



KCMSMA

Executive Board

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TBD

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PRESIDENT'S MESSAGE SEPTEMBER 2010

The summer has flown by and hopefully everyone survived the last burst of heat. There are several activities planned for the upcoming months that you won't want to miss. Be sure to mark your calendars and try to attend our upcoming events.

I am sure everyone is in the process of preparing budgets and if possible be sure to include some educational activities to ensure you are keeping up with the industry and its ever changing environment. I think there is still time to register for the fall MAILCOM in Las Vegas, but if you can't make that, try to get scheduled for the spring event. This is a great opportunity to network as well as gain a tremendous amount of knowledge.

We have several of our members that are CMDSM's that should be reminded about the renewal requirements. The deadline for submitting your renewal application is December 1, 2010. I will make myself available to sign renewal applications. Questions regarding the renewal process can be directed to Alison Hall.

The KCMSMA Executive Board is working on the schedule of events for 2011 and would really appreciate your input on possible educational events and/or topics and tours of your facilities. Please contact Derace Martin our VP of Programs or any of the executive board members. We welcome your input to make this organization successful and meaningful to all its members.

It is also time again for the KCMSMA Executive Board nominations and elections for the 2011-2012 term. We are soliciting nominations for board positions as part of this newsletter and an e-mail will be distributed as well. Elections will be held in the October/November timeframe and the results will be announced at our last meeting of the year.

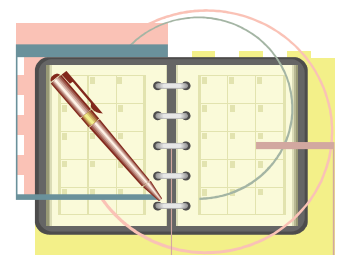
I hope to see you at one of our upcoming events.

Lenez Hendrix, CMDSMA

KCMSMA CALENDAR AT-A-GLANCE

October 20, 2010 — Quality in the Purchasing Decision

December 1, 2010 — Customer Service in the Electronic Age



**JULY MEETING – QUALITY INBOUND MAIL PROCESSES
BY DERACE MARTIN**

KCMSMA’s July meeting was held at the Embassy Suites with over 25 members in attendance.

Kay Kovar, Analyst with Pitney Bowes Management Services gave an informative and enlightening discussion about the process in place at Sprint. Kay explained key elements of systems in use, as well as those that have been tried and needed to be changed or discontinued.

Rich Schurfeld from Redsson Company presented information on what returned mail actually costs and what his company can do to assist with reducing returns.

KC MSMA thanks both Kay and Rich for their presentations.



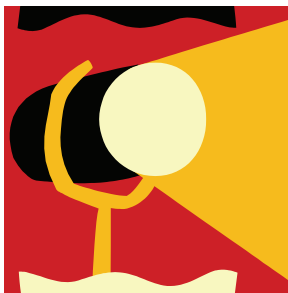
**SEPTEMBER MEETING – THE 360 DEGREE MANAGER
BY ALISON HALL**



Our September 2, 2010 event was filled with information on ways to increase your influence within your organization no matter what your position or authority. A true leader in 2010 will be able to influence up the ladder, across the team with their peers, as well as influence those who report to them. This influence comes down to respect and relationship and knowledge. The panel discussed with examples of ways to lead successfully to get what you want in the times that you need it. We learned the trait difference between a successful manager and a “stinky” manager.

Our next session on the Professional Leadership Development Track is the last session before we award our certificates in December. The October meeting will include best practices “Make a Quality Purchasing Decision”. Budgeting, Outsourcing vs. Insourcing are a few of the topics to be discussed.

Watch your mail and email for more information or check out our website at www.kcmsma.com. See you there!



E D U C A T I O N S P O T L I G H T

CMDSM/CMDSS RENEWAL DATES COMING FAST!

Your CMDSM/CMDSS certification may be up for renewal in 2010! If your original certification or recertification date was in 2007, then you must recertify by December 31, 2010 to retain your Active CMDSM/CMDSS status. There are many opportunities left in 2010 to gain additional points towards your certification. The application is located at www.msmanational.org.

If you are not sure what else you may need, please contact Alison Hall at Alison.hall@pbpresortservices.com or 816-221-9003 for more details.



**T O B E E X I G E N T O R N O T T O B E
E X I G E N T — O N E M A I L E R ' S O P I N I O N
B Y A L I S O N H A L L**

The news about a rate case in January, 2011 has the industry in an uproar. Is “exigent” allowable under the 2006 Postal Enhancement and Accountability Act (PAEA) is the question. So, what is “exigent” anyway? Exigent is the language in the 2006 PAEA that the USPS is hoping will allow them to offer a price increase outside of the rules noted in the 2006 PAEA for rate increase. Those same rules which are noted in the 2006 PAEA were previously exercised by the USPS in 2007, 2008, and 2009. Exigent is “extreme circumstances” to use layman terms. Those who wrote the 2006 PAEA say that the spirit of this language within the law was to allow the USPS to increase prices in response to extreme acts such as the Terrorist Act of 9/11 or Hurricane Katrina. The USPS says that their financial condition is the “extreme” and requires an extreme response. Not everyone agrees with their opinion.

The US Legislature didn't help the situation by going to a summer break without a vote on the issues of repealing the military retirement funding by the USPS or the reduction of 6 to 5 day delivery for the USPS. These issues were critical to assure reduction in expenses annually in the USPS budget and with these votes, the USPS says they may have been able to push back this price increase. I use the word “may” since the USPS has been clear that even with approval in these two areas, the costs of doing business in the USPS remain high. And this, my friends, is “the rub” for mailers in our industry.

Ruth Goldway, Chairperson of the Postal Regulatory Commission (PRC) has stated publicly that she is not convinced that the USPS has done all that it can do to reduce costs. The PRC is the deciding body for approving this price increase so this is a critical opinion to understand. The Alliance of Affordable Mailers has taken legal action towards the USPS as they feel that the USPS has stepped outside of the PAEA with this USPS Rate Case.

Despite all of this certainty, there are two things that are sure...to quote my friend and colleague, John Newsom, “if someone says they know, they don't”. Even the USPS is not sure how this one is going to land. Secondly, we need the USPS to survive. Our industry is dependent upon it. We must support the USPS in whatever way we can as Workshare Partners to help them succeed. If the USPS does not succeed, our industry as we know it could change dramatically. In this economy, we have all seen the dramatic impact up close and personal from layoffs and reductions in company size. We need to be working with the USPS to resolve these matters no matter what our opinion. I will be watching both industry and mainstream news closely for the answer to be released in the first weeks of October by the PRC. The PRC response will hopefully give some needed guidance to the uncertainty in our industry.



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The Kansas City MSMA is a local chapter of the Mail Systems Management Association, founded in 1981. The MSMA started with a simple mission: To provide a meeting place for mail systems managers to share information, build professional recognition and grow as professionals.

The Kansas City MSMA's mission is to provide an avenue for the professional development of people involved in the management, supervision and support of mail and distribution systems for business, industry, government and institutions in the Kansas City area.