



President's message

Mail Systems
Management
Association

We're entering the third quarter of what's been an economically challenging year. We continue to keep education as a highlight of our organization and I would like to take this opportunity to congratulate the second recipient of the Iowa MSMA Scholarship, Tammy Bainbridge, of Bindery1. Tammy will use the scholarship to attend this year's fall MAIL COM conference in Las Vegas.

It's election time again for our Chapter board. Members of the board serve two year terms and we have several whose terms expire at the end of 2009. Please keep an eye out as the nominating committee will send you a ballot with the slate of candidates by September 15th. Ballots must be postmarked by Oct 15th to be considered valid and counted.

Our Programs, Membership and Publicity committees have been hard at work and here's a preview of what's to come:

- Mark your calendars for September 9th to hear Jackie McPeak present "Four Generations in the Work Place" at the West Des Moines Learning Resource Center. Our workplaces may have three, four or even five generations represented which makes for a rich and sometimes challenging environment. Come and learn about the generations and how to capitalize on the experiences, knowledge and skills each bring to their work. As a Generation X member, I look forward to hearing about the different generations and how we can work together positively.
- We're always looking for opportunities to network and we've created a new speed networking event to be in October at Staybridge Hotel and Suites. We'll send you more details and we hope you'll attend and network with other members and vendors.

Just a reminder to check out our blog at www.msmaiowa.com as a way to find answers to questions and to see what everyone is talking about.

Mary Wells, President

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USPS To Implement New Letter-size Booklet Specifications

The Postal Service is implementing new size and tabbing requirements for letter sized booklets effective September 8, 2009. The purpose of the new requirements is to reduce damage to mail and eliminate the use of Alternative processing methods for these pieces.

Booklets are defined as mail pieces that have a bound edge. This includes sheets that are fastened with at least two staples in the manufacturing fold (saddle stitched), perfect bound, pressed-glued or joined together by another binding method that is automation compatible and produces an end where pages are attached together to create a nearly uniform thick mail piece.

Effective September 8, 2009 the specifications will change and must be followed to ensure USPS acceptance as machinable and to receive automation rates.

The new regulations are:

Size: Maximum height of 6 inches (previously 6 1/8")
Minimum height of 3 1/2 inches
Maximum length of 10 1/2 inches (previously 11 1/2")
Minimum length of 5 inches
Weight not to exceed 3 ounces
Thickness of not more than 1/2 inch and not less than .009 inch
Aspect ratio within range of 1.3 to 2.5

Paper: Maximum paperweight for cover will be 40# to 80# depending on size and design (see exhibit 3.15.4 Booklet Design)

Tabs: Three tabs will be required, minimum 1 1/2 inch diameter with our perforations (previously tabs could be 1" diameter with perforations)

If you have any questions be sure to contact your USPS representative or Rees Associates, Inc. can help you determine a solution to ensure you meet these mailing requirements. Please call Dennis Hahn (515-490-0664) with any questions.

Don't Avoid Mistakes—Embrace Them!

Don't you hate it when you make a mistake? You feel stupid and embarrassed. We tend to avoid mistakes at all costs. What if you were to learn that the key to mastery in any field is *making* mistakes? In a new book, *The Talent Code: Greatness Isn't Born. It's Grown. Here's How*. Daniel Coyle summarizes the latest brain research on human performance. His conclusion is that we learn through making mistakes, deep practice and having a coach. Learning is uncomfortable: we make mistakes, and it's awkward. We don't want to admit to others that we are a beginner at management, for example. Our tendency is to pretend we know, and the consequence is that we don't produce the results that we desire.

We learn by declaring ourselves as beginners and finding someone to help us. This sounds very simple, yet still, most of us don't want to be beginners. But if we are to become proficient in any area, from managing a parcel operation to being a CEO, we need help. TO be a beginner means that you are *willing* to be a beginner. You don't have any pretense that you can perform: you know that you don't know. You recognize that you are not competent and can make big mistakes.

Bob Beaudine, author of *The Power of Who: You Already Know Everyone You Need to Know* says, "There is a quality that all successful people have—they ask for help."

People serve as catalysts. By definition, a catalyst is an agent that speeds up a process, sometimes exponentially. Other people provide the power to help you achieve your goals a whole lot more quickly that you could ever do for you and what you can do for your employees.

The bottom line is this: If we are not satisfied with the results we are getting and want to move to the next level, we must be willing to get out of our comfort zones and find a teacher or a competent coach who can help us. What are you fumbling with as a manager? Who is coaching you? And what about your employees who are stumbling—are you coaching them?

Mark Taylor is the Chairman of a New York City think tank composed of CEOs focused on "outperforming" their competition. He is with Vistage International. He can be reached at 212-867-5849 or via email at mark.taylor@vistage.com

Congratulations

Congratulations to Tammy Bainbridge from Bindery 1, the winner of the MSMA Scholarship to use towards expenses at the upcoming MailCom (\$1200).

June Meeting



Rob Martinez, Executive Vice President, Navigo Consulting Group (www.navigoinc.com), was a guest speaker for the chapter meeting in June. It was held June 10, 2009 at the beautiful Raccoon River Nature Lodge in West Des Moines. Priority Envelope, one of the nation's premier envelope manufacturers, sponsored the meeting. Cindy Sullivan, Senior Performance Consultant at GuideOne Insurance, showed us how to maximize the performance of your teams to deliver on their goals and objectives

Membership

MSMA Iowa Rate Increase for 2010

For some of us, the fiscal end of the year is soon approaching. Budgeting for next year often goes hand and hand with that. With that said, we need to bring it to our members' attention that the fees will be increasing to offset the increase of MSMA National membership. The rates will be ...

\$100.00 for an individual

\$200.00 for a corporate (3 individuals) \$55.00 for each member after that.

\$300.00 for website sponsorship - which includes a corporate membership

For any questions regarding fees or membership, please contact Ann Manderscheid.

Ann Manderscheid, MSMA VP of Membership

manderscheidann@johndeere.com

515-267-3198

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:

September 9, 2009

Location: West Des Moines Learning Resource Center

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.

October 2009

Location: Staybridge Suites, West Des Moines

Time: TBD

Topic: Speed Networking Event

When business people attend conferences and other networking events, they tend to gravitate towards people they know and don't always meet new individuals or business contacts. The "throw-everyone-into-a-room" system of typical networking events is especially daunting for many people.

Speed networking is a networking event with an accelerated twist!. The program is specifically designed to allow attendees a quick and entertaining opportunity to introduce themselves to other people in business. Our speed networking event is a way for you to:

- Make more business contacts during two hours than you would in a month
- Perfect your "30 Second" or elevator pitch
- Expand your professional and personal networks with face-to-face contact
- Have fun and visit with others in the industry

December 9, 2009,

Location: Marriott, West Des Moines

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

The Un-Comfort Zone

Sometimes motivation is forced upon us. We are thrust into the Un-comfort Zone. And, whether we sink or swim depends on how we respond to the situation. How do you react during a crisis?

Here are the stories of two men who faced a crisis late in life and how they dealt with it. One was a restaurant owner; the other a janitor. The former went into bankruptcy at an age when most people retire, and the latter was fired from a job he'd had for nearly 20 years.

The restaurant owner enjoyed a successful business in a small town at the edge of the Appalachian Mountains. It was a great location along busy U.S. Route 25. And, because he offered the best food and service around, his eatery was jammed from sunup to sundown. But it wasn't to last.

The janitor started his job at St. Peter's Church in London as a teenager. Over the years he married and raised a family and enjoyed a perfectly predictable profession with solid job security. That is until the new vicar came along.

Over the course of 26 years, he was honored by the state governor for his recipes; and was praised by famous restaurant critic, Duncan Hines, in his column Adventures in Good Eating. Then in 1956, the new super highway by-passed the little town. It's amazing the difference just a few miles can make. Two years later the restaurant was closed and the property auctioned off to pay creditors. At 64 years old, the restaurant owner was broke.

It was around the turn of the twentieth century when the new vicar, a stickler for decorum, took over St. Peter's Church. When he learned that the janitor could not read, he gave him three months in which to learn. Quite depressed by the news, the man thought it might make him feel better if he smoked a cigarette.

Unable to afford the cost of opening another restaurant closer to the highway, he reviewed his assets. All he had left was his knowledge and the delicious recipes that made his food so popular. So, he got into his car.

As he walked home, the janitor searched for a tobacco shop. There was usually one on every block, but there were none near the church. He walked block after block without finding one. By the time he reached his house he knew exactly what he was going to do.

Town by town, he drove, stopping at every restaurant along the way. He told the owners they would be more successful if they served his secret recipes under his brand name and paid him a royalty. Two years later, in 1960, he had 400 restaurants serving his food. By 1963 he was making a profit of \$300,000 per year. And, in 1964, Colonel Harlan Sanders sold Kentucky Fried Chicken to investors for \$2 million, plus a lifetime salary of \$75,000 per year.

With his meager savings, he opened a tobacco shop near the church. It was an immediate success. His profits went to open a second, then a third and before long he thriving tobacco shops all over London. Ten years later, he met with his banker about investing his earnings. The banker gave him some papers to sign. The man asked the banker to read the papers to him, explaining that he didn't know how. Shocked, the banker exclaimed, "You are so successful, just think where you'd be today if you could read!" Albert Edward Foreman smiled and sighed, "I'd be the janitor at St. Peter's Church." (Based on a true story by Somerset Maugham)

Did you know that in Chinese, the symbol for the word "crisis" is the same symbol used for the word "opportunity"? Two sides of the same coin. In other words, it's all in our perspective. Will you find the opportunity in your next crisis?

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit www.jumpstartyourmeeting.com.

2009 Meeting Schedule

Chapter Meetings

September 9

West Des Moines Learning Resource Center

December 9

Marriott, West Des Moines

Breakfast Club

November 12

Location: West Des Moines Learning Resource Center

Des Moines Postal Customer Council

Sept 16

National PCC Day

Nov 17

Holiday Luncheon

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

April 11-14, 2010
Nashville, TN

www.npf.org

IPMA

International Conference

June 6-9, 2010
Albuquerque, NM

<http://www.ipma.org>

Resources

MSMA National website:

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

United States Postal Service Support Center:

<http://ribbs.usps.gov>

Quote:

“The problem is never how to get new innovative thoughts into your mind, but how to get old ones out...Clean out a corner of your mind, and creativity will instantly fill it.”

Dee Hock

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

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
424 43rd St
Des Moines IA 50312
Phone: 515.279.5541

VICE PRESIDENT: EDUCATION

Chris Kula, CMDSM, CMM, EMCM, MQC
Assistant Director, Business Services
University of Iowa
2222 Old Hwy 218 S
Iowa City IA 52242-1602
Phone: 319.384.3715
Fax: 319.384.3707

TREASURER

Chris Koll
Sales Executive
Newgistics, Inc.
9834 Hickory Drive
Des Moines, IA 50322
Phone: 515.276.1232
Fax: 515.276.8780
Cell: 515.240.6110

VICE PRESIDENT: PROGRAMS PHOTOGRAPHER

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

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

PUBLICATIONS DIRECTOR

Diane Hernandez, 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

PUBLICITY DIRECTOR: Central IA

Leonard Bundy, MQC
Operations Manager
Wells Fargo Home Mortgage
1 Home Campus X2401-011
Des Moines IA 50328-0001
Phone: 515.213.7910
Fax: 515.213.6832

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

DIRECTOR AT LARGE

Paul Anderson
Account Executive
Cedar Graphics, Inc
108 3rd St Ste 130
Des Moines, IA 50309
Phone: 515.288.7900
Fax: 515.288.7922

DIRECTOR AT LARGE

York Taenzer
Sr. Area Sales Executive
Pitney Bowes
4230 121st St
Urbandale, IA 50323
Phone: 515.943.6241
Fax: 515.270.6921

DIRECTOR AT LARGE

Dan Manderscheid
Mail Processing Specialist
The Stelter Company
10435 New York Ave
Des Moines IA 50322-3774
Phone: 515.252.7267
Fax: 515.252.7268