



Iowa Insider

President's message

My, how time does seem to fly. We're in the fourth quarter of the year and we haven't yet met our goal of 150 members; but our membership continues to grow. A special welcome to our newest corporate member; the United States Postal Service. The Postal Service has been very supportive of our organization and we likewise support their initiatives and Postal Customer Council.

Well, to help reach our goal of 150 members, we'll be sponsoring a networking luncheon November 12th at the Des Moines Botanical Center. The luncheon will be free when you bring a guest from another organization; so come on and join us! Experts will tell you networking is one of the best ways to advance your career and it's also a good source of support for everyday job concerns. Come learn how to build your own personal and professional networks.

We enjoyed a memorable tour of Tension Envelope in Des Moines during the midst of Iowa's heaviest rains and flooding in June. We also got a close look at Sigler Companies impressive production facility in October. Many members have expressed the value of seeing the inner workings of member companies and hearing about the many services they provide, so we'll keep visiting companies who are willing to open their doors to us. I hope to see you at our next Chapter meeting on December 10th at Prairie Meadows where Mitch Matthews will entertain us and give us all a figurative kick in the pants to spur our creativity and excellence. To learn more about Mitch check out his websites at www.bigdreamgathering.com , www.akickinthepants.com and www.doyouq.com .

One last note – it's time once again to nominate and recognize members, vendors/ suppliers and mail centers who regularly display excellence in what they do. Do you know a member, organization or mail center that should be recognized as the MVP, Mail Center Manager of the Year, Vendor/Supplier of the Year, Corporation of the Year or Mail Center of the Year? We're fortunate to have such a distinguished mailing and distribution community that I'm sure you could name several who deserve recognition. Please take a few minutes to complete a nomination form and send it to our awards chairperson, Vivian Hayashi. You'll find nomination forms on our web site www.msmaiowa.com . We look forward to hearing from you and recognizing our next batch of award winners at the December Chapter meeting.

See you November 12th at the Botanical Center and December 10th at Prairie Meadows. Be sure to bring a guest and introduce them to MSMA.

Thank You,

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

Mail Systems
Management
Association

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Accountability and Responsibility – What’s The Difference and Why Do They Matter?

How many times have you heard this:

Who’s accountable for this?

Who’s responsibility was this?

If your organization is like most, the words accountability and responsibility typically come up when something doesn’t go as well as expected. In fact, I’m not sure I’ve ever heard the words responsibility or accountability associated with successful initiatives or projects. When they’re used correctly, responsibility and accountability can be two of the most powerful concepts you’ll encounter both professionally and personally. In the business world, you’ll find these words are typically used interchangeably when they’re not the same:

- Responsibility is taking ownership for getting something done *before* you know how it will turn out.
- Accountability is a personal willingness *after* the fact to answer for results and outcomes.

Responsibility comes before you tackle the work or task while accountability comes afterward when the results, either good or bad, are known. To do any job well, you have to be both responsible and accountable. Here’s something else to keep in mind: to be 100 percent responsible and accountable you have to be self-empowered. Being self-empowered means doing whatever it takes, within reason and the rules, to deliver the results you’ve taken responsibility for.

To deliver successfully you have to have a clear understanding of what’s expected. The best way to do this is to establish a clear agreement. There are a number of ways to do this but one of the easiest and most powerful ways is to do this in writing. Capturing the agreement in writing forces you to clarify your thoughts and there’s no better way to confirm something than to see it written in black and white on paper. You can create a format that works for you and the type of work you do. The key things to include will answer the following questions:

- What’s the task?
- What’s the outcome or deliverable?
- What actions will you take to complete the task, project, outcome or deliverable?
- What are the “by whens” and the key deadlines?
- What are the stakes associated with this task, project, outcome or deliverable?

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Share your clear agreement with the person who's asked you to do work to make sure you understand your assignment completely. The last thing you want to do is waste your time on something the requestor doesn't need or want. Once you have a clear agreement, take responsibility for getting the work done, empower yourself to do whatever it takes and then be accountable for the results, both positive and negative. If you incorporate responsibility, self-empowerment and accountability into your daily work, you'll be in control of your own outcomes, deliver results you can be proud of with less stress and more satisfaction.

*By Vivian Hayashi
Iowa Chapter MSMA Executive Vice President
American Enterprise Group, Inc.*

PSI is coming to central Iowa

Pitney Bowes PSI, the nation's leading mail presorter, has announced that it is opening a new site in Urbandale, Iowa. The site will be Pitney Bowes PSI's 37th location in its national mail presort services network.

Located at 4350 121st Street, Meredith Industrial Park IV, Urbandale, the facility will have the daily capacity to presort up to three million pieces of First-Class letter mail when it opens in October 2008 and will look to increase volume considerably in the first year of operations. The 78,000 square foot center will initially employ approximately 70 people.

"Pitney Bowes PSI is pleased to join Urbandale and the Greater Des Moines region as a new member of the business community," said Jay Oxton, President of Pitney Bowes PSI. "We look forward to working with area customers and the Hawkeye District of the USPS by offering mail services solutions that can help our clients optimize deliverability, and reduce postage costs and operational expenses."

Presort services enable medium and large mailers to qualify for discounts on their postage by aggregating mail from multiple sources and then sorting it by ZIP Code before it enters the United States Postal Service network. These services not only make it less expensive to send mail, but also can speed delivery by up to one day depending on the destination.

About Pitney Bowes PSI:

Pitney Bowes PSI is the nation's leading mail presorter, enabling customers to receive significant postage discounts on First-Class letters and flats, and Standard Mail. Pitney Bowes PSI provides high-quality service for its core business of mail presort and complementary mailing services. Pitney Bowes PSI currently handles 14 billion pieces of mail per year through its 37 facilities across the United States. Pitney Bowes PSI is a division of Pitney Bowes Inc. (NYSE:PBI).

An interview with...Kyle Collinsworth

Imagine what your business would be without the post office. Kyle Collinsworth can't. As the Des Moines Postmaster, it's his job to oversee mail delivery service – to business and residential customers – through rain, sleet or snow. And, as a former letter carrier, Collinsworth knows the mail business from the ground up. A Colorado native, Collinsworth most recently held the position of Postmaster of Colorado Springs, CO.

In his newly appointed position as the Des Moines Postmaster, he'll oversee 680 employees at 16 postal units in Des Moines and West Des Moines and make sure the nearly 800,000 pieces of mail the city's letter carriers deliver each day make it to their destinations. He's the 33rd postmaster in the community's history, dating back to 1845.

Hometown: Denver CO

Education: Associate degree from the University of Colorado, a graduate of the USPS Advanced Leadership Program.

A few words about your company: The Postal Service is committed to developing people, managing costs, generating revenue, increasing service and becoming more business-like and efficient in providing service to the public.

Recent accomplishments: Served in a couple of temporary assignments as the senior manager of postal operations in Northland and Mid-America Postal Districts, overseeing the largest post offices in those areas.

Biggest career break: Becoming the postmaster for Des Moines has been a considerable accomplishment for me. I am very happy to be here and am looking forward to working with the many excellent postal employees and loyal postal customers and also to contributing to their continuing success and quality of mail service.

The toughest part of your job: Working with the multiple generations of employees and meeting the needs of each generation.

Someone you admire: There are three people within the Postal Service who have had an equal share in impacting me in my career: Dean Granholm, Mike Daley and Ormer Rogers. All three have impacted me positively.

About your family: Married to Jeanette for 35 ½ years. I have four children, all of whom live in Denver.

Something else you'd like to accomplish: I would like to bring about change that will benefit our customers and grow the business.

How your business will change in the next decade: In this information age, the Postal Service will rely more on automation. There will be more on-line services which will be user friendly and more effective for the customer.

What is the one thing you would change about Des Moines? I wouldn't change a thing – it's a beautiful community. I wouldn't change a thing.

By Mary Berardi

MSMA Website – What can we do better?

MSMA Website – What can we do better?

Where can you get the latest news, trends, and education from the Mail Systems Management Association? What's the easiest way to sign up for a lunch meeting? Where can you get contact information for the MSMA board quickly and easily?

All these things can be done at the Iowa MSMA website!

Never visited the website? We'd like to you to check it out and help us to make sure it meets all your professional management needs. Just go to www.msmaiowa.com and take it for a test drive.

On the website you'll find:

- Meeting information (with a convenient PayPal option!)
- Links to tons of mailing resources
- Our MSMA Q&A blog
- Board Member contact information
- Educational information
- Information on getting professional certification

And much more.....

Once you've taken a look, please let us know what suggestions you have to help us improve the experience. We've created a new website committee focused on making the website easy to use with valuable resources professional managers such as yourself are looking for.

We appreciate and look forward to your feedback!

Please send your comments and suggestions to larry.morlan@psigroupinc.com.

By Larry Morlan

Do you network?

You're Invited to Join Us For a Special Presentation
Building Your Network
At the Des Moines Botanical Center
On
Wednesday November 12, 2008
From 11:30 a.m. to 1:00 p.m.
(Lunch provided)
Admission: FREE if you bring a Non-MSMA member from outside
your organization.
\$15.00 for MSMA members without guest
\$25.00 for Non-MSMA members without guest
RSVP: Vivian Hayashi
Vivian Hayashi@americanenterprise.com
Location: Botanical Center Willow Room
Robert D Ray Drive
Des Moines IA 50316

December 10 Chapter Meeting

The next chapter meeting is scheduled for December 10 at Prairie Meadows. For more information, visit our website at: <http://www.msmaiowa.com/meetings.html> or contact any board member.

2008 Meeting Schedule

Chapter Meetings

November 12
Botanical Center

December 10
Des Moines

Des Moines Postal Customer Council

December 2
Des Moines

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>

Resources

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

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

Quote:

*Do not follow where the path may lead.
Go instead where there is no path and leave a trail.*

Harold A. McAlindon

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*

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