

# PostScripts®



## Talking Trash With Your Recycler

By Anthony Giordano, Jr.  
Integrity Recycling & Waste Solutions

How many of you know who your recycling vendor is or what happens to your recyclables after it is picked up from your facility? Chances are that most company owners don't recognize the value that a good recycling vendor can present to the company. With thousands of different recyclable commodities, equipment and service options, many companies put the onus on a stranger to properly dispose of or recycle their waste. While there are many variables in determining the value of your recyclables, it is up to you to explore service options that sustain and increase your recyclables worth.

The first step is to contact your current vendor and ask them to propose better recycling options. Don't limit yourself to just one proposal. By introducing other proposals you are adding more ideas to consider. Vendors will sometimes only present what their company can handle, thus limiting your other alternatives. "Our company's philosophy is to educate our clients as much as possible about our industry and learn as much as possible about their operations. This assists us in determining what are the most cost effective solutions," said Ralph Giordano of Integrity Recycling & Waste Solutions Inc.

(Continued to page 24)

## Customer Relationship Counseling for Better Business

By Eric S. Buwala  
Rapid Mailing Services

*"Things just weren't the same. We had been together for five years now and it seemed that the first ones were the best. That awkward time where you get to know each other always brings a thrill. But that thrill turned to frustration all too quickly. I felt we just didn't communicate well. It was like we were going in different directions. Then I found out that they were seeing someone behind my back. I knew that if things were going to get better, this client and I needed relationship counseling."*

I've seen it so many times but it still breaks my heart. Whether you are an entrepreneur in the mailing and fulfillment industry, part of your company's management team or just a front line sales and service person, you probably have worked towards a life that brings you some personal fulfillment. At the very least I can assume that we all wish to be happy. Yet we so often enter into a bad

relationship, a bad *business* relationship, where we trade our happiness and well being for money. There is, I believe, a better way.

Try to think of someone you know that really hates his or her job. They trade their happiness during the work hours for the money they earn. Have you ever known a person who abhors their job that provides great customer service? Can you think of an example of a person who dreads their work that is wildly successful? Sure we could probably find a few rock stars that harbor contempt for their fans but have a Jacuzzi in their limousine. But for the most part, finding a financially successful rock star that has a bad attitude towards fans *and* has a stable, well balanced, fulfilling life is hard to do. More often than not these folks are turned out to sad background music during their VH1 behind the music special. Their lives beyond that brief period of fame are punctuated with being the spokesman for a local car dealership or

(Continued to page 8)

## Scenes from MFSA's Professional Management Conference

MFSA thanks St. Louis members Wilkes Direct and Commercial Letter, Inc. who opened their doors to other members in attendance at the Professional Management Conference.

MFSA board member Buz Prosser, right, thanks Steve Stone of Wilkes Direct for the plant tour.



Buz Prosser, left, thanks Ken Wartman of Commercial Letter for opening his doors to MFSA members during the conference.

(More photos and conference details on page 6)

## Chairman's Column—What Are You Doing to Protect Mother Earth?

By  
John  
Rafner

MFSA  
Chairman  
of the  
Board

I spent some time recently with a client that asked me what were doing to be good environmental neighbors. It seems that with increased awareness of global warming, and polls showing that nearly two-thirds of us believe it is seriously impacting our planet right now, this has become a hot topic amongst many of the buyers in our industry.

This was the first time a client had asked me specifically, what our company was doing to meet its CSR obligation. Now to most of us, CSR is an employee. But to many of my clients, CSR represents **Corporate Social Responsibility**. It's not a talking point for a presentation but rather a standard that raises the bar for all of us—for profit and nonprofit—to walk the ethical talk.

Surveys show that consumers are highly motivated to buy from or contribute to entities that manage humanely and see sustainable practices as more than a public relations ploy.

Some see environmental sensitivity and stewardship as yet another hurdle to clear. Our company (and our parent Pearl Pressman Liberty Graphic Communications) has seen it as an opportunity to show our clients that we are good citizen caretakers of earth and not just ravenous consumers of paper pulp.

Here are some things you can bring into your own daily business practices, to help raise your CSR quotient. We've done them here, and take great pride in knowing we are at least trying to make Mother Earth habitable for generations to come.

**Use environmental paper stocks.** There are more choices in environmental papers than ever before. A handful of paper mills have shifted, now stocking more high post-consumer papers. This is solely due to customer demand. Mohawk, Domtar, New Leaf, and others have responded with new offerings. However some are being sold at significant premiums so it will be important to know just how much you want to pay for extra brightness, opacity, coatings, and smooth finishes.

**Digital color printing** continues to grow, offering more options for short run color printing, and is a sound environmental alternative when powered by a renewable energy source like windpower.

**Variable data printing**, often called personalization, takes on greater significance as fundraising and membership appeals necessarily become more targeted. Smaller, more customized mailings increase response rate and average contribution and

sales results, and don't break the bank, even with more postal increases in the offing.

**Upgrade your inkjet equipment** with a system that uses a water-based, non-polluting inkjet technology. Many of the legacy systems give off volatile organic compounds (VOC) and contribute to the deterioration of the ozone layer.

Use more **robust data management software** for merge/purge, de-duping, suppression, and move update services. As mentioned in previously in my columns, helping your clients eliminate bad data and mine what they have more efficiently reduces mail volumes, makes programs more effective and cuts down on waste (makes clients want to mail more often too).

Our parent company became an **FSC certified printer** to enable us to offer the "Forest Stewardship Council" logo on jobs using FSC papers.

**Recycle.** Sounds easy right? Some areas (like ours) limit how much and what they will take from businesses in the way of waste. We separate and recycle nearly all of the paper, cardboard, pallets and steel banding generated in our manufacturing processes. We also do our best to make sure that every item a client "trashes" is disposed of in an environmentally sensitive way. In 2007, it's not easy to find someone to take and recycle 10 pallets of VHS tapes, but it can be done and that extra effort kept almost 4,000 pounds of plastic waste out of our local landfill.

If you are doing these things already, then proudly toot your companies' green horn with your clients and prospects. It might just be the difference that wins new business for you or helps solidify a relationship you already have.

Until next month, may all you mailings be accepted and your fulfillment packages plentiful.

*Rafner can be reached at [johnr@nicelines.com](mailto:johnr@nicelines.com).*



John Rafner

**Melissa Data**  
**(p/u Oct. '07, p. 19)**  
**b/w + PMS286**

## Current Employment Trends

### Put It In Writing: New York Commissions Agreement Requirements

Beginning October 16, 2007, all employers of commissioned salespersons in New York State, regardless of industry, must prepare a “writing” containing, at minimum, the following terms of employment:

- A description of how wages, salary, draw on commissions, commissions, and all other amounts earned and payable are to be calculated;
- The frequency of reconciliation between draw and earned commissions, where the writing provides for a recoverable draw; and
- Details regarding payment of wages, salary, draw, commissions and all other monies earned and payable in case of termination of employment by either party.

The writing *must be signed* by both the employer and the commission salesperson. An employer’s failure to draft this writing or to update its existing writing will create a presumption that the terms of employment as described by the commissioned salesperson, and not the employer, are accurate. The law was enacted because of difficulties the Department of Labor encountered in determining when commissions were due where the agreement was not in writing. The lesson—*put it in writing*.

### Washington State Unemployment Law Requires Registration of Organization’s Principals

In an effort to shore up compliance with its unemployment insurance program, particularly among small businesses, Washington has amended its unemployment insurance law to require employers to register certain principals of their organizations with the Employment Security Department (ESD). It requires all corporate entities, including those that are not incorporated, with employees in Washington to register with the ESD by providing “the names and social security numbers of the owners, partners, members, or corporate officers of the business, as well as their mailing addresses and telephone numbers and other information the commissioner may by rule prescribe.” *Id.* at Sec. 1(2)(a).

The ESD has posted information on its website explaining that it is not a hoax. *See the [Washington Security Department Press Release](#).*

According to the ESD, the intent of the registration requirement is to prevent unemployment fraud. The measure seems most directly aimed at tracking former executives of failed small businesses.

**jackson lewis**  
Preventive Strategies and  
Positive Solutions for the Workplace.

## Postal Logistics (p/u Oct'07, p. 20)

4/c

**BCC Software  
(New)  
4-color**

## PostScripts

### Ideas Flow for Managers of All Levels at Professional Conference

MFSA's recent Professional Management Conference hit right where it was aiming—at managers of all levels who wanted to learn more about doing their job consistently and with better results. Comments from individual participants, as well as evaluations, revealed that the conference provided timely, relevant and comprehensive education content.

Over 60 industry executives, managers, and employees participated in eleven educational sessions (24 hours of content), four roundtable discussions and one open forum, divided into three tracks: marketing and sales, production and operations, and fulfillment.

Conference highlights included:

- Tom Quinn and Jim Rushing's sessions on fulfillment accreditation during which they covered in detail eight of the eventual 10 complete training modules in accreditation.
- A presentation from Karl Ahlrich on assessing job candidate attitudes before you hire—he shared some best prac-

tices in hiring that managers can use immediately.

- Eric Buwala's presentation on enhancing customer connections (see related article) during which he instructed in how to "choose" your customers and negotiate the terms of the business relationship.
- A presentation from Howie Fenton on how to set up a plan to move forward to achieve success in color VDP.
- Networking opportunities during the meal functions, plant tours and roundtable discussions.

Tracy Brooks, vice president of sales at Advanced Direct Inc., attended his first MFSA conference, and said he "was very impressed by the program and found it to be very valuable." Another conference attendee wrote in his evaluation, "I have many new ideas to present to my supervisor and a clearer idea of how to present them, and implement them."

MFSA is considering holding the next Professional Management Conference in early September 2008, in conjunction with the MFSA Leaders Conference.

### Scenes from MFSA's Professional Management Conference



MFSA chairman John Rafner, right, helps speaker George Heinrich, the Postal Professor, with information about the conference.



Howie Fenton of NAPL spoke to the attendees about color variable data printing.



Glenn Toole of MCS spoke at the conference about matching systems.

Roundtables are always a big hit at MFSA conferences. Information and ideas are freely shared on different topics. These roundtables at the conference were no exception.



Tom Quinn, MFSA's director of fulfillment services, spoke during the fulfillment track on MFSA's Accreditation Program.

#### MFSA Thanks its Conference Sponsors

# SIEMENS



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Engineering the flow of communication™

**Business Objects  
(p/u Oct. '07, p. 27)  
4-color**

## PostScripts

*Relationships continued from page 1*

in the best circumstances, a guest spot on a reality TV show.

So aside from a few occasional exceptions, the best route to financial success and personal fulfillment is to love what you do. When you have a passion about your industry and your profession, it shows. You will get and keep more business because those people understand that you have a passion for doing it. Why then are so many people dealing with dysfunction for a few dollars?

It starts simple. When we all started out we were hungry. Whether we were new to the business or *started* a new business we struggled in the beginning. You didn't want to upset a customer because you wanted every customer you could get. When the customer maintained unrealistic goals we stayed quiet. When we knew in our gut that a potential client was almost certainly an escapee from some psychotic ward we smiled politely and held out our hand to take their money.

Along with that money came guilt, abuse, condescension, heartache and pain. Being the dedicated people we are, we took all the customer had to give and smiled. We after all had vision right? We had dreams, hopes and aspirations. If it meant reprinting a job because we had the audacity to address it in a 12 point Ariel font instead of the obviously more desirable 13 point Ariel font...well...so be it! The customer was always right...right? We would put up with these insults. We would take the jabs to our self-respect because someday... yes someday...we would be wildly successful! Then we would show these people. When we were sitting on a fat book of clients and making enough money to enjoy Tivo, vacations to Disneyland and everything else the good life has to offer we wouldn't have to bother with these maladjusted troublemakers.

And now, here we are. Like many people who participate in the transactions of client and vendor there are many who are stymied. The hopes and dreams that soared with our visions have finally landed smack dab in the ocean of reality. How did we get here?

This is what I asked myself almost nine years ago. I had been in the mailing industry as an account executive for two years. While I wasn't starving I was definitely not where I wanted to be. I was willing to prospect for new customers. In fact, when I did prospect for new customers, I was usually quite successful. They turned into clients that were profitable and easy to work with. My problem was that it was hard to find the time.

My days were full with the existing client base. I was constantly putting out fires, fixing problems (or more accurately...*perceived* problems) and generally running my-

self ragged. It was then that I had a moment of clarity. I was the same person with my great clients and my not so great clients. The only thing that changed was the client. So why not just take on only great clients?

As I started to do the math I found that the clients that were easiest to work with were wildly more profitable than the difficult ones. In addition, I could fit almost *twice* as many of the good ones in my day because they took *less* of my time! I had just found the answer to all my problems. I could almost quadruple my sales by simply servicing only the good clients. My path was clear. I needed to turn the bad ones into good or clear them off my books to make room for the new arrivals.

At this point many of you dear readers might be thinking this is a radical idea. Actually its not. In fact I stole it. Let me explain.

Those of you reading this with a background in marketing will recall terms like *Market Segmentation*. Let me give a brief example. Let's say that instead of mailing and fulfillment services we were selling cars. By cars I mean hulking V10 monster trucks with gun racks and the silhouette mud flaps (trust me, it will all make sense soon.) After some extensive research we find that by mailing 100,000 pieces of mail we get 100 cars sold. From our research we also know that of the 100 sales we made, 90 of

*(Continued to page 26)*



**Eric Buwala**

**The clients that  
were easiest to  
work with  
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**General Technology**  
**(p/u Oct '07, p.10)**  
**b/w**

## CEO Mistakes!

By Bev Leshner  
Dasher, Inc.

Who likes to make mistakes? Certainly not me, and certainly not in an arena that can have serious repercussions in my business. However, I have agreed to tell a story about a big mistake I made in an employee hiring situation.

Many years ago, in our quest to grow and expand our company, we decided that we needed an energetic, “younger” person to join the company in what might be considered a dual role. This would be a person who had strong skill sets in sales and marketing, but also experience in direct corporate management to help the company not only add more sales revenue, but really help to develop expanded services and a full scale marketing plan to move the company forward. The candidate would definitely need to have a background in direct mail marketing.

We followed the normal route of advertising and ran an ad on Monster.com. In a matter of days, we had several strong responses. Coincidentally, one of the respondents was currently working for a direct marketing agency in New Jersey, close to our facility.

His resume and his cover letter provided us on paper with a person that had all the background, experience and skill sets that we felt were important for what we envisioned for the company. Over the span of a whirlwind two weeks, we put together a “package” (in conjunction with our attorney for our protection) for this potential hire.

Throughout this whole process of interviews, a tour of the plant, having him meet with other key players in the company, I fretted. Something was making me uncomfortable. I could not put my finger on anything in particular, but it was this sense that he was too abrupt, too quick, and perhaps, too slick. As time went on he continued to sell himself and his capabilities.

Ultimately, we hired this person, and he came on board all fired up and ready to take us to the “next level” as our first COO. Within a couple of months, some things began to come to light. Although he had been here for a relatively short time, he was suddenly bristling if we asked questions or raised other options. He wanted to be in total control and he appeared to resent any interference, particularly from two female owners.

From this point on we found that we were continually having “discussions” over some of his tactics both internally and externally. In one instance he was so brusque with a long term client (who coincidentally is one of our best customers and has used our services for over 17 years), that she called me and said if she ever had to deal with him again she would discontinue using our services! Needless to say I made him write a letter of apology immediately, and he was forbidden to

ever touch that account again. Subsequent to that episode, we had a meeting with three men from a company that was a current client. Since I knew all the contacts and was familiar with the account, I was in the meeting. Much to my displeasure and discomfort, this COO took over the meeting, made absolutely no attempt to include me in the discussions, nor even make eye contact during the entire session. From my perspective he did not represent, nor portray our company properly, in keeping with our mission statement in any form.

At this point no doubt you have perceived that this individual was not well suited to our Company. Needless to say, his termination became one of the most contentious and expensive battles I had to take on as CEO.

The expense part was made up of two components. In essence, he threatened to sue if we did not provide a “severance” package. We felt it would be less expensive to give him a severance package and get a legal release that he could not sue after that point. Between attorney costs and the severance package, it was a sizable (for us anyway) chunk of change. However, we still felt that ultimately it would be cheaper than months of legal fees at \$300 an hour!

The entire matter became even more disastrous when (two days before we presented him with his letter of termination), he told us he had to go for more medical tests as his physician felt that he “might” have cancer. Talk about timing.....

So, to the point of CEO mistakes, here is what I learned the hard way.

- I did not listen to my gut! So, make sure to listen to yours! I ended up as a “sale” in his book.
- I did not do an in-depth resume and background check. So, make sure to use all available sources to check references and past employment history (in this case he asked that we not talk to his current employer as he didn’t want the firm to know he was looking to leave the company).
- I did not interview enough potential candidates. So, don’t be in a hurry to fill the position.
- I did not use any testing service to help define his personality. So, take the time and spend the money to do some in-depth testing with a reputable service provider in this arena.

In summary, it was a very bad mistake in hiring, a painful lesson for me personally, and an expensive exercise for the company. It was made even worse in the fact that ultimately he was diagnosed with cancer and died within nine months of his termination. The only saving grace on that matter was that our decision was made before we knew anything about his illness. Nonetheless, it certainly was an unfortunate set of circumstances for all concerned.

*Beverly Leshner can be reached at [blesher@dasherinc.com](mailto:blesher@dasherinc.com).*

# PostScripts

## Eight Ways to Green Your Office

By Jourdan Rassás  
Earth 911

With all the hype about “going green,” you may have already started replacing household cleaners with organic ones or maybe you’ve even traded in that gas-guzzling car for a hybrid, but why stop there? Check out some office-greening opportunities below. The possibilities are endless!

### Replace petroleum-based ink with soy-based ink

Ink made from soybeans is not only better for the environment but better for your company’s bottom line, as well. Soy ink has lower levels of volatile organic compounds than ink made from petroleum, so it emits less harmful toxins into the air. Soy ink produces brighter and sharper colors because of the innate clearness of the soybean oil, which petroleum and other vegetable oils don’t have.

Paper with soy ink is easier to recycle because soy-based ink is easier to remove in the de-inking process of paper recycling than petroleum-based ink. Prices for color soy-based ink are comparable to those for petroleum-based ink, but less soy ink is needed per print job and soy ink reduces paper waste, so you are actually saving money! If those reasons aren’t enough, by using soy-based ink, you are also supporting American crops rather than relying on the foreign oil industry.

Soy ink is currently only available for commercial printers, however, and can’t be used for personal printers or ballpoint pens. Most ink manufacturers produce at least one soy ink, so check with your local ink manufacturer about purchasing soy ink.

### Eliminate vending machine waste

Coffee-making vending machines may save you from caffeine-withdrawal headaches in the morning, but they don’t help out the environment. If your office vending machine dispenses its own cups, make sure they are recyclable or see if the machine allows you to use your own reusable mug instead of dispensing a plastic cup each time it makes a beverage.

Even better, provide machines that allow employees to make their own beverages. This cuts down on waste and energy usage! If you don’t think you can go without a vending machine, however, consider asking the machine provider to de-lamp the machine. This will save a significant amount of energy, considering the lights and ballasts in a typical refrigerated vending machine use about 180 Watts. You can also add an occupancy sensor on the machine that reduces the vending machine’s power requirements during periods of inactivity.

### Cut down on office transportation

Offer carpool-matching services that allow employees to find co-workers that live near them. Also, encourage biking and walking to work by providing bike racks outside of the office.

Then reward those who do take advantage of these environmentally friendly transportation options! Parking incentives such as parking spots close to the office or shaded/covered parking may entice workers to buddy up for their commutes. Improve e-mail and video teleconferencing capabilities to allow for more telecommuting, and try to provide flexible work schedules for employees, so they can work four 10-hour days instead of five 8-hour days.

### Switch out certain light bulbs and monitoring lighting usage

We obviously can’t work without lighting, but we can do our best to cut down on unnecessary use of lighting, especially in the evenings and on weekends when no one is in the office. Since exit signs are lit up 24/7, they use up a lot of energy and therefore add a lot to your office electricity bill. Make sure all office exit signs are illuminated using compact fluorescent lamps (CFL), light emitting diodes, neon lighting or electroluminescent lighting technology. These will cut down on energy use and lower your electricity bill.

Occupancy sensors are a good idea for areas of the office that aren’t used as much as others, such as the break or conference room. These sensors will detect when a person enters the room and turn on the lights. When they sense no one is in the room, the lights will turn off. These are easy to install and relatively inexpensive.

### Make the most of your office equipment

According to the Department of Energy, office equipment accounts for 16 percent of an office’s energy use. The use of computers, printers, copiers and fax machines adds up, but simply turning your computer’s sleep mode on when you’re not using it can save energy.

It is a myth that activating a computer screen saver saves energy; it actually wastes more of it. In addition to putting your computer to sleep when you are away, make sure to turn the machine off when you leave the office for the night. Certain printers, copiers and fax machines also have sleep modes that can be automatically activated when the machine senses inactive periods. Also, consider consolidating these machines by purchasing a machine that performs multiple office functions.

If you’re looking to purchase new office equipment, visit [ENERGY STAR](#) to browse office equipment that cuts down the use of energy and reduces pollution.

Regularly cleaning the coils of your office refrigerator and defrosting the freezer will cause the refrigerator to operate better. It will also operate better if it is kept full, so if you’re

*(Continued to page 16)*



**Anchor Computer  
(p/u Oct '07, p.11)  
b/w**

## Member News

**RENA Systems, Inc.**, Oaks, PA, has announced the introduction of the Rena XPS-ProMail System, a professional grade, high speed inkjet console addressing system. The XPS-ProMail System and its accessories are made from steel and aluminum with a duty cycle of 240 million pieces.

**Window Book, Inc.**, Cambridge, MA, has released the Meter and Stamp Manager—an easy to use software designed for all meter and stamp users for accurately managing postage funds across multiple meters and stamp denominations. Quickly enter the data, track meter and stamp purchases/usage, and immediately identify and correct errors.

**Direct List Technology**, Anaheim, CA, celebrated its 20<sup>th</sup> year of delivering mailing lists and data services to the direct marketing industry.

**Aero Fulfillment Services**, Mason, OH, hired *Alisha McNary* as vice president of customer experience. McNary is charged with ensuring Aero's clients receive outstanding customer service and have access to the range of services they need from Aero. She previously served as Vice President of Fulfillment for Mossberg and Company in South Bend, IN.

**BÖWE BELL + HOWELL**, Durham, NC, unveiled the BBH® 400e System, a modular product with the integration of BICOS™ (BÖWE Integrated Control Operation System) and KOMPOS™ (BÖWE's modular control system). This innovative solution offers mail service providers the reliability, functionality and inserting speed needed to handle high volumes.

**Direct Group**, Pennington, NJ, acquired two new Canon ImagePress C7000 digi-

tal presses. The equipment is designed to support just-in-time, short-term printing runs and fulfillment; highly targeted, variable print-on-demand campaigns; and Web-to-print solutions for Direct Group clients. The new equipment complements an existing HP Indigo digital infrastructure at the company's Robbinsville, NJ, facility.

### Help Us Make Your Association More Valuable!

In an effort to become an even stronger association, MFSA is interested in learning the names of prospective members in your area who are in the mailing and fulfillment services industry. The best place to learn about these companies is from current members.

Contact us at 800-333-6272 or e-mail at [TKeeney@MFSAnet.org](mailto:TKeeney@MFSAnet.org).

**Sensible Technologies**  
(NEW)  
4/color

# **Trackmymail**

**(p/u 0Ct '07, p.21)**  
**4/color**

## What's the Deal?

**These mergers and acquisitions are the latest deals made in the direct marketing services sector. The information is provided by Petsky Prunier/Winterberry Group.**

**Property/Segment:** Rosetta Marketing Strategies Group, Inc. (DM Agency)

**Buyer:** Lindsay Goldberg & Bessmer

**Transaction Value (\$MM):** 250.0

Lindsay Goldberg, a private equity firm, acquired 50% stake in Rosetta Marketing Strategies Group, a marketing services firm. The deal includes a \$250 million capital line for acquisitions, and other company growth initiatives.

**Property/Segment:** American Business Printing, Inc. (Printer)

**Buyer:** CMI PrintGraphix, Inc.

Carleton, a provider of printing and direct mail services, acquired the assets and commercial customer base of American Business Printing, a commercial printer.

**Property/Segment:** Intrasight, Inc. (CRM)

**Buyer:** Click Tactics, Inc.

Click Tactics, an online marketing services firm, has acquired Intrasight, a provider of relationship marketing services for the travel and hospitality industry.

**Property/Segment:** Active Network, Inc. (General Agency)

**Buyer:** Canaan Partners

**Transaction Value (\$MM):** 65.0

The Active Network, an online community and provider of application technology for active lifestyle/sports groups, raised \$65 million in Series E funding. The round was led by Canaan Partners, which was joined by return backers.

**Property/Segment:** Schematic (Interactive Agency)

**Buyer:** WPP Group

**Transaction Value (\$MM):** 20.0

WPP Group's digital division, WPP Digital, acquired Schematic, an interactive agency. Schematic specializes in client service, strategy, user experience, design, copywriting, technology, quality assurance, production and performance metrics.

**Property/Segment:** BazaarVoice, Inc. (Market Research)

**Buyer:** Battery Ventures

**Transaction Value (\$MM):** 8.8

Bazaarvoice, a provider of brand-building solutions using word of mouth techniques, outsourced technology and analytics, raised \$8.8 million in Series B funding. The round was led by Battery Ventures, which was joined by Austin Ventures and return backers.

**Property/Segment:** EWeb Designs, Inc. (Interactive Agency)

**Buyer:** Preation, Inc.

Preation, a provider of Web site design, development and promotion services designed to increase online visibility, measure and track online markets, and drive traffic to customers' Web sites through online advertising channels such as CPC, CPM and SEO, acquired EWeb Designs, another Web site design agency.

**Property/Segment:** Zag.com, Inc. (Online Lead Generation)

**Buyer:** Capricorn Investment Group

**Transaction Value (\$MM):** 13.5

Zag.com, an e-commerce management and lead generation company, raised \$13.5 million in funding led by Capricorn Investment Group. Since launching in April 2005, Zag has raised \$67 million.

**Property / Segment:** People in Business Limited (Marketing Consulting)

**Buyer:** TMP Worldwide Advertising & Communications, LLC

TMP Worldwide Advertising & Communications, a recruitment advertising industry, acquired People in Business, an employer brand consultancy.

**Property / Segment:** NetMarketingSolution.com, Inc. (Interactive Agency)

**Buyer:** CPL Technologies, Inc.

**Transaction Value (\$MM):** 15.0

CPL technologies, a provider of helpdesk and other customer service solutions to IT companies in Canada, Europe and the United States, acquired NetMarketingSolution.com, an online marketing services firm.

**Property/Segment:** Groupe XiV (Interactive Agency)

**Buyer:** CPL Technologies, Inc.

**Transaction Value (\$MM):** 15.0

CPL technologies acquired Groupe XiV, an online marketing services firm offering domain name management, SEM, Web site hosting and Web traffic statistics solutions.

**Property/Segment:** Mimeo.com (Printer)

**Buyer:** Goldman Sachs & Co.

**Transaction Value (\$MM):** 25.0

Mimeo, a provider of digital document printing, binding and delivery services to locations throughout the U.S., raised \$25 million from Goldman Sachs Principal Strategies Group.

*(Continued to page 15)*

**Direct Mail Jobs  
(p/u Oct. '07, p.12)  
b/w**

*Deals continued from page 14*

**Property/Segment:** Capital Advertising Private Limited (General Agency)

**Buyer:** Publicis Groupe S.A.

**Transaction Value (\$MM):** 15.0

Publicis Groupe acquired Capital Advertising, a general advertising agency located in India. The acquisition will allow Publicis to expand its presence in India, especially in Delhi, which is India's advertising industry's fastest growing zone.

**Property/Segment:** Inland Business Machines, Inc. (Print Technology)

**Buyer:** Global Imaging Systems, Inc.

**Transaction Value (\$MM):** 15.0

Global Imaging Systems, a Xerox company, acquired Inland Business Machines, which serves the greater Sacramento and Stockton, CA, markets with office printing and scanning devices.

**Property/Segment:** Visible Technologies (Market Research)

**Buyer:** Ignition Partners LLC

**Transaction Value (\$MM):** 12.0

Visible Technologies, a provider of Internet brand and reputation management services, raised \$12 million in Series B funding. Visible Technologies offers products that allow brands to monitor conversations on the internet centered on their brand.

**Property/Segment:** Turn, Inc. (Ad Networks/Exchanges)

**Buyer:** Norwest Venture Partners

**Transaction Value (\$MM):** 8.0

Turn, an ad network that provides CPM, CPC and CPA pricing for graphical and text ads, raised \$8 million in Series B funding led by Norwest Venture Partners, Trident Capital and Shasta Ventures.

**Property/Segment:** NebuAd Inc. (Ad Networks/Exchanges)

**Buyer:** Menlo Ventures

**Transaction Value (\$MM):** 20.5

NebuAd, the provider of a behavioral targeting network for the online advertising industry, raised \$20.5 million in Series B funding led by Menlo Ventures and Sierra Ventures.

**Property/Segment:** mVisible Technologies, Inc. (Mobile Advertising)

**Buyer:** Harris Preston & Partners

**Transaction Value (\$MM):** 6.5

mVisible Technologies raised \$6.5 million in Series A-1 funding led by Harris Preston & Partners.

**Postmatic--EXT  
(NEW)  
b/w**

**Postmatic-Seal Tight  
(p/u July. '07, p.15)  
b/w**

*Correction: In the August 2007 edition of PostScripts, it was incorrectly reported that a transaction occurred between MacDirect and CSG Systems International. This transaction did not occur. Rather, on 6/11/07, CSG Systems acquired ComTec, a provider of print and electronic statement processing services, for \$23.5 million.*

## PostScripts

*Green continued from page 10*

refrigerator is too big for the amount of people in the office, fill the extra space with water bottles.

### Keep an eye on your paper usage

According to the Environmental Protection Agency, each employee in a typical business office generates 1.5 pounds of waste paper per day. That's a lot of paper – most of which can be recycled or not used at all. There are several ways to cut down on how much paper you use, but if you must use paper, make sure to recycle it! This will not only help out the environment, but it will also benefit your bottom line.

### Monitor heating and cooling systems and water usage

According to a *TIME* magazine article, heating, cooling and powering office space are responsible for almost 40 percent of carbon dioxide emissions in the U.S. and eat more than 70 percent of total electricity usage. You can save about 10 percent on your electricity bill by just adjusting that thermostat by one or two degrees.

#### *Ways to save money and energy*

- Use automatic setback thermostats. These thermostats automatically adjust the temperature settings for weekends and evenings when people are not in the office.
- Consider outside air economizers that use outside air to cool down buildings when the air outside is cooler than the air inside.
- Think about solar shading. You can use a reflective roof coating and/or window films and shading to reduce the amount of heat from the sun that penetrates your office building.
- Keep the blinds closed. In the winter, this will conserve heat in the office, and in the summer, it will keep heat out.

#### *Save on utilities*

- Add aerators to existing faucets. This can cut faucet water usage in half and save energy when using hot water.
- Fix leaks. One dripping faucet can waste up to 20 gallons of water per day.

### Consider all of your options

Hire an energy manager or transportation coordinator. It may be beneficial to have someone in the office whose sole job it is to set up carpooling or keep track of office recycling and energy use. The money spent on paying somebody to hold this position will be well worth it when you get your utility bill and help save our planet.

Use non-toxic cleaners or insist your janitorial service use them when cleaning your office. According to the Portland Office

of Sustainable Development, cleaning products are responsible for 10 percent of the poisonings reported to poison centers nationally. A lot of cleaners wind up going down the drain and toxic chemicals sometimes then end up making their way into groundwater or waterways. Chemicals from these cleaners also end up in your office air and can have negative health effects.

Join Energy Star to promote energy efficiency. Energy Star is a joint program of the U.S. EPA and the U.S. Department of Energy that looks to help companies save money and protect the environment through energy efficient products and practices. According to the Energy Star Web site, with the help of ENERGY STAR, Americans “saved enough energy in 2006 alone to avoid greenhouse gas emissions equivalent to those from 25 million cars — all while saving \$14 billion on their utility bills.”

*Earth 911 empowers the Earth's citizenry with community-specific “actionable” environmental information for you to use in everyday life for the purpose of living responsibly by contributing to the solution of sustainability. The environmental Web portal, [www.earth911.org](http://www.earth911.org), provides access to many areas of community-specific “actionable” environmental information at no cost to the user or taxpayer.*

**Energy Saving  
Products  
b/w  
(p/u OCt '07, p.14)**

**Mailnet Services**  
**b/w**  
**(p/u Sept'07, p.11)**

## Federal Points

*Here's what's going on in Congress, based on material prepared by our colleagues at the US Chamber of Commerce.*

### Employee Pay Discrimination

*HR 2831 – Ledbetter Fair Pay Act of 2007.* This bill aims to overturn the Supreme Court's recent decision in Ledbetter v. Goodyear Tire & Rubber Co. which held that compensation discrimination claims must be filed in a timely manner. This sweeping bill would effectively do away with statutes of limitations in many cases and expand the class of individuals that can bring cases.

*HR 2831 passed the House July 31, 2007.*

### Equal Pay Act Reform

*HR 1338 – Paycheck Fairness Act.* Among other things, this bill would make unlimited punitive and compensatory damages available for even unintentional violations of the Equal Pay Act, make it easier to bring class actions against employers, and limit an employer's ability to defend legitimate pay disparities, such as those based on geographic location.

*The House Education and Labor Subcommittee on Workforce Protections held a hearing July 11, 2007.*

### Mandated Paid Sick Leave

*HR 1542 – Healthy Families Act of 2007.* This bill would require employers with fifteen or more employees to provide seven days of annual paid sick leave for full-time workers to take care of themselves, a family member, or anyone else "whose close association with the employee is the equivalent of a family relationship." The bill would apply to employees who work thirty hours per week but would also require prorated leave for part-time employees.

*HR 1542 was referred to the House Education and Labor Committee on March 15, 2007.*

### Internet Tax Moratorium

*S 156 – The Permanent Internet Tax Freedom Act.* This bill would impose a permanent moratorium on new, multiple, or discriminatory taxes on Internet purchases and access. The current moratorium expires November 1, 2007, possibly subjecting online vendors and consumers to additional taxes when conducting online transactions.

*S 156 was referred to the Senate Commerce, Science, and Transportation Committee on January 4, 2007.*

**OPEX**  
**(p/u Oct.'07, p. 17)**  
**b/w**

**Ink.jet**  
**b/w**  
**(NEW)**

## Sneak Peak at MFSA's Mid-Winter Executive Conference January 12-15, 2008

MFSA's Mid-Winter Executive Conference is returning to Hawaii for 2008 at the renowned Fairmont Kea Lani on Maui. This all-suite resort property provides a great backdrop for the kick-off of the MFSA 2008 conferences.



The sessions will encourage executives to set their sights high when it comes to fine-tuning operations to be more successful—however that success may be defined. This includes marketing their companies, tapping into the sales pipeline, analyzing and acting upon customer trends, and adapting to the mandated postal requirements.

Here's a glance at what you can expect:

Start your Mid-Winter Conference experience on **Saturday, Jan. 12**, with a reception Hawaiian style—music, appetizers, cocktails. Get the most recent news from your friends in the association while making new acquaintances as well. Laugh, share, talk business, and exchange stories in a casual, tropical setting with breath-taking ocean views as the sun sets over Maui.

Sessions on **Sunday, Jan. 13**, start off with a keynote session on “Daring to be Great” – which will address how to grow your company “deep” rather than “large. The conference then will move into tracks – one designed for smaller companies and one designed for mid-size to larger companies, to better address the specific issues and needs of your business.

### Session 1 - Track One

**Small to mid-sized companies** – *Marketing Your Company – Step Up, Speak Up, and Show Your Stuff*—followed by a panel of industry experts (speaker/moderator Christine Erna, Vermillion)

In this session marketing expert Christine Erna will address skills employees can learn to enhance their abilities to “show your stuff”, such as in story telling as a public relations tactic, in integrating other media to get your name and brand in front of customers and prospects, in managing relationships across multi-channels to present a single customer view, and in using data to drive the marketing messages home.

### Session 1 - Track Two

**Larger companies** – *A Steady Pipeline of New Business – Developing your own sales acquisition and retention process without the high expense of a marketing campaign* (speaker Chuck Blakeman, HaileighBrandWorks)

Random hope is not a good sales strategy. The key issue in almost all business development is not more sales training, but the need to find the right potential clients and get in front of them, and to have a steady stream of these potential clients. Learn how to stand out in a crowd, and find a “gold vein” that

will bring you a steady stream of potential customers.

A second keynote speaker will start off **Monday, Jan. 14**, and speak on future direct mail marketing trends. A panel of experts will then discuss what unique things customers are doing, and what opportunities there are for mailing and fulfillment companies to jump at. The day will end Hawaii style—luau!

The final day of the conference, **Tuesday, Jan. 15**, will include a panel on postal regulations—what is the impact of the mandated postal changes on your operations, selling and production efforts? Leo Raymond, MFSA's Director of Postal Affairs, sets the stage and provides an overview of the recent developments in postal regulations. Immediately following that, a panel of mailing and fulfillment executives will discuss the implications of the mandated postal changes affecting the industry and their companies.

### Track One

**POSTAL** – *Postal Breakout Session – Focused discussions in capital investment, marketing, operations, Do Not Mail, Tax on Postage. Each table is facilitated. This is for individuals attending the keynote session.*

The expert panelists who presented the above session will then guide the participants in a number of facilitated group discussions based on the content presented. Groups will be segregated by these areas: operations, capital investment, sales and marketing, Do not Mail and Tax on Postage where participants will be able to take the ideas presented and actually being to write plans for their own companies.

### Track Two - FULFILLMENT

*Key issues in fulfillment (three fulfillment experts from member companies)*

During this concurrent session, a panel of fulfillment experts will address issues in the marketplace that are changing how customers are purchasing and using fulfillment services. The topics will be further defined but could address: adding color variable print to your fulfillment operation; mailers adding fulfillment services (smallbox fulfillment approach); and utilizing bar codes effectively in your facility. While these changes are not mandated by the U.S. Government, customers may be requesting changes in fulfillment in order to meet their requirements. Members who are proactive have more to gain than those who simply wait and react to customer fulfillment requirements.

For more information about the conference, go to [www.MFSAnet.org](http://www.MFSAnet.org) or call (800) 333-6272. To book reservations at the Fairmont Kea Lani, call (808) 875-4100 and mention “MFSA” to be guaranteed a room at the special MFSA rate.

**Tidewater**  
**b/w**  
**(NEW)**

## PostScripts

### Top 10 Reasons to Recycle

Reprinted from the National Recycling Coalition

#### Good For Our Economy

American companies rely on recycling programs to provide the raw materials they need to make new products.

#### Creates Jobs

Recycling in the U.S. is a \$236 billion a year industry. More than 56,000 recycling and reuse enterprises employ 1.1 million workers nationwide.

#### Reduces Waste

The average American discards seven and a half pounds of garbage every day. Most of this garbage goes into landfills, where it's compacted and buried.

#### Good For The Environment

Recycling requires far less energy, uses fewer natural resources, and keeps waste from piling up in landfills.

#### Saves Energy

Recycling offers significant energy savings over manufacturing with virgin materials. (Manufacturing with recycled aluminum cans uses 95% less energy.)

#### Preserves Landfill Space

No one wants to live next door to a landfill. Recycling preserves existing landfill space.

#### Prevents Global Warming

In 2000, recycling of solid waste prevented the release of 32.9 million metric tons of carbon equivalent (MMTCE, the unit of measure for greenhouse gases) into the air.

#### Reduces Water Pollution

Making goods from recycled materials

generates far less water pollution than manufacturing from virgin materials.

#### Protects Wildlife

Using recycled materials reduces the need to damage forests, wetlands, rivers and other places essential to wildlife.

#### Creates New Demand

Recycling and buying recycled products creates demand for more recycled products, decreasing waste and helping our economy.

# RRDonnelly

(p/u **October '07, p.4**)

**4/color**

### Top 10 Items to Recycle

Aluminum  
 PET Plastic Bottles  
 Newspaper  
 Corrugated Cardboard  
 Steel Cans  
 HDPE Plastic Bottles  
 Glass Containers  
 Magazines  
 Mixed Paper  
 Computers

**InterlinkONE**  
**(p/u Oct. '07, p.9)**  
**b/w**

## PostScripts

### *Recycling continued from page 1*

The second step is to determine what equipment options will reduce your overall labor costs in the collection and removal of your waste. With elaborate waste handling collection systems that can cost hundreds of thousands of dollars, this can easily scare any business owner. ■ “The key to paying our customers top dollar for their recyclables is to develop the best equipment options available to them. We partner with our clients in equipment financing and act as a partner and not just their vendor,” said Giordano. Since recycling has value, your

commodities value can sometimes pay for your equipment needs.

Finally, before making a decision, ask for vendors references. If you are investing capital for equipment, ask to see this equipment in process before making a commitment. Most likely there may be a similar equipment application not too far away. These simple steps should help you become more knowledgeable about your recyclables and make trash talk easy.

*Giordano can be reached at [agjr@integrityrecycling.net](mailto:agjr@integrityrecycling.net).*

### Marketing Support Services, Inc. Becomes Fourth Fulfillment Accredited Company

**Marketing Support Services, Inc.** of Cincinnati, OH, became MFSA Fulfillment Accredited after having successfully passed its audit. MSS committed itself to being accredited early in 2007 and has made significant investments in its fulfillment operations by developing, standardizing and implementing fulfillment processes and procedures to support consistency in fulfillment service.

MFSA unveiled the industry’s first fulfillment accreditation program in April 2007 after years of research and development. The purpose behind this program is to enable fulfillment operators to be recognized for their documented commitment to fulfillment, to help other fulfillment operators to improve their operations, and to show customers which companies are the “cream of the crop.” Accredited companies must complete a comprehensive application seeking documentation in 11 critical general operational areas and be subject to an audit of their operations in 14 technical and operational areas such as receiving, and put-away, order picking, order packing, hand assembly, returns, reporting, etc. Overall the accreditation program has 168 criteria to examine. Applicants must pass all the required elements (55) and 75% of the supplemental elements (113).

For more information on MFSA Fulfillment Accreditation, go to [www.MFSAnet.org](http://www.MFSAnet.org).

## Virtual Systems

(NEW)

b/w

**Secap  
4-color  
(NEW)**

## PostScripts

### Relationship continued from page 8

them were to men and 10 of them were to women. Looking back at what we mailed we find we mailed 65,000 pieces to women and 25,000 pieces to men.

What you can see here is that selling 100 cars on 100,000 pieces of mail might be touted as a so-so response. In terms of profitability it's probably better than breaking even but not a real moneymaker. But look at what the data tells us. 90% of our customers came from 25% of the list. As a seller of automobiles you have two choices here. On one hand, the customer is always right and we don't want *anyone* to be left out. We continue to mail as we have because 10% of our customer base is not going to be left behind.

On the other hand, almost any rational businessperson would look at this and say, "Hey, it appears that we should market this truck to men!" We could cut the mailing expenses by 65% and only lose 10% of the customer base. This is a winning situation. How about one better? We mail 100,000 records to men only? Now we spend the same on advertising and our response rate goes sky high.

This makes perfect sense to those of us in business...when we are selling cars. But carry the analogy over. As service providers in a competitive market we set a value for our services and then gladly take any client interested regardless of how much of our sales resources they take. While we set prices for our actual services (a value) we hardly ever set a value on our time. Think of the advertising dollars in the analogy as *your* time. There is a finite amount of it. You decide how you spend it. If you spend 65% of your time on clients that only represent 10% of your sales goals then there is little room to grow.

It was this thinking that made me start to figure out exactly what my time was worth in relation to my sales goals. This gives a benchmark to help evaluate whether I am spending my time wisely.

The next part was a bit harder. In principle everything made sense. The tough part was defining what is a "good" client and what is a "bad" client. I fought with trying to quantify it for weeks. As it turned out the answer was really simple...relationships.

Just as the analogy to cars and markets carries over to our time, customer relationships can be very similar to our personal relationships. I'm sure all of us have a friend that is plagued with bad relationships. You know, the person who is always coming to you and saying that the person they are with is insensitive, abusive or absent. They somehow extricate themselves from a destructive relationship and we breathe a sigh of relief. Then they find another person that outwardly exhibits the precise characteristics of the last failed partner and immediately dive in with their eyes shut. Meanwhile we reach for the scotch and take the phone of the hook.

When people have healthy relationships there are balances of needs that are being met. These relationships are fulfilling and benefit all parties that participate. Just as in a personal relationship, a business relationship should have a balance of needs being met.

When I worked hard at finding clients that wanted a relationship, things got better. When I made it clear I wanted a relationship to the "bad" clients I had, some met me half way and some left. In the end I doubled my business in just under a year. I doubled it again the year after.

If you want to be happy with your job, your clients and your income then consider looking for that juicy segment of our market. Accept only those that would build a relationship with your business and you. Otherwise you just have a series of transactions.

If you are unhappy and dealing with people you don't like only in return for money then you have a series of transactions with that client...not a relationship. While some would consider remembering to put the seat up (or down to be fair), take out the trash and bring flowers on special occasions as a burdensome part of having a relationship, isn't it better than the alternative? A series of unfulfilling transactions...

**LabelSource**  
**(p/u Oct'07, p. 18)**  
**b/w**

**DCG**  
**(p/u Oct '07, p.3)**  
**4-color**

## New Members

**Domino Amjet, Inc.**, established in 1983, offers equipment leasing/financing, mail equipment, ink jet addressing equipment, transports, pallet labeling equipment, and software. Domino Amjet is located at 1290 Lakeside Drive, Gurnee, IL, 60031. Scott Liniger, business manager, can be reached at 847-244-2501 or by FAX at 847-244-1421

**International Postal Systems (IPS)**, established in 1987, International Postal Systems has been partnering with mail and fulfillment companies helping improve their bottom line profitability by providing discounted international mail distribution programs. IPS in collaboration with the USPS and other worldwide postal authorities offers a range of services to assist you meet your customers' international mail delivery requirements. International Postal Systems mailing address is P.O. Box 689, Arlington, VA, 22216. Will O'Connor, manager, can be reached at 703-522-8338 or by FAX at 703-525-9032.

**International Mail Service, Inc. (IMS)**, established in 1990, is a full service foreign / Canadian mail consolidator and USPS Postal Qualified Wholesaler. They offer high speed automated processing of all types of foreign mail – from cards to parcels. Their volume and presort discounts will save customers up to 60%. They also offer customized accounting options including customer and departmental chargebacks. International Mail Service is located at 692 S 8th Street, Ste A, Kalamazoo, MI, 49009. Mark Bouman, vp sales & marketing, can be reached at 800-466-6245 or by FAX at 269-353-9705

**Mail Automation, Inc. (MAI)**, established in 2006, provides mailtray and package material handling equipment. MAI offers complete tray management systems including tray sortation, mail.dat and PostalOne reporting capabilities. They specialize in motorized drive roller solutions for the mailing industry. Mail Automation is located at 12195 Triadelphia Road, Ellicott City, MD, 21042-1009. Cheryl Miller, president, can be reached at 410-531-1496 or by FAX at 410-531-1499.

**Butler Mailing Services, Inc.**, established in 1983, offers barcoding, consulting, data processing services, file maintenance, fulfillment-literature, hand assembly(custom packaging), machine inserting, ink jet addressing, international mailing service, laser printing-sheet feed, list broker services, mailing lists, merge/purge, polybag inserting, resident lists, resident list broker and tabbing. Butler Mailing Services is located at 9060 Sutton Place, Hamilton, OH, 45011. Todd Butler, president, can be reached at 513-870-5060 or by FAX at 513-870-5062

**Dayton Mailing Services**, established in 1984, offers barcoding, bindery services, data processing services, file maintenance, fulfillment-literature, fulfillment-product, fulfillment-catalog, fulfillment-promotional, fulfillment-premiums, glue-folding, hand assembly(custom packaging), machine inserting, ink jet addressing, laser printing-sheet feed, list broker ser-

vices, mailing lists, merge/purge, first class presort, polybag inserting, packaging & shipping, resident lists, resident list broker, tipping/affixing, tabbing, and word processing. Dayton Mailing Services is located at 100 S Keowee Street, Dayton, OH, 45402. Christine Soward, vice president, can be reached at 937-222-5056 or by FAX at 937-222-2696.

**DeLStran Marketing**, established in 2001, offers barcoding, bindery services, consulting, data processing services, file maintenance, fulfillment-literature, fulfillment-product, fulfillment-catalog, hand assembly(custom packaging), machine inserting, ink jet addressing, laser printing-sheet feed, list broker services, mailing lists, merge/purge, national change of address USPS licensee, first class presort, polybag inserting, publications, resident lists, resident list broker, tabbing, turnkey, warehousing/distribution, and word processing. DeLStran Marketing is located at 2809 S Utah Avenue, Oklahoma City, OK 73128. Lisa Strange, president, can be reached at 405-943-3139 or by FAX at 405-943-3141.

**Full Court Press, a Harding Poorman Group Company**, established in 2000, offers barcoding, bindery services, consulting, creative, data processing services, desk top publishing, file maintenance, fulfillment-literature, fulfillment-product, fulfillment-catalog, glue-folding, hand assembly(custom packaging), machine inserting, ink jet addressing, laser printing-sheet feed, list broker services, mailing lists, merge/purge, first class presort, polybag inserting, packaging & shipping, sheetfeed offset printing, tabbing, warehousing/distribution, and word processing. Full Court Press is located at 4923 W. 78th Street Indianapolis, Indiana, 46268. Steve Anzalone, president, can be reached at 317-876-1100 or by FAX at 317-879-9508.

**Hermes & Associates**, established in 1991, offers barcoding, data processing services, file maintenance, glue-folding, ink jet addressing, laser printing-sheet feed, letterpress printing, mailing lists, merge/purge, first class presort, resident lists, and sheetfeed offset printing. Hermes & Associates is located at 2551 Theodore St., Crest Hill, IL, 60403. Akis Haitas, vp production, can be reached at 815 741-0748 or by FAX 815 741-8904.

**NBS Systems, Inc.** established in 1963, offers bindery services, envelope conversion, fulfillment-literature, fulfillment-product, fulfillment-catalog, fulfillment-promotional, hand assembly(custom packaging), machine inserting, laser printing-sheet feed, letterpress printing, packaging & shipping, publications, sheetfeed offset printing, turnkey, and warehousing/distribution. NBS Systems is located at 1000 S. Old Rt. 66, Mount Olive, Illinois, 62069. William E. Borklund, president, can be reached at 800-852-0321 or by FAX at 800-554-6277.

**Satori Press**  
**4-color**  
**(p/u Oct 07, p.25)**

## Chapter Information

### Northwest Chapter

President: Matt Genereaux; Mailhandlers  
 Vice President: Mike McKnight; Cenveo  
 2nd VP: Chris Huber; Virtual Systems  
 Secretary: Damien Bernard; immedia  
 Treasurer: Gordon Taschuk; Kirk Integrated Marketing  
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 For more information, contact Donn Irwin at (800) 422-7814 or go to <http://www.mfsanw.org>.

### Chicagoland Chapter

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 Vice President: Jan Merchantz; Superior Mailing Service  
 For more information on the chapter, please contact Kimberly Dunham at Presort Solutions, (630) 428-9000.

### Colorado Chapter

Interum President: Geroge Heinrich, The Postal Professor

### Southern California Chapter

President: Ken Cachat; Direct List Technology  
 Vice President: Pete Friedrich; PSI Group  
 Program Chair: Chris West; Mailing Pros Inc.  
 Immediate Past President: John Hodgman; Direct Connection Mailing  
 Board Member: Henry Provencio; World Marketing  
 For meeting and member information, contact Ken Cachat at 714-772-3282.

### Philadelphia Chapter

President: John Rafner; Nice Lines Direct Mail  
 For meetings and member information, contact John Rafner at (610) 279-1100 x3100.

### New York Chapter

President: Greg Wells; The St. Johns Associates  
 1st Vice Pres.: Carmen Ocello; Direct Mail Depot  
 2nd Vice Pres.: Joseph Gomez; Skyview Direct Mail  
 Treasurer: Doug Branch; Mailtech Mailing Systems  
 Secretary: John LaGreca; Federal Direct  
 For more information on meetings or member information, contact Jim Prendergast at 212-217-6824 or visit [www.mfsany.com](http://www.mfsany.com).

### New England Chapter

President: Kerry Hannify; Data Mail  
 1st Vice Pres.: Laura Harper; Fulfillment Plus Mailing Solutions  
 2nd Vice Pres.: Karen Cummings, Hartford Direct  
 Sec./Treasurer: Priscilla Douglas, Data Mail  
 For more information, contact Priscilla Douglas at (860) 666-0399.

### Chesapeake Chapter

President: Ken Gossett; AMI  
 Vice President: Sam Goodall; The Mailbag  
 Treasurer: Milton Olekson; AMI  
 For more details contact Ken Gossett at 703.370.4606 #15 or [ken@amidirect.com](mailto:ken@amidirect.com).

**Software Marketing**  
**(p/u Oct. '07, p.26)**  
**b/w + PMS 286**

**ThinkInk**  
**(p/u Oct '07, p.7)**  
**4-color**

## Classified Ads

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Process address lists anytime via a secure Internet connection and powerfully advanced Bulk Mailer® 5 software. Unlike typical NCOA<sup>LINK</sup> services, there's NO delay, NO manual import/export, and NO messy data merge. It's easy and affordable to update even small files—no per-job minimum fees. Get a free trial and 20,000 Move Update credits today; call 800-553-6477, option 2, or email [sales@satorisoftware.com](mailto:sales@satorisoftware.com). \*Satori Software receives weekly NCOA<sup>LINK</sup> updates.

**USPS® NCOA<sup>LINK™</sup> LICENS-EEES:** Anchor Computer - First NCOA<sup>LINK™</sup> Full Service Provider licensed by the USPS. Over three decades of proven address hygiene experience! Anchor Software - Interface Software certified for NCOA<sup>LINK™</sup> by the USPS. Install our new MaxMover™ software and process change-of-address in-house! For more information on NCOA<sup>LINK™</sup> software call Gary at 800-237-1921.

## MFSA Gold Partners

The following supplier members have become Gold Partners with MFSA due to their level of support of MFSA:

*BCC Software, Inc*  
*Kodak*  
*Hewlett-Packard*  
*Xerox Corporation*  
*DirectConnectGroup*  
*Business Objects*

*Virtual Systems*  
*Satori Software, Inc.*  
*Think Ink*  
*Software Marketing Associates*

For information on becoming a Gold Partner, contact MFSA at 800-333-6272.

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