



## What has MSMA done for me?

*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](mailto:pdreif@aol.com).*

### Linda Ferrell, CMDSM, MDC

I joined MSMA to gain information to assist me in a new position for which I had no knowledge. The mail manager of my corporation had passed away suddenly, and my director advised me the responsibilities were now mine. At that time, we had an outsourced mail team and there was no internal employee to manage the product before me. I knew I needed help and I needed it quickly. MSMA turned out to be a great resource of experienced people willing to share advice and solutions with me and the educational seminars were amazing.

Within a year of becoming responsible for our mail operation, I was asked to bring it

in-house. Just three months later we moved the complete operation across the medical center to a new location. Because of the friends I quickly found within MSMA, the knowledge I gained when I attended MAILCOM and the overall increase in my knowledge, expertise and perspectives, I was able to create a team and operation that exceeded expectations.

My next personal challenge was to earn a coveted CMDSM certification. After researching the qualifications, I built the courage to qualify and test. Thanks to the encouragement and assistance

from MSMA, my continuing experience as a first rate manager, I became a CMDSM. Because of this certification, I was chosen from a field of seventy-five applicants for a new position within a new organization. I was the only CMDSM who applied.

Today I have friends all over the country to share information, ideas, and support as we encounter a new challenge or need assistance with new issues. Without MSMA, I would not have been able to grow my career or myself with the successes I have enjoyed.

### Erik Warner CMDSM, CMDSS, EMCM, MDC

Years ago I made the decision to become an "active" member of MSMA; I raised my hand to volunteer. I believe to have a rewarding and fulfilling membership experience, it is important to become active; using and developing individual, personal and professional skills to contribute to our organization. Volunteer! The adage, "What you put into it is what you get out of it" is certainly true.

I feel a great sense of personal satisfaction and achievement as a training and education professional; helping members and others to develop their professionalism and skill set within their industry.

Designing the Mailpiece Design Consultant Certification, facilitating the National CMDSM and CMDSS Study Sessions and this

year introducing the National Learning Event Webinars have all been very rewarding experiences for me.

The opportunity is here within MSMA for all members who want to contribute to participate and have affect on others. No matter what your specific talent may be, it can be used to better our organization while simultaneously developing your existing skills and gaining new ones.

#### **Volunteering is a great way to:**

- ▲ add experience and increase your professional skills that can be transferred to your job and your resume
- ▲ be a part of our many industries; expand your professional network and make new friends

- ▲ reflect and support a complete picture of you by showing real examples of your commitment, dedication and interests in the mailing industry



No matter what you volunteer to do within MSMA, you will be welcomed and supported as an "active" member. But be warned, volunteering will bring you an overwhelming sense of achievement, satisfaction and fulfillment! If this is the year you take your MSMA membership to a higher level and decide to volunteer, the first step is simple; to be one, ask me or any other National Board Member.

**From the desk of****Barbara Fahy, MDC - MSMA National President***Greetings!*

It's been a long, hot summer here in the Midwest. Here's hoping Fall will soon be upon us with its beautiful changing of leaves and cooler weather. In the upcoming months we will have another National Presidential election with potential changes to our government. What does the future hold for us?

Education is our future; your future. The more we learn and comprehend, the more skills we have to adapt with, the better networked we are; we can create a better future! I urge you to take an active role with your personal

and professional growth by participating in MSMA. Our certifications, continuing education and networking will help you provide value added services to your company, clients and associates. As an all-volunteer organization we rely on your support and participation at the local and national level - and seek your input to growing the Association.

To continue the teamwork needed to grow the association, the MSMA National Board and Local Chapter Presidents will meet in Las Vegas in September and discuss topics of concern to all of the membership. In this issue, take a moment to read our

members' take on "Why MSMA," learn of our upcoming Webinars, educational events and networking opportunities. I encourage you all to participate.

Thank you for your continued support and I hope to see you at the Fall MAILCOM Conference in Las Vegas! If not, the MSMA National Board look forward to hearing from you with comments, suggestions, and questions.

*Barbara*

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**Check us out on the web at [www.msmanational.org](http://www.msmanational.org) for more information about our organization!**



## More Than 500 People Have Earned MDC Certification

As of this past July, 2012, the number of mailing and shipping professionals who have earned the Mailpiece Design Consult (MDC) certification surpassed 500. People currently enrolled should push that number to almost 550 by the end of the summer.

MSMA introduced the Mailpiece Design Consult (MDC) certification in 2010. This certification covers only postal knowledge: rules, regulations, requirements, postal history and mailing requirements. You can register for this program on the MSMA web site at <http://www.msmanational.org/>. Simply click on the certification tab and follow the instructions for the MDC certification. The current fee for the MDC program is \$40 for MSMA members and \$50 for non-members.

You will receive a MDC Study Guide to you prepare for the exam. The certification

exam is an open book test that is administered on-line. It consists of 100 questions and you must obtain at least 90 correct answers to earn your certification. You will have four hours to complete the exam. Should you fail on your first test, you will be provided a second attempt at no additional cost.

Upon successful completion, you will receive a certificate denoting your achievement and your name will be added to the roster of MDC certified professionals listed on the MSMA web site. The MDC certification is valid for 24 months.

We encourage you to join more than 500 of your colleagues who have earned this certification.

For more information, visit <http://www.msmanational.org/> or contact Barbara Fahy at [fahyb@aol.com](mailto:fahyb@aol.com).

### Here's a sampling of tours, seminars and educational activities of local chapters...

**Minnesota:** Recently Toured FedEx Ground Hub

**Iowa:** Personal Development seminar: *ADVanced Insights Profile*, featuring: Marsha Aldridge, The IMT Group and Bryan Arzani, The Results Group

**Can you answer these questions:**

- What natural talents do you have?
- Why are you motivated to use them?
- How do you prefer to use them?

**Dallas/Ft. Worth:** Personal Development seminar:

*Enhancing Your Presentation Skills*, Presented by:

Erik Warner, CMDSM, CMDSS, EMCM, MDC

Geared for the non-presenter or novice presenter who may present training or seminar to staff and in-house.

**New Jersey:** Tour of Valley Hospital; Mail and Communications Operations

September 11 salute and presentation on security.

# 2012 Cliff Bennett Memorial Education Award



MSMA presents the Cliff Bennett Memorial Education Award to Jane Patton, Distribution Center Team Lead in Corporate Services at

Texas Guarantee (TG) in Austin, Texas. She holds both Certified Mail and Distribution Systems Manager (CMDSM) and Mailpiece Design Consultant (MDC) certifications. She is a charter member of the Central Texas MSMA Chapter, and currently serves as the Chapter President. She is also Director of Certification Services on the MSMA National Board.

Cliff Bennett contributed to the education and professional career development of thousands of Mail and Distribution Managers worldwide during his lifetime and commitment to MSMA. This award is a legacy to Cliff's dedication to educating and instilling a spirit of "can do" to everyone. Receiving this award bears special significance for Jane. "I received my calling to pursue a career in the mailing and distribution industry after attending several sessions presented by Mr. Cliff Bennett," she says. "I had limited experience in the mailing industry prior to advancing to the Mail Center Supervisor position at TG."

John Sutton, TG Assistant Vice President for CSVC, attests to Jane's contributions to TG, "Through training provided by MSMA and related organizations Jane has assimilated invaluable information that has provided significant efficiencies and cost savings for TG's mail processing operation, and this has made her a more effective supervisor."

Jane is excited to continue her professional development through this award, since, "I've learned many valuable lessons about running a mail center from MSMA, MAILCOM and all that come with them; I'm a true believer in continuing education; the training I've gained has allowed me to implement best practices at TG, and as a result, we're at the top of the crop in terms of mail center distribution standards within the industry."

Jane receives a full Fall MAILCOM Conference registration, registration to the Pitney Bowes Mail Management Seminar, Intermediate Mail Management Seminar, the Advanced Mail Management Seminar, and a one year subscription to MAIL Magazine. MSMA will also contribute up to \$1,000 to be used towards the expenses of travel and accommodations involved in attending MAILCOM and/or the Pitney Bowes Mail Management Seminars.

MSMA would like to thank Pitney Bowes, MAIL Magazine and MAILCOM for cosponsoring this award. We would also like to thank the other people who applied for this year's award.

*"I'm a true believer in continuing education; the training I've gained has allowed me to implement best practices at Texas Guarantee, and as a result, we're at the top of the crop in terms of mail center distribution standards within the industry."*

**- Jane Patton**

## WEBINAR UPDATE

### MSMA Offers Training Webinars

Mail Systems Management Association is presenting bi-monthly training webinars; take an hour of your time and join us. Webinars are presented by industry experts who regularly present sessions at MAILCOM.

Topics covered this year included:

▼ **October 25 - "Rock Star Management and Professional Development,"** presented by Paul Dreifuss



Manage rock stars; I did! And for the last two decades I still manage stars. We all do it everyday, but how well do we manage ourselves, our goals, our full potential? Paul will show us how to create a sure vision for you to meet every challenge; like managing a superstar. This is a webinar you do not want to miss! **Here are the details:**

- 3:00 Eastern, 2:00 Central, 12:00 Pacific
- Webinar via join.me: <https://join.me/MSMANational>
- For Audio: (805) 309-5900 Conference ID: 895 756 607#

▼ **February 16 - "Why Mail Still Matters in a Multi-Channel World,"** presented by David Robinson

▼ **April 26 - "Social Media Risk and Crisis Management,"** presented by Dave Flora

▼ **June 21 - "Building the Manager/Employee Relationship,"** presented by Nick Staffieri

The PowerPoint presentations are delivered through a cloud based computer service that you access on the internet. Audio is provided on-line or through a dial in conference call, allowing you to both hear the speakers and ask questions. Please allow a little extra time the first time you attend.

Attending these webinars earns you points toward CMDSM/CMDSS certification. MSMA webinars are currently being provided at no cost to MSMA members, member's colleagues and guests.





PostScript is published bimonthly by Mail Systems Management Association. It serves to educate members about activities, issues and events within our organization.

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Visit the MSMA Web-site: [msmanational.org](http://msmanational.org)

*Mark your calendar for the  
Global Convention!*



## 33rd Annual Global Convention

April 28 - May 1, 2013  
Tropicana Grand Exhibition Center  
Atlantic City, New Jersey

Look for exciting new information regarding MAILCOM 2013, the 33rd Annual Global Convention, as we return to Atlantic City, NJ, April 28 - May 1 at The Tropicana Grand Exhibition Center. Attendees to MAILCOM 2013 will choose from over 110 educational sessions in twelve areas of study, have many opportunities to network with presenters and industry peers. MAILCOM's renowned Professional Certificate programs certify your expertise and qualify towards MCOM Certification.

MAILCOM invites all interested parties to submit their proposed seminars on any topic relating to the creation, printing, processing and distribution of mail communications; as well, the management of the people and technology involved in support services and office operations management. Call for presentations are currently taking place: [http://mailcom-conference.com/2012/ac.2013.call\\_for\\_presentations.htm](http://mailcom-conference.com/2012/ac.2013.call_for_presentations.htm)

For information call Lance Humphries, CMDSM, Managing Director at 732-280-8865 or visit the website: <http://mailcom-conference.com/>



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