



# PostScript

## MAILCOM 2011 Hits Home Run In Nation's Capital

The MAILCOM 31st Annual Global Convention was held in our nation's Capital at the Washington Hilton from February 28th to March 3rd. This marked the first time MAILCOM was held in Washington DC., and the response was overwhelming. With 140 information-packed seminars and workshops, coupled with the largest Exhibition Hall in many years, over 2,000 mail professionals took part in MAILCOM 2011. The excitement began building prior to the start of the convention and grew with each passing day, as participants not only gained new insights and tested the latest technology, but also got a chance to meet a Super Bowl Winning Quarterback and a United States President.

MAILCOM 2011 featured four Keynote addresses, kicking off on Tuesday with an Executive Roundtable. Here, CEO's and top industry leaders held a candid and open dialog concerning the future of the mailing industry. On Wednesday, Super Winning MVP Quarterback Doug Williams delivered an inspirational and heartfelt message on how role models helped him overcome the trials and tribulations in life to become a champion. To the delight of attendees, Doug signed autographs and posed for pictures in the Exhibition Hall after his presentation. Thursday morning's keynote featured Ruth Goldway, Chairman of

the Postal Regulatory Commission who provided insightful information regarding the challenging financial conditions facing the US Postal Service, and outline a number of initiatives to reduce expenses -- such as 5 day delivery proposal.

The convention energy rose to a fever pitch on Wednesday as MAILCOM was honored to have the 43rd President of the United States, George W. Bush, present the Keynote Address at the Annual Leadership Luncheon. MAILCOM delegates were given the opportunity to submit written questions to President Bush prior to his address. At the conclusion of his remarks, Mr. Bush then participated in a lively and entertaining Q&A session on topical and personal events during his Administration and life as a private citizen. If you missed it, pictures from the conference can be found on the MAILCOM website, [www.mailcom.org](http://www.mailcom.org)

Plans are already under way for MAILCOM's Fall Conference scheduled for September 25-27, 2011 at the Riviera Hotel in Las Vegas. So mark your calendars and plan on joining your fellow mailing/distribution in Las Vegas. For more information visit the MAILCOM website or call Lance Humphries, CMDSM Managing Director at 732-280-8865.



*Ohio Valley was presented the 2010 MSMA Chapter of the Year.*



## 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](http://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.

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

Superbowl is long over, Spring Training is winding up and March Madness is in full swing but here is the really BIG question!! What is happening in Mail Systems Management Association?

WE are off and running! MAILCOM was FABULOUS!! What an amazing show. If you haven't made plans for the Fall Conference in Vegas, September 25 - 27th, stop reading now and do so. One of the special benefits of membership is the generous MSMA discount available to attend the MAILCOM Conferences.

Your Chapter Presidents met with the new Board of Directors to discuss topics of concern, like how to find value for the members and "what's in it for me?" These questions help us work together on the direction of the organization. Your National Board of Directors met in Washington, DC, to work on the Strategic Plan which will better move MSMA into the future. We discussed ways to Market our core message - that of Education for the industry, like our

MDC certification and MSMA National Webinars. There will be another Chapter President's call in April to circle back on the topics we discussed in January. All in all a very busy first quarter.

Now what is going on in the industry; they too, have been busy. Two highlights:

5 day delivery efforts denied. This is not this first time the Postal Service has attempted to reduce the number of delivery days. Three other times it has been presented, 1977, 1980 and again in 1983. Each time Congress sought out the opinion of "THE PEOPLE", holding public hearings. They also conducted an extensive analysis of the Postal Service's proposal only to conclude then as they have this time that there is not enough of a savings demonstrated by the USPS to close for the sixth day verses the impact to the public. I don't know about you, but what I felt when I read this was...WE THE PEOPLE in action.

April's rate increases: The Postal Service expects to implement price changes for all of the market-dominant classes on April 17, 2011.

We are heading into an exciting year. This coming month Gordon Glazer in San Diego will be doing a session on the Postage Rate increase and what to do about it. The Ohio Valley chapter will hold a breakfast meeting on the "State of the USPS". Erik Warner held a great National Webinar on the benefits of LinkedIn last month and will hold another Webinar in April with Dave Flora SME, on "Challenges of Workplace Violence Prevention Programs" What is your Chapter doing? Get excited! Get involved. Find out what is going on, check out website at [www.msmanational.org](http://www.msmanational.org).

Thank you for your continued support of MSMA, I hope to see you at an upcoming MSMA meeting or MAILCOM in the Fall.

All the best, always KC

## MSMA congratulates new CMDSM's and CMDSS

The Certified Mail and Distribution Systems Manager and Certified Mail and Distribution Systems Supplier are amongst the most esteemed and widely-recognized accreditations in the industry. Since the inception of the CMDSM and CMDSS, over 350 individuals have achieved the credentials nationwide.

And while earning the accreditations 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! This is because participants must achieve a minimum total of 150 qualification points to take the CMDSM or CMDSS examination. Categories in which to earn points include: work experience, MSMA activities and membership, non-MSMA activities and membership, and education.

Thus, it is with great pleasure that the national MSMA board honors and

welcomes a new group of deserving individuals!

### Certified Mail and Distribution Systems Supplier

#### Jud Thurman

Jud Thurman is the Business Manager of Gospel Minutes Publications in Fort Worth, Texas. He is responsible for all non-editorial functions of the company and directly supervises all mail operations. He has been an active member of the Mail Systems Management Association (MSMA) for more than seventeen years. He has been a member of the MSMA DFW Chapter board of directors since 2004 and has held several elected positions. Jud was elected Director of Certification Services on the MSMA national board in 2010. He earned Certified Mail and Distribution Systems Manager (CMDSM) certification in August 2000, MDC and MDP certification in 2010, and Certified Mail and Distribution Systems Supplier (CMDSS) certification in 2011. He has



been a speaker at Mailcom for the last seven years and has spoken for local MSMA meetings in Dallas and Austin. Jud was awarded the MSMA Distinguished Service Award on March 2, 2011 at Mailcom in Washington, DC. He was a featured presenter at the National Postal Forum in 2004 and 2008 and was a seminar speaker during the DFW Mailers Conference on three separate occasions. He has been a member of the Fort Worth Postal Customer Council (PCC) for more than nineteen years serving as Industry Co-Chair from 2003-2005. He has also been a member of the Greater Dallas PCC for thirteen years. Jud is also an active member of the Alliance for Nonprofit Mailers and the DFW Mailers Association.

### Certified Mail and Distribution Systems Managers

#### Nick Staffieri

Nick has over 25 years of experience in Office Services Management and is a 17 year veteran at MCS Management Services. As the Senior Operations



(more...)

Manager for MCS, Nick is directly responsible for all office support services, employee management and client retention of a national client base. In his career at MCS Management Services, Nick has designed and conducted many Associate Training and Development programs including MCS Employee Orientations and The MCS Academy Management Training Program. His in depth knowledge and experience in office support services has resulted in client focused initiatives that have streamlined client mail operations and reduced overall operating costs. Nick has published industry articles in trade magazines and newsletters and has spoken at National Conventions such as MAILCOM on office services, leadership and personnel management. Nick is an active member of the New Jersey Chapter MSMA and the Greater New Jersey Postal Customer Council.

### **Eric Stephan**

Eric is a Customer Operations Manager, with Pitney Bowes Management Services, serving 19 Bank of America Home Loans corporate locations in southern California. Eric has held this position since 2004, serving as Countrywide Home Loans VP of Mail and Courier Services, before their merger with Bank of America. Prior to that, Eric was Distribution Center Director for Princess Cruises for five years, managing their Documentation department as well as Office Services. Eric's career began with Metro Goldwyn Mayer as Marketing Traffic Manager and later Director of Mail, Messenger and Shipping Services.



### **David Fitzpatrick**

David is an Area Operations Manager for Pitney Bowes Management Services. He is based in Canton Massachusetts and has been in the mailing industry for 20 years. He has recently volunteered to be part of a group that will be editing and updating the MSMA Study Guide used to achieve CMDSM and CMDSS certifications.



For more information on these programs, please visit our Web site at [WWW.MSMANATIONAL.ORG](http://WWW.MSMANATIONAL.ORG)

## **Mail Systems Management Association Honors 2010 Award Winners**

The Mail Systems Management Association (MSMA) doled out their 2010 awards at the recent MailCom Conference in Washington DC. Award winners included:

### **Chapter of the Year**

Each year MSMA takes special pride in recognizing one of its chapters for the Chapter of the Year Award. 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 2010 MSMA Chapter of the Year is Ohio Valley.

The **Ohio Valley Chapter** finished 2010 with a membership of 45, and continues to have a consistent and increasing membership each year. Their Board meets annually to develop the current year's events. From this planning meeting the entire Calendar of Events is established along with potential speakers. They have recently updated their website to give it a friendlier look. Currently they have 5 members that have achieved the MDC Certification, and 7 that have achieved either their CMDSM or CMDSS certification. In 2010, the Ohio Valley Chapter hosted 5 member meetings, which included topics such as Tailgate for Success, and "Your Social Media Playbook".

Their Executive Board includes: Connie Compton, MDC, President; David Katzmeyer VP Events; Mattie Candler,

Executive VP; Ryan McManus, Treasurer; Tom Parker, Director of Communications; and John Newton, Director of Web Design.

### **Distinguished Service Award**

The Distinguished Service Award recognizes an individual who illustrates leadership and dedication by encouraging others to share their experience and knowledge. This year's winner exemplifies this award criteria - **Jud Thurman, CMDSM, MDC**. Jud was recognized for his extraordinary efforts and contributions to promoting sound business management techniques in mail systems management.

Jud's nickname is "the walking DMM". He is always the "go to" person for the obscure postal regulations. He consults with anyone in the Non-Profit and Periodicals. He has a very large network that depends on his knowledge and expertise in Non-Profit, Periodicals and the DMM. He presents numerous professional seminars at MAILCOM and local MSMA Chapters across Texas.

Jud currently serves as the Vice President of Education & Certification of the DFW Chapter, and the Director of Certification MSMA National Board. Jud is also the President and General Manager for Gospel Minutes in Fort Worth, TX.

### **Manager of the Year**

The recipient of this Award is recognized by their peers for his/her professional

accomplishments and for sharing their experiences with others. In honor of the outstanding contributions made to her company and the industry, MSMA awarded its' Manager of the Year

honor to **Denise Streit**. Denise is Office Services Manager of Illinois Municipal Retirement Fund (IMRF) in Oak Brook, IL. and currently serves as the Vice President Communications of the MSMA Chicago Chapter.

In her current position, she has helped improve the services of the members of IMRF through accurate record keeping and retention, systematic address qualification for members, quality control techniques to protect the identity of IMRF members, and adhering to all guidelines and polices set forth by the mail industry. Denise supports and respects her employees and co-workers by recognizing the work, uniqueness and the important part each of them play in the IMRF vision.

Denise has served as a key member of the Chicago MSMA chapter board for many years. Her interpersonal and professional skills are evident and appreciated in this volunteer role as she hosts meetings and leads chapter communications.





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

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