



## 2009/2010 MSMA National Board of Directors

**We are pleased to announce the  
2009/2010 MSMA National Board of Directors**

President - Ron Goglia, CMDSM

EVP - Karen Cornelius, CMDSM

Immediate Past President - Chuck Zeikle, CMDSM

VP - Education - Mary Wells, CMDSM

VP - Chapter Operations - Merrick Colson, CMDSM

VP - Membership - Barbara Fahy, MBA

Treasurer/Secretary - Linda Ferrell, CMDSM

Director of Certification Services - Elizabeth Lombard, CMDSM, CMDSS

Director of Marketing - Walter Riddock, CMDSM

Regional Director - Linda Henry, CMDSM

Regional Director - Paul Driefuss, CMDSM

Regional Director - Mike Lathrop, CMDSM

Director at Large - Barbara Graham, CMDSM

Director at Large - Erik Warner, 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 the past two years, and will be leaving the Board at the end of 2008: Margie Mitchell, CMDSM; David Brown, CMDSM; Pat Cheatom, CMDSM.

Also on behalf of the entire MSMA National Board, I would like to acknowledge the unending support and dedication that Lance Humphries, CMDSM has brought to MSMA. Lance will be stepping down from the National Board at the end of 2008 after almost 25 years of Service. He will continue to share his knowledge and advice on an advisory basis moving forward.

Our new Board has already begun the strategic planning process and initiatives for 2009/2010, and we will keep the membership updated as the process continues.

Thank you for your support and dedication to MSMA.

Ron Goglia, CMDSM  
MSMA National President

## Cliff Bennett Memorial Education Award Recipient

**K**im Gebhard is the Quality Assurance Technician for Press Ganey in South Bend, Ind. She is responsible for planning, coordination, training, implementation and management of the Mail Preparation Total Quality Management (MPTQM) Program and all related activities. Additionally, she serves as the InfoTurn division's HIPAA Compliance Officer. Press Ganey partner with more than 7,000 health care organizations- including nearly 40% of the US hospitals to measure and improve their quality of care. The InfoTurn division of Press Ganey handles the document creation, data collection, printing, inserting, sorting and mailing of over 50 million patient satisfaction surveys annually.

Kim is a member of the Chicago MSMA Chapter. The Cliff Bennett Memorial Education Award is presented annually at the Fall MAILCOM Conference. The sponsors of this award are MSMA, MAILCOM, MAIL Magazine and Pitney Bowes.



Kim Gebhard and Rudy Rutinger.

# Newest CMDSM/ CMDSS's

Congratulations to the newest CMDSM's and CMDSS's, who received their certification at the Fall MAILCOM in Las Vegas:

## CMDSM

Adam Collinson - Pitney Bowes

Maureen King - Arizona State University

Kay Kovar - Pitney Bowes

Kimberly Tobojka - Assumption College

## CMDSS

Mike Simon - Scancode Systems

Dion Wilhelm, CMDSM - Cenveo

The next CMDSM/CMDSS Exams will take place during the Spring MAILCOM Conference in Atlantic City.



Karen Cornelius - CMDSM, Kay Kovar - CMDSM, Maureen King - CMDSM, Kimberly Tobojka - CMDSM, and Adam Collinson - CMDSM.

## Education Committee update

The overwhelming growth of education requirements will bring some necessary changes to the organization structure in 2009. The responsibilities of the Certification portion of Education are so demanding that we are divesting it off to a division unto itself.

Elizabeth Lombard has been elected to the National Board as the Director of Certification and she will be responsible for the integrity of both exams as well as the grading each time the exam is given. Linda Henry, in addition to her elected duties as a Regional Director will manage the Renewal process, reporting to Elizabeth.

The remaining areas of Education, now under Mary Wells as the incoming VP Education, will be Administration; consisting of the actual administration of each exam whether at MAILCOM or proctored at a local site; the Study Guide / Group and the Cliff Bennett Memorial Education Award. Both areas have numerous committee members working hard to promote the MSMA Education as the strong cornerstone of our organization. If you would like to join us please contact any of the members above or me - we can always use more hands to make MSMA successful.

I am honored to be elected Executive Vice President of Mail Systems Management Associations National Board. While Education will always be a primary interest for me; I am looking forward to being more involved in the other operational areas of the organization as well. Thank you for your support and entrusting me with this responsibility. Please feel free to reach out to me with your thoughts on how we can make MSMA really work for you.

Karen Cornelius, CMDSM

*"The responsibilities of the Certification portion of Education are so demanding that we are divesting it off to a division unto itself."*

## CMDSM/CMDSS Study Groups

**The dates for the next CMDSM and CMDSS Study Groups are as follows:**

February 5, 12, 19, and 26; March 5, 12, 19, and 26; and April 2.

Participants are required to attend at least 7 out of the 9 study sessions. Start times for the CMDSM Study Session are 1 p.m. EST, start times for the CMDSS Study Session are 2:30 p.m. EST.

The CMDSM/CMDSS Study Sessions will be led by Erik Warner, CMDSM, CMDSS of Pitney Bowes.

Interested MSMA members should contact Barbara Fahy, MSMA Executive Administrator at [bfahy@msmanational.org](mailto:bfahy@msmanational.org).

More details will be coming soon.



# The importance of communicating your ideas effectively

—Erik Warner CMDSM, CMDSS, EMCM, MQC

**A**s a supervisor or manager, much of your effectiveness is measured by your ability to speak clearly and with conviction. Those in key leadership roles such as managing a communication center are expected to be highly competent at presenting ideas, giving directions and explaining procedures. Being an effective communicator is usually cited as essential in any overall definition of what constitutes a leader.

Communicating clearly and convincingly is not an ability people are born with, it is a learned skill that is developed through planning and practice. The following five-step approach has worked well for me in writing and speaking, either to one person or a group of people.

## 1. First, state the main point you want to make.

By stating the main point of your message first, you encourage your listeners to focus on the information you are presenting. It captures your listener's attention and helps them remember the most important part of your message. Do this by telling people what you expect to accomplish. Start out with a phrase like: "I want to discuss..." The purpose of our meeting today is..." "I expect that..."

## 2. Make points that aid the listener's understanding.

Immediately after you make your point, present explanations to support what you're saying. Your explanations, instructions or ideas are more compelling if they're built on clear, concrete facts and first hand observations. Use the following guidelines to make your explanations effective:

- Use simple language and avoid technical jargon.
- Keep explanations short so not to bore people.
- Use examples to illustrate your point.
- Use visuals if possible to aid your points.

## 3. Check to see that listener understands you.

You'll never know if you got the message you intended to get across unless you check it out with the listeners. So ask a question such as: "What do you think?" or "What are your reactions?" You need to correct misunderstandings quickly and seeking other's viewpoints shows that you respect their knowledge and opinion. Their input may uncover some ideas or problems that you did not know about.

## 4. Handle questions to what you presented.

It's important to handle people's questions properly if you want to be known as a receptive, open manager or supervisor. Usually people question you because they don't understand or are uncertain of the information you just presented, they are not challenging you as a person. What they are asking for is clarification.

When answering someone's question, put them at easy and promote open communication in your group by validating the question or the need for it. Paraphrase the question then answer it clearly and specifically. There is nothing more that will damage your creditability as a leader than not answering a question that was asked. After you answer, thank them for asking the question or make a comment that the question was appropriate or helpful.

## 5. Lastly, summarize what you said.

Most listeners will not remember everything that you said so a short, simple restatement of your essential message will help them remember. A short summary also clarifies who will do what for any follow-up action.

The pressure in today's complex work environments to do things faster, cheaper and better can create grounds for communication breakdown. As a manager or supervisor, you can prevent misunderstandings by communicating ideas clearly and accurately. By using this five-step approach to communicating your ideas, you can significantly influence the way your employees develop their perceptions and commitments to your organization.

*"...seeking other's viewpoints shows that you respect their knowledge and opinion."*

### Spring 2009 MAILCOM Conference & Exhibition

April 5th - 8th, 2009

Atlantic City, New Jersey

Watch for more details coming soon regarding the MSMA Member Rate





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