



2007 – 2008 MSMA National Board of Directors

We are pleased to announce the 2007 – 2008 MSMA National Board of Directors:

- President – Ron Goglia, CMDSM
- Executive Vice President – Lance Humphries, CMDSM
- Immediate Past President – Chuck Zeikle, CMDSM
- Vice President, Education – Karen Cornelius, CMDSM
- Vice President, Chapter Development – Mike Lathrop, CMDSM
- Vice President, Membership – Merrick Colson, CMDSM
- Treasurer – Barbara Fahy, MBA
- Secretary – Linda Ferrell, CMDSM
- Western Regional Director – Margie Mitchell, CMDSM
- Eastern Regional Director – Linda Henry, CMDSM
- Central Regional Director – Mary Wells, CMDSM
- Southern Regional Director – David Brown, CMDSM
- Director At Large – Pat Cheatom, CMDSM
- Director At Large – Paul Dreifuss, CMDSM

We congratulate these people for being elected to serve on the National Board and look forward to working with them to move MSMA forward into the future.

A personal note of thanks needs to go out to those who have served on the MSMA National Board for past two years, and will be leaving the Board at the end of 2006 – Sharon Abrams, EMC M and Sue Wadel, CMDSM.

Our new Board will be meeting in January, 2007 to begin our Strategic Planning and initiatives for 2007 – 2008.

2006 Cliff Bennett Memorial Education Award Recipient

The recipient of the Cliff Bennett Memorial Education Award receives a full Fall MAILCOM Conference registration, registrations to the Pitney Bowes Mail Management Seminar, the Advance Mail Management Seminar, the Production Mail Management Training Course, and a one year subscription to MAIL Magazine. MSMA will 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. We would like to thank all the sponsors that have contributed to this exceptional Award.

The recipient of this years' Cliff Bennett Memorial Education Award is Scott Sukovich, CMDSM, Supervisor-Facility Support Services, for Alliant Energy in Cedar Rapids, IA. Scott joined Alliant Energy in September 1998 and supervises bargaining unit employees, support staff and contract employees with the Alliant Energy Mail Centers. In his current position, Scott strives to educate others within his company about the value of mail, and works to migrate increased postage rates, minimize transit times without incurring significant expense and strives to improve processes for his customers.

In the past twelve months, Scott has earned five certifications, including: CMDSM, CMM, EMC M, MQC and Lean Six Sigma Green Belt.

Chuck Zeikle presented Scott with the Cliff Bennett Memorial Education Award during the Monday Leadership Breakfast at the recent MAILCOM Conference in Las Vegas, NV.



As 2006 draws near to an end, so does the current term for the National Board of 2005-2006. I would like to thank MSMA for the opportunity of serving on the National Board in various positions. It has been an honor, and I look forward to serving as "Immediate Past President" for the next term. MSMA is fortunate to have so many great people who serve unselfishly in various capacities. The next two-year term promises to be an exciting time for MSMA with a new Board beginning January 1, 2007. This new Board shows great promise to provide the association with stability and tenacity to prepare for the future. I desire that every local MSMA Chapter have a committed Board to provide exciting programs and educational opportunities for their members.

The post-9/11 era has been difficult to say the least for volunteer associations. However, MSMA has accomplished a great deal during this time:

- ▶ A new website providing a new look, and more information within a timely manner.
- ▶ A new logo representing a changing association for our times.
- ▶ A centralized MSMA Membership database that will function within the National MSMA website.
- ▶ Membership value for MSMA members by providing discounts for various things that can enhance their professional development.
- ▶ CMDSM Renewal Program that will provide both CMDSMs and our industry-businesses with assurance that a CMDSM has a valued-level of expertise.
- ▶ CMDSS Certification was created for individuals who specifically serve our industry as providers of equipment, software and services changing the way we do things in our industry.
- ▶ MSMA Chapter Intervention/Assistance - We have worked hard to establish a procedure for assisting local chapters at a local level when needed without impeding a chapter's ability to operate autonomously and independently if they are able to do so.

The above accomplishments are the results of a great deal of work and time by several different people. In this letter, I could not begin to name them all, but we all owe them a tribute of thanks for all they have accomplished!

That is the tone of my final message I would like to share with you as President of MSMA. We have so much to be thankful for in this great Country:

- ▶ The lack of a major terrorist attack since 9/11
- ▶ Freedom to worship freely, work in an economy that allows us to provide for our families, and travel without a great deal of difficulty.

I wish you a wonderful Holiday Season with your family, and a blessed New Year.

Thank you,

Chuck Zeikle, CMDSM

Chuck Zeikle, CMDSM
MSMA National President

MAILCOM 2007 Global Convention

Set For May 8-11, in Atlantic City, NJ
Atlantic City, NJ (DEC 1, 2006) - The mail communication industry's largest convention, MAILCOM 2007, is May 8-11, at the Atlantic City Convention Center in Atlantic City, NJ.

The MAILCOM 2007 Global Convention will pack the Atlantic City Convention Center with technology solutions from 150 leading vendors showcasing the latest equipment, software and service offerings for the creation, production and distribution of hard-copy communications. Add to this packed exhibition hall a four-day educational program filled with more than 120 management workshops, and MAILCOM 2007 stands again as the premier event for mail communications management.

Highlighting the educational program are keynote addresses by legendary coach Jimmy Johnson, and CNN Anchor Lou Dobbs. Jimmy Johnson, who will deliver a leadership keynote address on Thursday, May 10, was the first football coach to win both the Super Bowl (Dallas Cowboys) and an NCAA National Championship (University of Miami). Lou Dobbs, anchor and managing editor of CNN's Lou Dobbs Tonight, will bring a strong message on fiscal management when he speaks on Friday, May 11, 2007.

The conference program is again addressing the need for intensive management training with certificate programs in the following disciplines: Mail Systems Management, Postal Mail Management, Mail Printing & Document Technology, Safety & Security, Leadership & Staff Development, Executive Management, Digital Mail Management, and Office Services & Purchasing. For more information, go to: www.mailcom.org or call 1-607-746-7600.

There will be a keynote address by legendary football coach Jimmy Johnson.



Certified Mail & Distribution Managers

The newest Mail Center Professionals who successfully passed the exam at the Fall MAILCOM Conference in Las Vegas:

Carolyn A. Mooney - LPL Financial Services, San Diego, TX
Jane A. Patton - Texas Guaranteed, Austin, TX
William F. Snook - Arbitron, Inc., Columbia, MD
Robert G. Wilson - County of San Diego, San Diego, CA
Congratulations to all the new CMDSM's !



From left: Chuck Zeikle, Carolyn Mooney, Jane Patton, Bill Snook, Bob Wilson and Karen Cornelius.

Certified Mail & Distribution Suppliers

The CMDSS exam was administered to a Pilot Group at the Fall MAILCOM Conference in Las Vegas. Following are the first CMDSS's:

Gordon Glazer - San Diego Postal & Shipping, San Diego, CA
Rob Martinez - Navigo Consulting Group, San Diego, CA
Chris Parnell - Minnesota Mailing Solutions, Golden Valley, MN
Erik Warner - Pitney Bowes Management, Dover, DE
Charles Wittmer - Automated Presort, Inc, Downers Grove, IL

Congratulations to all the new CMDSS's!



From Left, Chuck Zeikle, Chuck Wittmer, Gordon Glazer, Chris Parnell, Rob Martinez and Karen Cornelius. (not present for photo - Erik Warner)

CMDSS Certification

The cornerstone of MSMA has been the CMDSM Certification since it was established in 1989. The emphasis of the CMDSM Certification has always been on the Mail & Distribution Systems Management side of the industry. However, approximately 41% of the Mail Systems Management Association members are from the "Supplier" side of the industry.

MSMA has developed a new certification and exam for suppliers - CMDSS (Certified Mail & Distribution Systems Supplier). The CMDSS Certification incorporates Supplier themes as they relate to doing business with Mail & Distribution Management within companies. While the CMDSS exam maintains the same integrity elements of the CMDSM exam, it is tailored to include quality assurance, customer relationship management, business ethics, negotiation, selling and presentation skills and other topics salient to Supplier excellence.

The CMDSS Exam is identical to the CMDSM Exam in several respects:

- ▼ **COST:** (\$375 for MSMA members; \$575 for non-members)
- ▼ **FORMAT:** (135 multiple choice questions; 5 essay questions; four hours to complete exam using laptop computer).
- ▼ **ADMINISTRATION:** (in person proctor, 75% or better to pass).
- ▼ **ELIGIBILITY:** 150 total points required to qualify to take the exam in the same 4 categories (Work Experience; MSMA Activities & Membership; Non-MSMA Activities & Membership; Education).

The application and eligibility guidelines for the CMDSS are available on the MSMA National website at www.msmanational.org. Study Guide materials will be available in early 2007. The first public CMDSS exam will be offered at the Spring MAILCOM Conference in Atlantic City on May 7, 2007.

For additional information on CMDSS Certification, please contact V P Education, Karen Cornelius at 1-800-714-MSMA or kcornelius@msmanational.org



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