



PostScript

MSMA is all about YOU and US!

The mission of the MSMA is to join management professionals from all industries involved with domestic and international mail, office services, logistics, shipping / receiving, communications. The more we learn and comprehend, the more skills we have to adapt with, the better networked we are; we can create a better future! We urge you to take an active role with your personal and professional growth by participating in MSMA. Our certifications, continuing education and networking will help you provide value added services to you, your staff and your company, clients and associates. As an all-volunteer organization we rely on your support and participation.

Ohio Valley Chapter MSMA

On June 9, The Ohio Valley MSMA Chapter sponsored a Mailpiece Design Consultant (MDC) class at the Great Wolf Lodge Conference Center in Mason, Ohio as part of our regular meeting and educational programs. Instructing the class was Mr. Mark Hale, EMC, CMDSM, CMDSS, MDP, MDC, who serves as Director of Certification for MSMA. We all passed with flying colors!

New MDC professionals are:

Jason Donahue, Sidney Simmons, Derrick Moeves, Christina Fox, Amanda Andler, Mark Hale (Instructor & Director of Certification), Jason Hargett, Mike Noyes, Chris Henkel (Ohio Valley President) and Kelly Hinkle.



Attend MAILCOM!

Establish a regional and national network of peers and experts; obtain education and information. Join thousands who have enhanced their careers and knowledge through MSMA and MAILCOM! *Watch out for details on MAILCOM, April 11 - 13 in Philadelphia.*

Who attends? Almost everyone: managers, supervisors, executives, directors, consultants, vendors, peers, experts, educators from many industries.

Why attend MAILCOM? Learn from industry experts who have successfully implemented technology solutions; implemented new processes, new solutions

- ▲ Keep up to date on new and emerging technologies
- ▲ Create a professional network
- ▲ View new software and product; communicate with vendors
- ▲ Obtain potential solutions to help you and your organization
- ▲ Prepare and obtain professional certification (many options available).

Justify the investment

- ▲ Make a list of the things you would like to accomplish.
- ▲ What is the value of finding one idea to increase revenue and/or decrease costs?
- ▲ Is there a current issue at your company requiring a creative solution?
- ▲ What developing technologies would benefit you and your company?
- ▲ Expand your personal and professional network.
- ▲ Become an expert! Are you working on professional certification? MSMA hosts MDC, CMDSM and CMDSS certifications at MAILCOM
- ▲ If you are a vendor, how many appointments can you make with prospects?

MSMA members receive a discounted rate to attend the conference (usually \$150 off the regular registration rate).

Improve your credibility. You will learn important information that will benefit you personally - and your organization. Your increased knowledge and network will lead to your expertise. Prepare a thorough, written report and share with your boss and team. Also do a verbal presentation of the key highlights from your report and let your excitement show through from what you gained at the conference.

Message from**Barbara Fahy, MDC - MSMA National President**

It's hard to believe that Fall is upon us - Summer has gone by way too fast! Here in the Midwest the leaves are turning those beautiful colors, and the weather is getting cooler. For some of us, that also means going back to school and furthering our education. What does the future hold for us?

Education is our future; your future. The more we learn and comprehend, the more skills we have to adapt with, the better networked we are; we can create a more fulfilling future. I urge you to take an active role with your personal and professional growth by

participating in MSMA. Our certifications, continuing education, and networking opportunities will help you provide value added services to your company, clients, associates and yourself. As an all-volunteer organization, we rely on your support and participation at the local and national level - and seek your input to growing the Association, not only for today but for tomorrow's leaders.

To continue the teamwork needed to grow and meet your needs, the MSMA National Board and Chapter Presidents met at MAILCOM in Las Vegas in September and discussed topics of concern to all of the

Greetings!

membership. This issue of PostScript will advise you of upcoming Webinars, educational events and networking opportunities that I encourage you all to participate in.

I would like to personally congratulate Jenna Garcia, the Cliff Bennett Memorial Education Award Recipient, and the newest CMDSM's - Floyd Creecy, Derek Eades, Andy O'Neil, Ken Toy and Rod Toney!

Thank you for your continued support and dedication to MSMA. I hope to see you at future MAILCOM Conferences or at a local MSMA Chapter event!

Barbara

Check us out on the web at www.msmanational.org for more information about our organization!



Bridging The Gap Between Physical Mail And Today's Technology

Several years ago people were saying the digital age was going to be the death of physical mail. I recently had the privilege of attending National PCC Day and nothing could be further from the truth. Actually, technology and the digital age are allowing us to take direct mail marketing to places it has never been before. There were two new concepts presented that I found to be truly innovative and exciting and I wanted to share them with all my colleagues.

The first of these concepts is called Irresistible Mail. "Cutting Edge Technology Makes Mail More Powerful Than Ever" This is the new USPS tagline promoting the integration of unique print and mobile technology to make direct mail more personal and exciting than ever. Through the use of Near Field Communications (NFC)¹, Augmented Reality², and QR Codes³, potential customers can use their mobile devices to bring their mailpieces to life and experience a much more personal

and interactive experience. One sample of this presented to us was a self-mailer depicting a rollercoaster. When you place your phone on it, takes you on a virtual ride. This was just one example of the exciting opportunities that become possible when we marry direct mail with digital technology.

The second of these very exciting new concepts is Real Mail Notification (RMN). Did you know that ever since 2001 the USPS has participated in what's called the Mail Isolation and Control Tracking program? This means it photographs and keeps records of all the label information for letters and packages sent through the mail for American law enforcement. The USPS is now willing to share this mass mail surveillance program with you, the consumer, through the Real Mail Notification system. The free service will send subscribers an email by 8:00 am daily containing pictures of that day's mailbox content. Typically only one member of a

household interacts with the mailbox each day. This new program will allow mailers increased visibility to see their mail.

Mailers will also be able to partner with the Postal Service to add interactive options such as click-throughs to phone calls or websites. The USPS tested this in Northern Virginia with a 6,600-user program earlier this year. The results showed 93% of users opened their USPS email within two hours of receiving it each day. Nine out of ten users said they would continue to use the program should it be made permanent, and 86% said they would recommend it to friends. A pilot program is being launched in New York City this fall to see if the same results are achieved.

Our industry is far from becoming outdated in this age of technology. As a matter of fact, it is headed in new and more exciting directions than ever before. These new innovations in direct mail marketing will have a significant impact on response rates

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MAILCOM Highlights...Invest in Yourself

-By Connie Compton, EMCM, MDP, MDC

Did you attend the fall MAILCOM in Las Vegas? If you did not, you missed out for sure.

I attended both the Spring and Fall MAILCOM with a mission to complete the MAILCOM Management Certificate Program....and I was successful. I finished it up and congratulations to me for doing it. I began this journey in 2002 completing the "Safety & Security Mail Management (SS) track" and finished it up completing the "Office & Support Services Management track" in 2015.

The MCOM Certification program is designed to recognize and reward industry professionals who have matriculated the required management certifications of achievement in previously approved educational studies (tracks of education). Upon completion of earning ten required management certificates, candidates submit their request in writing to the MAILCOM Board of Directors for the MCOM credential. After verification, the candidate will receive an acceptance letter. A letter is sent to the candidate's boss regarding this achievement. A total of 44 recipients have achieved this honor.

At the Fall MAILCOM, there was a variety of eleven (11) tracks with about 90 sessions you could pick from and three Keynote sessions. I always try to choose the sessions most important to my job. The knowledge you can obtain at MAILCOM is invaluable and to top it off, the networking opportunities are so worth it. You are hearing from the best and you can come back to your job with new ideas, changes to make and a wealth of help if you need it.

There were five recipients at the Fall MAILCOM presented with their MCOM certification:

Rick Craig, MCOM

Assistant Manager, Office Services
American Academy of Orthopedic Surgeons
Rosemont, IL

Monica Gadzinowski, MCOM

Manager, Office Services
American Academy of Orthopedic Surgeon
Rosemont, IL

Richard Hightower, MCOM

Director, Contract Services
Didlake, Inc.
Manassas, VA

Horace Lytch, MCOM

Director, Mail Services
University of North Carolina, Charlotte
Charlotte NC

Hiromi Yamamoto, MCOM

Senior Manager, Mailroom/Warehouse
Panda Restaurant Group, Inc.
Rosemead, CA

At the Tuesday Leadership Luncheon, so many received their accommodations of hard work.

MSMA at MAILCOM

The recipient of the Cliff Bennett Memorial Education Award was Ms. Jenna Garcia, Manager of In-House Print and Mail Departments for Children International. Jenna is responsible for managing six associates whose duties include the operation of a 6-color printing press, bindery responsibilities, warehouse inventory tasks as well as the mail machine operation. Jenna has been a member of the Kansas City MSMA since 2001 and has served on the board for four years. Congratulations to Jenna.

Jenna received a full Fall MAILCOM Conference registration, registrations to the Pitney Bowes Mail Management Seminar, Intermediate Mail Management Seminar, the Advance Mail Management Seminar and a one-year subscription to MAIL Magazine. MSMA will contribute up to \$1,000 for Jenna's travel and accommodation expenses for attending MAILCOM and the seminars. So MSMA members submit a nomination for 2016... you may be selected like Jenna. Go for it!

Also at the luncheon MSMA members received recognition for passing the CMDSM and MDC certifications. CMDSM recipients are recognized in another article in this Postscript.

A total of four took the MailPiece Design Consultant (MDC) certification testing at MAILCOM. This program evaluates industry associates in postal regulations and related information to provide the knowledge to successfully design or approve mail pieces that will run flawlessly through the U.S. Postal Service. The following passed the exam and achieved their MDC. Congratulations to

Thad, Ricky, Jerry and Tanya for their hard work:

- Thad Weikal
- Jerry Mathis
- Ricky Harris
- Tanya Ayala



You can't go wrong by being a MSMA member and attending a MAILCOM conference. The education and knowledge you obtain attending MAILCOM can help you be successful in your job.

Trivia

I want to see if you are taking this opportunity to review the Postscript, so I am finalizing my article with Trivia questions. If you are seriously reading my quirky article, you could win a prize...yes win a prize. So here goes, the **first person** that emails the correct answers to me will win a gift card.

Question 1 - "Name three United States Presidents that worked for the U.S. Postal Service."

Question 2 - "Who was the first Postmaster?"

Question 3 - "In what year was the first Postmaster appointed by the Continental Congress?"

Please add to your email Subject line, the name of this article, "MAILCOM Highlights... Invest in Yourself," provide your name, where you work, a brief review of your responsibilities, the address you wish me to mail your gift card to, and send to me at comptonc1@aol.com. Thank you for reading and Good Luck!

"The beautiful thing about learning is that no one can take it away from you." -B.B. King

"The knowledge you can obtain at MAILCOM is invaluable and to top it off, the networking opportunities are so worth it. You are hearing from the best and you can come back to your job with new ideas, changes to make and a wealth of help if you need it."



Five People Earn CMDSM Certification at MAILCOM



MSMA is proud to announce that five members earned their CMDSM designation at the Fall MAILCOM in Las Vegas. The final step of this process was passing an in-depth exam. These five members join more than 365 people who have earned CMDSM credentials since the program was initiated. For more information to attain your CMDSM certification, please visit <http://www.msmanational.org/certifications.html>.

Floyd Creecy

Floyd Creecy is employed at HeiTECH Services Inc. in Landover, Maryland. He serves as the National Mail Manager/Project Manager at the National Oceanic and Atmospheric Administration (NOAA), acting as 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. He manages all matters related to mail and print management within NOAA, encompassing 230 locations.



Floyd has a Bachelor's degree in Business Management from Fayetteville State University, Mailpiece Design Consultant (MDC) and now MSMA's Certified Mail Distribution and Systems Manager (CMDSM) certifications. Floyd also holds the United States Postal Services Executive Mail Center Management (EMCM), Project Management Institutes' Project Management Professional (PMP) and Information Technology Infrastructure Library (ITIL) certifications. He has 18 years management and 7 years project management experience.

He currently serves on the MSMA Washington Metro Chapter board as VP-Membership which was awarded Chapter of the Year for 2015. He serves as a board member on the Northern Virginia and

Washington Metro Postal Customer Council. He is active with Government Mailers Advisory Council (GMAC) and is a regular presenter at MAILCOM, MSMA and PCC events. He enjoys sports, traveling and family time. He and his wife Carol are the parents of 5 children and 11 grandchildren.

Derek Eades

Derek Eades has been a MSMA member since 2014 for the Washington Metro DC chapter. He has over 20 years experience in the Office Services arena. Derek's current role is Manager in the Employee & Office Services Division for the United States Patent & Trademark office. Prior to that, he was the Logistics Manager for Fannie Mae. Derek currently holds the MDC and now the CMDSM certifications. He is married with five children.



Andy O'Neil

Andy O'Neil is Supervisor of Mail Operations for The Hanover Insurance Group, Inc. in Worcester MA since 2011. In 2015, Andy earned his MDC and now his CMDSM certifications. He has been in the mailing industry for over ten years, working at organizations such as The United States Postal Service and FedEx SmartPost before making a transition to mail center management. Besides his affiliation with the New England MSMA, Andy is also on the Executive Board of the Central Massachusetts PCC and serves as Treasurer.



Ken Toy

Ken Toy was born and raised in Boston, Massachusetts. He has spent his entire professional career at Harvard University in the mail and print industry and is now a CMDSM. He enjoys spending free time with his wife and two children.



Roderick Toney

Roderick Toney, EMCM, MDC and now CMDSM is manager of the Mail Distribution and Transport System for the Johns Hopkins Hospital, School of Medicine, and Asthma & Allergy Center in Baltimore, Maryland. He is responsible for the oversight of mail processing, distribution, customer services, and strategic planning initiatives for a growing customer base of 19,000 employees located in over 40 buildings on the 22 acre East Baltimore complex. Roderick serves on a variety of committees which includes the Greater Baltimore Postal Customer Council (GBPCC) Executive Board, the Washington Metro Mail Systems Management Association Executive (MSMA) Board, and the Johns Hopkins Emergency Management Committee as a Logistics Chief. Roderick is currently pursuing his Lean Sigma Green Belt certification for Healthcare.



Bridging The Gap...

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received through direct mail campaigns. The average response rate for RMN participants was 5.9% compared to 0.5% with the traditional direct mail campaign. A large portion of this (4.8%) came via click-through options. I encourage all of you to explore these new groundbreaking concepts in direct mail. There is a lot of information available regarding Irresistible Mail at <http://www.irresistiblemail.com/> and on the USPS website.

David W. Miller, Site Manager
The MCS Group

“These five members join more than 365 people who have earned CMDSM credentials since the program was initiated.”



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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National President Barbara Fahy, MDC

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Visit the MSMA Web-site: msmanational.org

Membership Committee Notice:

Two years ago MSMA acquired a membership management software package to help us keep up with membership and certification renewals. We have been using this software and working out issues as they have come up during this transition period. We are now ready to take the final step and implement the automated messaging function of the software. This will allow renewal email messages to be sent on a predetermined schedule to help you manage your membership and certification renewals before they lapse. Our planned implementation date is January 1, 2016. We realize there may be some unexpected glitches when we enable this last function. Please contact your chapter's VP-Membership or one of the national board members if you have any questions or problems that arise from this automated messaging.



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