721—3.4(17A) Commencing the contested case. A request for a hearing shall be submitted within 15 days from the individual's receipt of the agency's intended action and shall be submitted in writing by personal service or by certified mail, return receipt requested, to the Secretary of State, Business Services Division, Lucas State Office Building, Des Moines, Iowa 50319. A request for a hearing shall be considered filed on the date of personal service or on the date of the United States Postal Service postmark.