

PostScript

MSMA National Awards at MAILCOM '16, Philadelphia, PA

During the Philadelphia MAILCOM Conference, MSMA will present four National Awards: Chapter of the Year, Distinguished Service, Manager of the Year and Supplier of the year. This Special Edition of PostScript presents the finalists for this year's awards.

The winners will be announced at the MAILCOM Annual Leadership Luncheon on Tuesday, April 12. Mr. Randy Miskanic, Chief Information Officer & Executive Vice President, U.S. Postal Service will be the Keynote Speaker at the Leadership Luncheon.

The following outlines the nominations for each category:

Distinguished Service

Mr. Michael Lathrop, CMDSM
Ms. Sally J. Rowland-Ketley, CMDSM, MDC
Mr. Floyd Creecy, CMDSM, MDC

Manager of the Year

Mr. Derek Eades, CMDSM, MDC
Ms. Betsy Shortell, CMDSM, MDC
Ms. Judy Ellis, MCOM

Supplier of the Year

Ms. Sally Pfabe, MDC
Ms. Donna Martin

Chapter of the Year

Chicago
Metro DC
Kansas City
Houston

Congratulations to the nominees!

Mr. Michael Lathrop, CMDSM Distinguished Service Nominee

Mike Lathrop is the Mail Center Manager at Moody Bible Institute in Chicago. He has been a part of the MSMA Chicago Chapter since 1996 and served on many board positions. He served as President and Immediate Past President more than once. Mike served as Regional Director on the MSMA National Board. He assisted the Chicago Board in many other endeavors including contacting speakers and being a speaker at more than one meeting over the years. He shared his knowledge with anyone that asked.



He has been committed to the mailing industry since 1985 and his varied industry experience including roles in government, non-profit educational, private and public corporations. He instructed thousands of mail and distribution professionals in management, security and College & University operations. He is a regular speaker at MAILCOM conferences, Chicago PCC and various MSMA chapters across the country.

Mike was awarded the MSMA Manager of the Year in 2004 while at Hewitt Corporation for his excellent contributions. In 2008, the Mail Center of the Year was awarded to the Hewitt Mail Operations under Mike's leadership. He was awarded the Lifetime Achievement award from the MSMA Chicago Chapter in 2015 which was their 19th anniversary.

Ms. Sally J. Rowland-Ketley, CMDSM, MDC Distinguished Service Nominee

Sally began her career in the mailing industry in 1986. Her first experience in mail began in the banking industry and progressed to the outsourcing aspect with Xerox Business Services. She has been the Director of the Printing and

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Postal Services Department at the University of Houston for 18 years.

She is a charter member of the MSMA Houston Chapter (1993) and served as Chapter President twice for a total of seven years. Sally previously served as Regional Director on the MSMA National Board and achieved her CMDSM certification in 1996.

Professional associations Sally has been involved in are: Houston Postal Customer Council, National Association of College and University Mail Services (NACUMS) and the Texas Association of College and Mail Services (TACUMS).

Sally has spoken on outsourcing and certification on the university track at National Postal Forum (NPF) and NACUMS conferences.

Mr. Floyd Creecy, CMDSM, MDC Distinguished Service Nominee

Floyd Creecy serves as National Oceanic and Atmospheric Administration's (NOAA) National Mail Manager and Project Manager.



He is the primary liaison with the Department of Commerce (DOC) Mail Manager in support of HeiTECH Services' Onsite Copying/Printing, Mailing, Courier Services, and Personnel Support contract.

Floyd currently serves as the President of the Metro DC Chapter. He joined the chapter in 2013 and was elected as the VP of Membership the same year. He has been a vital catalyst for the re-emergence of the Metro DC Chapter as a recognized industry association with regular meetings, educational events and networking opportunities. He works tirelessly at advertising MSMA membership and benefits. Through his efforts, the chapter doubled their

membership since his inception from 40 at the end of 2013 to 83 at the end of 2015, a 108% increase. Floyd brings new and innovative ideas, topics and marketing strategies that increase membership and the chapter's exposure to new markets. His efforts helped the chapter achieve MSMA's 2014 Chapter of the Year award.

Mr. Derek Eades, CMDSM, MDC Manager of the Year Nominee

Derek is an accomplished mail management professional with more than 20 years' experience in commercial and Federal sectors.



Through combining his work experience, education and learned skills from attendance at numerous MAILCOM conferences and other industry events, he earned his CMDSM and EMCM certifications. Derek earned his Mailpiece Design Consultant (MDC) through the MSMA Metro DC Chapter.

During his tenure with Fannie Mae, Derek was an integral part of the team that sourced and implemented a higher level of security for the inbound mail stream, blending partner solutions from subject matter experts into the daily workflow without compromise to the delivery times for mission-critical inbound mail.

Derek is a member of the MSMA Metro DC Chapter and is currently serving as the chapter's Secretary/Treasurer.

Ms. Judy Ellis, MCOM Manager of the Year Nominee

Judy has been in the mailing industry for 21 years. She began her career at Uline Shipping Supplies in 1995 where she learned the ins and outs of running a mail center and creating one. During

the early stages of Uline, they did not have an official mail center. Judy opened and sorted mail in a conference room. As the company progressed, her interest in the mail grew.



Moving into larger buildings, she helped create and design five different Mail Centers for Uline. Each mail center she ensured it was up to OSHA standards and purchased state-of-the-art postal equipment such as the F550 Series Inserter/Folding Machine to the Di425. Her latest purchase was the Connect Plus postage machine. Judy's 2016 goal is to implement an in-house tracking system for Uline and make sure each team associate reached their work and personal goals.

Judy manages a staff of seven associates and two mail centers. She earned her MAILCOM certification and is a board member for the MSMA Chicago chapter.

Ms. Betsy Shortell, CMDSM, MDC Manager of the Year Nominee

Betsy Shortell is the Director of Harvard University's Mail and Distribution Services and In Plant Print and Mail Departments. She has been in this position for nine years.

Betsy has over 25 years of management experience and has been at Harvard University for 15 years. She



is an active member of the MSMA New England chapter and recently became the Chapter President.

She is also the immediate past Industry Co-Chair of the Greater Boston PCC. Betsy has presented at the National Postal Forum (NPF), MAILCOM, ACUMS and NACUMS conferences.

She holds industry certifications of MDP, MDC, EMCM and CMDSM. She is the recipient of the 2014 Cliff Bennett Memorial Education Award (CBME). Betsy received her Master's degree in Management at Harvard University.

Ms. Sally Pfabe, MDC
Supplier of the Year Nominee



Sally has 20 years' experience in the logistics and mail management arenas. Her overarching experience is in ground

transportation and logistics as well as in mailroom management and mail screening.

Beginning her career with a nationwide LTL carrier, she gained knowledge of shipping lanes and contracted freight pricing programs. During her early tenure with BrightKey, Sally was responsible for contract administration and marketing within the commercial and non-profit sectors.

For close to a decade, her focus has been directed towards government and commercial mailroom management, with a concentration on mail screening and security to provide flexible solutions for requirements of various scope and complexity.

She has delivered several educational sessions on mail screening techniques at both annual and break-out MAILCOM sessions, and had the honor of participating on a Keynote Panel at the MAILCOM Leadership and Security Summit in Fort Worth, Texas in June 2015.

Sally is on the board for the MSMA Metro DC Chapter, a member of the Greater Baltimore Postal Customer Council and the Washington Metro Postal Customer Council. She earned her Mailpiece Design Consultant (MDC)

and Executive Mail Center Manager (EMCM) certifications.

Ms. Donna Martin
Supplier of the Year Nominee

Donna has been a member of the MSMA Chicago Chapter for 19 years. Her career has taken a few turns over the years but, always, working in a position that is related to mail.

She works for United Business Mail, which provides presort/comingle services for First class, standard and non-profit mail. Donna consults with customers and non-customers on mail piece design, USPS regulations and workflow/production optimization. She has excellent customer relations skills, and wants to be sure the customers are well educated in understanding their own mail.

She serves on the board for the MSMA Chicago Chapter and recently volunteered to assist with some of the Chapter marketing. Donna was awarded the MSMA Chicago Chapter Supplier of the Year in 2006.

Chicago Chapter
Chapter of the Year Nominee



The MSMA Chicago Chapter has been one of the most consistent and stable MSMA Chapters, since inception in 1996. The chapter provides membership with networking and educational programs; guest speakers provide a mix of industry topics along with leadership and motivational topics. Speakers are often from the MSMA National Speakers Bureau and local membership.

In 2015, the Chicago chapter had a total of five meetings, including a November Anniversary Meeting.

Many chapter board members have been members with the Chicago chapter since 1996. They are committed to continue to serve as the chapter grows and moves forward. The Chicago chapter will be celebrating its 20th Anniversary in 2016.

Metro DC Chapter
Chapter of the Year Nominee



2015 was a year of building for the Washington Metro (WM) Chapter. The number of events increased from five in 2014 to seven in 2015. Events were held at various Board member work locations which included tours that not only created interest, but increased attendance and added new members. The chapter board increased from 10 to 12 members.

The chapter sponsored regular MDC training and certification sessions with a record **57 certifications earned for the year**. Their premier event was the Annual Member Appreciation Awards Event. This event attracted well over 40 attendees; while sailing the Potomac aboard the luxurious Odyssey Cruise Ship, they honored retiring members. The chapter successfully initiated a sponsors' program to cover event expenses and to lower the cost to members.

The Growth of the Chapter's Membership

What a tremendous effort the Executive Board put forth to grow the Chapter! A total of 20 members in 2014 were added and 23 members in 2015. Total membership is now 83 members a 38% increase over last year and a 108% increase over 2013. The Holiday Event registration was offered to non-members providing them a lower member rate if they paid the next year's membership in December instead of waiting till January.

The Chapter is a recognized and sought after professional association drawing attendees and members not only from the Washington, DC Metro area, but from Northern Virginia, Baltimore, the Eastern Shore of Maryland and as far away as Eastern Tennessee. Their multi-State reach, provided recognition that this MSMA Chapter represents a viable national professional organization.

Kansas City Chapter Chapter of the Year Nominee

The Kansas City Chapter continues to have an Executive Board that is made up of high performing professionals in the industry. They are committed to ensuring the organization continues to

be successful and provides value to its members and participants.

In 2015, they had six meetings, an increase from four meetings in 2014. Their membership in 2015 was 53 members. They increased their membership by 36% (19 members).

The chapter website was redesigned in 2015. The updated MSMA logo and taglines were added to the website and to all communications to the membership.

Jenna Garcia, who serves on the chapter board, was the recipient of the 2015 MSMA Cliff Bennett Memorial Education Award.

Houston Chapter Chapter of the Year nominee



The Houston Chapter celebrated 22 years in 2015 with four of its original

members. Networking between the local and national boards provided a wealth of support resulting in great strides for the Houston chapter the past year.

For the Houston Chapter hosting meetings in a city so large meant lots of hotels, restaurants and member sites as event venues in an effort to be centrally located. In 2015, the chapter acquired a "home base" for meetings and events as a benefit of the non-profit status information passed along by a long-time and original founding member engaged at a MAILCOM.

Brainstorming with national board members about everything from event planning to fee payments also provided ideas that resulted in the creation of a new website for the chapter that is maintained by board members and has proven to be an excellent tool for communication, payment receipt and record keeping.

The chapter has grown 10% in the past year and is planning prospect mailing/direct mail projects in an attempt to increase the membership moving forward.

PostScript

PostScript is published quarterly by Mail Systems Management Association. It serves to educate members about activities, issues and events within our organization.

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