



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.

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.

And this fall MAILCOM continues its growth with MAILCOM Las Vegas, September 25-27 at the Riviera Hotel. For information on the fall conference, go to www.mailcom.org.

MAILCOM is seeking professionals interested in making a seminar presentation at the Annual Spring Conference & Exhibition, April 15-18, 2012 at the Marriott Wardman Park Hotel in Washington, DC.

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 management.

Subject categories include, but are not limited to, the following topics:

Seminar & Workshop Tracks:

01. Mail Systems Management
02. Going Green Workshops
03. Print-to-Mail Management
04. Government Mail Management
05. Postal Mail Management
06. Professional Development
07. Data & Address Management
08. College & University Mail Management
09. Information & Technology
10. International Mail
11. Office Services/Purchasing Management

12. Outsourcing/Facilities Management
13. Leadership & Staff Development
14. Delivery & Distribution
15. Periodical Mail Workshops
16. Security & Safety

Seminars that are commercial in nature will not be accepted

All interested parties should submit their information by September 30, 2011.



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**From the desk of
Karen Cornelius, CMDSM - National President**

Greetings!

Fall is upon us, for many this means **BACK TO SCHOOL**. But education is **NOT** just for the kids. There are educational opportunities in the next few months for everyone, everywhere. Be sure to take advantage of one of the great conferences taking place around the country.

MAILCOM: September 25th through the 27th in Las Vegas. The MDC will be offered as well as the CMDSM and the CMDSS on Sunday the 24th.

In Minnesota, Twin Cities area, there will be a joint PCC/MSMA event that will include many great speakers. The Midwest Mailing Forum will be held on October 12 & 13 at the Earle Brown Heritage Center so be sure to check this out at <http://www.twincitiespcc.org/>.

And the Document Strategies Forum will be in Chicago, at the Hyatt on November 1-3 which is another great opportunity to get your MDC

certification as well as network with more partners in the **DIGITAL** world.

MSMA will be represented in all of these locations so looks for us!! I hope to see you there.

KC

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



2011 Cliff Bennett Memorial Education Award

Back at the Fall MAILCOM in Las Vegas several years ago, the first Cliff Bennett Memorial Education award was presented. Cliff Bennett contributed to the education and professional career development of thousands of Mail and Distribution Managers worldwide during his lifetime. This award is a legacy to Cliff's commitment to the professional development of Mail and Distribution Center Managers.

The recipient of this award will receive a full Fall MAILCOM Conference registration, registrations to the Pitney Bowes Mail Management Seminars, and a one year subscription to MAIL Magazine. MSMA will 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 all the sponsors that have contributed to this exceptional Award.

The recipient of this years' Cliff Bennett Memorial Education Award is Dana McCormick, CMDSM. His job experience includes Operations Manager at Wells Fargo Home Mortgage in Frederick, MD where he managed a Mail Center supporting up to 2000 people, annually processing 1.5 million pieces of mail and 145,000 packages inbound and outbound. He also improved operation efficiencies by relocating the delivery services area, eliminating double handling of items, upgrading furniture and equipment and reducing daily pickup/delivery runs. Customer Satisfaction Survey scores rose from 3.18 to 4.37 (on a scale of 1-5). Dana currently serves as the MSMA Metro DC Chapter President and received his CMDSM certification in 2010.



Dana McCormick

"Cliff Bennett contributed to the education and professional career development of thousands of Mail and Distribution Managers worldwide during his lifetime."



On behalf of MAIL Magazine, MAILCOM, MSMA and Pitney Bowes we are honored to present this years Cliff Bennett Memorial Education Award to Dana McCormick, CMDSM.

United States Postal Service Vice President, Gray Reblin to Headline MAILCOM Las Vegas Keynotes

The Future of the United States Postal Service – Putting Value Back in Mail

The United States Postal Service is on a mission to increase the value of all classes of mail. They are keeping mail affordable with competitive pricing, improving the customer experience with simplified entry and permits, and creating incentive programs, such as Every Door Direct Mail and Reply Rides Free. Join Gary Reblin, Vice President Domestic Products, USPS as he discusses these and other issues facing the postal service including; the latest information on their financial condition, new software release schedules, the second ounce pricing opportunity and other matters that effects all mailers. Monday, September 24th (9:00-10:00 AM)



USPS Network Optimization Proposal and Service Standard Changes

On September 15, 2011, the Postal Service proposed sweeping changes to its massive nationwide infrastructure and adjustments to service standards. The proposals, if implemented, will affect nearly all mailers and mailing industry organizations.

This web page (<http://about.usps.com/news/facility-studies/welcome.htm>) is intended to be a “one-stop shopping” location for interested mailers and members of the mailing industry to access information about the proposals. You’ll find links to relevant sites and documents, which will be updated as more information becomes available.

Support information

- ▲ Watch a special message from the Postmaster General
- ▲ Facility study list announced 9-15-2011
- ▲ FAQs for Mailers
- ▲ Network changes FAQs
- ▲ Service changes FAQs
- ▲ Advance proposal
- ▲ Current Area Mail Processing initiatives
- ▲ Our Future Network electronic news kit



October Webinar

When: Thursday, October 20, 2011
3 PM - 4 PM (GMT-05:00) Eastern Time (US & Canada).

Where: TBD as we get closer to the date

Note: The GMT offset above does not reflect daylight saving time adjustments.

Quality Control in Mail Center Operations

In today’s competitive environment, “good enough” is no longer “good enough”. Privacy regulations and customers’ expectations require mailers to produce defect-free documents, in the right envelope, and with the correct address. This workshop will explain why quality control is important for every mail operation, and how to integrate quality control with your existing processes. Learn the differences between TQM, Six Sigma, ISO 9000, and other quality control methods, and how they can be used in your print and mail operations.

*James P. Mullan, CMDSM, EMCM, MDC
National Operations Manager - Chubb & Son*





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

Visit the MSMA Web-site: msmanational.org

MSMA Board of Directors 2011-2012

MAIL SYSTEMS MANAGEMENT ASSOCIATION

President

Karen Cornelius, CMDSM
Karen.cornelius@pb.com
602-464-0453

Executive Vice President

Mike Lathrop, CMDSM
Mike.lathrop@moody.edu
312-329-2279

VP Education

Elizabeth Lombard, CMDSM, CMDSS, MDC
Elizabeth.lombard@pb.com
920-251-0408

VP Chapter Operations

Barbara Fahy, MDC
fahyb@aol.com
708-442-8589

Immediate Past President

Ron Goglia, CMDSM
Ron.goglia@cigna.com
610-250-1667

VP Membership

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Bgraham1@ups.com
512-844-8671

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Linda Ferrell, CMDSM, MDC
lferrel@texaschildrenshospital.org
832-824-2862

Director, Marketing

Wes Friesen, CMDSM, EMC
Wes.friesen@pgn.com
503-612-4771

Director, Certification Services

Jud Thurman, CMDSM, CMDSS, MDC
Jud.thurman@airmail.net
817-536-3525

Regional Director

Paul Driefuss, CMDSM
pdriefuss@budd-larner.com
973-315-4474

Regional Director

Erik Warner, CMDSM, CMDSS, MDC
Erik.warner@pb.com

Regional Director

Trevor Ward, CMDSS, MDC
tward@osmworldwide.com
847-650-2966

Director At Large

Marsha Amato Greenspan, CMDSM
Marsha.amato@bankofamerica.com
302-457-6206

Director at Large

James Mullan, CMDSM, MDC
jmullan@chubb.com
908-903-2869

