



MDC Review Course and Exam Offered at the Fall MAILCOM Conference in Las Vegas

Mailpiece Design Consultant (MDC) Professional Certification

MAILCOM and Mail Systems Management Association (MSMA) have teamed up to provide you with an amazing opportunity when you attend the Fall MAILCOM conference!

The MDC Certification focuses on classes of mail, mailpiece design, commercial mail preparation/requirements and extra services, and is a great opportunity for you to add even more value to your organization - along with a new certification to your resume!

Sign-up now for the MDC Certification session (http://www.msmanational.org/pages/certification_mdc.cfm) that will be held on Sunday morning September 25th. Registration begins at 8AM and the review session will be held from 8:30 A.M. to 10:30 A.M. Following the review session, you'll have the opportunity to immediately take the open-book exam!

The fee for this event is \$35 for MSMA members and \$55 for non-MSMA members. The fee includes the review session, refreshments, the exam and a copy of the Study Guide which you can download and print from the MSMA National Website.

For more information contact Elizabeth Lombard at Elizabeth.lombard@pb.com or Barbara Fahy at bfahy@msmanational.org



MAILCOM Las Vegas

The 18th Annual Fall Conference & Exhibition
September 25-27, 2011

Riviera Hotel / Las Vegas

- ▲ The MAILCOM Las Vegas registration page is up at www.mailcom.org.
- ▲ MAILCOM Las Vegas will be held September 25-27, 2011 at the Riviera Hotel in Las Vegas, NV.
- ▲ Over 100 seminars, ten certificate programs, and an exhibition hall will be featured.
- ▲ The basic information is now posted; more will be added in the weeks ahead.
- ▲ Register today and save at the early-bird rate!

Call me at 732-280-8865 if you have any questions.

Lance Humphries, CMDSM
Managing Director
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tele: 732-280-8865

CMDSM/SS Exam - Fall MAILCOM Conference

The CMDSM/SS Exams will be administered on Sunday, Sept. 25th, from 9 a.m. - 1 p.m. during the Fall MAILCOM Conference in Las Vegas.

Deadline for submission of applications is August 15th.

More information can be obtained from the MSMA National website: www.msmanational.org



From the desk of

Karen Cornelius, CMDSM - National President

Summer is in full swing, I hope you all have great plans that include some fun along with all that hard work.

The industry is buzzing with several things right now.

Canada Post is on full strike as of this writing, following several days of rolling strikes. What about the USPS slogan "We're everywhere so you can be anywhere", nice take but nothing new and with recent closures looming it give us cause for questions.

How about the QR codes, they are fast becoming a powerful force in marketing, acting as a connector between the physical world and the web. People see a QR code, scan it, and are suddenly engaged in your message (when you do it right.) There are plenty of creative ideas for how businesses, non-profits and municipalities

can use QR codes to market and communicate themselves better to their stakeholders. What do YOU think about this? The industry is talking a lot about it right now on Linked In at the Mailing System Technology Group. Check it out!

Our days are filled with news, some cause concern while other can peak our excitement for the future. WE have a choice! Choose to embrace the future and whatever path you must take to get there.

MSMA has exciting things going on to do just that. WE are providing webinars at both the National and Chapter levels to help educate you on what is happening NOW and what is coming. Elizabeth Lombard and our Education team is prepared to take our MDC (Mailpiece Design Consultant) exam "on the road" to help those who want to get together for

Greetings!

a training session and exam. The first MDC event of this kind will be held at the NACUMS conference in July. MSMA is pleased to partner with NACUMS to offer this exciting opportunity for NACUMS members to earn the MDC credential!"

Other great things going on this summer; New York is really stretching out of the box. Their event is a tour of The Metropolitan Museum of the Arts. And San Diego held a joint Golf tournament with the PCC at the beautiful Riverwalk Golf course.

So you see, it may be hot and things may appear challenging but we are on a great journey together. Reach out, there are lots of folks ready to help. Contact us on the web at www.msmanational.org for more information.

Have a great summer; see you at MAILCOM in Vegas, Sept. 25-27.

All the best; always.

KC

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



August Webinar

Join us for the MSMA National Education Event for August as Subject Matter Expert James Mullan discusses "Five Guidelines for Eco-Friendly and Cost-Effective Mail Management Practices."

Here are the webinar details:

Date: August 11 at 3 p.m. (Eastern)

Conference Call Number: (877) 336-5673 code: 632896

Live Meeting Link: <https://www.livemeeting.com/cc/pbi/join?id=MSMA-AUG-2011&role=attend&pw=MSMA-AUGUST>

Live Meeting ID: MSMA-AUG-2011

Attendee code: MSMA-AUGUST



MSMA Member Rate – MAILCOM Fall Conference

The MSMA Member Rate for the MAILCOM Fall Conference in Las Vegas is \$845. If there are four or more members from one Chapter attending, the registration fee is \$795. Please contact Barbara Fahy, MSMA Executive Administrator – bfahy@msmanational.org or your Chapter President for more details.

Hope to see you there!



The MSMA National CMDSM & CMDSS Study Sessions are forming now!

To recognize distinguished professionals in the mailing industry, the MSMA has established the Certified Mail and Distribution Systems Manager (CMDSM) Certified Mail and Distribution Systems Supplier (CMDSS) programs.

This accreditation process provides for an individual to be evaluated, tested and certified on the body of technical knowledge, sales skills and management skills necessary for performance in the mail profession. Each exam consists of 135 multiple-choice questions and five essay questions. It is a timed, four-hour exam. You must achieve a score of 75% or more to pass.

For those who have wanted to take either the CMDSM or the CMDSS exam but were unsure of where to find material to study or intimidated for fear of failing, the MSMA is pleased to announce a partnership with Pitney Bowes in offering a CMDSM/CMDSS Webinar Study Session Program this summer to prepare to sit for the exam at MAILCOM in Las Vegas, September 25th - 27th.

This 9-week program will help participants through the learning process and provide in depth knowledge on every technical area contained within each exam. The study sessions are delivered via webinar in conjunction with the CMDSM/CMDSS Study Guide.

Participants are required to attend at least 7 of the 9 sessions; start times for the CMDSM participants are 1:00 Eastern and 2:00 Eastern for CMDSS participants. Each call is approximately one hour and the dates are as follows:

- Session 1: July 28th**
- Session 2: August 4th**
- Session 3: August 11th**
- Session 4: August 18th**
- Session 5: August 25th**
- Session 6: September 1st**
- Session 7: September 8th**
- Session 8: September 15th**
- Session 9: September 22nd**

The CMDSM/CMDSS Study Sessions will be led by Erik Warner of Pitney Bowes: erik.warner@pb.com

Those MSMA members who are interested in taking the CMDSM or CMDSS exam this September should contact Barbara Fahy, MSMA Executive Administrator at bfahy@msmanational.org.

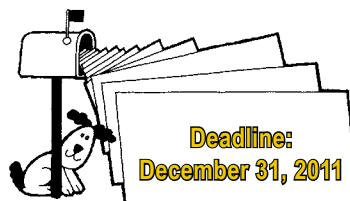


Congratulations to the Newest MDC's

Member	Employer
Manuel Gomez	PBMS
Michael Reddick.....	Pitney Bowes
Matthew Meehan.....	PBMS
Dean LaValley	The Millenium Group
Jeff VanOsdol.....	Pitney Bowes
Darrell Kimball.....	The Millenium Group
Terry Wright	Pitney Bowes
Edwin Molina.....	The Millenium Group
Stephen Roybal.....	The Millenium Group
Arun Lal	GRC Direct
Judith Hood.....	PBMS
Brandon Floyd	Pitney Bowes
Daniel Griffin.....	PBMS
David Griffin.....	Plymouth State Univ
Elizabeth Sullivan	Pitney Bowes
Stephanie Flores.....	Health Net
Angela Burns	Pitney Bowes

CMDSM/CMDSS Certifications Must Be Renewed Every Three Years

CMDSM and CMDSS certifications must be renewed every three years. If you earned your certification in 2008 or renewed your certification at the end of 2008, you must complete the renewal application process by December 31, 2011. Detailed certification renewal information is available on the MSMA National website: www.msmanational.org. Don't forget to renew on time. Your certification will lapse if you miss the deadline. You will be required to retake the exam to regain your certification if you let it lapse. Contact the Director of Certification Services if you have questions or need additional information.



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Visit the MSMA Web-site: msmanational.org

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