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MSMA - Mail Systems Management Association

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December 2005

# PostScript

## NEW CMDSM's RECEIVE CERTIFICATION

The following people received their CMDSM certification at the Fall MAILCOM Conference in Las Vegas:

Marsha Amato, CMDSM – MBNA America, Wilmington, DE

Gordon S. Glazer, CMDSM – San Diego Postal and Shipping Equipment, Inc., Poway, CA

Linda Loyd, CMDSM – Sprint Mailing Services, Lenexa, KS

Nancy Krieg, CMDSM – PBMS, American Express, St. Paul, MN

The following people received their CMDSM certification at the exam that was administered in Iowa:

Scott Sukovich, CMDSM – Alliant Energy, Cedar Rapids, IA

Doyle Scott, CMDSM – Pioneer Hi-Bred Intl, Inc, Johnston, IA

Kelli Smith, CMDSM – GuideOne Insurance, W. DesMoines, IA

Congratulations to all the new CMDSM's!!



Pictured above from left are Nancy Krieg, Linda Loyd, Marsha Amato and Gordon S. Glazer. All received CMDSM certification at the Fall MAILCOM conference in Las Vegas.

## Cliff Bennett Memorial Award Recipient

The recipient of this years' Cliff Bennett Memorial Award Recipient is Irene O. Green, Area Manager, Source One Management, Inc. in Denver, CO. Irene has been involved in the mail industry in her current position for approximately 5 years. During this time she has demonstrated her commitment to the industry through her continued learning activities; activities in helping others learn the industry, and her involvement in industry groups.

Irene has received a full Fall MAILCOM Conference registration, registrations to the Pitney Bowes Mail Management Seminars, the Advance Mail Management Seminar, the Pitney Bowes Production Mail Management Training Course, a one year subscription to MAIL Magazine, plus a copy of the Complete and In-Depth Reference Book. MSMA will also contribute up to \$1500 to be used towards the expenses of travel and accommodations involved in attending MAILCOM and/or the Pitney Bowes Mail Management Seminars.

MSMA would like to thank all the sponsors that have contributed to this exceptional award!

## MAILCOM 2006

Here are the dates for the 2006 MAILCOM Conferences:

### Spring Conference:

May 9th – 12th  
Atlantic City, NJ

### Fall Conference

October 22nd – 24th  
Las Vegas, NV

For more information on the MAILCOM Conferences, visit their website at: [www.mailcom.org](http://www.mailcom.org)

## Vice President, Education

It is very exciting for me to have been selected as Vice President of Education for the MSMA National Board. Education has long been a focus of mine. I believe it is foundational to our success as individuals as well as professionals. To that end, my goal is to provide you with greater opportunities and access to educational training in the form of standardized materials and a study guide for the CMDSM, and a professional speakers team that can be used as a resource for the Chapters throughout the year.

I will have a great team working with me to achieve these goals: Jeff Tobin, Manager Site Operations Coca-Cola will be the Chairman for CMDSM Administration, Joe Incognito, President/Founder Creative Management Services, Chairman for CMDSM Exam and Recertification and Chris Kula, Manager Mail Services University of Iowa, Chairman over Chapter Education. They will each have committee heads and members reporting to them. Together we will work hard to achieve our 2006 goals. Your participation is welcome; if you would like to be involved please contact me at [Karen.Cornelius@pb.com](mailto:Karen.Cornelius@pb.com).

## MSMA HOSPITALITY PARTY

We would like to thank the following Chapters that helped sponsor the MSMA Hospitality Party in Las Vegas:

Chicago  
Central Texas  
Denver  
Kansas City

Metro DC  
Minnesota  
San Diego  
San Francisco

The party was a huge success and enjoyed by all that attended!!

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## President's Message – Postscript, December 2005

It's hard to believe that 2005 has almost come to an end!

When the new MSMA National Board met back in January, we came out of our Strategic Planning Session with 4 Major Initiates:

- Enhance Membership Values/Benefits
- Membership Retention/Recruitment
- Marketing MSMA - internally/externally
- Chapter Development

The CMDSM certification is the “cornerstone” of our Association. Early in 2005, we introduced the CMDSM Recertification Program. If you are a CMDSM, you will have 3 years in order to recertify and keep your credentials current. Our National Membership Committee negotiated with several vendors, and have come up with a list of “value-added” benefits/discounts that we can now share with our membership. We will continue to add to this list. Several articles/ads have been placed in industry trade publications to increase the visibility of MSMA. This effort will assist in our Membership Retention/Recruitment objective. And finally, we currently have 20 viable MSMA Local Chapters, and will soon be adding a 21st Chapter in Iowa early in 2006.

Your National Board has been working hard for you and will continue to do so in the next year. Please feel free to contact anyone on the National Board if you have questions or suggestions of what you'd like to see in the future.

On behalf of myself and the entire National Board, I would like to wish you and your families a Happy and Prosperous Holiday Season.

*Chuck Zeikle, CMDSM*

*MSMA National President*

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## New York Chapter Update

The NY Chapter held two seminar/luncheon events this fall. The first event, “The Digital

Question — Thoughts on Digital Mail Applications” was held on September 29. Among the issues discussed were the “print to digital” and “digital to print” processes for the 21st century office environment, as well as how to determine what would be safe to send through digital technologies. The event was well attended and extremely useful for those who realize the need to progress towards a digital mail environment, yet are unsure of the direction to proceed. Joe Freeman, VP-Programs led the discussion.

The second event was held on November 3. Al Curtiss, Jr., Jim Mullan and Barb Fahy did separate outstanding presentations. Al informed the audience of the USPS issues for 2006 and beyond. Postal rate increases, work-sharing and other timely and critical communication

distribution industry issues were discussed. Jim shared his experiences in preparing and taking the CMDSM exam. Barb advised the attendees of what is happening around the nation at other MSMA chapters. She discussed the recent extremely successful fall MAILCOM in Las Vegas as well as the plans for what appears to be an outstanding May, 2006 MAILCOM in Atlantic City.

The NY chapter is also holding its election for the 2006-2008 Board of directors from November 15 - December 15, 2005. The installation of the new board is scheduled to occur in early January 2006.

On a closing note, it has been both a privilege and a pleasure to have served as the President of the NY Chapter of the MSMA. I am sure that the new board will take the chapter to greater levels.

*Joe Vaccaro, CMDSM*

*New York Chapter President*

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## Minnesota Chapter Update

2005 provided many highlights in the life of the Minnesota Chapter which we can all be very proud as members of this association.

### CMDSM CERTIFICATION

Six of our members achieved their certification on November 8th, 2005. They are:

John Joachim, CMDSM – Hazeden  
Deb Ganyo Lutz, CMDSM – Zip Sort, Inc.  
Bonnie Vanek, CMDSM – MarcomNordic  
Kari Miller, CMDSM – North American Membership Group  
Kathy Lundy, CMDSM – Charnstrom  
Chris Parnell, CMDSM – Minnesota Mailing Solutions

We would like to thank, Sara Mathias, for leading the study group and helping them prepare for the exam. Her leadership and drive helped this group achieve certification.

We also want to recognize Nancy Krieg, CMDSM, Pitney Bowes Management Services, on achieving her certification at Fall MailCom. We are proud that the Minnesota Chapter now has 19 CMDSM's.

2005 has been a very good year and 2006 is just around the corner.

*Thomas A. Bates, CMDSM*

*President, MSMA Minnesota Chapter*

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## DFW Metro Chapter Update

The Dallas Fort Worth Metro Chapter launched its “Leadership Series” program initiative on October 7, 2005 with a high-impact seminar at the Corporate Headquarters of Mary Kay Inc.

Chapter President, Margie Mitchell, CMDSM said “developing and improving leadership skills is one of the most important keys to elevating the level of professionalism in our industry, so we decided to make that a central focus of our program planning over the next 12 to 18 months.”

The October 7 seminar featured a presentation on leadership in the Mail Center by Mark Fallon, CMDSM, President and CEO of The Berkshire Co.; a second on leadership excellence for women in the industry by Barbara Graham, CMDSM, UPS Mail Innovations; and a keynote presentation on “The Ten Leadership Practice Rules” program at Mary Kay Inc. by its Chairman and COO, David Holl.

Jerry Higgins, Mary Kay Inc. Postal Operations Supervisor and a member of the DFW Chapter Board kicked off the

seminar with an information sharing exercise that enabled attendees to become familiar with each other and the training environment, and his staff provided support to the event throughout the day. Attendees were also treated to a guided tour of The Mary Kay Museum and on-site lunches in the Mary Kay Restaurant. The day-long program concluded with attendees receiving the results of a leadership style assessment tool that allowed them to get a look at their own leadership style preferences.

The DFW Metro Chapter is grateful for the support of those who participated in making the seminar a success, and Margie says to be on the lookout for more and better programs of this type and caliber in the future. She said “we are firmly committed to raising the industry training and education bar” with events that are targeted at the MSMA Mission of elevating professionalism in our industry.

*Margie Mitchell, CMDSM*

*DFW Metro Chapter President*

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## Kansas City Chapter Update

The Kansas City Chapter had a dynamic educational meeting on October 20th. The topic was “Cost Justification, The Magic Formula and Outsourcing Pros and Cons” The speakers were Alison Hall, CMDSM of PSI Group, Inc, Randy Jones, MQC of Blackwell, Sanders, Peper, Martin, LLP and Chuck Zeikle, CMDSM of Trabon Printing Company.

Our next meeting will be a Holiday

Gala at the New Theatre Restaurant on December 7th.

The Iowa Branch December meeting will be a very special one. This will be the last meeting under the Kansas City MSMA Chapter. Beginning in 2006, the Iowa branch will become a full-fledged MSMA Chapter.

*Happy Holidays!*

*Patricia Cheatom, CMDSM*

*Kansas City President*

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## Announcing the Iowa Chapter of MSMA

We are proud to announce to you that our December 14th meeting will mark the last official gathering of the Iowa Branch of MSMA. Beginning in January 2006, we will cease being a branch of the Kansas City Chapter and will become a full-fledged Chapter of our own. We appreciate the time and nurturing the Kansas City Chapter provided us in our development. The chapter meeting will be held at the Iowa Genealogical Society starting at 11:30 with the executive board officer training to immediately follow.

Members of the National MSMA Board will attend our December meeting to install the executive board officers and conduct training for the Executive Board to prepare us for life as an MSMA Chapter. In 2006, the Executive Board for the Iowa Chapter will include:

Chapter President	Mary Wells, CMDSM, EMCM, MQC, Wells Fargo Home Mortgage
Executive Vice President	Vivian Hayashi, American Republic Insurance Co.
Vice President – Education	Chris Kula, CMDSM, EMCM, MQC, University of Iowa
Vice President – Membership	Janet Westergaard, Pioneer Hi-Bred International
Vice President – Programs	Jeff Doty, Allied Document Solutions
Director – Eastern IAPrograms	Jan Townsend, AdTrack
Treasurer	Chris Koll, DHL Smart & Global Mail
Secretary/Photographer	Doyle Scott, CMDSM, Pioneer Hi-Bred International
Director – Breakfast Club	Kelli Smith, CMDSM, Guide One Insurance
Vice President – Publications	Diane Hernandez, MQC, Wells Fargo Home Mortgage
Director – Publicity	Leonard Bundy, MQC, EMC Insurance Companies
Director – PCC Liaison	John Morano, Drake University
Director – Postal Relations	Randy Thompson, Nationwide Insurance Co
Programs Committee	Linda Halverson, CMDSM, Farm Bureau Financial Group
Honorary Board Member	Pat Cheatom, CMDSM, DST Output

Iowa will become the location for the 21st chapter of MSMA. This will expand the central region of MSMA chapters to seven. We're very excited that Iowa will now have an official professional mail management association that promotes professionalism, as well as mail and shipping education and certification. We look forward to 2006 and beyond as we move into this next phase of our affiliation with MSMA.

*Mary Wells, CMDSM*

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## MSMA Central Texas Chapter Update

The MSMA Central Texas Chapter hosted a booth at the San Antonio Postal Customer Counsel Symposium during the last week of September, and Joe Klaus — MSMA Central Texas Vice President, presented at the opening “Value Added Service to Mailers” panel discussion.

The Central Texas chapter kept busy during the last quarter of 2005. The October program “Risk Assessment” was presented by Bill Longenecker, CCSA Internal Audit Division Texas Comptroller of Public Accounts. This was an interesting topic that increased attendee awareness of Risk Management Theory, Risk Management Concepts and Risk Management Practices.

We will wrap up 2005 with a BANG! The Central Texas Chapter has planned another 2-part program that is scheduled for

December 13. The December program will cover CMDMS Certification & CMDSM Certification Renewal presented by the MSMA Southern Regional Director, David Brown; plus Changing Cultures in the Mailroom presented by Joe Incognito at the UT MCC facility.

The Central Texas Executive Board will start a CMDSM study group that will meet monthly with our first meeting on January 19, 2006. If you are interested in becoming CSDSM Certified and would like to join the MSMA Central Texas study group please get in contact with any of the Central Texas Board members for the complete schedule and meeting locations.

*Jane Patton*

*Central Texas President*

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## Atlanta Chapter Update

With the pending rate case, Atlanta focused each of their 2005 seminars on ideas, processes and methods that might be implemented to reduce mailing/shipping costs. Early in year Robbie Butler (USPS Mailpiece Design Analysis) demonstrated how address hygiene impacts worksharing discounts and minimizes UAA mail. In May, Gary Gaffney, Six Sigma Black Belt, offered suggestions on how to improve operational efficiencies. Our August

meeting featured Jeff Stangle, Solution Design Consultant, who provided insight on returned mail solutions.

Denny Durst, President, dD Mail Management Consulting, LLC, completed this year's program with a dynamic presentation on alternative mailing/shipping solutions.

We are looking forward to a full complement of educational programs in 2006!

*Terry Hill, CMDSM*

*Atlanta Chapter President*