



President's message

Spring has finally sprung here in central Iowa and the flowering trees have provided a nice shot of color after the gray days of winter. Here at the Iowa Chapter of MSMA, we've been busy on our 2009 programs and you're in for some thought-provoking and entertaining gatherings in the coming months. PSI Pre Sort Services hosted the first Chapter meeting of the year in March at their new state-of-the-art facility in Urbandale. After a tour of the facility that's handling in excess of two million pieces of mail daily, Vince Lintz, Deputy Director of the Iowa Department of Economic Development, updated us on the Iowa economy and highlighted some bright spots and trends that were welcome news given the downturn in the national and local economies.

Mark your calendar for Wednesday June 10th at the Raccoon River Nature Lodge when our next Chapter meeting will feature Rob Martinez, of Navigo Consulting, who will talk with us about negotiation skills. You'll learn the techniques and strategies seasoned negotiators use that you can employ the next time you find yourself having to negotiate with your employer, client, or family.

One of the hallmarks of MSMA is the opportunity it provides to network with industry colleagues and to share knowledge and experiences. We just had a great example of this at this month's Breakfast Club gathering in which Bob O'Dell, of Bowe Bell + Howell, initiated an informative and lively discussion of what mailers and suppliers are encountering as businesses strive to drive down costs while simultaneously maintaining or improving service delivery. During this discussion, we also heard some early-breaking news about potential postal changes still in the definition stage. It's these kinds of discussions that reinforce the value of your MSMA membership as a way to keep ahead of changes that impact your business.

Many thanks to all the members who renewed their membership for 2009 and welcome to our new members: Robert O'Dell, Jack Johnson, Chet Muelenthaler, Mike Young, Craig Bjork, Diana Leuzzi, Bernice Lemaire, Ben Davis, Tina Gallagher, Nancy Newstrom, Terry Sedivec, Jerry Porter, Alan Clewel and Terry Schrage. As always, I welcome your comments and suggestions for programs so we keep MSMA relevant, topical and of value to you.

Thank You,

Vivian Hayashi
MSMA Iowa Chapter Executive Vice President

Mail Systems
Management
Association

Volume 5, Issue 2

May 2009

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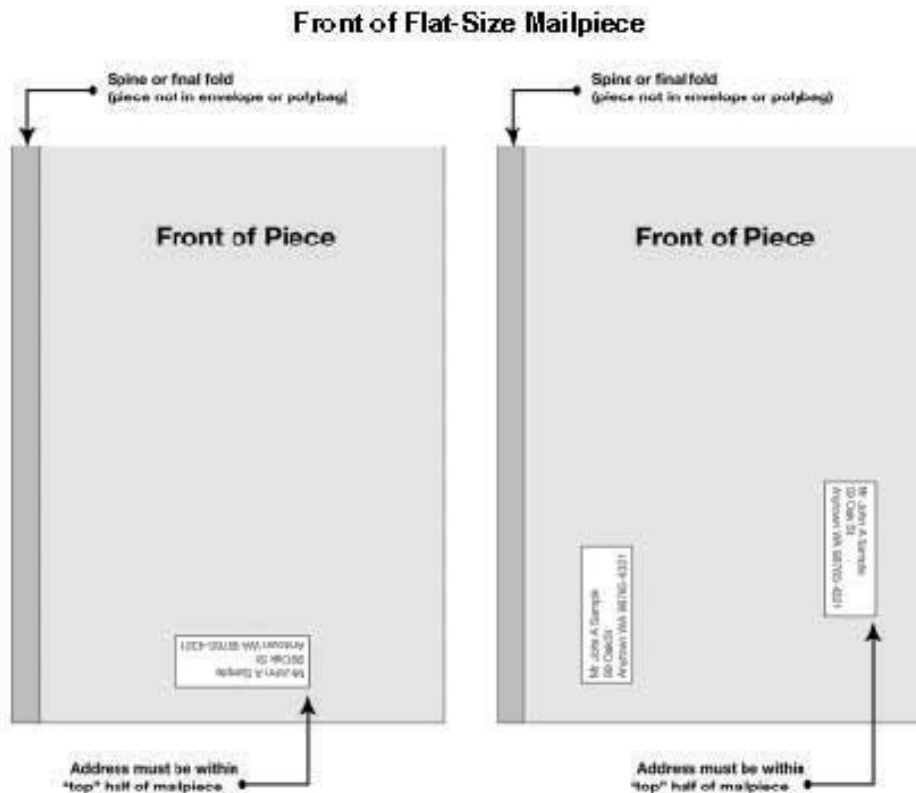
New Flat Addressing Requirements

This letter is meant to serve as a guide only. For the most accurate information contact the US Postal Service. This information is based a USPS publication found at: http://pe.usps.com/Flats_Addressing_Requirements.pdf

Effective March 29, 2009 the Postal Service will enforce new rules regarding the address placement for all Periodical, Standard, Bound Printed Matter, Media Mail and Library *FLAT SIZED* mail sent at automation, presorted or carrier route rates.

In order to increase efficiency and automated mail handling, which will decrease delivery time, the Postal Service is implementing a new technology called the Flats Sequencing System (FSS). In order to implement FSS technology flat-sized mail will be required to conform to new address placement requirements. Many mail pieces already comply, or are easily molded to these new commitments. Flats are now required to place the entire delivery address and barcode (if applicable) in the *upper portion* of the mail piece.

- Mailers may place the address parallel or perpendicular to the top edge, but not upside down as read in relation to the top edge.
 - “Upper Portion” is defined as the top half of the mail piece, but mailers are encouraged to place the address as close to the top edge as possible.
 - The delivery address must maintain a 1/8” clearance from any edge.
- The delivery address may appear on the front or back of the mail piece, but must be on the same side, and in the same orientation as the postage payment.

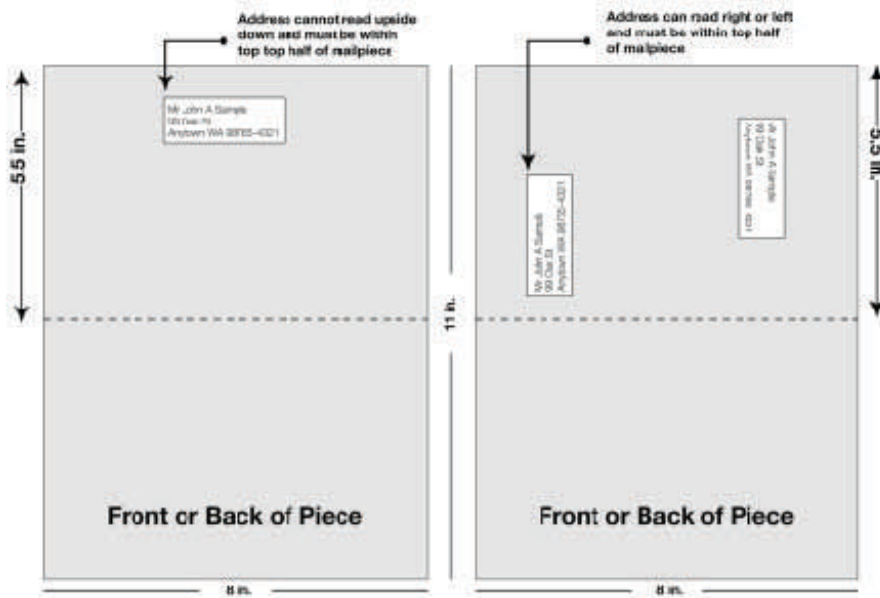


The example above is a flat with a *bound edge* NOT enclosed in an envelope or polybag.

New Flat Addressing Requirements, con'td

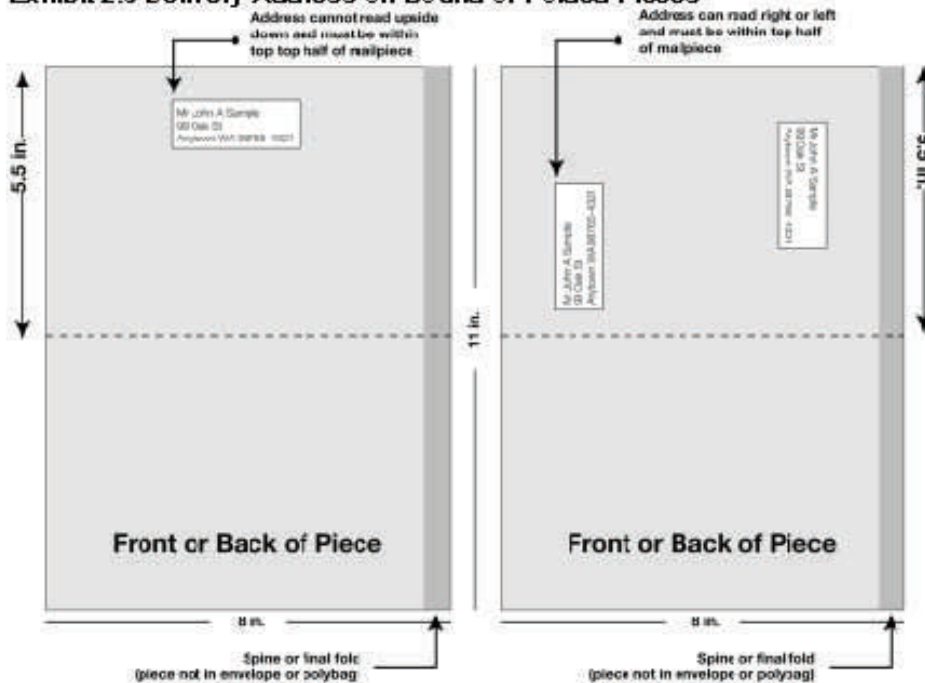
IMPORTANT! For enveloped or polywrapped pieces the “top” of the mail piece is either of the shorter edges. See Exhibit 2.2.

Exhibit 2.2 Delivery Address on Enveloped or Polywrapped Pieces



IMPORTANT! On bound of folded pieces, not enclosed in poly wrap, the “top” of a mail piece is determined when the bound of final folded edge is vertical and on the right side of the piece. See Exhibit 2.3.

Exhibit 2.3 Delivery Address on Bound or Folded Pieces



Hiring and Getting Hired in Today's Economy

No matter where you live, and no matter what industry you work in, the economic downturn has affected you and the people you care about. While many of us have lived through periods of higher unemployment rates, something feels different. What is it?

To me, it's the profile of the people out of work. In the past, layoffs were often focused on a specific industry – construction, steel, auto manufacturers, etc. And previous downturns impacted entry-level and unskilled workers hardest.

Every industry has been forced to scale back today. Investment losses must be offset by cuts in operating expenses, including payroll. Often the job reductions include more mid-level managers; managers with over 20 years' experience and substantial salaries. And to borrow a line from Bruce Springsteen, "these jobs are going boys, and they ain't coming back."

The number of responses to job postings can be overwhelming. Openings that attracted 50 resumes last year, attract 500 resumes today. Candidates for entry-level positions include recent graduates, laid off workers, and retirees. Matching the right person to the right job is challenging for both the hiring manager and the job seeker.

With a large pool of applicants, hiring managers need to reconsider the qualifications they regard as most important. In addition to specific skills and knowledge, managers should take into account attitude, desire and experience. Also, managers should give serious consideration to the applicant who appears "over-qualified" for the open position.

I've never liked the term "over-qualified". A person is either qualified to do a job or not. Can the person operate a piece of equipment? Work with the company's computer system? Supervise the department? If the answer is "yes", then they're qualified.

Older applicants may have additional skills. Also, an applicant may have run more sophisticated equipment, programmed computer systems or managed a larger department. Having more experience should be a positive, not a negative.

Because more candidates will have additional skills and experience, their attitude and desire become more important. Does the person resent taking a lower paying job, or do they accept the reality of the situation? Why does the person want this particular job? What are the person's goals for the next few years?

Listen closely to the answers. Try to imagine yourself on the other side of the interview process. Don't be deterred from hiring someone who's taking a step back. Even if the economy starts to rebound tomorrow, it will be years before we're back to normal. The economic situation may be an opportunity to strengthen your team and build for the future.

If you're the person looking for a job, similar advice applies to you. Don't be too proud to apply for a job that may represent a lower position than the job you just held. I'm not suggesting that you accept "just any job." However, I'm asking you to take a long-term view of your career. The path to success isn't always straight.

When I left the US Army, I had a bachelor's degree, a master's degree and 3 years' management experience. I had served on a division staff, managing millions of dollars of equipment and drafting training calendars for thousands of soldiers. I prepared briefings to be delivered to the highest ranking officers and civilians in the military. My responsibilities were comparable to most mid-level managers in the business world.

But when I returned to Massachusetts in 1990, unemployment rates were higher than today. I took a job as a barback to help make ends meet while I looked for a full-time job. A barback is like the busboy at a bar, with the added responsibilities of hauling cases of beer and changing kegs. It was a hard job, but a good job, and I was thankful for the work.

Back then, I looked through the help-wanted, and I saw an advertisement for a Mail Services Supervisor. I had worked my way through college in the mail room at a law firm, becoming the assistant to the office manager. I sent in my resume, got an interview and eventually the job.

It took 6 years to reach the management level where I expected to be in 1990. Along the way, I took every opportunity to attend seminars, conferences and additional training. I didn't waste my energy thinking about "what should've been", but focused on what could be.

I needed the support and assistance of a lot of people over the years, and I'll need their support in the future. Mentors, coaches and peers all play a role in success. It isn't easy to restart a career. Asking for help isn't a sign of weakness; it's a sign of intelligence.

The economic situation is challenging for all parties involved in the hiring process. Managers must rethink their perceptions of the candidates' qualifications. Applicants need to reconsider what jobs they're applying for and where those jobs will lead in the long term. When properly applied, these changes in attitude can open up opportunities for everyone.

Mark Fallon is President and CEO of The Berkshire Company, an independent management consulting firm specializing in the print and mail industry. He can be reach by phone at 508-485-9090, or on the web at www.berkshire-company.com.

MSMA Scholarship

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 $\frac{3}{4}$ 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 MAILCOM that the scholarship is awarded.
6. MSMA is not obligated to award scholarships annually.
7. Scholarship pays registration and airfare up to a maximum of \$1200.00
8. MSMA controls the actual registration/airfare arrangements.
9. A sub committee chaired by the VP of Education will manage the scholarship program.
10. Award to be received only once per individual recipient.

2009 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 applicants'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.)
5. In 250 words or less, please explain why you desire a career related to the Mail Systems/Distribution Industry.

Applications can be e-mailed to Mary Wells @ mary.l.wells@wellsfargo.com or Vivian Hayashi @ hayashimckee@aol.com

Cliff Bennett Memorial Education Award

MAIL Magazine, MAILCOM, MSMA and Pitney Bowes are honored to present to you the Cliff Bennett Memorial Education Award. Cliff Bennett contributed to the education and professional career development of thousands of Mail and Distribution Managers worldwide during his lifetime. This award is a legacy to Cliff's commitment to the professional development of Mail and Distribution Center Managers. The information below explains the various parts of the award and how Mail Systems Management Association (MSMA) members can apply.

There are 4 requirements:

1. **TIME IN THE INDUSTRY:**
The applicant must have completed a minimum of one year in the Mail/Shipping/Distribution Industry by June 15 of the year of the award.
2. **SUPPORT OF EMPLOYER:**
The applicant's employer must be supportive of the time required for the recipient to be away from work for attending the Fall MAILCOM Conference and the Pitney Bowes seminars. Therefore, a letter from the applicant's manager on their company's letterhead stationery must accompany the application.
3. **MEMBER OF MSMA:**
The applicant must be a member-in-good-standing of MSMA at the time of application. Verification of MSMA Membership must be by a local MSMA Chapter Officer or an officer of the National MSMA Board.
4. **ESSAY (250 words or less):**
The applicant must submit a written statement (essay) containing 250 words or less, explaining why he/she has desired a career related to the Mail and Distribution Industry.

For an application form and information on applying for the Cliff Bennett Education Award, go to:

http://www.msmanational.org/documents/CBMEA_Brochure.DOC

Membership

You know what you get out of MSMA. I know what I get. Did you know that there are still several people within the industry who do not? In effort to get the word out, we need you to help us reach out to those folks too. Below you will find a pass in which you may bring a guest to a chapter meeting so that they can experience what MSMA has to offer. A strong membership will help us foster networking, industry discussions, and more diverse learning opportunities. I hope you will consider bringing someone new.



This pass allows for one free admission to an
Iowa Chapter - Mail Systems Management Association Chapter Meeting

Pass may only be used by non-members, and there may be no other memberships held by same employer/organization.

Dates and locations are available on the website at

www.msmaiowa.com

expires September 9, 2009

Mark Your Calendars!

We've got a full slate of engaging speakers lined up for the rest of the year, so mark your calendars and plan to join us. Here's what we have lined-up:

Date: June 10, 2009,
Time: 11:15 a.m. to 1:00 p.m.
Location: Raccoon River Nature Lodge, West Des Moines
Speaker: Rob Martinez, Executive Vice President, Navigo Consulting Group
Topic: Negotiation Skills: From Salary Raises to Distribution Contracts

Whether you realize it or not, negotiation is a way of life in our culture. At work, we negotiate for resources, salary increases and with vendors who provide us with needed services and products. For any of us with kids, negotiation is a daily occurrence as our kids negotiate for one more cartoon, a video game or later bed times, sometimes with great success! Discover the negotiating techniques used by professionals so you too can employ these when needed with the goal of finding a mutually acceptable compromises that gives you as much of what you want as possible. Mailers and the vendors who support them will definitely want to attend this must-see presentation.

Date: August 12, 2009
Time: 7:30 a.m. to 8:30 a.m.
Location: West Des Moines Learning Resource Center
Sponsor: FedEx

Join us for the next gathering of the MSMA Iowa Chapter's Breakfast Club. The Breakfast Club is an informal gathering where MSMA members can network with other members and learn about the vendors who support the mailing and distribution industries. The genesis for FedEx began with a college term paper and evolved into an innovative business offering a broad portfolio of transportation, e-commerce and business services worldwide. At the Breakfast Club, we'll get the latest news about FedEx and you'll have time to network with industry colleagues.

September 9, 2009
Location: Des Moines Botanical Center, Des Moines
Time: 11:15 a.m. to 1:00 p.m.
Speaker: Jacquelyn McPeak, CMDSM, President, Mail Management Enterprises LLC
Topic: Motivation in The Four Generation Workforce

Learn how to recognize, respect and motivate a diversified four generation workforce. In today's workplace, you can have 60-year olds working beside 18-year olds and you can have 30-year old individuals managing people old enough to be their parents. Learn how to respect the differences among the Traditionalists, Baby Boomers, Generation X and Generation Y workforces and reap rewards of greater productivity. This is a fun, head-nodding experience that will change how you interact with the people with whom you work every day.

December 9, 2009,
Location: Prairie Meadows Conference Center, Altoona
Time: 11:15 a.m. to 1:00 p.m.
Speaker: Kent Stock
Topic: How Will You Be Remembered?

Teacher, coach, principal, husband, parent and powerful speaker, Kent Stock is also the man who coached the 1991 Norway High School baseball team during their now-famous final season. As depicted in the 2007 film, *The Final Season*, the nationally recognized Norway baseball team came together under inauspicious circumstances. They defied the odds under the leadership of then first-year head baseball coach, Kent Stock, and proceeded to win Norway's 20th state title. Kent will talk about how we're remembered and the legacy we create each and every day of our lives. Come and hear how this typical Iowan rose to the occasion and orchestrated a final season for the ages.

By Vivian Hayashi, Iowa Chapter Executive Vice President

Want To Become More Active in MSMA?

One of the benefits of membership in MSMA is the opportunities you have to participate at the local and national levels. Here are some opportunities for you to share your expertise, strengthen MSMA and play an active role in the industry.

Iowa Chapter Opportunities

Executive Board

This is an election year and we're looking for energetic and creative people to serve on our Executive Board. We're accepting nominations for Board positions and would love to include you. The Board meets once monthly and steers the Chapter's activities throughout the year. If you're interested in serving on the Executive Board, complete the Consent To Serve form on the Membership section of the national MSMA Web site at www.nationalmsma.org and send it to Vivian Hayashi at MSMA.Iowa@gmail.com and Betty Tonche at bttonche@cwjins.com by May 30, 2009.

Speakers and Hosts

Locally, we have a strong and diverse group of members in our industry. Why not share your expertise and show-off yourself and your company? We're always looking for hosts and speakers for our Chapter meetings. Since our day-to-day jobs have us facing mail, shipping, technology, process improvement, staffing issues, logistics, negotiation and a host of other issues our Chapter meetings are a great way to learn, share knowledge and best practices and keep abreast of the ever-changing industry we find ourselves a part of. If you'd like to host or present at an upcoming meeting, let Mary Wells (Mary.L.Wells@wellsfargo.com) or Vivian Hayashi (MSMA.Iowa@gmail.com) know. We're already working on our 2009 calendar of events so volunteer to host or speak before it's too late.

National Opportunities

In addition to the local opportunities outlined above, there are opportunities for you to participate at the national level. The MSMA Education committee needs volunteers for its certification exams, study guide and study group committees. Participating in these national committees gives you a birds-eye view of the organization and can score you needed points to qualify you to sit for the CMDSM and CMDSS certification exams. If you're interested in any of the education committees, contact Elizabeth Lombard, Director, Certification Services, at Elizabeth.Lombard@pb.com.

The national Marketing committee is also looking for volunteers to oversee efforts to market MSMA and to create a robust package of member benefits. If you're interested in joining this committee, contact Walter Riddock, Director, Marketing, at walter.riddock@fnis.com.

MSMA has a strong tradition of advancing the mail distribution industry and it will only get stronger when industry professionals like you participate, so come on and get involved!

By Vivian Hayashi, Iowa Chapter Executive Vice President

New! MSMA Iowa Blog

In an effort to offer as many resources as possible for our members, the Iowa Chapter of the Mail Systems Management Association is pleased to introduce the addition of a blog to our website.

You might be asking "What's a blog and what does it do?" Good question! The term "blog" is an abbreviation/combination of "web log". A blog is used to convey a regular commentary and/or to offer a discussion forum for a particular interest or group.

In a nutshell, a blog can be used in just about any way you want it to be to discuss topics of interest.

And this is where you come in. We're looking to our members to help us shape and develop our blog. The blog is now active and can be found at our website – www.msmaiowa.com. At the top of our homepage is a link to the blog. Please take a few minutes to check it out.

As it stands now, this is a work in progress and we welcome your comments, suggestions and tips to make this a useful tool. Please let us know what topics you'd like to see. If you have thoughts on the format or layout let us know. We're learning about this fun and easy to use tool and want to know how we can make this the best blog it can be for you.

We will be testing out different ideas and layouts as we develop this tool and incorporate your suggestions. Thanks in advance for your feedback. Please send your comments, ideas and suggestions to Larry Morlan at

Lawrence.Morlan@pbpresortservices.com.

2009 Meeting Schedule

Chapter Meetings

June 10
Priority Envelope
September 9
TBD
December 9
Prairie Meadows

Breakfast Club

August 12
November 11
Location: West Des Moines Learning
Resource Center

Des Moines Postal Customer Council

Chapter Meetings:
June 16
Golf Outing: July 21
National PCC Day: Sept 16

Upcoming Mail Trade Shows

MailCom

Annual Global Conference &
Exhibition

Sept 13-15, 2009

Las Vegas, NV

www.mailcom.org

National Postal Forum

Annual Spring Convention

May 17-20, 2009

Washington, DC

www.npf.org

IPMA

International Conference

June 7-10, 2009

Rochester, NY

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

Resources

MSMA National website:

<http://www.msmanational.org/>

United States Postal Service Sup-
port Center:

<http://ribbs.usps.gov>

Quote:

Truth is tough. It will break, like a bubble, at a touch; nay, you kick it about all day like a football, and it will be round and full at evening.

Oliver Wendell Holmes

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 515.279.5541 or e-mail her at msma.lowa@gmail.com.

We're on the web!

www.msmaiowa.com



Dedicated To The Professional Advancement Of The Mail Distribution Industry

Iowa Chapter Executive Board

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