



Iowa Insider

President's message

Did you see our coffee mug on KCCI May 9th? Our Marketing team is doing a great job promoting our chapter. I hope you are doing the same. We are working to increase or membership to 150 and we are currently at 113. With all of our members telling others about the benefits of being a member of MSMA, we can certainly reach the 150 goal.

We have begun the year with many challenges in our industry; fuel prices, postage increases and let's not forget intelligent mail barcode (IMB). It is nice to discuss these issues with peers at Chapter and Breakfast Club meetings. Networking to find out how other business are handling these changes and sharing best practices has been very beneficial.

So far this year, we have met in Dubuque for a chapter meeting and learned about a Greener Mail Center along with a presentation from Crystal May and have had the pleasure of hearing from Scott Chapman from ADI group who present to the Breakfast Club on Feb 13th and Steve Economos from PSI Inc. who presented to the Breakfast Club April 9th.

I would like to congratulate Diane Hernandez for winning our first MSMA Scholarship to attend MailCom.

Let's continue to build relationships, share best practices, and network at our next meeting June 11th, in Des Moines, where Tension Envelope will be our sponsor. I hope to see you there!

Thank You,

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

Mail Systems
Management
Association

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Membership



MSMA members can help grow our chapter. We all encounter people on a regular basis in the industry who are not current members. Those individuals are missing out on some educational and networking opportunities. If you know someone who could benefit from being a member, have them visit the web at www.msmaiowa.com, or get in touch with Ann Manderscheid, VP of Membership, and she would be glad to reach out to them.

Ann Manderscheid, MQC
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TESTIMONIALS

A recent relocation opportunity with Tension Envelope has brought me to Des Moines from Minneapolis area. One of the first things I did professionally was to join the IA Chapter of MSMA. I had been a member of Minnesota Chapter of MSMA for over 10 years. In that time I developed new business relationships as well as strengthened current relationships. MSMA is a proven source for the latest mailing industry updates. The program topics are current and increase my awareness of the issues, challenges, and solutions in our industry. The knowledge I gain from MSMA increases my creditability and value with my customers. MSMA membership is also an excellent networking opportunity for supply partners. The networking broadens my base of contacts not only with key decision makers but many decision influencers. Being an active MSMA member is a great way to demonstrate our company's commitment to the industry. I highly recommend not only membership but active participation.

Sean McAleer, General Sales Mgr
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I have been involved with the Iowa Chapter of MSMA since July of 2003. During this time I have had the opportunity to meet numerous professionals willing to share their knowledge and experiences in the world of mail. Through the support of this organization I have received educational training and certifications that continue to aid both my professional goals and personal development. In addition to the networking and educational opportunities, this organization has allowed me to form lasting business relationships with colleagues throughout the country.

Kelli Smith, CMDSM, EMCM, MQC
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Tell potential members about these exciting benefits:

CMDSM discount (\$200 value)
MAILCOM registration discount (\$350 value)
10% for Pitney Bowes seminars
15% for Pitney Bowes Management Course
15% at Barnes & Noble
20% at Borders
10% at both Avis & Hertz
5% at Office Depot
AAA membership discounts

Article submitted by:
Ann Manderscheid

Don't get the finger from the Postal Service!

Combating Undeliverable as Addressed Mail

The vitality of any print-mail marketing initiative is predicated on having the most accurate list possible. Anything less means missed sales opportunities and negative cost ramifications. The National Change of Address (NCOA^{Link}) processing greatly improves a company's ability to cost effectively direct market customers using the most accurate and current address database available.-

According to the 2000 U.S. Census Bureau, approximately 120 million (46%) of the nation's population moved within 5 years. Currently, it is estimated 43 million moves occur affecting 17% of the US population annually. This accounts for one in every six families. Recent studies have found that the average American moves 11 times during their lifetime.

Effective November 23, 2008, the Move Update standard (Quick Service Guide 230a) will take effect with the USPS. The new standard applies to First-Class and Standard Mail claiming discounts with a minimum frequency for the Move Update of 95 days prior to the date of mailing.

There are two main categories for NCOA^{Link} processing can be utilized for meeting the Move Update requirement.

- Limited Services Provider (LSP) – access to 18 month change-of-address
- Full Service Provider (FSP) – access to 48 month change-of-address

Facts:

- * Before processing NCOA^{Link}, the file must be standardized with CASS with LACS^{Link} and DPV. LACS^{Link} file contains 5 million records that convert old rural route and highway contract addresses to the 911 city-style addresses.
- * NCOA^{Link} systems are updated weekly
- * NCOA^{Link} (18 month LSP) contains approximately 60 million permanent change-of-address records filed with the USPS in the past 18 months.
- * ANK^{Link} (Address Not Known) acquires an additional 30 months of Change-of-Address information to the existing 18 month NCOA^{Link} processing. This service will not provide a new address, but will flag every move that has occurred in months 19-48 along with the move effective date, return code, and match type (family or individual move).
- * The USPS defines a move as either an individual or family move. NCOA^{Link} processing will string together all moves from the original address based on the first type of move.

At Data Solutions, our preferred methodology is to process the data frequently with the 18 month change of address file and flag the records with ANK^{Link} for those moves 19-48 months for possible utilize the more expensive secondary 48 month processing.

Not only will the Move Update processing become mandatory, it makes good business sense to boost the effectiveness and ensuring more mailpieces reach their intended targets. For all MSMA members, a special processing discount is being offered. Please contact Jason Bolen at Data Solutions 515/699-3974 for a free database analysis.

Submitted by:
Jason Bolen
Bindery 1, Inc. / Data Solutions



RETURN TO SENDER

It's All About You!

How many of you have an up-to-date resume? If you're like most people, you've been intending to update your resume for some time but you just haven't gotten around to it yet. Taking time to update your resume and detail your accomplishments is time well-spent as then you're ready to pursue professional opportunities that may come your way. Plus, if you're like most of us, if you keep a running account of your accomplishments, you'll be surprised at how much you've done. It's easy to forget your triumphs in the hustle and bustle of the years, so spend some time assembling this information. Here's how to get started:

- Update your resume. Use an old resume as your starting point and then bring it up-to-date with information about your current position. If you've never had a resume or are unsure how to get started, your library has lots of resources to help you.
- Make a list of accomplishments (both professional and personal) that aren't reflected on your resume.
- Take inventory of what you see as your skills, strengths and talents and list them.
- Make a list of training, continuing education, certifications, industry designations and honors you've received throughout the course of your life.
- Include information about your community service and the roles you've played for volunteer organizations.

Once you've assembled all this information, pat yourself on the back for a job well-done! Compiling this information helps you tell your unique story. Of course, you know all this about yourself, but very few others do and it will help others know who you are and understand what you're capable of doing. Also, by telling the story of who you are and what you've done, it will help you identify where you want to go.

It really is all about you. So take the time to tell your story and to create your own happy ending.

Submitted by:
Vivian Hayashi
MSMA Iowa Chapter Executive Vice President

Do Not Mail

In 2007, 15 states proposed the creation of a Do Not Mail registry or are considering some type of limitations on advertising mail. The standards and requirements proposed vary greatly from state to state. This is a cause for concern to the mailing community.

To some consumers and policymakers, Do Not Mail bills may sound like a great idea but with more review, you will see that a bill of this type would create many problems.

Advertising mail is a large and diverse economic engine creating \$660 billion of economic activity. Thousands of jobs are dependent on advertising mail and direct marketing – copywriters, inserting operators and letter carriers are just a few that could be affected. Advertising mail also provides significant revenues that help fund the services offered by your local post office.

Advertising mail allows small business a cost effective entry into new markets and to introduce themselves to local customers. These businesses would be at a great disadvantage without access to advertising mail to reach potential customers.

A number of associates from 25 companies formed a Mail Moves America coalition (MMA) in 2006. The coalition includes members from companies in the paper, printing, mailing, marketing, publishing and advertising industries. To learn more about this association, go to www.mailmovesamerica.org.

Submitted by:
Rick Egli
Tension Envelope

Shipping Services Expands USPS Opportunities

It used to be “this is your price and this is the same price we charge everyone,” when it came to shipping with the Postal Service. Now all of that is changing thanks to a new law.

The Postal Accountability and Enhancement Act (PAEA) of 2006, intended to make the Postal Service a more efficient and accountable government agency, also opened doors to commercial shippers turned off by the “one-price” policy of past years. The new “Shipping Services” product division allows the USPS to set pricing according to market conditions and offer discounts for higher volumes. Lower prices will also be offered to customers who use an approved method to pay for postage.

“If you have an RFP out this year, make sure to include the Postal Service in that conversation,” says USPS Shipping Specialist Al Hooper. “We have always filled a package niche in the marketplace and now we have flexible pricing to bring to the table.”

Express Mail: The initial discounts announced in March offer a 3 percent discount for Express Mail Corporate Account (EMCA) customers or customers completing the forms online. Additional discounts of 5-10 percent are offered for those customer reaching daily volume levels (measured on a quarterly basis). Express Mail shipments are guaranteed overnight or 2-day delivery depending on the destination. (See <http://webapps.usps.com/expressmailcommitments/landing.jsp> for time commitments)

Priority Mail will see two price structures with “Commercial” prices offered to customers who use postal manifesting or a PC Postage system to prepare their packaging. Customers who use a meter or stamps for Priority Mail will pay “Retail” prices. This change reflects the revenue tracking capabilities of these systems. Customer using an eligible system will see “Commercial Rate Pricing” printed on the shipping label.

While both services receive expedited handling, shippers will still not pay any fuel surcharges that have exploded shipping budgets over the last year. In April, the three major private carriers began assessing surcharges of at least 20 percent to all air-transported services. Ground fuel surcharges rose to 6.25 percent on average.

Al says the surcharge-free shipping is sending many new customers to the USPS for a cost comparison. “Budgeting is difficult enough and this uncertainty is causing headaches for CFO’s around the country. We’ve seen requests for cost comparisons go up dramatically this year.”

Both Priority Mail and Express Mail will continue to offer the familiar red, white and blue packaging at no additional charge. Talk to your Postal Representative for more details.

Submitted by:
Bill Langebartels
USPS Account Manager
william.d.langebartels@usps.gov

Congratulations!

Congratulations to Diane Hernandez of Wells Fargo Home Mortgage, the winner of the MSMA Scholarship to use towards expenses at the upcoming MailCom (\$1000).

Got MQC?

Mailpiece Quality Control (MQC) is the United States Postal Service's certification program for mailpiece design. This course is designed for individuals responsible for creating mailpieces for entry into the U.S. Postal Service's mailstream. Upon completion, you will better understand the acceptance requirements of the USPS as they relate to mailpiece design. The program incorporates a self-study guide in which you learn at your own pace. When you're ready, send away for the final exam. If you pass, you'll receive a certificate recognizing you as the "Mailpiece Quality Control Specialist" for your company. This course will give you the confidence that your mailpieces will qualify for postal discounts and meet all relevant standards for mailing at the rate and class you desire.

This is a relatively inexpensive way to educate yourself or your staff. The test can be taken on-line for \$12 and you will know the results immediately. All of the reference material you will need are also available on-line. The Quick Service Guide (QSG), Domestic Mail Manual (DMM), Postal Bulletin, Mail Pro and more are available at <http://ribbs.usps.gov/>. If you don't want to use the material on-line, you can order the materials when you order your test. What a great way to educate your staff!

Submitted by:
Diane Hernandez, Wells Fargo Home Mortgage

Have you gone electronic yet?

At the time I am writing this, we are on the verge of a postal increase. Are you asking yourself how you can find savings? If you send many certified return receipt mail pieces and you don't do so electronically, you may want to rethink how you're sending it. In 2005, John Deere Credit sent 12,483 pieces at \$4.42 a piece. In 2006, JDC sent 12,169 at \$4.64 a piece. That same year we took steps to send electronically. At the time, to send electronically, a piece would cost \$4.14, a savings of \$.50 a piece. We started small, with our collection group being the first to venture into the electronic realm. It was well received, as all the pieces could be tracked through the various stages. Our archival group was glad not have to scan little green cards. In 2007 all departments had converted over, which was good since we sent out 14,115 pieces that year. When postal rates went up in 2007 we were glad that we had made the decision since the USPS seemed to be encouraging electronic sending by making it \$3.91 a piece. Today, that same piece would be \$5.21 otherwise. Year to date, in 2008, we have sent 2337 pieces, so that's a savings of \$3038.10. We don't send all mail return receipt; some just goes electronic certified at \$3.06. We also take advantage of no additional charges for delivery confirmation on our Priority mail. So, if you haven't gone electronic, what's stopping you?

Submitted by:
Ann Manderscheid, MQC
PBMS Customer Operations Mgr
John Deere Credit
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June 11 Chapter Meeting

The next chapter meeting is scheduled for June 11. It will be held at Tension Envelope and include a speaker on Do Not Mail. Afterwards, join us for a tour of their facility. For more information, contact Vivian Hayashi at 515.245.2073 or e-mail her at Vivian.Hayashi@americanenterprise.com.

2008 Meeting Schedule

Chapter Meetings

June 11

Tension Envelope, Des Moines

Sponsor: Tension Envelope

October 8

Des Moines

December 10

Des Moines

Breakfast Club

July 9

West Des Moines Learning Center

Sponsor: UPS

September 10

West Des Moines Learning Center

Sponsor: Bindery 1

Upcoming Mail Trade Shows

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)

MailCom

Annual Global Conference &
Exhibition

October 5-7, 2008

Las Vegas, NV

www.mailcom.org

National Postal Forum

Annual Spring Convention

May 17-20, 2009

Washington, DC

www.npf.org

Resources

MSMA National website:

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

United States Postal Service Support Center:

<http://ribbs.usps.gov>

Quote:

If you can dream it, then you can achieve it. You will get what you want in life if you help enough other people get what they want.

Zig Ziglar

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@americanenterprise.com.

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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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