



MSMA National Education Event Webinars

The MSMA National Board is excited to bring the membership a new way to learn, the MSMA Education Webinar Series. Through these webinars industry subject matter experts will share their knowledge and best practices with the MSMA membership on topics important to us in the mailing industry. A pilot session was conducted last year that had over 80 participants in attendance, a fantastic turnout!

The focus of these webinars won't be limited to just mail information, we will encompass subject matter on management skills, personal development and departments outside the mail center such as scanning and records.

These one hour webinars will occur bi-monthly starting in February on the second Thursday of the month at 3:00 Eastern, 12:00 Pacific. Here is the schedule for the first and second quarters of 2011:

- ▶ **Thursday, February 10**
- ▶ **Thursday, April 14**
- ▶ **Thursday, June 9**

An e-mail communication will go out to the membership several weeks prior to each webinar with the topic to be covered, call-in and web sign-on details. The MSMA National Education Event Webinars are just another way the organization is adding to the benefit of MSMA membership!

Do you enjoy the rewards and personal satisfaction of teaching others?

Then become a subject matter expert for one of our education webinars!

Benefits of being a subject matter expert are:

- ▶ Industry recognition, it gets your name known
- ▶ Gratification that comes from sharing your knowledge with others
- ▶ Opportunity to develop and practice your communication and presentation skills
- ▶ Opportunities to expand your career
- ▶ Looks great on your resume!

Contact Barbara Fahy at fahyb@aol.com if you are interested in presenting on one of the webinars. I look forward to "seeing" you on one of our future education event webinars!

*Erik Warner CMDSM, CMDSS, EMCM, MDC
MSMA National Board Regional Director*

MAILCOM Spring Conference Feb. 28 - March 3, 2011 Washington, DC

MAILCOM will be here before you know it – and the clock is ticking (view the countdown clock at this link: <http://www.happycountdown.com/MailCom%202/index.cfm>)



Want to have an opportunity to see and hear a former President of the United States up close and personal? Want to learn about the Leadership your organization needs as you chart the future of mail communications in your organization? Want to learn best practices, network with peers and industry leaders, and learn about the latest relevant technology and Postal Service developments? MAILCOM is the place to be! Go to mailcom-conference.com and register now! Remember to enter the MSMA311 promo code to take advantage of the \$90 MSMA discount. See you in D.C.!



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

The day I started thinking about actually becoming the President of the Mail Systems Management Association (MSMA), a particular phrase came to mind. "We The People" I began thinking about the people who penned the words of that famous document, the U.S. Constitution. Those times weren't unlike our own: personal and economic challenge, political unrest and religious division. The statement "We the People" was a call for unity under a common cause for the overall good of THE PEOPLE.

Today, I am sounding the same call...a call for the coming together of each one of us in the mail communications industry, WE the people. A reuniting, even in light of difficulty, fatigue, doubt and cynicism. I am asking you to set it all aside and join as we build for the future. Be part of the new MSMA as we create value for a new generation, while strictly adhering to MSMA's mission: To advance the professionalism of the mail communications industry.

Our goals are set high, but they cannot be achieved by one person, nor by the fourteen of us that serve on the National

Board. It does take Village, and I want you to join our cause of education, advocacy, representation and recognition. Yes, WE the people!

YOU elected Chapter Presidents, YOU elected the National Board and— I am humbled to say— YOU elected me as your National President. And I am ready to serve you in this effort as together WE move forward.

The incoming National Board met in November to plan our 2011-2012 strategy in order to hit the ground running in January. We pulled back the covers of the organization and took a hard look at everything from the Bylaws to the financials. We reassessed the job descriptions, roles, responsibilities and our partnerships. The results have been exhilarating, and the National Board is more inspired and energized than you can imagine. We are ready for action and excited to share with you our plans for this coming year. With that, I am honored to introduce the MSMA National Board for 2011-2012. Their Vision Statements are listed below.

Our Vision...

Of all the great benefits of MSMA my favorite is the camaraderie. That is probably why I have gravitated to assignments that allow interaction with membership and why I am very pleased that I will be working closely with Chapter Operations and Membership teams in my new role.

So where does MSMA need to go? I don't have to tell you that our industry is changing in ways we never imagined. At MSMA we need to adjust our financial model. We also need to recognize that at large membership is approaching 25% and find ways to add value for those not benefiting from a local chapter.

Most of all we need to empower our membership to add value to their companies. Mail is our common thread but we are becoming document managers, communication experts, physical distribution specialists and providers of high touch customer service.

As we enter 2011 and continue this adventure, I invite you to engage with all of us serving with MSMA National. You will find that, like me, your board members love the camaraderie!

Mike Lathrop, CMDSM
MSMA Executive Vice President

The industry recognizes the value of accreditations, such as MSMA's Certified Mail and Distribution Systems Manager (CMDSM), and the Certified Mail and Distribution Systems Supplier (CMDSS). Earning the points to sit for these exams is a great accomplishment in and of itself. Thus, the accreditations not only reflect professional expertise, but also and more importantly, dedication to one's business or organization.

As VP of Education, I will continue to work on enhancing educational and certification opportunities. The Mail Design Consultant certification was launched last year. The program has been widely successful and many individuals now proudly display MDC behind their name!

With the many changes in postal regulations, I will work this year in partnership with several very talented, knowledgeable and dedicated MSMA members to refresh not only the CMDSM/CMDSS Guide, but also the MDC Study Guide and the actual CMDSM, CMDSS and MDC exams. You can look forward to exciting new webinars and information articles in PostScript.

Elizabeth Lombard, CMDSM, CMDSS, MDC, MDP, EMCM
MSMA National VP Education

As we begin our 2011/2012 MSMA National Board term, I am very proud and excited to be serving as

the National V P Chapter Operations. It has been a challenging economic time for our industry and MSMA. The primary goal for myself and the Regional Directors is to continue to mentor and grow our current local Chapters and look for new & innovative ways to sustain our membership. I look forward to working with all of you at both the National and Local levels to continue sharing communication and ideas that will make MSMA "be the best we can be" and a leader in the mail communications industry.

Barbara Fahy, MDC
MSMA National V P Chapter Operations

I have some large shoes to fill in the Vice President of Membership position. Barb Fahy and her committees have made some great strides in the membership area. My goals are to pick up where they left off and just continue running, while adding a few things along the way.

When I think of Karen's "We the People", I know that this is the only way that membership can grow. It is going to take all of "the people" to make this happen. I am going to be reaching out to "the people" and asking for assistance in forming or joining existing committees, participating on conference calls, sharing success stories, and working together for the benefit of the entire organization.

(more...)

We have already chosen a Database Manager and are making some headway in creating our National Database. By the way, our Database Manager is Dalynnda Odom, our only CMDSM and member in Hawaii.

I would like to end by throwing out a challenge to each and every member in the country. I would like for each member to bring in one (1) (yes just 1) new member this year. If we do that, we have doubled our membership.

**Barbara Graham, CMDSM, MDC
Vice President, Membership**

I am committed to supporting the growth and educational opportunities of MSMA to mailers around the nation. I will encourage them to empower themselves by achieving the highest educational opportunities offered by the organization. I will lead by example by supporting education, networking, and career enhancement for everyone.

**Linda Ferrell, CMDSM, MDC
MSMA National Secretary/Treasurer**

I am excited to work with the Board and all MSMA members in spreading the word about the value MSMA brings to all of us in the mail communications world. The most effective marketing is one-to-one personal endorsements. I would encourage those of us who are already MSMA members to personally reach out and invite others to join our "MSMA" village. Let's see what we can do as we work together to strengthen our organization and industry!

**Wes Friesen, CMDSDM
Director of Marketing**

As the new Director of Certification Services, my goals for the next two years are simple. My first goal is to maintain the level of professionalism that we have achieved in administering our certification programs, making changes only when those changes will enhance our existing programs. My second goal is to ensure that our study materials and exams are up to date with the changes being implemented by the USPS and other carriers. My final goal is to increase the number of MSMA members who pursue one or more of the certifications we offer. Each of our certifications measures an applicant's knowledge and proficiency in a defined range of industry topics. The programs are designed to be accessible to anyone working in mail systems management.

I am honored to succeed those who have directed our certification program in the past. They have built a solid program with

a great reputation. I hope and pray that I am able to build on their legacy and increase the visibility and recognition of our certifications.

**Jud Thurman, CMDSM, MDC
Director of Certification Services**

Join us all in moving MSMA forward to a new era of support, cooperation and teamwork. We will create an even better and more productive association: MSMA is the leading association in support of all facets of our industry: mail, operations, logistics, communication, security, printing and as always, networking access to the best experts in our industry. MSMA and you, we are perfect together!

**Paul Dreifuss, CMDSM
Regional Director**

I have served on the Executive Board of the Chicago Chapter since 2003. Now, in my new role as Regional Director for the MSMA National Board, I am excited to have the opportunity to promote MSMA benefits across numerous chapters.

As a Regional Director, my goal is to align the value of the MSMA throughout our chapters and leverage all available resources to establish a nationwide success story. In my new role, I will collaborate with my assigned chapters to facilitate knowledge exchange and enhance the overall health of our organization. 2011 will be a year of developing benchmarks and expanding relationships. Communication will flourish and innovation will prosper. I envision a Mail Systems Management Association that infuses its members with confidence, curiosity, and a sense of purpose. I will strive to create an association that intrigues a new generation, while ensuring a harmonic alliance for its established members.

This year, I hope to unite the voices of the MSMA Chapters and focus this combined energy on building recognition and respect throughout our industry.

**Trevor Ward, CMDSS, MDC
MSMA National Regional Director**

I feel a great sense of personal satisfaction and achievement having volunteered my talents as a training and education professional to do my part in advancing professionalism within the mail systems industry. Bringing to the MSMA membership the conception of 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.

No matter what you volunteer to do within the 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 one.

**Erik Warner, CMDSM, CMDSS, EMCM,
MDC Regional Director**

My vision for this New Year of MSMA is to help us gain national recognition and identity. I have been an MSMA member since the 90's; it has been a pleasure, and most of all, an amazing educational opportunity to learn and share with so many other professionals from across the country. In addition to serving on MSMA boards for both NY, where I am presently EVP, and NJ, where I serve as a director, I was recently elected to the prestigious MSMA National Board as one of the Directors-At-Large.

As Director At Large I hope to contribute to the improvement and enhancement of our marketing, membership, educational and certification areas, which are so important to anyone's existence in today's economy. And I hope to do this by not only being part of the teams / committees created for those purposes but by utilizing my own individual personal and professional skills to help accomplish many of the new goals and vision for MSMA.

**James P. Mullan, CMDSM, EMCM,
MDC, CSSGB
MSMA National Director At Large**

My vision for this year of MSMA is (to quote Jim Mullan) "NOT have to constantly explain to people what does MSMA mean, what does it stand for, who are you, what do you do, and what can you do for ME!"

Assist in strengthening our local chapters and membership. The local chapter is the future of any national organization as it allows those that may not have the time or resources to travel to a national event the opportunity to learn and network through local events.

I look forward to serving on the National Board of MSMA and working to strengthen our identity as a national organization and strengthen our base of local chapters and membership.

**Marsha L. Amato-Greenspan, CMDSM
MSMA National Director At Large**



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

Barbara Graham, CMDSM, MDC
Bgraham1@ups.com
512-844-8671

Secretary/Treasurer

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, 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
Marsha.amato@bankofamerica.com
302-457-6206

Director at Large

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

