



# PostScript

## President's Message

**MARCH 2007**

### *From the desk of*

**Ron Goglia, CMDSM - National President**

Your recently elected Board of Directors held their initial meeting in January and a primary focus was to continue the Strategic Planning process established several years ago. As I listened intently that day in Houston to the discussions, I was impressed by the professionals that you have elected to represent your Association for the next two years.

It is the goal of MSMA to continue being the preeminent association of Mail and Distribution Service professionals throughout the world. This year will bring many new and exciting challenges to our industry supported by a calendar of events that feature topical meetings focusing on the USPS rate increase scheduled for

May; the highlights of Postal Reform and many other forums of interest.

This year also marks the 26th Anniversary of MSMA. As you explore the **National Website** ([www.msmanational.org](http://www.msmanational.org)), you will notice the many benefits and accomplishments of MSMA. Our Education, Membership and Chapter Development Committees are working on several new membership initiatives, including the first CMDSS Exam, which will be administered at the Spring MAILCOM. MSMA welcomed two new Chapters in 2006 - Phoenix and the Carolinas. We look forward to exploring the possibility of adding more Chapters in the very near future.

We highly recommend your attendance at the MAILCOM Conference and Exhibition; an international educational

event, where you will gain a wealth of knowledge and information to apply at your own operation and personal career development. For more information, please visit **MAILCOM** ([www.mailcom.org](http://www.mailcom.org)) and register today at your special MSMA rate.

I look forward to serving as your National President for the next two years ahead, and accomplishing the goals/objectives set forward in the Strategic Plan. Recognizing we are an association of volunteers, please consider serving on any number of committees in place by contacting any member of the board. Like any Corporation, we are always looking for tomorrow's leaders and our organization's organic growth begins with you.

Thank you for your interest in the Mail Systems Management Association, and I look forward to seeing you soon at a National or Local MSMA event.

## MAILCOM Professional Certification Programs

MAILCOM Professional Certificate Programs take your achievements and raise them to the professional standard of the industry. All programs are board-certified and are guaranteed to make a difference in your management career.

**Certificate Programs are offered at MAILCOM 2007 May 8 - 11<sup>th</sup> at the Atlantic City Convention Center**

You can earn your certificate in up to two of these areas of study. You must attend six sessions in the designated track (four of which are mandatory) and have your participation certified by a proctor. Programs include:

1. Mail Systems Management Certificate
2. Digital Mail Management Certificate
3. Safety & Security Certificate
4. Mail Printing & Document Technology Certificate
5. Postal Mail Management Certificate
6. Leadership & Staff Development Certificate
7. Office Services/Purchasing Certificate
8. Executive Management Certificate



MAILCOM is the world's largest educational organization for mail communications management. In 2007 over 9,000 people will participate in a MAILCOM event to learn the latest strategies for managing the people and technology involved in corporate mail, document and distribution services. In its 27<sup>th</sup> year, MAILCOM is sponsored by the Mail Systems Management Association and MAIL: The Journal of Communication Distribution

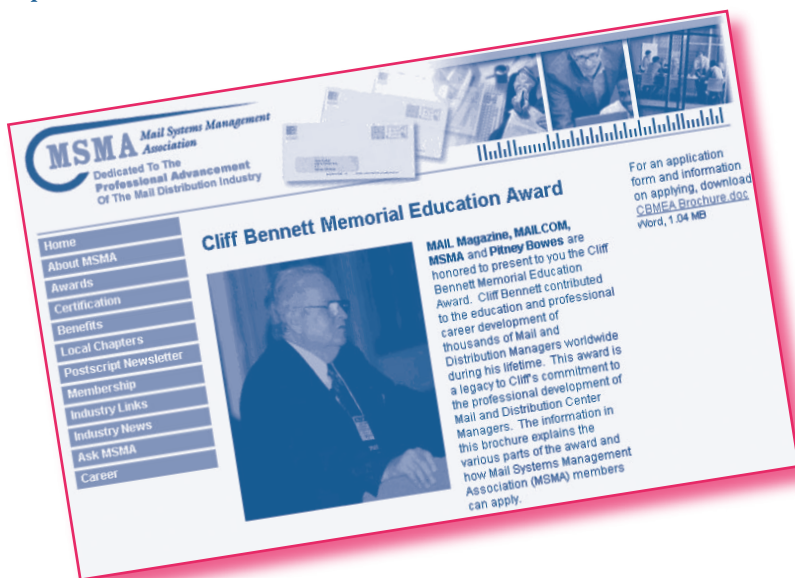
**For more information or to register visit:  
[www.mailcom.org](http://www.mailcom.org)**

# Cliff Bennett Memorial Education Award

Cliff Bennett contributed to the education and professional career development of thousands of Mail and Distribution Managers worldwide during his lifetime. This award is a legacy to Cliff's commitment to the professional development

The recipient of this award will receive a full Fall MAILCOM Conference registration, registrations to the Pitney Bowes Mail Management Seminar the Advance Mail Management Seminar, and the Production Mail Management Training Course, a one year subscription to MAIL Magazine. MSMA will contribute up to \$1,500 to be used towards the expenses of travel and accommodations involved in attending MAILCOM and/or the Pitney Bowes Mail Management Seminars.

We are now accepting nominations for the Cliff Bennett Memorial Award. You can find a copy of the Award Application on the MSMA National website: [www.msmanational.org](http://www.msmanational.org) The deadline for applications is June 30th, 2007. The Award will be presented at the Fall MAILCOM Conference.



## MSMA National Awards

Do you have someone that you would like to nominate for the MSMA Manager of the Year, or MSMA Distinguished Service Award? Do you feel your local Chapter should be recognized as the MSMA Chapter of the Year?

Deadline for application submission of these National Awards is March 30th. For more information and copies of the Awards Applications, please visit the MSMA National Website at: [www.msmanational.org](http://www.msmanational.org)

The MSMA Awards will be presented on Thursday, May 10th during the MAILCOM Leadership Breakfast.



## MSMA – Your Association at Work for YOU!

We know being in the mail and delivery distribution industry you have a lot to do...Every day you are faced with new challenges that require you to stay on top of multitudes of information and everyday operational requirements. That's why MSMA has added additional features and services to the website, [www.msmanational.org](http://www.msmanational.org)

As a member of the Mail Systems Management Association, all national and local officers are working hard to develop programs and benefits to better meet your educational and professional development needs. But if you can't come to us, we'll come to you. Pay for membership, apply for or renew your CMDSM credentials, update your address, stay informed with the latest information on the new USPS rate filings, register for MAILCOM Conference & Exhibition and much more.....NOW all online.

We have also added two new features to assist your company's recruiting and marketing initiatives. First, your company can become a GOLD MEMBER Supporter of MSMA National. With this, we will add your logo and a link to your website on our supporter's page. In the future, GOLD MEMBERS will be able to post job openings on our website and give you the opportunity to introduce your company to the over 6,000 people who view our website monthly. To request additional information, contact [membership@msmanational.org](mailto:membership@msmanational.org)

This is just one more way MSMA is working for you. For additional information on membership or website features, please contact Merrick Colson, CMDSM, V P Membership at [membership@msmanational.org](mailto:membership@msmanational.org)

## MSMA Hospitality Party

The MSMA Hospitality Party will be held at Caesars on Wednesday, May 9th, from 9pm – 11pm, immediately following the MAILCOM Reception. This years' theme will be "MSMA Sports Night". Come dressed in the attire of your favorite Sports Team. *Hope to see you there!*



## Highlights from our Newest Chapter

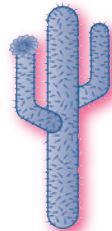
The Phoenix Chapter began in January 2006 when my manager Mary Wells suggested I start up a MSMA Chapter here in Arizona. I was very excited, but had no idea where to start. She recommended I talk with Karen Cornelius who is on the National Board and lives here in Phoenix. I called Karen and WOW! what a bundle of energy and inspiration. We got started and had a board together in a couple of months.

Our Kick-off meeting took place on June 21, 2006 with 23 attendees. It was fabulous; our speaker was Lance Humphries, MailCom Executive Director and MSMA National Executive Vice President. In 2006, we had three meetings, including a site visit and holiday event. We closed our year with a total of 41 members.

2007 started off with a prestigious speaker, Rob Martinez, MQC, CMDSS Navigo Consulting Group with an attendance of 13. We have a very exciting year planned with a goal to double our membership.

I want to thank my very dedicated Board of Directors who has given so much time to make our chapter a success, and Karen Cornelius for her dedication and continued support as she inspires us all.

Yolanda Celaya  
Phoenix Chapter President



## Chapter Development

The MSMA Chapter Development Committee includes Regional Directors, Margie Mitchell, CMDSM (West), David Brown, CMDSM (Southern), Mary Wells, CMDSM (Central), and Linda Henry, CMDSM (East). Rounding out this dedicated and talented group are Frank Cassidy and Barbara Fahy. Please reach out to any of us if we can support your Chapter in any way.

In addition to supporting existing Chapters, we are always looking to grow MSMA in new areas. In 2006 two new Chapters were created in Phoenix and The Carolinas.

Next on the horizon is Seattle, Washington, in response to interest from several of our industry peers that work in the Northwest. We are targeting the week of April 30th for an informational meeting to determine interest and recruit a leadership team. If you have any industry colleagues in the Seattle area, please have them contact me for details at [Mike.Lathrop@hewitt.com](mailto:Mike.Lathrop@hewitt.com)

Mike Lathrop, CMDSM  
V P Chapter Development

## Education

We are off to a great start with the new CMDSS certification already receiving tremendous attention from large corporations in the industry. This certification for Suppliers sets them apart as demonstrating expertise in areas including quality assurance, customer relationship management, business ethics, negotiation, selling and presentation skills and other topics salient to Supplier excellence. Get more information from the National Website or contact me directly at [kcornelius@msmanational.org](mailto:kcornelius@msmanational.org).

Another hot topic this year is the CMDSM renewal. We all know how quickly time gets away from us so, CMDSMs, don't put it off. It only takes a few minutes to complete the application online, print it out and send it in. We all worked too hard to earn our credential, don't lose it by procrastinating and missing the December 31, 2007 deadline.

There is always room on the Education committee so if you want to have an impact on MSMA, give me a call and join the team.

Karen Cornelius, CMDSM  
V P Education

## PostScript Newsletter To Go Electronic

Beginning with the June, 2007 issue, the PostScript Newsletter will be sent out electronically to the membership. If you would still like to receive a hard copy of PostScript, or if we do not have your current e-mail address, please drop a note to Barbara Fahy, MSMA Executive Administrator, e-mail: [bfahy@msmanational.org](mailto:bfahy@msmanational.org)

Please include your name, mailing address and e-mail address.





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Visit the MSMA Web-site: [msmanational.org](http://msmanational.org)

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## MAIL SYSTEMS MANAGEMENT ASSOCIATION

### NATIONAL PRESIDENT

Ron Goglia, CMDSM  
e-mail: [ron.goglia@cigna.com](mailto:ron.goglia@cigna.com)

### EXECUTIVE VICE PRESIDENT

Lance J. Humphries, CMDSM  
e-mail: [ljhumphries@msn.com](mailto:ljhumphries@msn.com)

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Chuck Zeikle, CMDSM  
e-mail: [CZeikle@trabonprinting.com](mailto:CZeikle@trabonprinting.com)

### TREASURER

Barbara Fahy, MBA  
e-mail: [fahyb@aol.com](mailto:fahyb@aol.com)

### SECRETARY

Linda Ferrell, CMDSM  
e-mail: [lferrel@TexasChildrensHospital.org](mailto:lferrel@TexasChildrensHospital.org)

### VP EDUCATION

Karen Cornelius, CMDSM  
e-mail: [karen.cornelius@pb.com](mailto:karen.cornelius@pb.com)

### VP CHAPTER DEVELOPMENT

Contact Mike Lathrop, CMDSM  
e-mail: [Mike.Lathrop@hewitt.com](mailto:Mike.Lathrop@hewitt.com)

### VP MEMBERSHIP

Merrick Colson, CMDSM  
e-mail: [mcolson@tmg4mail.com](mailto:mcolson@tmg4mail.com)

### WESTERN REGION DIRECTOR

Margie Mitchell, CMDSM  
e-mail: [mitchellm@rappcollins.com](mailto:mitchellm@rappcollins.com)

### CENTRAL REGION DIRECTOR

Mary Wells, CMDSM  
e-mail: [mary.l.wells@wellsfargo.com](mailto:mary.l.wells@wellsfargo.com)

### EASTERN REGION DIRECTOR

Linda Henry, CMDSM  
e-mail: [Linda\\_henry@administaff.com](mailto:Linda_henry@administaff.com)

### SOUTHERN REGION DIRECTOR

David Brown, CMDSM  
e-mail: [dbrown@lwcc.com](mailto:dbrown@lwcc.com)

### NATIONAL DIRECTOR

Paul Dreifuss, CMDSM  
e-mail: [pdreifuss@budd-larmer.com](mailto:pdreifuss@budd-larmer.com)

### NATIONAL DIRECTOR

Pat Cheatom, CMDSM  
e-mail: [pcheatom@dstoutput.com](mailto:pcheatom@dstoutput.com)

### EXECUTIVE ADMINISTRATOR

Barbara Fahy  
e-mail: [fahyb@aol.com](mailto:fahyb@aol.com)