



# PostScript

## MAILCOM 2012 is only 30 days away

*Have you registered?*

### Attention MSMA Members:

Save money while you participate in MAILCOM 2012, April 15th-18th at Washington, DC's largest convention hotel, Marriott Wardman Park. 2012 marks a critical juncture for the mail communications industry - the dividing line between the industries' past and future. Our industry is undergoing rapid change as businesses adapt their communication systems to the electronic age, and cope with new challenges and opportunities in communications, marketing and distribution. Just look at what has begun at the USPS! MAILCOM helps you navigate these changes and connect today's issues to tomorrow's solutions.

**MSMA members are entitled to attend MAILCOM at the special membership rate of \$945 (a \$150 savings off the regular registration rate).** To receive your MSMA Member Discount, reference Code MSMA412 next to your name on the registration form.

MAILCOM 2012 offers professional development, including over 140 educational seminars and workshops

in fourteen certificate tracks. Four special keynote presenters are featured. MAILCOM educational sessions are objective, insightful and presented by leading corporate and industry experts who successfully managed real-world operations every day. The exhibition hall connects you to the leading vendors with over 100 booths of technology on display.

MAILCOM has been designated "Professional Certification Week" by Mail Systems Management Association. Obtain your professional accreditation or participate in the special track of courses designed to help you prepare or achieve your "Certified Mail and Distribution Systems Manager" or "Certified Mail and Distribution System Supplier" credentials. You can also attend the Mailpiece Design Certification Review and Exam course which is being held on Sunday, April 15th. More details and a complete conference catalog can be found on the MAILCOM website: [www.mailcom.org](http://www.mailcom.org)

*Hope to see you there!*



***If you have never attended a MAILCOM now is the time and if you have, now is the time to come back and renew old/new friendships. MAILCOM is the event that will increase your knowledge and enhance your career and value!***



## Webinar Update

On February 16, 2012, twenty-nine people participated in the webinar "Why Mail Still Matters in a Multi-Channel World" as hosted by Erik Warner, CMDSM, CMDSS, EMCM, MDC; National Board Member, MSMA. Erik organizes and often moderates our webinars; look for more important webinars to become available soon. MSMA offers webinars to anyone who wishes to participate, check our website for new presentations: [www.msmanational.org](http://www.msmanational.org)

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

The MSMA National Board held its inaugural meeting with newly elected officers for 2012-13 on Feb. 10th-11th in Chicago to discuss Strategic Planning goals/objectives and several initiatives that Marketing, Membership, Education and Chapter Operations Groups have been working on.

As we left the board meeting everyone was very excited about the direction your Board is taking on topical subjects including the marketing, innovative thought processes, and support structure to the local chapters and the Membership at Large. A very important part of our conversations revolved around how we can assist our local Chapters; bring value to our current members and how to excite professionals within the industry to join as new members. You will be

hearing about some of these ideas in the very near future.

It is also very important to continue to encourage MSMA members to attend MAILCOM. As you know, the Spring MAILCOM 2012 will be back in Washington, DC this April so please help build excitement around this event. One of the many benefits of membership is a discounted rate on the best convention in our industry. In addition to the networking and educational programs, one particular item to note is that the Mailpiece Design Consultant (MDC) program certification will be offered at MAILCOM. This is a great value-add to use in promoting attendance and your professionalism.

My personal goal to you is to be available, approachable and supportive to the entire membership. You have my commitment as the National President that your Board

of Directors will work hard to grow and strengthen our Association. Do not hesitate to contact me or any of the MSMA National Board if you have any questions. I look forward to working with you to make MSMA the "Best it can be"! Thank you again for your dedication and support of MSMA and I look forward to seeing you and meeting you at MAILCOM 2012 in Washington, DC.

Welcome your new MSMA National Board: Barbara Fahy, Jud Thurman, Linda Ferrell, Erik Warner; Linda Henry, Trevor Ward; Paul Dreifuss, Wes Friesen, Nick Staffieri, John Joachim, Jane Patton, Marsha Amato-Greenspan, Jim Mullan, Ron Goglia.

*Barbara*

bfahy@msmanational.org  
1-800-714-MSMA

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



## MSMA's MDC RECERTIFICATION

With constant changes in the mailing industry, (MDC) Mailpiece Design Consultants are required to retake the exam every 24 months in order to renew their certification. This process keeps you active and up to date on industry requirements.

For those of you attending Spring MAILCOM, April 15-18, a MDC Review Session and Exam will be held during the conference. To sign up for special conference pricing, please go to: [http://www.msmanational.org/pages/certification\\_mdc.cfm](http://www.msmanational.org/pages/certification_mdc.cfm).

If you are a current MDC and need to recertify soon, you may renew prior to April 1 at the original price. Effective April 1, 2012, the MDC Exam Fee will increase to \$50.

**If you have any questions, please contact:**

**MSMA National Headquarters**

PO Box 1145, N. Riverside, IL. 60546-1145

Website: [www.msmanational.org](http://www.msmanational.org)

Phone: 1-800-714-MSMA

***"For those of you attending Spring MAILCOM, April 15-18, a MDC Review Session and Exam will be held during the conference."***

*Edited from Texas Guaranteed Student Loan Corporation company press release:*

## Meet Jane Patton, CMDSM, Director of Certification Services, MSMA National Board”

As team members, we know that Texas Guaranteed Student Loan Corporation (TG) is rich with individuals who excel at their job duties, going above and beyond to meet customer expectations to provide the best service possible. On occasion, this record of excellence is recognized outside the organization as well. Jane Patton, distribution center team leader in Corporate Services was elected Director of Certification Services for the Mail Systems Management Association (MSMA) for two years.

MSMA is dedicated to providing managers with an avenue for professional career development; Jane has held a variety of leadership positions within the Central Texas Chapter. As part of her new position in MSMA, Jane will oversee the examination process for the Certified Mail and Distribution Systems Management (CMDSM) certification, a distinguished accreditation

Jane earned in 2006. Only about 300 mail systems professionals in the U.S. have earned the CMDSM.

Jane’s role with MSMA enhances her work at TG. “The professional development and industry training I’ve received over the past 15 years from MSMA continue to benefit me and my position at TG,” she says. “Our meetings are led by subject matter experts and focus on a wide range of topics.” Just as important are the industry connections she has formed through the organization: “From my involvement at the local and national level, I’ve gained a huge professional network across the U.S. that continues to grow. If I can’t answer a question, I can ask one of a hundred managers across the country who are always willing to assist.” John Sutton, AVP of Corporate Services appreciates her work with the organization as well: “Through her association with



MSMA, Jane has assimilated invaluable information that has provided significant and cost savings for TG’s mail processing operation and has made her a more effective supervisor.”

## MSMA Announces it’s 2011 National Awards

**The MSMA National Board is pleased to present the 2011 Award Recipients:**

### **Manager of the Year - Thad Weikal, CMDSM**

Thad is the Mail Center Supervisor at Kenneth Copeland Ministries in Ft. Worth Texas, and has worked for them for almost 15 years. Thad is a member of the MSMA Dallas/Fort Worth MSMA Chapter.

### **Distinguished Service Award - Paul Dreifuss, CMDSM**

Paul is the Senior Site Manager/Facilities & Services Director for Oce Business Services at Budd Larner, PC in Short Hills, NJ. Paul is a member of both the New York and New Jersey MSMA Chapters, and currently serves as the Director of Communications for the MSMA National Board.

### **Chapter of the Year - Minnesota**

The Minnesota Chapter continues to be one of the consistent MSMA Chapters with sponsoring member meetings throughout the year, and maintaining a stable membership. Current Chapter President is Jennifer Baglio, CMDSM.

The Awards will be presented during the Annual Leadership Breakfast at the MAILCOM Spring Conference in Washington, DC.



*Congratulations to all  
the Award Recipients!*



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

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

## MSMA Board of Directors 2012-2013

## MAIL SYSTEMS MANAGEMENT ASSOCIATION

### **National President**

Barbara Fahy, MDC  
Email: [fahyb@aol.com](mailto:fahyb@aol.com)

### **Executive Vice-President**

Jud Thurman, CMDSM, CMDSS  
Email: [jud.thurman@airmail.net](mailto:jud.thurman@airmail.net)

### **Vice-President, Chapter Development**

Trevor Ward, CMDSS  
Email: [trevor.ward@pb.com](mailto:trevor.ward@pb.com)

### **Vice-President, Education**

Erik Warner, CMDSM, CMDSS, MDC  
Email: [erik.j.warner@gmail.com](mailto:erik.j.warner@gmail.com)

### **Vice-President, Membership**

Linda Henry, MDC  
Email: [linda.henry@insperity.com](mailto:linda.henry@insperity.com)

### **Secretary, Treasurer**

Linda Ferrell, CMDSM, MDC  
Email: [llferrel@TexasChildrensHospital.org](mailto:llferrel@TexasChildrensHospital.org)

### **Immediate Past President**

Ron Goglia, CMDSM  
Email: [ron.goglia@cigna.com](mailto:ron.goglia@cigna.com)

### **Director of Certification**

Jane Patton, CMDSM, MDC  
Email: [jane.patton@tgslc.org](mailto:jane.patton@tgslc.org)

### **Director of Communications**

Paul Dreifuss, CMDSM  
Email: [pdreifuss@buddlarner.com](mailto:pdreifuss@buddlarner.com)

### **Director of Marketing**

Wes Friesen, CMDSM, EMC  
Email: [wes.friesen@pgn.com](mailto:wes.friesen@pgn.com)

### **Regional Director**

Nick Staffieri, CMDSM, MD  
Email: [Nick.Staffieri@mcsmanagement.com](mailto:Nick.Staffieri@mcsmanagement.com)

### **Regional Director**

John Joachim, CMDSM  
Email: [jjoachim@hazelden.org](mailto:jjoachim@hazelden.org)

### **Director At Large**

James P. Mullan, CMDSM, MDC  
Email: [jmullan@chubb.com](mailto:jmullan@chubb.com)

### **Director At Large**

Marsha Amato Greenspan, CMDSM, MDC  
Email: [Marsha.Amato@bankofamerica.com](mailto:Marsha.Amato@bankofamerica.com)

