

Mail Systems Management Association
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MSMA - Mail Systems Management Association

2005 MSMA Officers

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March 2006

PostScript

ELECTING THE NEXT NATIONAL MSMA BOARD OF DIRECTORS

It is once again that time! It is the time for all men and women to come to the aid of their fellow MSMA members. That's right, it's an election year, and it's once again time to elect the National governing board — the National Board of Directors of the Mail Systems Management Association.

We need strong leadership for our organization — an organization formed in 1981, and celebrating our 25th Anniversary this year, by Mail & Distribution Systems Managers for Mail & Distribution Systems Managers — to continue to flourish. From those early days when around 15 managers started the first MSMA Chapter in New York/New Jersey, to our present size of 22 Chapters and 1600 active members, our mission has remained clear: Strengthen the skills of our individual members through educational programs and networking.

This is where you come in. We need innovative ideas and fresh energy for MSMA to continue to expand the value we provide for Mail and Distribution Systems Managers. We want to grow, and we want the "industry's best" to help us grow. What does being elected a National Board office involve? A commitment of at least three week-ends a year to attend meetings and about 10 hours a month to work on committees, teleconferences and special projects.

So, how do you get involved? As Chairman of the Nominating Committee, I encourage anyone interested in serving on the Nominating Committee or becoming a National Board Officer to contact me at ljhumphries@msn.com or to complete the "Consent to Serve" form, which can be found on the MSMA National website www.msmanational.org, and fax it to Barbara Fahy, MSMA Executive Administrator, 708-853-0471. The deadline is June 15th.

To better understand the process for nominating and electing National Officers of the Association, a copy of the section of the MSMA by-laws governing these proceedings are being provided below. If you have benefited from membership in the MSMA and would like to make a difference, now's your chance!

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

Article IV. BOARD OF DIRECTORS

- Management:** The management of the affairs of the Association shall be vested in the Board of Directors. It shall be the duty of the Board of Directors to carry out the objectives of the Association and to this end it shall exercise all powers of the Association.
- Board of Directors:** The National Board of Directors shall consist of the President, Immediate Past President, Executive Vice President, three operating Vice Presidents, Treasurer, Secretary, two elected directors, four regional directors representing chapters located in the East, Central, West and Southern areas (Note: regional boundaries shall be determined by a majority vote of the National Board) and the Chapter President from any chapter whose membership averages 250 members or more over the calendar year prior to any National MSMA election year. The National Board of Directors, by 2/3 vote may bestow honorary board

member status on certain individuals at its discretion. Such honorary members shall be entitled to attend board meetings at their own expense, but shall not be entitled to vote on board matters.

- Nomination and Election of Board of Directors:** Bi-annually and commencing in 1986, National nomination for President, the offices of Vice President, Secretary and Treasurer shall be presented to the membership, with nominees chosen in the following manner:
 - 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.
 - The members of the Nominating Committee shall be selected and announced to the membership by April 30th of the National MSMA election year.
 - Between April 30th and June 15th a call for nominees from the general membership will occur.
 - Nominees for President must be chosen from among current or former MSMA Executive Board members.
 - 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.
 - The Vice President of Membership and Secretary shall be responsible for certification and validation of the petition.
 - The Nominating Committee must meet by July 15th and submit a slate of candidates to the National President by August
 - The National President will announce the slate of candidates to the general membership by August 15th.
 - The Secretary shall prepare a ballot listing the names and qualifications of the nominees.
 - 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.
 - To be considered valid, a returned ballot must be post-marked no later than October 15th of the election year.
 - The election results shall be announced to the membership by December 15th of the election year.

MSMA HOSPITALITY PARTY

The MSMA Hospitality Party will be held during the MAILCOM Spring Conference in Atlantic City, on Thursday, May 11th, from 8pm - 11pm at the Tropicana Hotel. This year's party will commemorate and celebrate the Association's 25th Anniversary and will have many past and present members in attendance. It is sure to be an event not to be missed and one that will be memorable for all.

President's Message – Postscript, March 2005

Almost ten years ago I left a company where I had worked for eighteen years to work for another company. Since then I have worked for 4 other companies. The work-environment of our industry is constantly evolving and changing. Technology and progress was thought to make our work better, and it has definitely increased productivity and efficiency. However, we have found that with increased productivity and efficiency we have also found a reduced work-force. The result is doing more and more with less, and the stress of those left working has not been reduced very often.

The older I get, the more significant some things have become to me. One thing I have learned is that every work situation can have a positive impact on the individual in the development of leadership and character if you maintain a positive attitude. Probably one of the most powerful things I have experienced in my work-related experience has been my association with other professionals because of my involvement with MSMA. The importance of networking cannot be underestimated. There are a lot of different avenues for networking, but MSMA can provide some unique opportunities through an active local chapter. If your city does not have a local chapter, perhaps you should consider becoming part of a team to bring MSMA to your city. We would like to help you!

Although MSMA is an independent association with the main purpose of enhancing the professional development of Mail and Distribution Systems managers and suppliers, we understand that it is important to work with other groups who provide education for our membership. MSMA has worked hard to develop a positive relationship with various Postal Customer Councils and other associations where we have local chapters. Many Postal Customer Councils now realize that we are not competitive with them. Rather, we work along side and sometimes in cooperation with PCCs with our members. This has been a really positive effort.

MSMA is celebrating its 25th anniversary this year. As always, MSMA is a sponsor of the MAILCOM Conferences, and I encourage you to consider the upcoming conference in Atlantic City, May 9-12. MSMA will host a 25th Anniversary Party on Thursday evening from 8:00 PM to 11:00 PM, and we would like to personally invite you to attend. This association is led by volunteers, and some great people have contributed many hours to offer helping hands to their peers in their professional career development. We want to honor those who have contributed so much, and their continuing work with others.

As we continue through this 25th Anniversary year, please visit our website often to see what is happening. I wish you the very best in your career and wonderful times with your family and relationships.

*Chuck Zeikle, CMDSM
President – MSMA*

Membership Committee Update

It is an exciting time to be a member of MSMA. Month after month, we are encouraged by the feedback we receive from our members across the country. Our membership is driven by value. We understand that time is a precious commodity, and we are committed to delivering high quality, intensive learning events. Our rewards are the testimonials we receive indicating that:

- MSMA members implemented solutions learned during a single chapter meeting that helped an organization reduce costs, improve operations, and enhance their customers' experience

- CMDSM certified members receive significantly higher pay after certification than before
- Our industry is beginning to receive the recognition it deserves

In an effort to continue to add value to you, we have updated our MSMA National website. Please go to www.msmanational.org, click on "Ask MSMA" and provide us with any suggestions, questions, or comments that you have.

Thanks for your continued support of MSMA and Happy 25th Anniversary!!

*Merrick Colson, CMDSM
VP Membership*

MSMA LOGO PRODUCTS

If you are interested in purchasing merchandise with our MSMA logo (T-shirts, Polo shirts, Mugs, Padfolios, Pens, etc), for Chapter meeting giveaways, or everyday wear, visit the MSMA National website: www.msmanational.org Once there you will find a link entitled "Order Your MSMA Products Here". The site will guide you to view the products available, select and purchase. Your order will be processed and shipped directly to you. Happy Shopping!!!

Education 2006

2006 will be an exciting year for the Education Committee. We have aggressive goals and timelines that when achieved will set the stage for a very strong future. Let us highlight a few of the goals the Education Committee has put together for 2006 and moving forward. For more information go to our National Website, www.msmanational.org

1. Accrediation of the CMDSM

- Which will bring ever greater value and recognition to this certification.

2. Creation of the CMDSS, Certified Mail and Distribution Systems Supplier certification.

- With 41% of our members Suppliers, it is time we offer a specific certification that addresses what Suppliers need to know to be the best qualified when facing a mailing customer.

3. Standardized CMDSM Study Guide

- A complete guide to group or individual study to prepare for the CMDSM exam.
- Available on CD and Hardcopy

4. Revitalized Speakers Team

- You now have a list of qualified speakers along with recommended topics. These people have committed to come to your chapter meeting, speak on a selected topic or a topic of your choice. Take advantage of this great resource, we encourage you to draw from this list at least twice a year.

I want to thank all the tremendous people that are working so hard to make these things happen. If you would like to be part of this exciting team contact me at Karen.Cornelius@pb.com.

Goals and Timelines

Education Committee

CMDSM Exam	Completion Date
1. Exam Committee	
2. Review existing exam for corrections	2-15-06
a. Refresh exam for current industry relevance.	10-15-06
b. Review yearly for accuracy and industry relevance	ongoing
3. Re-certification Committee	
a. Establish, publish and maintain re-certification process	5-1-06
4. Supplier Certification - CMDSS	
a. Determine membership interest	3-1-06
b. Create an exam and certification.	10-1-06
CMDSM Administration	Completion Date
1. Applications and Follow up Committee	
a. Accept, qualify, scan and maintain applications	3-1-06
b. Responds to applicants results of exam and advise further action	3-1-06
2. Administration of Exam Committee	
a. Establish method for administration of exam locally, Regionally and at MAILCOM.	5-1-06
b. Create team to administer exam in each area.	5-1-06
3. Research Accreditation of CMDSM	
a. Present proposal for accreditation process and cost	4-1-06
Chapter Education Committee Head	Completion Date
1. Speakers Team Committee	
a. Establish a team of speakers including topic.	3-1-06
b. Publish Speakers Team to chapters.	4-1-06
2. CMDSM Study Guide Committee	
a. Create a Master Study Guide	3-1-06
b. Disseminate it to the Chapters	4-1-06
c. Monitor effectiveness	ongoing

Phoenix Chapter Update

MSMA is forming a Chapter in the Phoenix, AZ area. If you or anyone you know are interested in becoming a member of that Chapter or serving on its Chapter Board, contact Karen Cornelius, CMDSM at karen.cornelius@pb.com

CMDSM Recertification

We are trying to update our CMDSM list. If you are a current CMDSM and have recently moved, or know of another CMDSM that may no longer be a member of MSMA, please provide us with your current contact information. Any updates can be sent

to Barbara Fahy, MSMA Executive Administrator, fahyb@aol.com

Please visit the MSMA National Website: www.msmanational.org for more information on the CMDSM Recertification program.

BUSINESS CALENDAR

What: MAILCOM 2006 Annual Global Convention
When: May 9-12, 2006
Where: Atlantic City Convention Center, Atlantic City, NJ
Why: MAILCOM's mission is to promote the advancement of The science and art of mail communications through independent conference and exhibitions.

Highlights:

- Former NYC Mayor Rudy Giuliani Keynote Address
- Syracuse Basketball Coach Jim Boeheim Keynote
- Postal Rate Commission Chairman George Omas
- 140+ Management Seminars & Workshops
- 325 Booths of Systems and Technology
- Six Management Certificate Programs
- Latest Information on 2006 Postage Meter Decertification & 2007 Postage Rate Hike

MAILCOM is the world's largest convention for mail communications management. In 2005, over 9,000 people participated in MAILCOM events to learn the latest strategies for managing the people and technology involved in mail document and distribution services.

To Register, Call: 607-746-7600 or www.mailcom.org.

Speakers Team

The MSMA National Education Committee has assembled a Speakers Team that will be available to come out and speak at your Chapter Member Meetings. The following people have agreed to serve on this team: Karen Cornelius, CMDSM, Wes Friesen, CMDSM, Chris Kula, CMDSM, Sharon Abrams, EMCM, Barbara Fahy, MBA, Rob

Martinez, Sal Dassaro, CMDSM, Barbara Graham, CMDSM, Mike Lathrop, CMDSM and Lance Humphries, CMDSM.

For more information on the Speakers Team and the topics available, please visit the MSMA National Website: www.msmanational.org

New CMDSM Study Guide Now

The New CMDSM Study Guide is now available for purchase. Chris Kula, CMDSM and the Study Guide Committee have put together a comprehensive 250 page Study Guide that will assist you in preparing for taking the CMDSM exam. Cost for the

Study Guide is \$75 for hard copy and \$25 for CD plus shipping & handling. For more information on the Study Guide, please visit the MSMA National website: www.msmanational.org

MSMA 25th ANNIVERSARY

MSMA was started in 1981 with a mission of providing education and networking to people in the Mail & Distribution Systems Industry. This year we are celebrating our 25th Anniversary. The MSMA National Board has chosen the Theme of "25 Years of Proud Service to the Industry" and a Tagline of "Providing Professionalism, Networking and Education since 1981", which you will see in our communications throughout the year. We have several exciting events planned for our membership. Stay tuned for additional details!!