



President's message

Happy New Year! January's off to a quick (and cold) start so far and 2009 looks as if it will bring a lot of opportunities and challenges for all of us.

At our December Chapter meeting, we presented our 2008 Chapter awards and congratulations go to:

Manager of the Year	Linda Halverson, FBL Financial
MVP of the Year	Ann Manderscheid, PBMS at John Deere Credit
Distinguished Service Corporation of the Year	Vivian Hayashi, American Enterprise Group, Inc.
Vendor of the Year	Sigler Companies PSI Group, Inc.

On a related note, we'll be submitting our Manager of The Year and Distinguished Service award winners for consideration in the national MSMA awards. We'll also submit our Chapter for consideration in the Chapter of The Year award which we proudly won in 2007.

At our Chapter meeting, we enjoyed the entertaining and thought-provoking speaker, Mitch Matthews, who challenged us to "Google Our Brain" by asking ourselves questions to spark creativity and innovation. Sometimes asking a question just a little bit differently can lead you to improvements or cost savings you never thought possible.

Our Web site, www.msmaiowa.com continues to evolve and you'll be hearing about some big changes in 2009. If you have ideas for content or features for the Web site, contact our Web Site Director, Larry Morlan, at larry.morlan@psigroupinc.com.

With the new year, we added new members to our Chapter's Board of Directors: York Taenzer of Pitney Bowes, Paul Anderson of Cedar Graphics Inc., and Dan Manderscheid of The Stelter Company. Many thanks to York, Paul and Dan for agreeing to serve.

The new year also means it's time to renew your MSMA membership. Many of our companies are asking us to do less with more. That's understandable and also why our Chapter membership fees remain at the 2008 price of \$75 for individual membership and \$175 for a corporate membership of three members per company. Your membership in MSMA is one of the smartest things you can do to get the knowledge and industry contacts you need to do more with less and leverage your company's dollars more effectively.

Will I see you at our next Breakfast Club networking opportunity on February 11? Bring a guest and your business cards so you can visit and network with your industry colleagues.

Thank You,

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

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Inside this issue:

<i>International Shipping</i>	2
<i>2009</i>	3
<i>Electronic Export</i>	4
<i>MSMA Scholarship</i>	5

International Shipping Global Market for Exports is Growing

Editor's note: Ahead of price changes for shipping services on Jan. 18, we're providing you with product information in a series of special editions.

Businesses everywhere are going global. You don't have to be a large multi-national corporation. An entrepreneur with a website can sell products to anybody, anywhere. It truly is a global marketplace out there, and the Postal Service can help mailers expand their international reach.

USPS international shipping services — Global Express Guaranteed (GXG), Express Mail International and Priority Mail International — can help build global relationships. Even in the current economy, the growth in U.S. exports has been a bright spot. Our international products and services are priced to help you seize opportunities that exist in the global marketplace.

To align with our domestic shipping services strategy as well as industry-wide practices, prices for international shipping services will increase in January. But even with this price change — an average increase of 8.5 percent — USPS international shipping services remain the best value in the marketplace, priced significantly below the prices of our competitors and with no hidden surcharges.

USPS products are priced lower than comparable services of other international carriers.

- ✦ GXG is priced up to 10 percent below our competitors' prices.
- ✦ Express Mail International is priced up to 45 percent below our competitors' prices.
- ✦ Priority Mail International is priced up to 60 percent below our competitors' prices.

International shipping services are available for purchase at Post Offices as well as online at usps.com and through authorized vendors. Available online tools make international mailing easier than ever, combining customs forms and address labels, as well as offering free packaging and free Carrier Pickup. And, the same USPS-provided Express Mail and Priority Mail packaging for domestic service can be used with international shipping services, including all of the popular flat-rate boxes and envelopes.

Online mailing is easier on the budget, too, with lower commercial pricing available to any customer purchasing postage using Click-N-Ship, authorized PC Postage vendors or an Express Mail Corporate Account. We'll expand the availability of this commercial pricing to include qualifying customers who pay postage using information-based indicia postage and transmit customs information electronically.

Postage paid using one of the above methods can qualify for reductions of:

- ✦ 10 percent on GXG.
- ✦ 8 percent on Express Mail International.
- ✦ 5 percent on Priority Mail International.

To attract new commercial customers with competitive prices, additional discounts are available for higher-volume shippers of Express Mail International and Priority Mail International.

Global Express Guaranteed

GXG service provides date-certain service with international transportation and delivery provided by FedEx Express in one to three business days to more than 190 countries with a money-back guarantee. Insurance up to \$100 per shipment is provided at no additional charge. The average price increase for GXG will be 11.2 percent.

Express Mail International

Express Mail International service provides reliable, three to five average-business-day delivery to more than 190 countries with money-back guarantee to select destinations. Tracking and insured service up to \$100 is provided at no additional charge. The average price increase for Express Mail International will be 8.5 percent.

Priority Mail International

Available to more than 190 countries, Priority Mail International service offers six to 10 average-business-day delivery and the same flat-rate packaging options as domestic Priority Mail service. The new small flat-rate box also will be available for international shipping and will be priced at \$10.95 for Canada and Mexico and \$12.95 for all other countries with a maximum weight of up to 4 pounds. The currently available regular flat-rate box option will be \$25.95 for Canada and Mexico and \$41.95 for all other countries. And the large flat-rate box option will be \$32.95 for Canada and Mexico and \$53.95 for all other countries.

The regular flat-rate box comes in two shapes. All regular and large flat-rate boxes have a 20-pound weight limit. Limited indemnity coverage is included on Priority Mail International packages. Tracking is available to major destinations. The average price increase for Priority Mail International will be 8.5 percent.

For [more information](#), go to usps.com/prices.

Submitted by Mary Berardi, USPS

2009 – Is Your Company Making Changes...

If 2009 means your organization is looking to create new mailing campaigns or make changes and update standard mailing components, here is a list of topics that you may certainly want to review. Mistakes can happen when designing and updating mailing components, so a double check will be beneficial. Be sure to review all changes with either the USPS or your lettershop and mailing resource prior to printing.

No indicia/incorrect indicia – A postal indicia is needed on all pieces you plan to mail unless you are planning to affix stamps or meter postage. Be certain you have the correct permit number, city, state or zip code. Be sure the correct return address is included.

Stock changes – Postcards and self-mailers have minimum thickness requirements. A postcard measuring 4 ¼ x 6 inches must be produced on a minimum of 7-point stock. Oversized cards must be on a minimum 9-point stock. Similar rules apply to business reply cards as well.

If you are looking to save costs by using a lighter weight stock for envelopes and inserts, check to ensure the stock is machine compatible and will hold up in the mail stream.

If it is your desire to use a high gloss coated stock, confirm the system used to personalize the mailer will accept the paper stock. Some inkjet inks will not dry on coated stock or may easily smear when the USPS processes the piece.

Check your aspect ratio – The USPS desires rectangular letter sized mail. Divide the width of the mailer by the height. The ratio must be between 1.3 and 2.5 inches to be accepted by the USPS without extra charges.

Stock color and barcode reflectivity – To ensure the scanning equipment can read the barcode, the background should be white or light colored.

Barcode clear zones – A letter-size mailer should have a clear area for the delivery address and barcode of 4 inches wide by 1-½ inches high. The barcode must have a minimum 1/8-inch clearance on each edge and 5/8 inch on the bottom. Check your address piece inside an inserted window envelope, if applicable. The clearance must be maintained in the window when tapped to the left, right, top and bottom.

Insert sizes – Allow proper clearance in the outer envelope for all pieces to be inserted. At a minimum, the inserts should be ½ inch smaller in width and ¼ inch smaller in height. As the thickness of the insert(s) increase, more clearance may be required. Check with your lettershop and mailing team.

These are just a few items that you may want to consider and review prior to making changes in 2009. A thorough review can save your company costly corrections later and ensure the USPS delivers your mail.

Here is to a successful 2009! For assistance with any of these items contact:

Dennis Hahn
Rees Associates, Inc.
Phone 515-243-2127 ext 751 or 515-490-0664

Electronic Export Information

What is Shipper's Export Declaration /Electronic Export Information (SED/EEI)?

Known as the SED, the Department of Commerce (Census Bureau) form 7525-V cannot be submitted to the U.S. government after Sept. 30, 2008. The equivalent electronic version, known as the Electronic Export Information (EEI), serves the dual purpose of providing export statistics and export control. The EEI reports all pertinent export data of an international shipment transaction.

When is Electronic Export Information (EEI) required?

The EEI must be filed with shipments from the U.S., Puerto Rico or the U.S. Virgin Islands to foreign destinations; between the U.S. and Puerto Rico; and from the U.S. or Puerto Rico to the U.S. Virgin Islands, if any of the following applies

- Shipment of merchandise under the same Schedule B commodity number is valued at more than US\$2,500 and is sent from the same exporter to the same recipient on the same day. (Note: Shipments to Canada from the U.S. are exempt from this requirement.)
- The shipment contains merchandise, regardless of value, that requires an export license or permit.
- The merchandise is subject to the International Traffic in Arms Regulations (ITAR), regardless of value.
- The shipment, regardless of value, is being sent to Cuba, Iran, North Korea, Sudan or Syria.
- The shipment contains rough diamonds, regardless of value (HTS 7102.10, 7102.21 and 7102.31).

The EEI is not required for shipments from the U.S. to Canada unless the merchandise is subject to ITAR, requires an export license or permit, or is rough diamonds. An EEI is not required for shipments to other U.S. territories (American Samoa, Commonwealth of the Northern Mariana Islands, Guam, Howland Islands and Wake Island) or from the U.S. Virgin Islands to the U.S. or Puerto Rico.

Where can I obtain information regarding EEI requirements?

[U.S. Census Bureau Web site](http://www.census.gov/foreign-trade/www/): <http://www.census.gov/foreign-trade/www/>

AES Web site: <http://www.aesdirect.gov/support.html>

[FedEx® Global Trade Manager](#) at fedex.com

FedEx Export AgentFile®

You can authorize FedEx as your agent to file your Electronic Export Information (EEI, formerly known as Shipper's Export Declaration or SED) to the Automated Export System (AES) when processing FedEx Express shipments on fedex.com. FedEx Export AgentFile provides exporters with a streamlined EEI filing and shipping label preparation process for regulatory compliance. The tool stores all of your filings, creating a record you can access online anytime within 45 days of its submission. Your recordkeeping requirements may, however, require you to retain such records for up to five years as required by law. The user interface is easy to use and guides you through all of the important steps. To access this tool, go to FedEx® Global Trade Manager and click [File an EEI](#) before preparing your shipping label.

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 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.

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 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.)
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 @ vivian_hayashi@aric.com by March 2, 2009.

Education

The DMPCC recently sponsored an MQC Study Class which finished in mid December. The class was led by Jim Ziebold and was very well attended with 36 attendees representing 20 different companies. Attendees reviewed the MQC Study Guide in 5 different sessions. Two or three sections of the guide were covered at each session with quizzes throughout. At the last session, each participant received their online confirmation number for taking their exam on-line. Many have already passed their certification exam. A special thanks from all goes to Jim for his knowledge of the mailing industry.

Individuals responsible for creating mailpieces for entry into the U.S. Postal Service's mailstream will greatly benefit from MQC Certification. The study group's goal was to prepare those participating to successfully complete U.S. Postal Service certification recognizing the individual as a Mailpiece Quality Control Specialist. The DMPCC will be surveying to see if there is enough interest for another class in 2009. The MQC certification is good for 2 years.

The DMPCC will also be surveying for interest levels in EMCM certification. The Executive Mail Center Manager (EMCM) program is a comprehensive training program that is designed for individuals who wish to develop Mail Center Management skills.

The EMCM program provides training specifically designed for mailing industry professionals. The program teaches skills needed to:

- Manage more effectively
- Improve mail center safety and security
- Boost productivity
- Cut costs

If you are interested in the EMCM course, please contact Troy Paterson at 515-262-2100 or troy.paterson@copysystemsinc.com.

Membership

Have you heard?



It's time to renew your membership for 2009 if you haven't already done so. Membership is a calendar year - January through December, and if you are a vendor, you must also complete the "Vendor Code of Ethics" form. It is easy to renew by visiting the web site – www.msmaiowa.com. For more information, please contact Ann Manderscheid, VP of Membership at 515-267-3198 or manderscheidann@johndeere.com.

2009 Meeting Schedule

Chapter Meetings

March 12
Pitney Bowes
June 10
Priority Envelope
September 9
TBD
December 9
Prairie Meadows

Breakfast Club

February 11
May 13
August 12
November 11
Location: West Des Moines Learning
Resource Center

Des Moines Postal Customer Council

Chapter Meetings:
February 11
April 21
June 16
Golf Outing: July 21
National PCC Day: Sept 16

Upcoming Mail Trade Shows

MailCom

Annual Global Conference &
Exhibition

April 5-8, 2009
Atlantic City, NJ
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:

All great achievements require time.

Maya Angelou

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.

Mail Systems Management Association

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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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