

Quarterly News Winter 2009

MLS Evolves with New Vision for 2010

By John Kirkland, President & COO

With the end of the recession in site, MLS is gearing up for the new year with a fresh approach to customer interaction.

“Empowering decision makers with a consolidated view of the enterprise gives organizations the ability to ensure timely and informed decisions are always in line with key business goals and objectives.”

Providing our clients with the ability to make real time decisions in today’s fast paced and ever changing environment is the value that sets us apart.

MLS helps organizations gather and integrate data from across the enterprise. This allows businesses to better quantify their return on investment and therefore maximize profit.

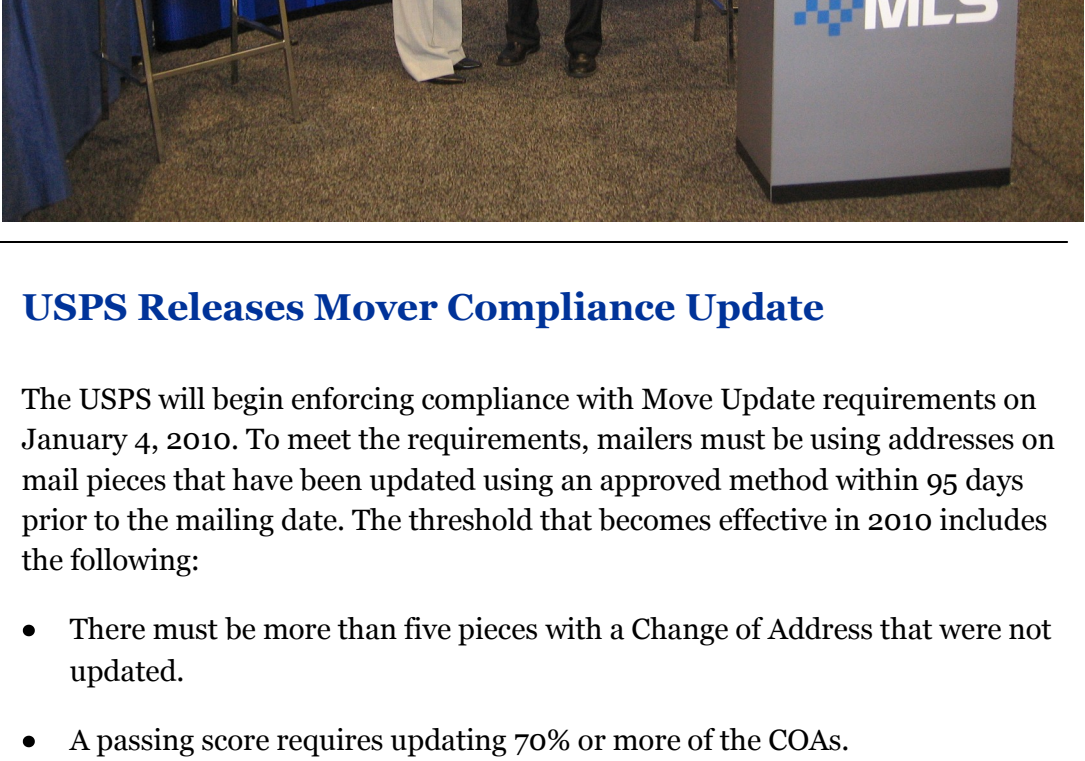


Thanks for a Successful DMA

By Amber Neal and Manda Bilby

Thank you to everyone that helped make MLS Margarita Madness at DMA a success. It was a pleasure to see and speak to all who stopped by the booth. Special thanks to San Diego Convention Center for ensuring a seamless show for our clients and potential clients. We hope everyone had a successful show and look forward to new ventures in 2010!

Look for MLS Margarita Madness at DMA 2010 in San Francisco!



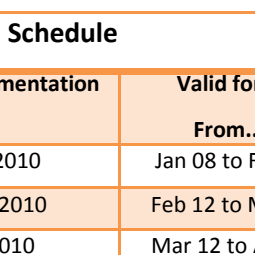
USPS Releases Mover Compliance Update

The USPS will begin enforcing compliance with Move Update requirements on January 4, 2010. To meet the requirements, mailers must be using addresses on mail pieces that have been updated using an approved method within 95 days prior to the mailing date. The threshold that becomes effective in 2010 includes the following:

- There must be more than five pieces with a Change of Address that were not updated.
- A passing score requires updating 70% or more of the COAs.
- First-Class mail and Standard Mail will be assessed at 7 cents for each piece that isn't compliant.
- Additional postage will only be assessed against the portion of the mail that is below the threshold.

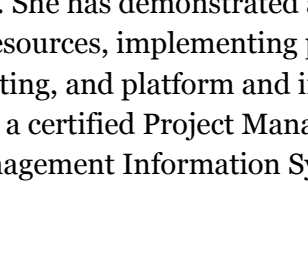
The USPS presented a Move Update Technical webinar in August 2009. The 81 page presentation contains information about acceptable methods of processing addresses prior to a mailing, the appeal process, and interpreting Move Update worksheets and reports.

[Click here](#) to review the USPS presentation.



2010 Canadian Postal Code Data Production Schedule

2010 Postal Code Data Production Schedule			
Data Posted to FTP Site	Data Shipped to Customers	Restructure Implementation Date	Valid for Mailings From..... To.....
December 11, 2009	December 14, 2009	January 11, 2010	Jan 08 to Feb 11, 2010
January 8, 2010	January 11, 2010	February 15, 2010	Feb 12 to Mar 11, 2010
February 5, 2010	February 8, 2010	March 15, 2010	Mar 12 to Apr 15, 2010
March 5, 2010	March 8, 2010	April 19, 2010	Apr 16 to May 13, 2010
April 9, 2010	April 12, 2010	May 17, 2010	May 14 to June 17, 2010
May 7, 2010	May 10, 2010	June 21, 2010	June 18 to July 15, 2010
June 11, 2010	June 14, 2010	July 19, 2010	July 16 to Aug 12, 2010
July 9, 2010	July 12, 2010	August 16, 2010	Aug 13 to Sep 16, 2010
August 6, 2010	August 9, 2010	September 20, 2010	Sep 17 to Oct 14, 2010
September 10, 2010	September 13, 2010	October 18, 2010	Oct 15 to Nov 11, 2010
October 8, 2010	October 12, 2010	November 15, 2010	Nov 12 to Dec 16, 2010
November 5, 2010	November 8, 2010	December 20, 2010	Dec 17 to Jan 13, 2011
December 10, 2010	December 13, 2010	January 17, 2011	Jan 14 to Feb 17, 2011



For more information visit http://www.canadapost.ca/cpo/mr/assets/pdf/business/dataschedule2010_en.pdf

New Additions to the MLS Team

Candace Patmon-Griggs joins MLS' Information Management Team

Candace joins MLS as a Senior Project Manager and will be responsible for managing application development efforts and establishing the enterprise project management office.

Candace has over 12 years of software development leadership experience where she effectively launched consumer products and services. She has held positions as a Senior Program Manager with Ohh Media, Inc, Senior Project Manager with Ajilon Consulting at Southwest Airlines, IT Release Manager at T-Mobile, Project Manager at Verizon, and, Programmer Analyst at Southwestern Bell. She has demonstrated a unique flair for managing cross-functional resources, implementing programs involving product development, marketing, and platform and infrastructure implementations. Candace is a certified Project Management Professional (PMP) and has a BBA in Management Information Systems from University of Oklahoma.

Harlee Glover joins MLS' Business Development Team

Harlee joins MLS as a Senior Account Executive and will be responsible for managing and growing our business development efforts.

Harlee has over 15 years of systems integration and business intelligence experience. Harlee started his career at NCR (National Cash Register) then opened Mega Data, where he developed the first transportable MicroVax II Mini Computer. From there Harlee opened up a Systems Integration Business Intelligence firm. Harlee has a BBA in Communication from Abilene Christian University, is happily married to his wife Alice, has four children and is very active in his church.

MLS Quarterly Brain Teaser

Using the letters in “New Door”, can you arrange them to make one word?

Check out the answer on MLS' Facebook page!



Calendar of Events

- TDWI Winter World Conference**
February 21-26, 2010
Las Vegas, NV
- TDWI Spring World Conference**
May 9-14, 2010
Chicago, IL
- ACCM 2010**
May 24-26, 2010
Orlando, FL

MLS Quarterly News is published every Spring, Summer, Fall and Winter. If you prefer not to receive our newsletter, please email Manda Bilby at mbilby@mlsc.com to be removed from our mailing list.

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