




PostScript

Why MSMA?

Each newsletter will feature short commentary by members to illustrate why MSMA membership is meaningful to them. If you wish to submit your perspective, feel free to contact Paul Dreifuss, Director of Communications at pdreif@aol.com.



James P. Mullan, CMDSM, MDC

I have my current position as National Operations Manager for an insurance company in NJ thanks to my MSMA association. Though I had been employed at the time I was approached about this particular position because the client actually knew of me through the MSMA. I have been a member of the MSMA since 1995. Having just left the records management industry I was now entering an entirely new and different world, the world of mail! I knew that I would need to be involved in an association that would allow me to meet folks like myself in this industry that was new to me, folks who could show me the way, who I could use as mentors! It has allowed me to continue

to expand my network of professional contacts and reach out to obtain assistance for any issues or concerns related to my new job responsibility.

MSMA is all about NETWORKING!

As I said I was new to the industry and knew very little about mail operations within an office environment, and by joining the MSMA that all changed. One of the highlights of membership was the fact that I would get to tour numerous company operations in various industries, as well as attend educational sessions regarding management and staff development. It also gave me numerous

opportunities to discuss outstanding issues or concerns I was having in my new career. Being able to meet seasoned industry professionals at the MSMA meetings made my transition into my new world seamless and painless.

MSMA is all about EDUCATION!

As I learned throughout the years, MSMA is an excellent forum for personal and professional growth. I have obtained both my certifications as a CMDSM (Certified Mail and Distribution Service Manager) and MDC (Mail Design Consultant) because of the MSMA!

John Joachim, CMDSM

I entered the mailing industry 15 years ago with a college degree in Education. I had some experience in corporate mail and shipping but little knowledge to meet the new challenges I was facing in managing a substantial mail and shipping/receiving center. I had no idea where to begin to find out what I needed to know in order to meet the many new challenges. Luckily I met a mailing industry pro who suggested I attend MAILCOM the following month. I did and attended a whole host of educational sessions. I also learned that by joining MSMA I would have connections to lots of other managers

doing the same things I did. And they had the same problems, issues, concerns and questions too. Best of all, many had great answers to the issues I was experiencing.

The fears I had about not knowing everything about mail, and managing people and process began to turn into confidence. One session at MAILCOM especially struck me; I heard Don Archer talking about the many values in being a CMDSM. It and sounded pretty important...and it sounded like a great next step to expanding and certifying my qualifications. I also found that joining MSMA could help me become a CMDSM: becoming a member was a no brainer.

I earned my CMDSM in 2005! MSMA helped me apply for it, study for it, and obtain it. The exam required preparation and more preparation but my certificate now hangs on the wall of my office and I love seeing the letters after my name on my business card. My company rewarded me for my achievement. Now I spend time presenting information to others at MSMA meetings and at MAILCOM; sharing my experience in hopes I can inspire them. None of that would be possible without my membership in the MSMA.

From the desk of

Barbara Fahy, MDC - MSMA National President

Greetings!

It's hard to believe its June already - the first half of 2012 has gone by very quickly!! In my last communication to you, I shared that the MSMA National Board has been working on our Strategic Planning goals/objectives and several initiatives that Marketing, Membership, Education and Chapter Operations Groups will continue to complete to move the Association forward.

You will be hearing shortly about some new Membership benefits programs, an updated National website, and an Association Management Web based Software package that will bring MSMA into the "21st" Century. Our two Educational Webinars have been very successful, and if you haven't had a chance to participate in one, I'd suggest

you check out the June Webinar presented by Nick Staffieri.

The MSMA Chapter of the Year, Distinguished Service and Manager of the Year Awards were presented at the Spring MAILCOM Conference. I would personally like to congratulate the recipients of these Awards and also the 4 newest CMDSM's, who passed the exam in Washington, DC.

As you know, the Fall MAILCOM 2012 will be back at the Riviera Hotel, in Las Vegas September 9 - 11th and I hope to see many of you there. One of the many benefits of membership is a discounted rate on the best convention in our industry. In addition to the networking and educational programs, one particular item to note is that the Mailpiece Design Consultant (MDC) Review & Exam will be offered once again at MAILCOM. This is a great value-

add to use in promoting attendance and your professionalism.

You have my continued commitment as the National President that your Board of Directors will work hard to grow and strengthen our Association. Do not hesitate to contact me or any of the MSMA National Board if you have any questions. I look forward to working with you to make MSMA the "Best it can be"! Thank you again for your dedication and support of MSMA and I look forward to seeing you and meeting you at the Fall MAILCOM 2012 in Las Vegas.

Barbara

bfahy@msmanational.org
1-800-714-MSMA

Check us out on the web at www.msmanational.org for more information about our organization!



CERTIFICATION

Four Earn CMDSM Certification at Mailcom

The Certified Mail & Distribution Systems Manager certification was inaugurated in 1989. Since that time, almost 400 individuals have achieved their CMDSM credentials nationwide.

Over the years, the exam has been revised to remain current with the ever changing body of knowledge and trends in the mailing industry. This exam is administered electronically, and consists of 135 multiple choice questions as well as 5 essay questions. The exam must be completed within 4 hours.

It is no small feat to qualify to take this exam, and it is an exceptional candidate that passes and receives certification. For more information on this program, please visit our web site at www.msmanational.org.

The following four individuals earned CMDSM certification at Mailcom and their achievement was announced during the Mailcom Awards Breakfast on April 18:

Darlene Handy, CMDSM, Universal American, Houston, TX
Trent Keffer, CMDSM, FCI Federal, Washington, DC
Ahilya Ramballi, CMDSM, TIAF CREF, Jamaica, NY
Loyd Turley, CMDSM, Commerce Bank, Kansas City, MO.



WEBINAR UPDATE

Thursday, June 21 at 3 p.m. Eastern
"Building the Manager/Employee Relationship"

Our subject matter expert Nick Staffieri, CMDSM will address how managers should build character, integrity, and trust as part of their format to manage employees; designing and following through on positive and productive relationships.

The webinar link & call information:

<https://join.me/110-467-027>

Conference number: 1-415-464-6999

Conference ID: 110-467-027#

For additional information please contact:

Erik Warner, CMDSM, CMDSS (MSMA Natl. V.P. Education)
erik.j.warner@gmail.com

Mail Systems Management Association Awards at MAILCOM 2012

MSMA 2011 Manager of the Year

The recipient of the MSMA Manager of the Year Award is recognized by their peers for their professional accomplishments and sharing their knowledge and experiences with others. In honor of the outstanding contributions made to his company and to the mailing industry, the Mail Systems Management Association presented its Manager of the Year award to Thad Weikal, CMDSM, during the Mailcom Awards Breakfast on April 18 in Washington, D.C.

Thad Weikal is the Mail Center Supervisor at Kenneth Copeland Ministries in Ft. Worth Texas. He has worked for them for almost 15 years. In his position at KCM, Thad oversees all budgeted funds for postal mailings and manages postal compliance for over 12,000,000 pieces that KCM mails annually including a free educational product and two popular devotional books. He is a member of the MSMA Dallas/Fort Worth Chapter and also a scheduled speaker at MAILCOM. Thad earned his CMDSM certification during the fall 2011 Mailcom.



Thad Weikal is awarded MSMA Manager of the Year.

2011 Distinguished Service Award

The Distinguished Service Award recognizes an individual who illustrates leadership and dedication by encouraging others to share their experience and knowledge. The 2011 recipient embodies these attributes. The Distinguished Service Award was presented to Paul Dreifuss, CMDSM, during the Mailcom Awards Breakfast on April 18, 2012 in Washington, D.C.

Paul is the Senior Site Manager/ Facilities & Services Director for Oce Business Services at Budd Lerner, PC in Short Hills, NJ. He encourages his staff to participate in MSMA and other relevant associations. He challenged his staff to continue their education at the local community college, even convincing his employer to underwrite the costs. Paul and staff volunteered for many community outreach programs and developed a shadow program for Newark, NJ high school students at his firm.

Paul is a member of both the New York and New Jersey MSMA Chapters. He served on the MSMA National Board during the 1990's. He rejoined the national board in 2002 and currently serves as the Director of Communications.

2011 MSMA CHAPTER OF THE YEAR Award

Each year the Mail Systems Management Association takes special pride in recognizing one of its chapters as Chapter of the Year. This award acknowledges the outstanding efforts and achievements of the chapter's officers and members in meeting the mission statement of the MSMA. The recipient of the 2011 MSMA Chapter of the Year is the Minnesota Chapter.



Paul Dreifuss wins the Distinguished Service Award.

The Minnesota Chapter was established in 1993 and is consistently one of the most active and successful MSMA Chapters. It currently has 127 members, and has built strong relationships with other local mailing organizations, like the Twin Cities PCC, to bring timely training and events to Minnesota and surrounding areas. The Minnesota Chapter President is Jennifer Baglio, CMDSM. This award was announced during the MAILCOM Awards Breakfast on April 18 in Washington, D.C. Accepting the award for the Minnesota Chapter were John Joachim, CMDSM and Kathy Lundy, CMDSM.



Kathy Lundy accepts the Chapter of the Year Award for the Minnesota Chapter.

Congratulations to all the Award Recipients!

MAILCOM Updates and News

MAILCOM 2012, 32nd Annual Global Convention held in Washington, DC
April 15-18, 2012.

Five Industry Managers Earn MCOM Credentials:

Imran Din, Mail Center Supervisor, Law School Admission Council;

Edwin Larson, USCG Mail & Shipping Manager, U.S. Coast Guard;

John Parker, Program Manager, ServiceSource USDOT;

Lauran Solvik, Prudential Operations, The Millennium Group;

Willie Williams, Supervisor Distribution Services, Perelman School of Medicine.

The Franklin Award:

The Franklin Award honors leaders whose contributions maintain the value of mail communications. Benjamin Franklin was the first United States Postmaster General and is credited with planning and implementing the original U.S. Post Office Department- predecessor of what is now the U.S. Postal Service (USPS). Award recipients receive an engraved bust of his image in recognition of their achievements.

Award Recipients:

U.S. Postal Service COO Megan Brennan was presented with the prestigious Franklin Award at MAILCOM 2012. Megan was named Chief Operating Officer and executive vice president in December 2010 and leads all network and process improvements and the allocations of people and resources.

Harold B. Friedman, Senior Vice President at Data2Logistics, LLC was presented with the prestigious Franklin Award at the recently concluded MAILCOM 2012 Annual Global Convention. Mr. Friedman had previously been President of Chase Trans Info, the freight bill processing subsidiary of The Chase Manhattan Bank. He was an early adopter of EDI working with The TDCC to create the ANSI X12 standards in place today. He was also the driving force to establish freight bill processing on a global basis. He has been with Data2Logistics' since they acquired his company, CTI Logistics and currently serves as Senior Vice President for Global Corporate Development.

MAILCOM Technical Excellence Award

The award was presented to Mr. Paul Overn, Director of Operations for IWCO Direct in Little Falls, Minnesota on behalf of all IWCO Direct production facilities. This award is the latest in a long list of honors for IWCO Direct which was originally founded in 1969. IWCO Direct and its commitment to equipment standardization, employee training and continuous process improvements are recognized as the leading contributors of this award presentation. In order to easily transition work between all of its production plants, IWCO Direct developed a system of production standardization and equipment mobility across its national platform.

MAILCOM, 2012 Fall Conference, a must for every professional!

MAILCOM 2012 is pleased to return to Las Vegas for the 19th Annual Fall Conference, an intensive three-day learning experience packed with top-flight speakers, in-depth seminars, workshops, including a small Vendor Exhibition Pavillion. Attendees to MAILCOM Las Vegas will be able to choose from over 110 educational sessions in twelve areas of study

Corporate executives, managers and supervisors face critical decisions in the months ahead. Though mail remains a primary customer communications tool, it is changing to maintain effectiveness in an electronic world. As businesses adapt their mail and distribution systems between the industry's past and future, and new industry leaders emerge while others fade away, the mail communications field has had one constant: MAILCOM. Founded as an independent educational forum, MAILCOM has consistently delivered on its mission to "promote the advancement of the science and art of mail communications".

The 19th Annual Fall Conference will again be held at the legendary Riviera Hotel on the fabulous Las Vegas Strip. The Riviera has undergone an extensive \$70 million dollar renovation to both guest rooms and public areas. Remember, MSMA members save \$150 on MAILCOM registration costs!

For information call Lance Humphries, CMDSM Managing Director 732 280 8865.

www.mailcom.org

19th Annual Fall Conference

September 9-11, 2012

Riviera Hotel • Las Vegas



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

Visit the MSMA Web-site: msmanational.org

MSMA Board of Directors 2012-2013

MAIL SYSTEMS MANAGEMENT ASSOCIATION

National President

Barbara Fahy, MDC
Email: fahyb@aol.com

Executive Vice-President

Jud Thurman, CMDSM, CMDSS, MDC
Email: jud.thurman@airmail.net

Vice-President, Chapter Development

Trevor Ward, CMDSS, MDC
Email: trevor.ward@pb.com

Vice-President, Education

Erik Warner, CMDSM, CMDSS, MDC
Email: erik.j.warner@gmail.com

Vice-President, Membership

Linda Henry, CMDSM, MDC
Email: linda.henry@insperity.com

Secretary, Treasurer

Linda Ferrell, CMDSM, MDC
Email: llferrel@TexasChildrensHospital.org

Immediate Past President

Ron Goglia, CMDSM
Email: ron.goglia@cigna.com

Director of Certification

Jane Patton, CMDSM, MDC
Email: jane.patton@tgslc.org

Director of Communications

Paul Dreifuss, CMDSM
Email: pdreifuss@buddlarner.com

Director of Marketing

Wes Friesen, CMDSM, EMCM
Email: wes.friesen@pgn.com

Regional Director

Nick Staffieri, CMDSM
Email: Nick.Staffieri@mcsmanagement.com

Regional Director

John Joachim, CMDSM
Email: jjoachim@hazelden.org

Director At Large

James P. Mullan, CMDSM, MDC
Email: jmullan@chubb.com

Director At Large

Marsha Amato Greenspan, CMDSM, MDC
Email: Marsha.Amato@bankofamerica.com

