



Don't miss it!

MAILCOM 2007 Fall Conference LAS VEGAS

The 14th Annual Fall Conference & Exhibition

October 8th – 10th, 2007

Riviera Royale Pavillion

Convention Center

For more information visit the MAILCOM
Website: www.mailcom.org for additional details

There is still time to register for the MAILCOM Annual Fall Convention, October 8 – 10th. This year's conference will be held at the Riviera Hotel in Las Vegas, and offer an array of opportunities for professional development, including over 100 expert-led educational seminars and an exhibition hall that will feature over 100 booths of mail, document and distribution technology from the leading vendors in the industry.

Highlighting the convention are keynote addresses by Barbara Hemphill, author of *Taming the Paper Tiger at Work*, and *The Shape-Based Mail Game: How To Be A Winner*, hosted by Bob Eubanks, well known game host of such classics as the *Newlywed Game*.



Come dressed in the attire of your favorite baseball or football team.

MSMA Hospitality Event Monday, October 8th 7pm – 10pm Riviera Hotel, Las Vegas

If you are attending the MAILCOM Conference in Las Vegas, join MSMA in celebrating the "World Series of Sports". Come dressed in the attire of your favorite baseball or football team. This year's Hospitality Event will feature music provided by All American DJ, and there will be food, games, giveaways and other surprises! We look forward to seeing you all there!!

CMSSS Certification

With 41% of MSMA membership being from the "Supplier" side of our industry, MSMA has developed a new certification and exam for suppliers – CMDSS (Certified Mail & Distribution Systems Supplier).

The CMDSS Certification incorporates Supplier themes related to doing business with Mail & Distribution Managers. The CMDSS exam maintains the same integrity elements of the CMDSM exam, it is tailored to include business ethics, quality assurance, customer relationship management, negotiation, selling and presentation skills salient to Supplier excellence.

Eligibility guidelines and application for the CMDSS are available on the MSMA National website at www.msmanational.org. Study Guide materials are now available. The first public CMDSS exam was offered at the Spring MAILCOM Conference in Atlantic City on May 7, 2007, and will continue to be administered twice a year at the MAILCOM Conferences.

"The CMDSS exam maintains the same integrity elements of the CMDSM exam..."

From the desk of
Ron Goglia, CMDSM - National President

The MSMA National Board of Directors held their meeting in mid-September in Chicago. As I mentioned to you back in March when the new MSMA Board held their initial meeting in Houston, our primary focus was to continue the Strategic Planning process that was established several years ago. Along those lines, our Education and Membership Committees have been very busy working on the initiatives that have been put forward in the Plan. We are pleased with the progress that has taken place in just the last six months with the review/revision of the CMDSM Exam, and the introduction of the new CMDSS Certification. The first CMDSS exam was administered at the MAILCOM Conference in Atlantic City, and I'm proud to say that we now have 6 new Certified Mail and Distribution Systems Suppliers. If you are not currently a CMDSM or CMDSS, I encourage you to consider sitting for one of these certifications.

It is the goal of MSMA to continue being the preeminent association of Mail and Distribution Service professionals throughout the world. In October prior to the MAILCOM Conference in Las Vegas, the Presidents from our MSMA Chapters across the country will be meeting to network and gain additional information on how we can continue to grow our association and provide education to our members.

Please visit the MSMA National website: www.msmanational.org to get additional information on the CMDSM and CMDSS certifications and the CMDSM Renewal Program.

We highly recommend your attendance at the MAILCOM Conference and Exhibition; an international event, where you will gain a wealth of knowledge and information to apply at your own operation and personal career development. For more information, please visit the MAILCOM website: www.mailcom.org

Thank you again for your interest in the Mail Systems Management Association, and I look forward to seeing you soon at the MAILCOM Conference or a Local MSMA event.

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Cliff Bennett Memorial Education Award

This year's recipient of the Cliff Bennett Memorial Education Award is James Burns of Massachusetts General Hospital in Boston. Jim will receive his award during the Leadership Breakfast on Wednesday, October 10th at the Fall MAILCOM Conference in Las Vegas.

The recipient of the Cliff Bennett Memorial Education Award is entitled to:

1. A full registration to the Fall MAILCOM Conference
2. Registrations to the Pitney Bowes Mail Management Seminar and the Advanced Mail Management Seminar in Peachtree City, GA
3. Registration to the Pitney Bowes Production Mail Management Training
4. A one-year subscription to MAIL Magazine
5. MSMA will provide up to \$1500 towards expenses as required to attend the MAILCOM Conference or the Pitney Bowes Mail Management Seminar.

MSMA would like to congratulate Jim on this Award!

Congratulations to James Burns of Massachusetts General Hospital in Boston!

Education Updates

Renewal! Renewal! Renewal!

It is very important that you take just a few minutes to complete the CMDSM Renewal application and send it in as soon as possible. Renewing your certification says you are keeping up with the industry as it changes. We will be posting all ACTIVE CMDSMs at the Spring 2008 MAILCOM Conference and I am sure you want to be on that list. Another good reason to renew is so that you do not have to take the exam again, believe me it will be far more challenging than before.

CMDSM and CMDSS update: The exam rewrite is almost complete. Both exams will be refreshed for 2008. Thanks go to Elizabeth Lombard and Gordon Glazer for their dedicated hours raising the professional level of these exams even higher. We currently have 10 people

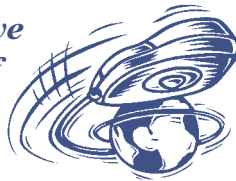
sitting for the CMDSM and 2 for the CMDSS exam at the Fall MAILCOM. It is exciting to see the interest in the CMDSS continue to grow.

The CMDSM/CMDSS Study Guide also will be reviewed and refreshed, insuring complete cross referencing to both exams. It will be reformatted for better cataloging and easy updating going forward. All updates to the 2008 Study Guide will be placed on the web for easy access.

Another exciting change for 2008 - we are moving to a Web based method of administering the exam which will open up doors for greater flexibility in administration as well as more in-depth reporting and analysis than before.

—Karen Cornelius, CMDSM
V P Education

“Another exciting change for 2008— we are moving to a Web based method of administering the exam...”



Sell MSMA, increase your value!

How do we bring value to our organization? Selling MSMA should be a natural for all of us: increasing membership, sharing knowledge, touting and applying for certification are a few ways we can bring value to ourselves. Sharing success stories and opportunities is another. We all are MSMA for many reasons, whatever yours might be, share them with others. As we grow, so will our recognition, input and potential. Who else co-sponsors a national conference, MAILCOM? Join us, the new Board of Directors of MSMA, in expanding our value; sell MSMA!

A new board, a new vision, a new commitment to you!

Visit the MSMA website:
www.msmanational.org

—Paul Dreifuss, MQC, CMDSM
Chair, MSMA PR Committee

CMDSM Renewal Deadline

If are a CMDSM and were certified prior to January 1, 2005, you need to recertify no later than December 31st, 2007. More detailed information and a CMDSM Renewal Application can be found on the MSMA National website: www.msmanational.org

For those attending the MAILCOM Conference in Las Vegas, MSMA will have a member of the Education Committee available at the MSMA Booth (#524) to answer any questions you might have regarding your renewal.



MSMA Awards Applications

Do you know someone who should be nominated for the MSMA Manager of the Year or the Distinguished Service Award? Should your Chapter receive the Chapter of the Year Award?

Nominations are now being accepted for all three MSMA Awards. You can find a copy of the application on the MSMA National website: www.msmanational.org

Deadline for receipt of applications is March 15, 2008. The Awards will be presented at the Spring 2008 MAILCOM Conference and Exhibition in Atlantic City.

Nominations are now being accepted!

Deadline: March 15, 2008!

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