



PostScript

President's Message

JULY 2007

From the desk of
Ron Goglia, CMDSM - National President

The summer season is now upon us and with that hopefully the opportunity to enjoy vacation time with family and friends. During this period, we also begin planning for next year's budget cycle and the opportunities that lie ahead in our personal and professional lives.

The National Association is hard at work planning for events beginning in September with our 3rd meeting of the year, followed by the Chapter President's meeting held in conjunction with the Fall MAILCOM Conference & Exhibition in Las Vegas during October.

I encourage you to consider attending the conference from October 8-10 and possibly become a CMDSM or CMDSS. All the information you need is at your fingertips by visiting the MAILCOM or MSMA websites. Please review the accompanying articles throughout this edition of Postscripts.

My best wishes to you and your families for a safe and enjoyable summer season. Hope to see you at MAILCOM.

MSMA Hospitality Event – Atlantic City

Thank you to the following Chapters that helped sponsor the MSMA Hospitality Event during the recent MAILCOM Conference in Atlantic City:

- | | |
|------------------|-------------|
| Atlanta | Los Angeles |
| Central Texas | Metro DC |
| Chicago | Minnesota |
| Dallas/Ft. Worth | New Jersey |
| Houston | New York |
| Iowa | Ohio Valley |
| Kansas City | San Diego |

The event was a huge success with lots of great sports giveaways, and our special celebrity guest – Dave “the Hammer” Schultz, former Philadelphia Flyer.

We look forward to seeing you at the next MSMA Event during the Fall MAILCOM Conference in Las Vegas!!



Dave Schultz of the Philadelphia Flyers

Don't miss it!

MAILCOM 2007 - LAS VEGAS

The 14th Annual Fall Conference & Exhibition

October 8th – 10th, 2007

Riviera Royale Pavillion

Convention Center

**For more information visit the MAILCOM Website:
www.mailcom.org**

Education

The Education committee continues to review opportunities to strengthen and enhance the CMDSM/CMDSS programs as well as other member benefits to assist in career development. To date the exams are now in their latest editions and work has already begun to update them again with the new USPS rules and regulations that became effective in May.

As we approach the summer our focus now shifts to new methods of administration of the application and exam process. We are diligently reviewing proposals from several education sources whereby the entire exam process can be administered electronically and updated more frequently to keep pace with our ever changing mail and distribution services environment. I hope to have more information and a complete list of the new process for the next Postscripts.

Congratulations to Elizabeth Lombard (Pitney Bowes), Mark Hale (OMG LLC), Willie Coleman (ServiceSource Inc),



Chuck Zeikle, and Mark Hale, CMDSM



Chuck Zeikle and John Gregory, CMDSM

John Gregory (Pitney Bowes Management Services) for passing the CMDSM and Jim Prevost of Prevost Enterprises LLP for his successful completion of the CMDSS exam. For more information on either program, please visit the National website msmanational.org. There you will find detailed information on the entire process as well as the CMDSM renewal program.

-Karen Cornelius, CMDSM,
V P Education

**For more information,
please visit the
National website
msmanational.org.**



Cliff Bennett Memorial Education Award

The deadline for nominations for the Cliff Bennett Memorial Education Award has been extended to July 15th, 2007. The recipient will be presented with their Award at the Fall MAILCOM Conference in Las Vegas. For more information and to obtain an application for this Award, visit the MSMA National Website.

JULY 2007						
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29	30	31				

Membership

For those who attended the recent MAILCOM Conference & Exhibition and visited the MSMA booth, you likely saw plenty of activity and excitement. In fact, we received hundreds of inquiries about our Association and the services offered to our members and hope that many will now become members. Hopefully those in attendance also attended the annual Hospitality event sponsored by MSMA – special thanks to all who assisted in this spectacular event and those chapters that graciously donated funds to the event.

Increase membership

So how can we increase membership in our organization? One way is through the efforts of many volunteers at events like MAILCOM, and another is word of mouth from every local member. Consequently, I am asking each chapter to work for a net increase in membership of five members per month. When this is achieved, we will have a total increase of more than 1,300 members per year. If we do this each year for the next three years, we will exceed our membership goal of 5 by 10 (5,000 members by 2010).

Now, how do we reach that goal? It can no longer be left up to the membership chairs and certain individuals. We must all be held accountable and “volunteer” to bring someone new into The Association. As I visit with members throughout the country, I am pleased to hear the value that MSMA brings so let’s go out and tell the “MSMA Story.”

My best wishes for a safe and enjoyable summer.

-Merrick Colson, CMDSM
VP – Membership

“I am asking each chapter to work for a net increase in membership of five members per month.”

MSMA AWARDS

The MSMA Awards were presented at the Thursday Leadership Breakfast during the recent MAILCOM Conference in Atlantic City. The Award Recipients were as follows:

Chapter of the Year – Iowa

This award recognizes the outstanding efforts and achievements of the Chapter's officers and members in meeting the mission statement of MSMA

The Iowa Chapter began as a Satellite of the Kansas City Chapter in 2003 with a membership of 24. By the end of 2005, the membership had grown to 85. In January, 2006, Iowa officially became an MSMA Chapter with a membership of 125. They hold membership educational meetings quarterly, with an average of 50 people in attendance. Iowa Chapter President is Mary Wells, CMDSM

Distinguished Service Award – Rob Martinez, CMDSS, MQC

The Distinguished Service Award recognizes an individual who illustrates leadership and dedication by encouraging others to share their experience and

knowledge. Rob Martinez, CMDSS, MQC is a Partner of Navigo Consulting in San Diego, CA, and the Chapter President of the MSMA San Diego Chapter. Rob was nominated for this Award by several of his Chapter Board Members. To quote them "Rob is committed to growing the San Diego Chapter by engaging professionals in the industry to join MSMA. He selflessly donates hundreds of hours of his time to educate and promote best practices in our industry."

Manager of the Year – James Mullan, CMDSM, EMCM, MCQ

The recipient of this Award is recognized by their peers who deem them worthy of being honored for their professional accomplishments and for sharing their experiences with others.

In his current position as New York Regional Operations Manager for the Millenium Group, Jim provides leadership, operational support, ensures Best Practice compliance and client satisfaction. He has earned his CMDSM, EMCM and MQC certifications in the past two years. He also serves as an Executive



Manager of the Year, James Mullan (right) with Chuck Zeikle.

Board Member on both the New York and New Jersey MSMA Chapters, as well as the New York City Postal Customers' Council.

MSMA would like to congratulate all the Award Recipients! For more information on the MSMA Awards, visit the MSMA National website: www.msmanational.org.

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CMDSM/CMDSS Exam

The CMDSM and CMDSS Exams will be administered on Monday, October 8th from 10 a.m. – 2 p.m. during the MAILCOM Conference at the Riviera Hotel in Las Vegas. If you are interested in sitting for this exam, your application must be submitted at least 6 weeks prior to this date to be reviewed and approved by the Committee.



For more information on the CMDSM and/or CMDSS visit the MSMA National website: www.msmanational.org.



P.O. Box 1145
North Riverside, IL 60546-1145

Visit the MSMA Web-site: msmanational.org

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e-mail: ron.goglia@cigna.com

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

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

VP MEMBERSHIP

Merrick Colson, CMDSM
e-mail: mcolson@tmg4mail.com

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Margie Mitchell, CMDSM
e-mail: mitchellm@rappcollins.com

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e-mail: Linda_henry@administaff.com

SOUTHERN REGION DIRECTOR

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e-mail: dbrown@lwcc.com

NATIONAL DIRECTOR

Paul Dreifuss, CMDSM
e-mail: pdreifuss@budd-larmer.com

NATIONAL DIRECTOR

Pat Cheatom, CMDSM
e-mail: pcheatom@dstoutput.com

EXECUTIVE ADMINISTRATOR

Barbara Fahy
e-mail: fahyb@aol.com