

Mail Systems Management Association
PO Box 1145
North Riverside, IL 60546-1145
Visit the MSMA Web-site: msmanational.org

PRSR T STD
US POSTAGE PAID
PALATINE P & DC, IL
PERMIT #30

MSMA - Mail Systems Management Association

2005 MSMA Officers

NATIONAL PRESIDENT

Chuck Zeikle, CMDSM
e-mail: czeikle@ispwest.com

EXECUTIVE VICE PRESIDENT

Lance J. Humphries, CMDSM
e-mail: ljhumphries@msn.com

IMMEDIATE PAST PRESIDENT

Ron Goglia, CMDSM
e-mail: ron.goglia@cigna.com

TREASURER

Barbara Fahy
e-mail: fahyb@aol.com

SECRETARY

Linda Ferrell, CMDSM
e-mail: lferrell@mdanderson.org

V P EDUCATION

Karen Cornelius, CMDSM
e-mail: karen.cornelius@pb.com

V P CHAPTER DEVELOPMENT

Contact Mike Lathrop, CMDSM
e-mail: Mike.Lathrop@hewitt.com

V P MEMBERSHIP

Merrick Colson, CMDSM
e-mail: mailprofessional@excite.com

WESTERN REGION DIRECTOR

Merrick Colson, CMDSM
e-mail: mailprofessional@excite.com

CENTRAL REGION DIRECTOR

Sue Wadel, CMDSM
e-mail: Sue_Wadel-as1@secura.net

EASTERN REGION DIRECTOR

Contact Linda Ferrell or Linda Henry

SOUTHERN REGION DIRECTOR

David Brown, CMDSM
e-mail: dbrown@lwcc.com

NATIONAL DIRECTOR

Linda Henry, CMDSM
e-mail: Linda_henry@administaff.com

NATIONAL DIRECTOR

Sharon Abrams, EMCM
e-mail: sabrams@captechno.com

EXECUTIVE ADMINISTRATOR

Barbara Fahy
e-mail: fahyb@aol.com

MSMA Mail Systems Management
Association

June 2006

MSMA Mail Systems Management
Association

PostScript

ELECTING THE NEXT NATIONAL MSMA BOARD OF DIRECTORS

In accordance with Article IV of the MSMA National By-laws, following is the process we are following in order to put together a Slate of Candidates for the 2007-2008 MSMA National Board of Directors:

- (a) The President bi-annually shall appoint a Nominating Committee consisting of five members, no more than three of who may be members of the Board of Directors.
- (b) The members of the Nominating Committee shall be selected and announced to the membership
- (c) Between April 30th and June 15th a call for nominees from the general membership will occur.
- (d) Nominees for President must be chosen from among current or former MSMA Executive Board members.
- (e) Also between April 30th and June 15th a member in good standing may submit a petition (signed by at least 15% of the general membership as of April 30th) to the Secretary directing that member's name be placed on the ballot.
- (f) The Vice President of Membership and Secretary shall be responsible for certification and validation of the petition.
- (g) The Nominating Committee must meet by July 15th and submit a slate of candidates to the National President by August

- (h) The National President will announce the slate of candidates to the general membership by August 15th.
- (i) The Secretary shall prepare a ballot listing the names and qualifications of the nominees.
- (j) The election will be held by mail ballot sent to all members in good standing. The ballots shall be mailed no later than September 15th of each election year, which date shall constitute the election date.
- (k) To be considered valid, a returned ballot must be postmarked no later than October 15th of the election year.
- (l) The election results shall be announced to the membership by December 15th of the election year.

We have received several Consents to Serve and the Nominating Committee will meet prior to July 15th to put together the Slate of Candidates. A special issue of PostScript will announce the Slate of Candidates by August 15th, with the official ballot being sent out no later than September 15th.

If you have any questions on the Nominating Process, please do not hesitate to contact me.

Thank you
Lance J. Humphries, CMDSM
MSMA Executive Vice President
Chairman, Nominating Committee

Lifetime Achievement Award

In honor of MSMA's 25th Anniversary, the first Lifetime Achievement Award was presented to Lance J. Humphries, CMDSM. Since joining the Association in 1984, he has consistently promoted the MSMA Mission Statement: To Advance Professionalism within the Mail and Distribution Systems Industry.

Lance has served in various positions both at the Local and National level, including New Jersey Chapter Vice President, President, National VP Education, National VP Chapter Development and MSMA National President. He currently serves as Executive Vice President. He was among the class of 1989 to receive their CMDSM credentials, and in 1996 was the recipient of the MSMA Distinguished Service Award.

On behalf of the MSMA National Board of Directors, we would like to congratulate Lance on a recognition well deserved!



President's Message – Postscript, June 2006

Today's workforce and its effect on personal lifestyles in the 21st Century are changing rapidly. Would you agree or disagree with that statement? Actually, the answer is YES and NO. The art of predicting change in the workplace is a favorite among many journalists. Technology has enabled many changes, but has it created a better workplace? I believe it has, but there will always be pockets of work that are resistant to change — and that is probably a good thing!

A few years ago many people thought that our industry would be largely absorbed by outsourcing companies, and there would be fewer people in our industry employed by the corporations doing their own Mail, Shipping, and Distribution Services. Actually, there are fewer employees in our industry than there were one or two decades ago, but that is largely due to technology and a dramatic change in methods of communication. Some companies made decisions to outsource industry services, but there are still many companies who perform these services internally.

What have changes in our industry done for us? For starters, everyone has become more productive in the workplace, and management at most levels are aware of detailed cost models to perform the necessary functions, and make wise business decisions. This brings us to the purpose for Mail Systems Management Association in our industry. It is our mission to provide a platform for us to share our knowledge with each other, learn from what other companies are doing, and enhance our personal career development as professionals.

For nearly twenty years MSMA has had a professional certification program (CMDSSM — Certified Mail & Distribution Systems Manager) that has been our cornerstone, and over 350 individuals have achieved that distinct recognition. Has CMDSSM Certification made a difference in our industry? Again, I believe the answer is Yes! I invite you to view our website (www.msmanational.org), click on the "Certification" link to learn more about this program and consider the potential impact on our career.

In the near future we intend to provide an additional Certification program "Certified Mail & Distribution Systems Supplier" (CMDSS). This Certification is intended to be more representative of recognizing the expertise and professionalism of suppliers in our industry. Look for more information in the coming months for additional details.

On a personal note, I wish you a great summer with your families, friends and work associates. Thank you for being part of MSMA during this, our 25th Anniversary year!

Sincerely,

*Chuck Zeikle, CMDSSM
President — MSMA*

Membership Update

Twenty-five years ago, a group of mail industry managers came together to create MSMA. Its mission has been to provide a meeting place for Mail Systems Managers to share information, build professional recognition and grow as professions.

We are pleased to announce that we have exceeded our goals of membership retention and growth for the second quarter of 2006.

Our new National website is now up and operational. Two new functions have been added: a job postings page and a testimonials

page. To access these pages, go to the MSMA National website, www.msmanational.org, and select "Ask MSMA" to submit your information. We will continue to use PostScript as a vehicle to announce new features to the website, membership news and tools.

Thank you for your continued support and making MSMA the fastest growing Mail Communications Association in the country

*Merrick Colson, CMDSSM
V P Membership*

CLIFF BENNETT MEMORIAL EDUCATION AWARD

The deadline for the Cliff Bennett Memorial Education Award application has been extended to June 30th. You can find a copy of the Award application on the MSMA National website: www.msmanational.org

The recipient will be notified by July 31st, and the award presented at the Fall MAILCOM Conference in Las Vegas.

CMDSM STUDY GUIDES

The new CMDSSM Study Guide is now available on the MSMA National website.

Cost for the Study Guide is:

\$89.95/Hard Copy

\$34.95/CD

Go to the Certification Page on the website (www.msmanational.org), where you can access the order form.

CMDSS Certification

The cornerstone of MSMA has been the CMDSSM Certification since it was established in 1989. The emphasis of the CMDSSM 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 is in the process of developing a new certification and exam for suppliers — CMDSS (Certified Mail & Distribution Systems Supplier). The CMDSS Certification will incorporate Supplier themes as they relate to doing business with Mail & Distribution Management within companies. While the CMDSS exam will maintain the same integrity elements of the CMDSSM exam, it will be tailored to include quality assurance, customer relationship management, business ethics, negotiation, selling and presentation skills and other topics salient to Supplier excellence. There will be some of the same industry information on both exams.

The CMDSS Exam will be identical to the CMDSSM Exam in several respects:

- **COST:** (\$375 to MSMA members; \$575 to non-members)
- **FORMAT:** (135 multiple choice questions; 5 essay questions; in four hours).
- **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).

Study Guide materials will be available this summer. The first CMDSS exam is planned to be administered at the Fall MAILCOM Conference in Las Vegas with a limited number of candidates on October 22, 2006.

For additional information on CMDSS Certification, please contact Committee Director Rob Martinez at 858-538-3359 or visit the MSMA National website: www.msmanational.org.

NEW CMDSSM

Congratulations to the newest CMDSSM's:

Jeff Mauser, CMDSSM — IRS, Dallas, TX
Erik Warner, CMDSSM — PBMS, Dover, DE

They received their CMDSSM plaques and pins at the recent MAILCOM Spring Conference in Atlantic City

For more information on the CMDSSM certification, visit the MSMA National website: www.msmanational.org



FALL 2006 MAILCOM CONFERENCE

Fall MAILCOM 2006 will be held on October 22 - 24th in Las Vegas at the Riviera Royale Pavilion. Please visit the MAILCOM website: www.mailcom.org for additional details.

Houston Chapter News

Houston Chapter welcomed four new members this year. They are: Delores Gonzales, Frank Ninos, John Orlovsky, and Christi White. These new members were invited to a new members breakfast at the Sheraton Four Points in February. Rob Sarmiento, Ph.D., a licensed psychologist who has practiced in the Houston area since 1976, discussed careers and what we could do to enhance our position within our organization. Many of us left with ideas about office politics and what to do when we face the inevitable political situation.

Houston Chapter recently sponsored one of the most comprehensive presentations on

disaster recovery in the industry. Paul Balbastro, UPS Mail Solutions Western Regional Manager of Production, came to Houston to share his experiences with disaster recovery at Farmers Insurance after the earthquakes that struck in Los Angeles and San Francisco. Before the arrival of Mr. Balbastro, Ann Allen demonstrated how to quickly recover from a disaster — an unexpected delay in the arrival of the speaker. The presentation was informative and the group had a good time.

Ann Allen

CMDSSM Houston Chapter President

San Diego Chapter Update

Coming off a fantastic 2005 in which MSMA San Diego was honored as "Chapter of the Year", I'm pleased to announce we're off to the best start in the history of our chapter! MSMA San Diego is bigger and better than ever with an expanded Board of Directors, a new CMDSSM Study Group and an extensive calendar of exciting educational seminars. On April 27th San Diego's newest CMDSSM, Gordon Glazer of San Diego Postal delivered a presentation entitled "Things to Know as Your Mail Center Grows". Our luncheon event on May 25th will feature USPS Business Manager

Marv Young presenting "USPS Resources and a Live Tour of usps.com" To round out the first half of the year, our Annual Golf Tournament and Membership Drive will take place on June 1st at The Vineyard at Escondido Golf Course and will be co-sponsored by the San Diego PCC. For more information about MSMA San Diego events and membership, the CMDSSM Study Group, and/or corporate sponsorship opportunities, please visit our website at www.msma-sd.org

Rob Martinez

Chapter President

MSMA 25th Anniversary Hospitality Party

The MSMA 25th Anniversary Hospitality Party was held on May 11th in Atlantic City. Attendees received gift bags with MSMA goodies, and a drawing was held for MSMA T-Shirts, Polo Shirts, Mugs and Portfolios. Music was provided by Paul Geiger Productions, and a great time was had by all.

Thank you to the following MSMA Chapters that helped sponsor this event:

Central Texas Houston Metro DC San Diego
Chicago Los Angeles Minneapolis Wisconsin

Watch for details on the Fall Hospitality Party being held during the MAILCOM Conference in Las Vegas.

MSMA AWARD RECIPIENTS

The MSMA Awards were presented at the recent MAILCOM Conference in Atlantic City. Congratulations to the following:

Co-Chapters of the Year — Dallas/Forth Worth & Minnesota
Manager of the Year — Isaac Webb, CMDSSM
Distinguished Service Award — Mary Wells, CMDSSM