



Understanding Variable Data and its uses with examples

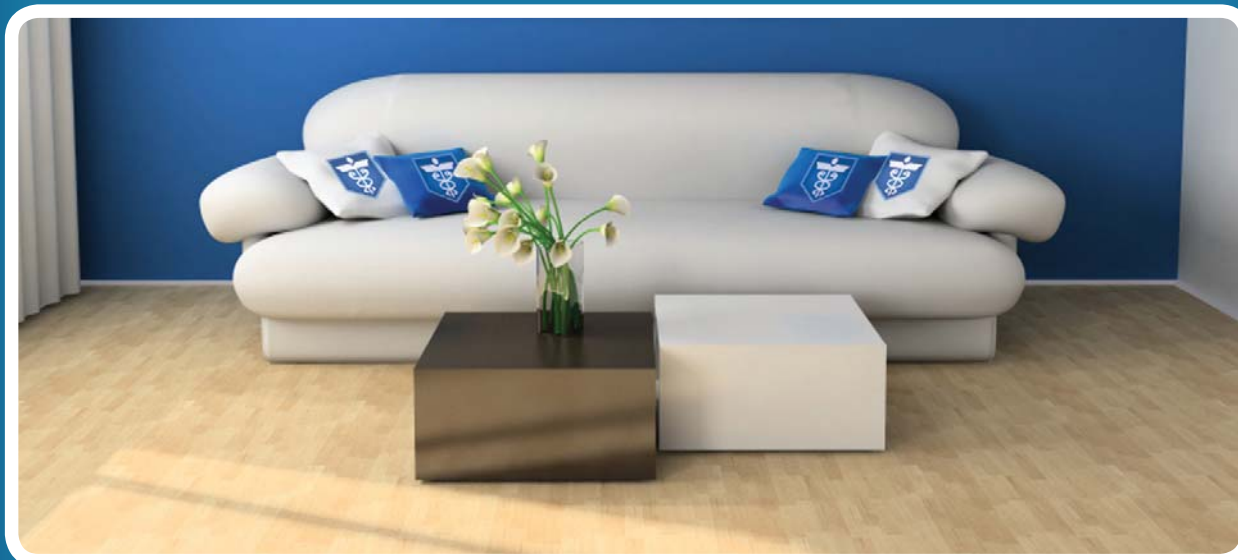
Variable Data Printing (VDP) or Variable Information Printing (VIP) refers to a method of printing that is achieved by use of a sophisticated software and high-end digital printing machine.

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Email: ppiassoc@earthlink.net
Web: www.ppiassoc.com

PRESORT STANDARD
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JEFFERSON CITY, MO
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*****AUTO**3-DIGIT 630
DAVID B BRABY MD
CHESTERFIELD SURGERY CENTER LLC
17050 BAXTER RD STE 110
CHESTERFIELD MO 63005-1422



T1 P1 1

Excel data file connected to layout file with variable text channels.

10-24-11 (57143) ppia RP.xlsx - Microsoft Excel

	A	B	C	D	E
1	Opt. Endorsement Line	Full Name	Company	Delivery Address	City St ZIP-4
2	*****AUTO**3-DIGIT 630	DAVID B BRABY MD	CHESTERFIELD SURGERY CENTER LLC	17050 BAXTER RD STE 110	CHESTERFIELD MO 63005-1422
3	*****AUTO**3-DIGIT 630	MILTON L COBB MD	CHESTERFIELD SURGERY CENTER LLC	17050 BAXTER RD STE 110	CHESTERFIELD MO 63005-1422
4	*****AUTO**3-DIGIT 630	DAVID M CRANE MD	CRANE SPORTS MEDICAL	219 CHESTERFIELD TOWNE CTR	CHESTERFIELD MO 63005-1257
5	*****AUTO**3-DIGIT 630	PATRICK H DOLAN MD	CHESTERFIELD SURGERY CENTER LLC	17050 BAXTER RD STE 110	CHESTERFIELD MO 63005-1422
6	*****AUTO**3-DIGIT 630	DAVID A DUESENBERG MD	OFC OF DAVID A DUESENBERG MD	714 SPIRIT 40 PARK DR STE 145	CHESTERFIELD MO 63005-1146
7	*****AUTO**3-DIGIT 630	SANTOSH GUPTA MD	OFC OF SANTOSH GUPTA MD	23 CHESTERFIELD LAKES RD	CHESTERFIELD MO 63005-4513
8	*****AUTO**3-DIGIT 630	ELAINE Z HERMANN MD	METROPOLITAN UROLOGICAL SPECIALISTS	207 CHESTERFIELD TOWNE CTR	CHESTERFIELD MO 63005-1257
9	*****AUTO**3-DIGIT 630	WILLIAM H HUFFAKER MD	ST LOUIS COSMETIC SURGERY	17300 N OUTER 40 RD STE 300	CHESTERFIELD MO 63005-1364
10	*****AUTO**3-DIGIT 630	HELEN KIM-JAMES MD	CHESTERFIELD VALLEY DERMATOLOGY	100 CHESTERFIELD BUSINESS PKWY STE 110	CHESTERFIELD MO 63005-1271
11	*****AUTO**3-DIGIT 630	CARL M KRAEMER MD	OFC OF CARL M KRAEMER MD	1432 WELLINGTON VIEW LN	CHESTERFIELD MO 63005-6323
12	*****AUTO**3-DIGIT 630	HERLUF G LUND MD	ST LOUIS COSMETIC SURGERY	17300 N OUTER 40 RD STE 300	CHESTERFIELD MO 63005-1364
13	*****AUTO**3-DIGIT 630	JUDSON F MARTIN MD	CHESTERFIELD SURGERY CENTER LLC	17050 BAXTER RD STE 110	CHESTERFIELD MO 63005-1422
14	*****AUTO**3-DIGIT 630	SYED S MUMTAZ MD	OFC OF SYED S MUMTAZ MD	17269 WILD HORSE CREEK RD STE 250	CHESTERFIELD MO 63005-1360
15	*****AUTO**3-DIGIT 630	GARY A MUNCY MD	OFC OF GARY A MUNCY MD	427 HERWORTH DR	CHESTERFIELD MO 63005-6913
16	*****AUTO**3-DIGIT 630	DAVID W ORTBALS MD	OFC OF DAVID W ORTBALS MD	731 STONEBLUFF CT	CHESTERFIELD MO 63005-4868
17	*****AUTO**3-DIGIT 630	VJAY K PATNANA MD	CHESTERFIELD SURGERY CENTER LLC	17050 BAXTER RD STE 110	CHESTERFIELD MO 63005-1422
18	*****AUTO**3-DIGIT 630	CHRISTIAN A PRADA MD	ST LOUIS COSMETIC SURGERY	17300 N OUTER 40 RD STE 300	CHESTERFIELD MO 63005-1364
19	*****AUTO**3-DIGIT 630	MILTON SALLIS MD	OFC OF MILTON SALLIS MD	613 STONEBROOK CT	CHESTERFIELD MO 63005-4947
20	*****AUTO**3-DIGIT 630	DENNIS A SAUER DO	CHESTERFIELD SURGERY CENTER LLC	17050 BAXTER RD STE 110	CHESTERFIELD MO 63005-1422
21	*****AUTO**3-DIGIT 630	ROBERT F SCHAEFER JR MD	CHESTERFIELD SURGERY CENTER LLC	17050 BAXTER RD STE 110	CHESTERFIELD MO 63005-1422
22	*****AUTO**3-DIGIT 630	STEPHEN G SMITH MD	MIDWEST PAIN CENTER	17300 N OUTER 40 RD STE 100	CHESTERFIELD MO 63005-1364
23	*****AUTO**3-DIGIT 630	JEFFERY A STYNOWICK DO	OFC OF JEFFERY ALLEN STYNOWICK DO	130 CHIPPENHAM LN	CHESTERFIELD MO 63005-6817
24	*****AUTO**3-DIGIT 630	JEFFERY A STYNOWICK DO	JEFFERY ALLEN STYNOWICK DO	130 CHIPPENHAM LN	CHESTERFIELD MO 63005-6817
25	*****AUTO**3-DIGIT 630	KRISTIN S TATE MD	CRANE SPORTS MEDICAL	219 CHESTERFIELD TOWNE CTR	CHESTERFIELD MO 63005-1257
26	*****AUTO**3-DIGIT 630	LI-MEI B TSAI MD	METROPOLITAN UROLOGICAL SPECIALISTS	207 CHESTERFIELD TOWNE CTR	CHESTERFIELD MO 63005-1257
27	*****AUTO**3-DIGIT 630	BRUCE I WHITE MD	ST LOUIS COSMETIC SURGERY	17300 N OUTER 40 RD STE 300	CHESTERFIELD MO 63005-1364
28	*****AUTO**3-DIGIT 630	HERLUF G LUND MD	ST LOUIS COSMETIC SURGERY	17300 N OUTER 40 RD STE 300	CHESTERFIELD MO 63005-1364
29	*****AUTO**3-DIGIT 630	CHRISTIAN A PRADA MD	ST LOUIS COSMETIC SURGERY	17300 N OUTER 40 RD STE 300	CHESTERFIELD MO 63005-1364
30	*****AUTO**3-DIGIT 630	BRUCE I WHITE MD	ST LOUIS COSMETIC SURGERY	17300 N OUTER 40 RD STE 300	CHESTERFIELD MO 63005-1364
31	*****AUTO**3-DIGIT 630	WILLIAM H HUFFAKER MD	ST LOUIS COSMETIC SURGERY	17300 N OUTER 40 RD STE 300	CHESTERFIELD MO 63005-1364
32	*****AUTO**3-DIGIT 630	CHRISTOPHER S ABERCROMBIE MD	ST JOHN'S MERCY MEDICAL GROUP	18 FOX VALLEY CTR	ARNOLD MO 63010-2281
33	*****AUTO**3-DIGIT 630	ELIZABETH J BALLARD MD	ARNOLD FAMILY HEALTHCARE	3619 RICHARDSON SQUARE DR STE 170	ARNOLD MO 63010-6014
34	*****AUTO**3-DIGIT 630	KURMANADHA R CHADALAWADA MD	ARNOLD INTERNISTS LLC	3619 RICHARDSON SQUARE DR STE 150	ARNOLD MO 63010-6021
35	*****AUTO**3-DIGIT 630	BETTY S CROSS MD	JEFFERSON PEDIATRICS	1765 OLD STATE ROUTE 21	ARNOLD MO 63010-3205
36	*****AUTO**3-DIGIT 630	LISA M DELANEY MD	COMTREA COMMUNITY TREATMENT INC	21 MUNICIPAL DR	ARNOLD MO 63010-1012
37	*****AUTO**3-DIGIT 630	MICHAEL H GLINES MD	JEFFERSON PEDIATRICS	1765 OLD STATE ROUTE 21	ARNOLD MO 63010-3205
38	*****AUTO**3-DIGIT 630	KEVIN J LICKENBROCK MD	ST ANTHONY'S URGENT CARE	3619 RICHARDSON SQUARE DR STE 100	ARNOLD MO 63010-6014
39	*****AUTO**3-DIGIT 630	POYANIL MATHEW MD	COMTREA COMMUNITY TREATMENT INC	21 MUNICIPAL DR	ARNOLD MO 63010-1012

10-24-11 (57143) ppia RP.xlsx - Microsoft Excel

	F	G	H	I	J	K	
	Intelligent Mail barcode	Sack and Pi	Piece Number/Is/Vis	PURL	Firstname	Mi	Lastname
	DAITDADFADATATITFAFFAAATDAADTADTTTATDTFAADFTTTTFAAFAAAADAFATAAAA	T1 P1	1	www.DavidBraby48.ppiapromo.com	DAVID	B	BRABY
	TAFTDAAAFADFTTATAFFAFDFTDTATADATDAFAAATDDFAATATAFAFFAAFAA	T1 P1	2	www.MiltonCobb59.ppiapromo.com	MILTON	L	COBB
	FADTTDADATFTDITDFTDAAAADTDAFADDTFFADTAFTTATATFFDFAFFDADTFFF	T1 P1	3	www.DavidCrane38.ppiapromo.com	DAVID	M	CRANE
	ADDAADFDTATFFDFFDADTDDTADTTFFFAFFAFADDAFFFAAADTDFDTTTTDFDADF	T1 P1	4	www.PatrickDolan23.ppiapromo.com	PATRICK	H	DOLAN
	FATTDADFADDFADTATFTATDDADFTADTDDAADFTATFTDFTFFFAAFFTTAATTT	T1 P1	5	www.DavidDuesenberg48.ppiapromo.com	DAVID	A	DUESENBERG
	FFAATFTDDFAAADTADFTDFFAATFFAFTAFDDAFFDAAATADAFDFTDATAFAFATDDDD	T1 P1	6	www.SantoshGupta18.ppiapromo.com	SANTOSH	A	GUPTA
	ATDAAAAATFDDDAFTFAFFAADFFTTATATADTDDDTFFTTAAFAAAAADDFAFAAAFD	T1 P1	7	www.ElaineHermann97.ppiapromo.com	ELAINE	Z	HERMANN
	DAFDATFFFATATDADFADADFTDFTDITDADFDDTDFDFTDFAFFADADFTDADFATFA	T1 P1	8	www.WilliamHuffman72.ppiapromo.com	WILLIAM	H	HUFFAKER
	TDATDITDFTDADTDDADATATDADFDTTDTADDFDAAATAAADTADTTTAFADATFTT	T1 P1	9	www.HelenKim-James68.ppiapromo.com	HELEN	K	KIM-JAMES
	DFDFTDFTFFFTDITDFTDFFADADFFFTFAFADFFTTFTFTDTTTTDADAFDFAFF	T1 P1	10	www.Carikraemer50.ppiapromo.com	CARL	M	KRAEMER
	TAFTDADFADFTDADATFFFFDFDADFADADATTTDFTDFAADAFDFFFAFDADTATDD	T1 P1	11	www.HerlufLund51.ppiapromo.com	HERLUF	G	LUND
	FFDDDTAFDFFFTADFTDFTDFTDFAATDDFFTATFAFTTDDDDFTTTTFAFFADFTA	T1 P1	12	www.JudsonMartin75.ppiapromo.com	JUDSON	F	MARTIN
	TFDFAADAFADFAFDFAFDFTDFFADAAATADFAATDFAFFDFTDFAFDADFTDFFDFTD	T1 P1	13	www.SyedMumtaz80.ppiapromo.com	SYED	S	MUMTAZ
	TAFDADFDDATATATDFTDFFDFFDADTTADTAFFDFFDFAFDADFFADFFAATA	T1 P1	14	www.GaryMuncy16.ppiapromo.com	GARY	A	MUNCY
	TFADATFFFAATTTTTDAAATATADDAFAATDFFDADFAFTDAAAADADADADAATAFA	T1 P1	15	www.DavidOrtbals30.ppiapromo.com	DAVID	W	ORTBALS
	FATFFDFTDADAATFTADTADAAATADFAADADTADTTFFDDATFATDFAADTDFDFAAF	T1 P1	16	www.VijayPatnana49.ppiapromo.com	VJAY	K	PATNANA

Invoice with multiple fields of variable information



VIRGINIA TRIAL LAWYERS ASSOCIATION
 700 East Main Street, Suite 1400
 Richmond, Virginia 23219
 Phone (804) 343-1143 • (800) 267-VTLA • Fax (804) 343-7124

DATE: October 6, 2011

VTLA ID #: **4144**

2012 INVOICE

PLEASE UPDATE ALL INFORMATION BELOW!

*****AUTO**ALL FOR AADC 201
 PETER J. JONES T1 P1 11
 ATTORNEY AT LAW
 8421 DORSEY CIR STE 102
 MANASSAS VA 20110-4594

OFFICE PHONE (703) 368-8103

OFFICE FAX (703) 331-0605

E-MAIL ADDRESS pjones1951@aol.com

WEBSITE _____

HOME ADDRESS 5004 Sudley Rd.
Catharpin VA 22018

HOME PHONE (703) 754-9398

CELL PHONE _____

NUMBER OF ATTORNEYS IN FIRM 1

YEAR OF BIRTH 1951 YEAR ADMITTED TO BAR 1977

IF YOU HAVE A PERSONAL INJURY PRACTICE, IS IT PRIMARILY
 DEFENSE OR PLAINTIFF?

PLEASE INDICATE YOUR PRIMARY AREAS OF PRACTICE AND THE PERCENTAGE OF TIME DEVOTED TO THOSE AREAS:

Appellate Practice _____%	Medical Malpractice _____%
Bankruptcy _____%	Personal Injury _____%
Business Litigation _____%	Products Liability _____%
Civil Rights/ Constitutional _____%	Professional Liability _____%
Consumer Law _____%	Social Security _____%
Criminal Law _____%	Wills, Trusts & Estates _____%
Employment Law _____%	Workers' Comp _____%
Family Law _____%	Other: _____%
Long-Term Care/Nursing _____%	_____%
Home Litigation _____%	_____%

JUDICIAL CIRCUIT WHERE YOU PRACTICE 31

ANNUAL MEMBERSHIP DUES:

Bar year:

2003 and before \$315

2004-2008..... \$230

2009-present..... \$155

Full time law faculty \$150

Retired Attorney or Judge..... \$150

Associate Member \$150
 bar member not licensed in Virginia but licensed in another state or country.

Public Service Attorney \$150
 full-time employee of a federal, state or local government, or of a legal aid or public defender program

VTLA estimates that 20% of your dues are not deductible because those funds are used for lobbying purposes. The balance of your dues may be deductible as a business expense.

YOUR ANNUAL DUES

\$ **315** REGULAR ATTORNEY MEMBERSHIP

or

\$ **750** PATRON MEMBERSHIP

\$ **500** SUSTAINING MEMBERSHIP

Patron and Sustaining members voluntarily pay higher dues to provide essential financial support to VTLA.

VTLA SECTION DUES (optional)

- 25** (\$25) Appellate Practice
- (\$25) Business Litigation
- (\$25) Consumer Law*
- (\$25) Criminal Law
- (\$25) Employment & Civil Rights Law*
- (\$25) Family Law
- (\$25) Long-Term Care Litigation*
- (\$25) Products Liability*
- (\$25) Professional Liability
- 25** (\$25) Social Security Law*
- 25** (\$25) Workers' Compensation Law*

** Section eligibility criteria apply*

_____ **Voluntary Contribution** to VTLA's Legislative Program
 _____ \$50 _____ \$100 _____ \$200 _____ other

_____ **TOTAL THROUGH 12/31/2012**

Please add regular dues, section memberships and contributions

PAYMENT INFORMATION:

Please make checks payable to "VTLA" and mail to:
 VTLA, 700 East Main St., Suite 1400, Richmond, VA 23219

or **COMPLETE CREDIT CARD INFORMATION BELOW:**

Charge to: Visa MasterCard American Express

Account No. _____

Name on Card _____

Exp. Date _____ Security Code _____

Signature _____

*Have you taken advantage of VTLA's member benefits?
 log on to www.vtla.com for details*

Masonic Home of MISSOURI

We are where you are.

2011 HOLIDAY FUND DRIVE

*****AUTO**ALL FOR AADC 335
 Theodore C. Haugen
 8808 Brazil St
 Zephyrhills FL 33540-5302 T1 P1 1



Dear Brothers, Sisters and Friends:

11-02-11 (57236) MASONIC HOME BP.xlsx - Microsoft Excel

Opt. Endorsement Line	Full Name	Alternate 1 Address	Delivery Address	City St ZIP-4
*****AUTO**ALL FOR AADC 335	Theodore C. Haugen		8808 Brazil St	Zephyrhills FL 33540-5302
*****AUTO**ALL FOR AADC 335	Thomas S. Todd		4003 Rockrose Ln	Zephyrhills FL 33541-4654
*****AUTO**ALL FOR AADC 335	Gary G. Ridenhour		16034 TERINGLADE DR	LITHIA FL 33547-5860
*****AUTO**ALL FOR AADC 335	Gary Lynn Huskey		3529 Saddle Back Ln	Lutz FL 33548-4708

"I can't express enough how much it means to me. The Outreach Program has done wonders for me and it makes me happy. I appreciate so much everything the Masonic Home has done." - Lorraine Casady

We are where you are. The Masonic Home of Missouri is in your home, your apartment, your residence, or assisted.

11-02-11 (57236) MASONIC HOME BP.xlsx - Microsoft Excel

Intelligent Mail barcode	Sack and PaPiece Number/Vis/Vis	Full Address
FTFTTAFDAFAAFTFFAFFATDFDFTFFFAAAAAADDAFFDFDFADDDAFTTDDDFDODDT	T1 P1 1	8808 Brazil St, Zephyrhills FL 33540-5302
FTATTFDODTADTDAFIFDFAFDIAAUAADAFDFIFITTFDFFDITTDUFAFAATADTAA	T1 P1 2	4003 Rockrose Ln, Zephyrhills FL 33541-4654
FDATTTADFTTFDFATTTDFDODDADTFDADDDAADAATFFFAAATDADTDFATTTAAADTT	T1 P1 3	16034 TERINGLADE DR, LITHIA FL 33547-5860
DTFATTTFFAFTDFTAFFFTTAFDFDAADAAADFTDFTDFFTAFTFADADAOTADAFATFFF	T1 P1 4	3529 Saddle Back Ln, Lutz FL 33548-4708
AAADAADFATTTFAFODATFFDDADAFTFDODFAAAAFFTFDAAAFFDFADADDDTFFDAAFFTD	T1 P1 5	12515 Silver Dollar Dr, Odessa FL 33556-2237

Sincerely and fraternally,

David L. Ramsey

David L. Ramsey, Deputy Grand Master
 President of the Board of Directors
 Masonic Home of Missouri

6033 Masonic Dr., Suite A • Columbia, MO 65202 • 1-800-434-9804

Masonic Home of MISSOURI

6033 Masonic Dr., Suite A • Columbia, MO 65202 • 1-800-434-9804

YES, I am happy to support our Masonic Home of Missouri Holiday Fund Drive.

\$25 \$50 \$100* \$250* \$500* Other \$ _____

Please make your check payable to: *Masonic Home of Missouri*

Charge my gift to: VISA MasterCard Discover

Card No. _____ / _____ / _____ / _____ Exp. Date _____ / _____

Signature _____ Amount \$ _____

Personalized engraving to only include square and compass, donor's name and lodge name.
 Please fill out correct spelling here.

Donor's name _____ Lodge Name _____

Although I have given \$100 or more I do not wish to receive the premium gift.



Masonic Gift Trowel

6 3/4 inches long (w/handle) and 2 3/4 inches wide.

Gold plated.

Personalized engraving.

Great gift idea.

Allow six weeks for delivery

Theodore C. Haugen
 8808 Brazil St, Zephyrhills FL 33540-5302

Please return this form with your gift.

MH4028



MO11-1

Printed form using Code 39 font

Patient: Complete shaded area & sign back

Date:

LAST Name (Apellidos):	FIRST Name (Nombre):	Date of Birth (Nacimiento):	Age (Edad):
Address (Direccion):	City (Ciudad):	State (Estado):	Zip (Codigo Postal):

Ethnic Background (optional): American Indian Asian Black or African American Hispanic White

Patient Chief Complaint: Yes No

Are you in Pain? Yes No

Pulse: _____ Blood Pressure: _____ Gender (Genero): Male Female

Health History: (check all that apply)

- Heart Disease
- Organ Transplant
- Joint Replacement
- Diabetes
- HIV+/AIDS
- Osteoporosis
- Heart Stent
- Rheumatoid Arthritis
- Cancer
- Heart Value Replacement
- Heart Murmur
- Hepatitis
- Bleeding Disorders
- Malaria
- Parasites

Allergies: (check all that apply)

- Latex Allergy
- Seizures
- Penicillin
- Tetracycline
- Doxycycline
- Entheomycin

List Medications Currently Taking

	Time of Last Dose

Form in Helvetica to show actual characters

MO11-1
MO11-1

Patient: Complete shaded area & sign back

Date:

LAST Name (Apellidos):	FIRST Name (Nombre):	Date of Birth (Nacimiento):	Age (Edad):
Address (Direccion):	City (Ciudad):	State (Estado):	Zip (Codigo Postal):

Ethnic Background (optional): American Indian Asian Black or African American Hispanic White

Patient Chief Complaint: Yes No

Are you in Pain? Yes No

Pulse: _____ Blood Pressure: _____ Gender (Genero): Male Female

Health History: (check all that apply)

- Heart Disease
- Organ Transplant
- Joint Replacement
- Diabetes
- HIV+/AIDS
- Osteoporosis
- Heart Stent
- Rheumatoid Arthritis
- Cancer
- Heart Value Replacement
- Heart Murmur
- Hepatitis
- Bleeding Disorders
- Malaria
- Parasites

Allergies: (check all that apply)

- Latex Allergy
- Penicillin
- Tetracycline

List Medications Currently Taking

	Time of Last Dose

Patient Needs Pre-Medicat

Triage Evaluation and Diagnosis

1st Priority

Routing

Ticket #1 Date: _____

X-rays: PA (0220) Qty:

Anesthetic Numbing Station:

Qty _____

Carps Lidocaine 2% 1:100,000 _____

Carps Articaine 4% 1:100,000 _____

Carps Mepivacaine 3% Area _____

Carps Bupivacaine 0.5% 1:200,000 _____

Carps Other – Specify: _____

Admin By: _____

Procedures Completed:

Qty	Code
1	0150 Exam
	2140 Amalgam – 1 Surface
	2150 Amalgam – 2 Surface
	2160 Amalgam – 3 Surface
	2161 Amalgam – 4 Surface
	2330 Ant Comp – 1 Surface
	2331 Ant Comp – 2 Surface
	2332 Ant Comp – 3 Surface
	2335 Ant Comp – 4 Surface
	2391 Post Comp – 1 Surface
	2392 Post Comp – 2 Surface

Code 39 (3 of 9)

Code 39 can be read by just about every scanner on the market. It is widely used for in-house solutions where the barcodes will be used internally. The set includes the digits 0-9, the letters A-Z (upper case only), and some specific symbols.

Code 39 does not require a checksum. An Asterisk (*) must be included before and after the characters.

Patient Needs P

Triage Evaluation and

1st Priority

Routing

Ticket #1

X-rays: PA (0220) Qty:

BWX (0270) Qty:

PANO (0330) Qty:

X-ray(s) taken by:

Anesthetic Numbing Station:

Qty _____

Carps Lidocaine 2% 1:100,000 Areas: _____

Carps Articaine 4% 1:100,000 Areas: _____

Carps Mepivacaine 3% Areas: _____

Carps Bupivacaine 0.5% 1:200,000 Areas: _____

Carps Other – Specify: _____

Supplemental Anesthetic Administered:

Admin By: _____

Time: _____

Admin By: _____

Time: _____

Procedures Completed:

Code	Qty
0150 Exam	
2140 Amalgam – 1 Surface	
2150 Amalgam – 2 Surface	
2160 Amalgam – 3 Surface	
2161 Amalgam – 4 Surface	
2330 Ant Comp – 1 Surface	
2331 Ant Comp – 2 Surface	
2332 Ant Comp – 3 Surface	
2335 Ant Comp – 4 Surface	
2391 Post Comp – 1 Surface	
2392 Post Comp – 2 Surface	

Treating Dentist(s) Name:

Qty	Code
	2393 Post Comp – 3 Surface
	2394 Post Comp – 4 Surface
	2930 Prefab SS Crown – Prim
	2931 Prefab SS Crown – Perm
	2950 Core Buildup for Crown
	3220 Therapeutic Pulpotomy
	3310 Root Canal – Anterior
	3320 Root Canal – Bicuspid
	3330 Root Canal – Molar
	5211 Maxillary Partial Denture, Resin w/clasps
	5212 Mandibular Partial Denture, Resin w/clasps

Name:

Qty	Code
	5820 Maxillary Interim (Flipper) Partial Denture
	5821 Mandibular Interim (Flipper) Partial Denture
	7111 Remove Coronal Remnants – Dec Th
	7140 Ext. Single Tooth
	7210 Surgical Tooth
	7220 Ext. Impact Soft Tissue
	7230 Ext. Impact Part Bony
	7250 Extraction Roots – Surgical
	7310 Alveoloplasty w/Extractions – per quad

OVER

Excel data file

A1	Code
1	MO11-1
2	MO11-2
3	MO11-3
4	MO11-4
5	MO11-5
6	MO11-6
7	MO11-7
8	MO11-8
9	MO11-9
10	MO11-10
11	MO11-11
12	MO11-12

MEL
JOIN BY
MARCH 31, 2012
AND...



The Association of
Pool & Spa Professionals®
www.APSPOrg

2111 Eisenhower Avenue, Suite 500
Alexandria, VA 22314-4695
703.838.0083 ext. 301

Meet your personal
membership manager



Jessica



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*100 savings on \$575 dues; \$50 savings on \$215 dues. Offer applies to new members only and may not be used for dues renewals.

PRESORT STANDARD
U.S. POSTAGE
PAID
JEFFERSON CITY, MO
PERMIT NO. 337

*****AUTO**MIXED AADC 500
Mel Evans
OWNER
Evans Trucking
19590 COUNTY ROUTE 3
LA FARGEVILLE NY 13656-3170

T1 P1 1

Personalized URLs	Opt# Endorsement Line	Full Name	Title	Company	Alternate 1 Address	Delivery Address
1 www.MelEvans.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Mel Evans	OWNER	Evans Trucking		19590 COUNTY ROUTE 3
2 www.KarenSmith.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Karen Smith		Karen Smith Designs		10319 Sarajevo Ct
3 www.JessicaKonrath.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Jessica Konrath		The Association of Pool & Spa Professionals		2111 Eisenhower Ave Ste 500
4 www.JenniferHeinz.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Jennifer Heinz		The Association of Pool & Spa Professionals		2111 Eisenhower Ave Ste 500
5 www.LisaGrepps.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Lisa Grepps		The Association of Pool & Spa Professionals		2111 Eisenhower Ave Ste 500
6 www.AndreaWells.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Andrea Wells		The Association of Pool & Spa Professionals		2111 Eisenhower Ave Ste 500
7 www.TerryBrown.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Terry Brown		The Association of Pool & Spa Professionals		2111 Eisenhower Ave Ste 500
8 www.GeneFouts.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Gene Fouts	OWNER	Award Pools & Spas		411 Brawley Rd
9 www.GrayHaymore.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Gray Haymore	OWNER	Haymore Construction Swimming		282 Crossroad Church Rd
10 www.JimScott.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Jim Scott	PRESIDENT	S & C Pools Inc		111 Angela Dr
11 www.BlueRidgePoolsSuplCrystl.APSPToTheMax.org	*****AUTO**MIXED AADC 500			Blue Ridge Pools & Supl Crystl		816 Fowler Rd
12 www.TimGrant.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Tim Grant	MANAGER	Winston Salem Swimming Pools		100 E 1st St

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Manassas VA 20110-6171	TTATTTDDFFDDAFATTFDFTFAT... (barcode)	T1 P1 2	Karen	Karen	Smith	Karen
Alexandria VA 22314-4679	AFADAFATDTTADTDDTDAFDAT... (barcode)	T1 P1 3	Jessica	Jessica	Konrath	Jessica
Alexandria VA 22314-4679	TFDTADATTAFFDFFFAFFFFDFF... (barcode)	T1 P1 4	Jennifer	Jennifer	Heinz	Jennifer
Alexandria VA 22314-4679	DFDDADATFAAATAADFATDFD... (barcode)	T1 P1 5	Lisa	Lisa	Grepps	Lisa
Alexandria VA 22314-4679	FFATTTDDAFFDFTADTATFTAD... (barcode)	T1 P1 6	Andrea	Andrea	Wells	Andrea
Alexandria VA 22314-4679	FTFFAFAFATDADATFTADTADT... (barcode)	T1 P1 7	Terry	Terry	Brown	Terry
Cleveland NC 27013-6703	TTATDDDDTADTTTFFFTADTDD... (barcode)	T1 P1 8	Gene	Gene	Fouts	Gene
Dobson NC 27017-7511	DATTAADTAFFTTDAFTFAADFF... (barcode)	T1 P1 9	Gray	Gray	Haymore	Gray
King NC 27021-8513	TATDAAAATDFTADFFDFTATTT... (barcode)	T1 P1 10	Jim	Jim	Scott	Jim
Mount Airy NC 27030-2750	DDATDADAADATFFDFFFTD... (barcode)	T1 P1 11	Bill			Blue Ridge Pools & Supl Cry
Winston Salem NC 27101-4000	DDDTAFDFTFAFDFAAFAADAT... (barcode)	T1 P1 12	Tim	Tim	Grant	Tim

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MOCJAGHNGVET
KAKICLAFRPMHEHP-
GMDNAJLEPEE
MFFENNEPCANLMFFP-
PJNAHFHAPCIL
APBBBPAPLHEP-

The Association of Pool & Spa Professionals
2111 Eisenhower Avenue
Alexandria, VA 22314-4695
703.838.0083 ext. 301

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Personalized URLs	Opt# Endorsement Line	Full Name	Title	Company	Alternate 1 Address	Delivery Address
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4 www.Heinz.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Heinz				
5 www.Grepps.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Grepps				
6 www.Wells.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Wells				
7 www.Brown.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Brown				
8 www.Fouts.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Fouts				
9 www.Haymore.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Haymore				
10 www.Scott.APSPToTheMax.org	*****AUTO**MIXED AADC 500	Scott				
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Table of Contents

- 1 Faces of Direct: Liz McCullough
- 2 Cover Story:
**William Woods University:
Unique Programs,
Individual Development**
- 4 From the Desk of Rob Reynolds
- 6 MidAmerica Nazarene University
- 8 MBS Direct In the Community
- 10 University of Alaska Anchorage
- 12 While You're Sleeping, Night Warehouse Operations



Letter From Your Director of Sales

Greetings!

It is my hope that 2011 is a prosperous year for your school. At MBS Direct, we've been working hard to ensure your administration's satisfaction by providing innovative products and services, helpful and friendly customer service to your students, and a myriad of user-friendly textbook management applications.

The new year brings a new design for the Direct Network. You'll notice some of the content has changed as well. It is our goal to provide even more useful information to your school twice per year. I encourage you to check out page 13 to learn about our **cost savings initiative**, a service I think your school could benefit from.

If there's anything you need at all throughout the school term, please don't hesitate to call me or email me any time. I am at your service.

We hope you enjoy this partnership in education as much as we do. Here's to another great year!



Ken Rust
Director of Sales
1-800-325-5108 Ext. 5022
KRust@mbsDirect.net

Ken Rust

MBS Direct

Helps Put Education and Innovation First

MBS Direct relieves institutions from the many costs inevitably linked to running and operating a full-service bookstore.

"We believe in a close partnership and understand how hard it becomes for institutions to keep their students first when they're distracted by the many challenges associated with manning a bookstore on their own," said Dennis Flanagan, Chief Executive Officer of MBS Direct.

Without any overhead costs, MBS Direct covers all customer service issues so institutions can reallocate their resources accordingly. Friendly support from the operational end is the helpful assistance institutions need to comfortably adjust their attention. Institutions who use MBS Direct are able to refocus on technology and are once again devoted to education without dealing with outside, time-consuming hindrances.

"Partnering with MBS Direct allows institutions to focus on goals that previously may have been put on hold," said Ken Rust, Director of Sales. "We listen to our institutions and we know they find greater gratification in exhausting their efforts toward helping students learn, so we happily come in and open up their time, space, and resources."

As a full-service textbook provider known for offering quality customer service and convenience, MBS Direct puts students first while remembering to pay tribute to their partner institutions. By taking on tasks that used to deter schools from effectively serving their students, MBS Direct creates heroes out of their clients.

"Ultimately, MBS Direct helps schools better serve their students," said Rust. "Our partner institutions once faced plenty of technical distractions, but we were well-equipped and prepared to combat those challenges on their behalf. With the help of MBS Direct, a school's attention is left solely to provide for their students, while technical teams gladly pick up the slack behind the scenes."

To learn more about the many services MBS Direct can offer your school, contact Ken Rust at KRust@mbsDirect.net. We're happy to help push your students forward by taking a load off your hands.



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Unique Programs,
Individual Development
page 2

And Much More Inside!

Ken Rust
Director of Sales

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