



**Celebrating 35 Years
of Educating Industry
Professionals**



PostScript

MSMA Celebrates 35th Anniversary

Founded in 1981, [MSMA](#) has 1,200 members and certified more than 1,000 professionals. [MSMA](#) is governed by a volunteer National Board of Directors elected from constituents. It is the largest independent all volunteer, not-for-profit trade association dedicated to the advancement of mailing professionals with 13 chapters across the country:

- Metro NY/NJ (first chapter to be formed)
- Central Texas
- Chicago
- Dallas-Ft Worth
- New England
- Houston
- Iowa
- Kansas City
- Metro Washington, DC
- Minnesota
- Ohio Valley
- San Diego
- Southeast Region Chapter (newest - formed in 2016)

MAILCOM Reception

The celebration begins at the 2016 [MAILCOM](#) conference in Philadelphia, Pennsylvania on **Monday, April 11 from 6-7 p.m.** with a Wine & Cheese Reception at the Courtyard Marriott. Please join us to recognize Past and Present National and Chapter Board members that have been an integral part of our Association.



USPS Price Changes in 2016

-By: Paul Kovlakas, MDC, MSMA Marketing Director



Prices for USPS Shipping Services changed on January 17, 2016. The products affected were Domestic and International Priority Mail, Priority Mail Express and First-Class Package Services, Global Express Guaranteed, Standard Post, Return Services and the Parcel Select products. Priority Mail prices increased 9.8% on average, while Priority Mail Express prices increased 15.6% and First-Class Package Service prices increased 12.8%. International services price increases range from 7.1% from Global Express Guaranteed to 21.6% for First-Class Package Services International.

Mailing Services prices did not change, but the Postal Service is expected to remove a 4.3% exigent surcharge in early April of this year, which means that products like First-Class Mail, Standard Mail and Periodicals, will see a price decrease. The proposed pricing files are available for preview on the USPS Postal Explorer website, [pe.usps.gov](#).

Readers will recall that the exigent surcharge was put in place in January 2014 to help the USPS recoup revenue losses suffered as a result of the Great Recession. The Postal Regulatory Commission approved the emergency increase and in accordance with the Postal Accountability and Enhancement Act, the USPS has to remove the surcharge once it collects the revenue awarded. The Postal Service will provide official notice of the price change, along with the implementation date, at least 45 days in advance.

Absent Congressional action, mailers should expect that Mailing Services prices will change in early April, with an average price decrease of 4.3%.

Attend MAILCOM!

2016 MAILCOM Conference

April 11 - 13 in Philadelphia

Message from

Barbara Fahy, MDC - MSMA National President

Greetings!



As we begin 2016, I am proud of the accomplishments that the [MSMA](#) National Board and the [MSMA](#) Local Chapters achieved in 2015. We had a very successful National Board/Chapter Presidents Meeting in September prior to the [MAILCOM](#) Conference in Las Vegas. The participants discussed both the successes and challenges they encountered and some of the new Educational Programs/Networking opportunities presented to their memberships. Based on the attendance and popularity of the [MSMA](#) National Educational Webinars, we will now be presenting 6-8 topics/speakers in 2016. The National Board continues to meet monthly via conference call, and continues to implement goals and objectives that are part of our Strategic Plan, including expanding the scope/focus of [MSMA](#). You will be hearing more about the Marketing Plans to support this goal in the very near future.

It is now more important than ever to take an active role with our personal and professional growth by providing value-added services to our companies, clients and associates. Active participation in the [MSMA](#) provides the networking, educational and social atmospheres to help us become more effective leaders in our industry. 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.

On a personal note, I would like to thank the following individuals who served on the 2014-2015 National Board:

- Linda Ferrell
- John Joachim
- Nick Staffieri
- Jane Patton
- Marsha-Amato-Greenspan

Their support and dedication to [MSMA](#) has been invaluable. I wish them luck in their future endeavors. The 2016-2017 National Board is listed in this issue of Postscript.

I encourage you to consider attending the [MAILCOM](#) Conference scheduled April 11-13 in Philadelphia, Pennsylvania and possibly become a [CMDSM](#) or [CMDSS](#). One of the benefits of [MSMA](#) membership is a generous discount to attend the [MAILCOM](#) Conferences. The information you need is at your fingertips.

Visit the 2016 [MAILCOM](#) website at <http://mailcom-conference.com/> or the [MSMA](#) website at <http://www.msmanational.org/>. Please review the accompanying articles throughout this edition of Postscript.

My best wishes to you and your family for a safe and happy 2016. I look forward to seeing you at a local [MSMA](#) Chapter event or the 2016 Spring [MAILCOM](#) Conference in April.

Thank you for your continued support of [MSMA](#). Please feel free to contact any of the National Board members if you have any questions.

Barbara

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



How Can I Advance My Career?

-By: *Floyd Creecy, MDC, CMDSM*

I'm old school and have been taught to think that I am supposed to figure things out on my own, so I've had to adjust my thinking to advance my career. I suggest using mentors to help you manage and plan your career development. Here are a few steps to enhance your relationship with a mentor:

Ask for help

It's important to remember that everyone needs to ask for help. Super Bowl 50 is upon us, but can a football team win a

national championship without great coaching? Not hardly. Professional development will not happen without positive influence from outside sources. So don't hold yourself back; learn to ask for input, assistance and constructive criticism. You can't do it alone.

Know yourself

An awesome planning tool in business is the SWOT analysis. SWOT is a process for identifying an organization's Strengths, Weaknesses, Opportunities and Threats.

It's an incredibly effective way to assess where a business is, what it needs to work on, how it can grow and what may put it at risk.

You can use this assessment tool to analyze your own personal strengths and weaknesses, opportunities and challenges. You are really good with budget planning, but you haven't managed staff and would like to grow into a management role? What are the immediate



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2016 MAILCOM...Invest in Yourself

The 2016 [MAILCOM](#) in Philadelphia, Pennsylvania is fast approaching and as an MSMA Member you are entitled to register at a discounted rate. If you have not received your special MSMA invitation email let us know and we will be happy to provide you with the information. [MAILCOM](#)'16 is the first industry conference scheduled in the Northeast in two years and is shaping up to be the best one yet! Hope to see you there.

MAILCOM '16 features over 80 educational workshops and the following featured keynote presentations.

Tuesday Luncheon Keynote "Future of Mail"

Mr. Randy Miskanic
Chief Information Officer • USPS

Tuesday Morning Keynote "Business Mailers Roundtable"

Hosted by Mr. Francis Ruggiero
Chief Editor • MAIL Magazine

Wednesday Morning Keynote "Communications & Commerce"

Mr. Ramesh Ratan
Chief Executive Officer • Bell and Howell

Featured MSMA Workshop "Industry Certifications – It's Your Career"

Ms. Betsy Shortell, CMDSM
Director Mail & Distribution
Harvard University

In addition to the Keynotes you have eleven (11) tracks to pick from to work towards your MCOM certification... which is another opportunity to grow your knowledge in the industry. Don't miss these opportunities and sign up today, [2016 MAILCOM](#), Philadelphia, Pennsylvania.

I encourage you to consider attending the 2016 [MAILCOM](#) Conference scheduled April 11 through April 13 in Philadelphia, Pennsylvania and becoming certified as a [MDC](#), [CMDSM](#) or [CMDSS](#). One of the benefits of [MSMA](#) membership is a generous discount to attend the MAILCOM Conferences. The information you need is at your fingertips

Trivia Winners

In the November 2015 Postscript, I challenged readers to answer Trivia Questions. Winner of the gift card was Mr. Andy O'Neil, CMDSM, Supervisor, Mail Operations, The Hanover Insurance Group in Worcester, Massachusetts. I spoke with Andy and asked him how MSMA has added to his career and he said, "MSMA and Mailcom have been great resources to learn and keep current with industry trends, as well as build my professional network. Many of the helpful connections that I have made, have also ended up being good friends." Answers were:

1. Benjamin Franklin, Abraham Lincoln and Harry Truman
2. Benjamin Franklin
3. 1775

CONGRATULATIONS ANDY! Andy achieved his CMDSM at the 2015 Fall MAILCOM in Las Vegas, Nevada.

Second runner up was Ms. Janet Graham, Senior Customer Service Manager – Standard Mail for Pitney Bowes Presort Services in Arlington, Texas.

Mail Trivia

Trivia questions for this Postscript follows. You must answer all correctly...and you

can only win once. First person that emails the correct answer will win a gift card.

1. Who was the postmaster to build the first Post Office west of the Mississippi?
2. Who was the first female Postmaster General?
3. What year was the first self-adhesive postage stamp introduced nation wide?

Email your answer to Connie Compton, connie.compton1970@gmail.com, and add to your email Subject Line "From the Editor – Mail Trivia". Good Luck!

Article Interests:

The MSMA Marketing Committee would like to know if there are topics you are interested in. Please send an email to both Paul Kovlakas at paul.kovlakas@pb.com and Connie Compton at connie.compton1970@gmail.com. If you are interested in being a guest writer, please let us know.

We are continually making updates and changes to the national website [MSMA National Website](#). I encourage you to visit it periodically and review the latest information on the MDC Certification program; CMDMS/ CMDSS Certification processes; membership benefits; award programs; MAILCOM... and so much more.

Career... *(continued from page 2)*

opportunities for advancement and growth in your organization? What are some of the challenges you face that eliminate you from being a viable candidate for those opportunities for advancement? You need to examine these elements so you can build a plan of action. The results of your analysis will aid you with identifying what you need to work on and the types of professionals you should approach about mentorship.

Be productive

The assessment of yourself will assist you in being clear with what you hope to gain from the relationship with your mentor. Next, provide your mentor with what you'd like input on, and work together to come up with creative ideas for how you might gain the experience you need or at least set

yourself up to volunteer or be considered for assignments that will help you grow.

Make your time productive by establishing goals that you both agree with, along with a timeline and determine a regular schedule to meet. You don't have to meet in person for all of your sessions, speaking over the phone can be a great solution for busy schedules; the important thing to remember is that you want to meet regularly and productively.

Getting what you want out of your career takes time, hard work, dedication, focus, and enthusiasm. Additionally, it takes input from people who had experiences you haven't, but you mustn't be afraid to ask those people for their assistance.



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

MSMA Schedules 2016 Webinars

Mark your calendar for [MSMA](http://msma.org) scheduled webinars. A variety of topics will cover areas such as management skills, personal development and various areas outside of the mail center such as scanning and records. Webinars will be one-hour and scheduled most on the third Thursday of the month at 3:00 p.m. EST and 12:00 p.m. Pacific.

Include your company associates and colleagues. The schedule is listed below. This schedule will continue to be edited as new dates are established.

2016 Webinar Schedule

| | | |
|----------------|----------------------|---|
| Jan. 21, 2016 | Chris Kula | LinkedIn – The Importance of Connecting |
| March 17, 2016 | Kathy Battin | Business Reply Mail Initiatives and Services |
| May 19, 2016 | Alison Hall | Mail and the Generations |
| July 21, 2016 | Janet Lockhart-Jones | Subject TBA |
| Sept. 22, 2016 | Floyd Creecy | Subject - TBA |

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