



PostScript

MSMA's National Learning Event Webinar Series Topics for December and February

December 15: 12:00 Pacific, 2:00 Central, 3:00 Eastern

Join us on Thursday December 15th when our guest presenter Christopher Rausch discusses personal development and how to successfully attain your goals, just in time to help us with our New Year's Resolutions! Christopher is a professional speaker, personal development specialist and author, his article "Providing Gold Star Customer Service" was recently published in Mail Systems Magazine. You can learn more about Christopher by visiting his website, www.master-motivators.com and www.youtube.com/mastermotivatorz

February 16: 12:00 Pacific, 2:00 Central, 3:00 Eastern

Our topic for February is "Why Mail Still Matters in a Multi-Channel World," presented by David Robinson, Director, Address Quality, Pitney Bowes Inc. Mark your calendars; it's an event you won't want to miss. "Why mail is and will continue to be a financially viable and effective marketing medium" is something you should know to help your company make the right decisions moving forward. There's more; the discussion would not be complete without a look at what's new from the USPS perspective – and when our webcast airs in February, there should be plenty to discuss and understand. You'll get a chance to ask questions of the experts, as well.

Call-in and webinar information for these learning events will be communicated out as we get closer to the dates.

–Erik Warner, CMDSM, CMDSS, EMCM, MDC



MAILCOM 2012 Returns to Washington, DC - April 15-18 at Marriott Wardman Park



After completing one of its best conventions in years at the Washington Hilton, MAILCOM has announced it will return to the nation's capital in 2012 for the 32nd annual conference and exhibition. MAILCOM 2012 will feature over 150 industry experts including Postcom President Gene DelPolito and RR Donnelley Logistics President Chuck Fattore. Other speakers, including keynote presentations, will be announced in December.

The convention will be held in Washington's largest convention hotel, the Marriott Wardman Park (formerly the Sheraton).

Conference dates are April 15-18, 2012 with the first sessions beginning at 1 p.m. Exhibition dates are April 16-18 with the hall opening at 10 a.m. on April 16.

Exhibitors and attendees alike at the 2011 convention overwhelmingly requested that MAILCOM return to Washington, DC. The combination of seminars and exhibits within the hotel plus the high-level speakers made MAILCOM Washington one of the highest customer-rated shows in MAILCOM's thirty year history.

For information on the Spring conference, go to www.mailcom.org.

Hope to see you there!

From the desk of**Karen Cornelius, CMDSM - National President***Greetings!***Greetings MSMA Membership**

Amazing that we are already closing out 2011! So much has changed this year; Patrick Donahoe has introduced some very innovative services such as Every Door Direct Marketing, Village Post Offices, Prepaid Forever Priority Mail Envelopes and more. Within our own organization we have seen the "MDC" come to life and over 300 have become certified already. 6 more CMDSMs and 1 more CMDSS have joined the ranks this year. Many great events were held across the country and the Chapters continue to work hard.

A lot changed for our people too, you have seen it in your own work places

and chapters. On the National Board we had some wonderful folks step down due to health challenges but equally wonderful have people stepped up and the Board has stayed solid.

Now though it is with regret, I share, I too must make a change. In July of this year I was given an opportunity to become the Enterprise Manager of the Dell account in Round Rock, Texas. This has been a big change from Regional Director of BOA, living in Arizona and one that demands more than I ever expected. Because of this change I can no longer give the position of President of MSMA the excellence that I committed to last year, and I will not do less for you than my very best.

Because Success is the goal, it does not matter who is at the helm, as long as together, everyone keeps working towards the GOAL. I have always encouraged others to step down when their burden became too much and they knew they could not give their all, this way; others can step in, fill the shoes and carry on. To that end, I am stepping down and handing the gavel over to Barbara Fahy, your current Executive Vice President.

I wish you all the very best, as always.

KC

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



Newest CMDSM's

Congratulations to Angela Bryant, Shawn Martin and Thad Weikal on attaining their Certified Mail and Distribution Systems Manager (CMDSM) designation this past September at MAILCOM Las Vegas!

The CMDSM certification process is governed by the Mail Systems Management Association and is the most esteemed and widely-recognized accreditation in the mailing industry. Earning this accreditation is an exceptional achievement and display of one's dedication to the profession— simply qualifying to sit for the exam is an accomplishment in and of itself!

Angela, Shawn and Thad earned the right to sit for the exam by earning qualification points through their years of management experience, being active in the mailing industry and through formal education.

They successfully passed a four hour

certification exam which included 135 multiple choice questions and five written essays on mail center management competencies including; postal knowledge, human resources, finance, contracts and business ethics.

Angela Bryant, CMDSM is a Customer Operations Manager II, with PBMS, serving several clients in the Minneapolis area. She has held this position for 2 ½ years and has been with PBMS for a little over 10 years.

Shawn Martin has been an Operations Manager for Pitney Bowes Management Services since July 2003, being promoted to COM II in June of 2007. In 2010, he

accepted an opportunity to manage mail operations for one of PBMS' new clients, a large, high-profile healthcare system.

Thad Weikal is the Mail Center Supervisor for Kenneth Copeland Ministries in Ft. Worth, Tx. In his current position he is the primary contact between KCM and the US Postal service, both locally and nationally.

Currently, there are just over 300 CMDSMs in the mailing industry. If you would like to join Angela, Shawn, and Thad and earn your CMDSM or CMDSS, please contact Erik Warner at erik.warner@pb.com as study sessions are forming to prepare for the exam administered at MAILCOM April 2012 in Washington DC.



"The CMDSM certification process is governed by the Mail Systems Management Association and is the most esteemed and widely-recognized accreditation in the mailing industry."

How to Get Approval to Attend the MAILCOM Conference

By Wes Friesen, CMDSM and Jim Mullan, CMDSM - MSMA National Board Members

Getting the approval to attend important conferences like MAILCOM has always been challenging – even more so under the current economic conditions. But actively participating in MAILCOM is a key to success for you as a professional in the mail industry, and is important to the success of your organization.

We and our organizations have both benefited from our involvement with MAILCOM, and would like to see you join us in Washington DC April 15-18, 2012. Here are some ideas to help you obtain approval to attend.

Keys to Getting Approval to Attend MAILCOM

Approval often comes down to the ROI to your organization – are the benefits worth the costs? Before discussing benefits, let's start with the costs. There are ways to lower the cost to attend. First, if you are a MSMA member you qualify for a MSMA discount. There is also a discount if 4 or more people from your local Chapter register for the conference so you should check with your chapter president to see what plans are in the works to promote these discounts.

Second, you can shop around for the least expensive transportation method. There are three close by airports (i.e. Regan National, Dulles and Baltimore) and also Amtrak. There is a metro stop right outside the doors of the Marriott Wardman Park Hotel, MAILCOM's host hotel. Attendees will often double up on rooms to cut that cost. We know of a number of attendees that will offer to pay some or all of the travel

The biggest key to getting approval is to explain the return (benefits) to you and your organization. Here are some benefits that you can tailor to your own situation:

Learning ways to reduce costs and improve efficiency.

You will learn updated information on how to minimize postage and shipping costs, and learn ideas to improve the efficiency of your operations.

Learning Best Practices and ideas for Process Improvements.

You will learn from the industry's top experts, peers and vendors in the Exhibit Hall the Best Practices of the country's leading high performance organizations. You will also hear ideas about process improvements that can drive improved efficiency, effectiveness and quality.

Learn about the latest technology and automation and other tools. MAILCOM is a great source to hear about the latest relevant technology from the speakers, peers and vendors. You can visit the Exhibit Hall and expand your list of vendor and supplier contacts for current and future reference.

Build a strong network and support group. MAILCOM provides an opportunity to meet the industry's top leaders and experts first hand. One of the great features of this conference is how approachable the speakers are. Also, there are many opportunities to network with peers from around the country – and then to build your own professional support group.

Become inspired to succeed. The keynote and seminar speakers will inspire you to push even harder to help

your organization to be more successful. MAILCOM is noted for its wide selection of seminars including those aimed at our personal and leadership development.

MAILCOM offers a number of sessions geared to leadership and management best practices, and proven ways to provide more positive work environments for your employees that will drive improved morale, motivation and performance.

Improve your credibility within the industry and your organization.

You will learn important information that will benefit you personally – and your organization. In addition, you can earn one or two professional certificates while at MAILCOM. And, you can take advantage of the opportunity to earn the professional certifications sponsored by MSMA, including the MDC: Mailpiece Design Consultant; CMDSM: Certified Mail Distribution System Manager or CMDSS: Certified Mail Distribution Systems Suppliers.

Become a teacher, inspire others and build a stronger team. With all the learning, networking and inspiration you receive, you will be equipped to go back home and inspire and teach others.

One final tip: If you do attend MAILCOM, make sure you prepare a thorough, written report and share with your boss and team. Also do a verbal presentation of the key highlights from your report and let your excitement show through at what you gained at the conference.

Good luck to you as you pursue getting approval to join us at MAILCOM 2012! For more information about MAILCOM visit their website at www.mailcom.org.



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Visit the MSMA Web-site: msmanational.org

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