4-7, 2008
Grand Resort & Casino
13615 Old Highway 61
North
Tunica Resorts, MS 38664

[http://www.ipma.org/
ipma2008.html](http://www.ipma.org/ipma2008.html)

Resources

MSMA National website:
<http://www.msmanational.org/>

United States Postal Service Support Center:
<http://ribbs.usps.gov>

Quote:

We all have the extraordinary coded within us, waiting to be released.

Jean Houston

Door Prizes

We're looking for items to give away as door prizes at our chapter meetings. Some of the items that have been given away in the past are cups, pens, tickets to a game, t-shirts. If you have items you would like to give, call Vivian Hayashi at 515.245.2073 or e-mail her at Vivian_Hayashi@aric.com.

MSMA Scholarship Application

2007 Scholarship Application

1. Name of Applicant:
Company:
Address:
Phone:
E-mail:
2. How long have you been employed in the Mail Systems/Distribution industry?
3. Explain your job duties as they directly relate to mail or shipping processing/sales or mail department management.
4. Please attach a letter from your employer acknowledging support for you attending MailCom. **(The applicant's employer must be supportive of the time required for the recipient to be away from work for attending a MAILCOM Conference. Therefore, a letter from the applicant's manager on their company's letterhead stationery must accompany the application.)**

In 250 words or less, please explain why you desire a career related to the Mail Systems/Distribution Industry.

MSMA Scholarship Application Requirements

1. Applicant must be a MSMA active member for a minimum of 12 months (on a committee, attend meetings, submit articles for newsletter, and paid membership)
2. The applicant's employer must be supportive of the time required for the recipient to be away from work for attending a MAILCOM Conference. Therefore, a letter from the applicant's manager on their company's letterhead stationery must accompany the application
3. Applicant must spend at least ¼ time directly involved with mail processing/sales or mail department management.
4. Applicant must submit written statement (essay) containing 250 words or less, explaining why he/she has desired a career related to the Mail and Distribution Industry.
5. Applicant must attend the next immediate year's Mail Com that the scholarship is awarded.
6. MSMA is not obligated to award scholarships annually.
7. Scholarship pays registration and airfare up to maximum of \$1000.00
8. MSMA Controls the actual registration/airfare arrangements.
9. A sub committee chaired by the VP of Education will manage scholarship program.
10. Award limited to be received only once per individual recipient.

Applications can be e-mailed to Chris Kula @ chris-kula@uiowa.edu or Vivian Hayashi @ vivian_hayashi@aric.com by December 6, 2007

Mail Systems Management Association

PO Box 3826
Des Moines IA 50322

We're on the web!

www.msmaiowa.com



*Dedicated To The
Professional
Advancement Of The
Mail Distribution
Industry*

Iowa Chapter Executive Board

CHAPTER PRESIDENT

Mary Wells, CMDSM, EMCM, MQC
Vice President, Delivery Services
Wells Fargo Home Mortgage
1 Home Campus X2401-011
Des Moines IA 50328-0001
Phone: 515.213.7017
Fax: 515.213.6832

EXECUTIVE VICE PRESIDENT

Vivian Hayashi
Policyholder Communications Mgr.
American Republic Insurance Co.
601 – 6th Avenue
Des Moines IA 50334
Phone: 515.245.2073
Fax: 515.875.4318

VICE PRESIDENT: EDUCATION

Chris Kula, CMDSM, CMM, EMCM, MQC
Manager, Central Mail Services
University of Iowa
2222 Old Hwy 218 S
Iowa City IA 52242-1602
Phone: 319.384.3809
Fax: 319.384.3806

TREASURER

Chris Koll
Regional Sales Manager
DHL Global Mail
9834 Hickory Drive
Des Moines, IA 50322
Phone: 515.276.1232
Fax: 515.276.8780
Cell: 515.240.6110

SECRETARY/PHOTOGRAPER

Doyle Scott, CMDSM, EMCM
ABS Team Leader
Pioneer Hi-Bred Intl, Inc.
7000 NW 62nd Ave,
PO Box 1000
Johnston IA 50131-1000
Phone: 515.334.4634
Fax: 515.334.4590

VICE PRESIDENT: MEMBERSHIP

Ann Manderscheid
Customer Operations Manager
Pitney Bowes Mgmt Services (PBMS) at
John Deere Credit
6400 NW 86th St
Johnston IA 50131
Phone: 515.267.3028
Fax: 515.267.4577

VICE PRESIDENT: Programs

Karen Vasquez
Assistant Manager
Principal Financial Group
711 High St
Des Moines IA 50392
Phone: 515.283.5605
Fax: 515.248.2669

MEMBERSHIP DIRECTOR:

WESTERN IOWA & WEBSITE

Larry Morlan
Vice President/General Manager
PSI Group, Inc.
10110 1 St. Omaha, NE 68127
Phone: 402.596.7901
Fax: 402.339.0137

PROGRAMS DIRECTOR: BREAKFAST CLUB

Kelli Smith, CMDSM, EMCM, MQC
Manager of Mail & Record Services
GuideOne Insurance
1111 Ashworth Road
West Des Moines IA 50265-3538
Phone: 515.267.5462
Fax: 515.267.5122

PROGRAMS COMMITTEE

Linda Halverson, CMDSM, MQC
Distribution Services Administrator
Farm Bureau Financial Group
5400 University Avenue
W. Des Moines, Iowa 50266-5997
Phone: 515.225.-4651
Fax: 515.225.4688

VICE PRESIDENT: PUBLICATIONS

Diane Hernandez
Operations Manager
Wells Fargo Home Mortgage
1 Home Campus X2401-011
Des Moines IA 50328-0001
Phone: 515.213.7910
Fax: 515.213.6832

PUBLICITY DIRECTOR: Central IA

Leonard Bundy, MQC
Operations Manager
Wells Fargo Home Mortgage
1 Home Campus X2300-L11
Des Moines IA 50328-0001
Phone: 515.324.2662
Fax: 515.324.4138

PROGRAMS DIRECTOR: Eastern IA

Crystal May
Major Account Consultant
Bi-State Business Solutions
2451 Pennsylvania Ave
Dubuque IA 52001-5766
Phone: 563.581.0822
Fax: 563.445.3471

PUBLICITY DIRECTOR: Eastern IA

Kathy Battin
Cedar Graphics, Inc.
Product Manager- Mailing Services
311 Parsons Drive
Hiawatha, IA 52233
Phone: 800.393.2399
Fax: 319.393.3934

PCC LIASON DIRECTOR

Betty Tonche
Distribution Services Supervisor
Continental Western Insurance, Co
11201 Douglas Ave
Des Moines, IA 50306-1594
Phone: 515.473.3222
Fax: 515.473.3009

POSTAL RELATIONS DIRECTOR

Randy Thompson
Manager, Sorting / Postal Relations
Nationwide Insurance Company
3820 – 109th Street, Dept. 1011
Des Moines, IA 50391- 1011
Phone: 515.508.8467
Fax: 515.508.8464