

2016 Cliff Bennett Memorial Education (CBME) Award Winner

The CBME award was presented to Ms. Debra Visco, CMDSM, CMDSS, MDC on Tuesday, August 23 at the 2016 Fall **MAILCOM** award luncheon in Las Vegas.



A 30-year mailing industry professional, Debra is the Manager of Distribution and Operations for Massachusetts Medical Society in Waltman, Massachusetts. She is a member of the New England MSMA Chapter and has served on the board for the Greater Boston Postal Customer Council for 19 years.

Debra oversees postal presorting, bulk mail fulfillment, warehouse services and digital printing. She is responsible for distribution elements of their corporate subscription fulfillment system and oversees postage, labor tracing and shipping applications.

The CBME Award is sponsored annually by MSMA, **MAILCOM**, MAIL: Magazine and Pitney Bowes and is awarded at the Fall **MAILCOM** Conference.

The MSMA National Board acknowledges all those who participated in this year's program and encourages you to submit an application in the future.

Congratulations Debra on your award!



**A One-Day
Training Program
Thursday, October 20**

"Critical Issues in Mail Management"

MAILCOM announced a one-day training program that will cover many facets in mail management. This one-day event will be held in our *nation's capital*.

Tracks that will be covered are:

- ✓ Cost Saving Ideas To Beat Your Budget
- ✓ USPS Full Service Mail Regulations & Deadline
- ✓ Mail Processing Security Government Compliance
- ✓ How to Increase Value of Your Mail Center

Attendees will qualify for a MCOM-Accredited Management Certificate when completing this one-day program.

This program features leading experts in government mail operations, mail safety and security, and facilities management PLUS experts from the United States Postal Inspection Service.

To register for this one-day event, go to the **MAILCOM** registration page at:

<https://mailcom-conference.com/2016/dc/>



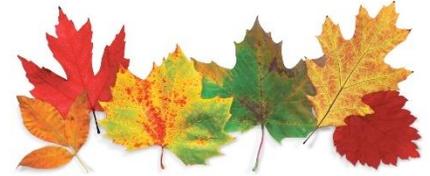
President's Message

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

Greetings!



September here in the Midwest usually means that Summer is over and **Fall** is on its' way. Fall brings the beautiful changing of the leaves and the cooler temperatures. For some of us that also means going back to school and furthering our education. What does the future hold for you?



Education is your future; our future!

One of the benefits of MSMA Membership is the bi-monthly Educational Webinars. I hope you have been participating in these Webinars, and find the topics timely, educational and entertaining. If there are any particular topics that you would like to see presented (or would like to present), let us know as we are getting ready to plan our Webinar schedule for 2017.

In the very near future, you will be hearing more about the **new** MSMA Certification. As you know we are expanding the focus of MSMA to include Office Services, Facilities, Records Management, etc. This new Certification will include those areas as well.

At the Fall **MAILCOM** Conference in Las Vegas it was nice to connect and network with old friends, but also meet some new friends. The better networked we are; the better future we may have. I urge you to take an active role in your personal and professional growth by participating in MSMA.

Congratulations to Deb Visco, the Cliff Bennett Memorial Education Award Recipient and the newest CMDSM's – Derek Webster, Jim Hernandez and Doug Rogers.



To continue the teamwork needed to grow and meet your needs, the MSMA National Board and Chapter Presidents met in Las Vegas prior to the Fall **MAILCOM** Conference. Our main focus was to discuss the local Chapter structure and membership recruitment and retention.

Take a moment to read our members' take on "Why MSMA". This issue of PostScript will advise you of upcoming Webinars, Educational Events and Networking opportunities that I encourage you to participate in.

Thank you for your continued support and dedication of MSMA. I hope to see you at an upcoming **MAILCOM** Conference or at a local MSMA Chapter Event!



Barbara

Attend 2017 SPRING **MAILCOM** CONFERENCE

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!** **MAILCOM 2017** will be back in Philadelphia, Pennsylvania. Celebrate with fellow MSMA members across the country in historic Philadelphia at **MAILCOM '17** on April 10-12, its 37th Anniversary. Philadelphia has a rich history...like the Liberty Bell and Independence Hall where the United States Declaration of Independence and Constitution were signed. For more information, go to:

<http://www.mailcom.org>

*Home of first Postmaster General, Benjamin Franklin and
Birthplace of the U.S. Postal Service*



Three Complete CMDSM Certification

Mr. Derek Webster, Mr. James Hernandez and Mr. Albert D. Rogers completed the testing and qualified for MSMA's Certified Mail and Distribution Systems Manager (CMDSM) distinguished certification.



These gentlemen joined the ranks of over 365 other professionals nationally who have completed the requirements for this prestigious award.

The CMDSM program was established by MSMA to ensure that the professional has the necessary qualifications and has a mastery of the specific body of knowledge established for effective performance in the mailing and distribution systems profession.

Qualifying individuals are "certified" as being an accredited professional covering all aspects of technical expertise, mail and distribution systems knowledge, financial and general management skills and business writing.

Congratulations Derek, James and Albert!

MDC Certification Achievements

By Barbara Fahy, MDC

Congratulations to the following people that participated in the Mailpiece Design Consultant (MDC) review and passed the exam at the 2016 Fall **MAILCOM** Conference in Las Vegas:

- **Richard Huse** – American Academy of Family Physicians, Leawood, KS
- **Shawn Parkison** – American Academy of Family Physicians, Leawood, KS
- **Rockwell Reid** – Canon USA, Lake Success, NY
- **Rattanak Chrung** – Xpress Data, Inc., San Diego, CA
- **Shawn Morgan** – Xpress Data, Inc., San Diego, CA

Look for an announcement in the near future regarding the MDC review and exam at the 2017 Spring **MAILCOM** Conference in Philadelphia, Pennsylvania.

For more information on the MDC Certification, go to the <http://www.msmanational.org/certifications.html> or go to the MSMA National Website and click on Certifications www.msmanational.org.

Congratulations to all!



Use Facebook, Twitter, Instagram or LinkedIn?

Technology has led us to depend on social media for many reasons such as staying connected with friends and family.

The Facebook logo, consisting of the word 'facebook' in white lowercase letters on a blue rectangular background.

More than 1.1 billion people follow various social media networks. Now businesses use it to market their products. MSMA is now expanding its presence on various social media resources to connect with industry professionals.

If you use Facebook, Twitter, Instagram or LinkedIn, you are a Social Media Guru!

Please join our Social Media Committee (SMC) to improve us with your ideas, perspective and help our content become meaningful.

Please contact LaChelle Bynum, MDC, EMCM at: scm.msma.2016@gmail.com

LaChelle is interested in knowing what is your social media specialty.



Message from

Connie Compton, EMCM, MDP, MDC, MCOM



MSMA Annual Award Nominations

Annually, the MSMA National Board of Directors accepts nominations for its awards to recognize members for their outstanding contribution to the industry. The categories are:

- Manager of the Year
- Chapter of the Year
- Distinguished Service
- Supplier of the Year

For detailed information about the awards go to <http://www.mailcom.org/awards2.html> on the national website.

The deadline for submitting nominations is March 3, 2017. If you have questions about the award nominations, you may email Barbara Fahy at bfahy@msmanational.org.



These awards will be presented at the award luncheon on Tuesday, April 11, 2017 at the **2017 Spring MAILCOM Conference** in Philadelphia, Pennsylvania.

This is your chance to **toot your horn** and **SHINE** among your colleagues. Begin planning for your submission TODAY!



May 2016 PostScript Trivia Winners

The May 2016 PostScript Trivia Challenge was again a close encounter. Ms. Kay Kovar, Service Delivery Manager of Perfect Output of Kansas City LLC answered the questions within a day of another person.

Answers were:

1. **Bicycle** – City Letter Carrier, Robert W. Miller, in Coal City, Illinois delivered mail by what method in 1973?
2. **1981** – What year was MSMA formed?
3. **Benjamin Franklin Award, in 1960** - What is the highest award given by the U.S. Postal Service and the year was created?

Kay indicated how MSMA has impacted her career and she said, *“The MSMA has impacted my career by exposing me to people in different environments who are all trying to accomplish similar goals in their sites and careers. Through the MSMA I have had the opportunity to meet others in the industry and experience how they operate their businesses and take away new ideas, areas for growth and create a network when I have questions.”*

In the May 2016 Postscript, Kay missed winning the Trivia challenge by minutes. Just goes to show you not to give up. Congratulations Kay! Your gift card is on its way.

Runner up was Denise Streit, Offices Services Manager for IMRF.



Continued on next page.....

What could be in store for a January 2017 USPS Price Change

-By Paul Kowlakas, MDC



Earlier this summer, the U.S. Postal Service raised rates on First-Class Mail Parcels (FCMP) weighing 1-3 ounces. The limited price change went into effect on August 28th, when the price for FCMP weighing up to 3 ounces went from \$2.45 to \$2.62.

The Postal Service has communicated that the next mailing and shipping price change will occur on January 22nd 2017. The details of the changes have not been released. We expect the Postal Service will file the price change with the Postal Regulatory Commission (PRC) in mid-October for the Market Dominant or mailing postal products, and early November for the Competitive Products or Shipping products.

The Market Dominant increase is limited by the CPI index, but the exact amount is not known until the USPS files notice with the PRC.

The PRC will review each USPS filing and rule on whether or not the changes comply with the laws that govern USPS pricing authority. If approved (expected to happen around the beginning of December), the prices will most likely go into effect on January 22nd 2017.

The Postal Service is also considering a number of mail preparation and structural changes that they plan to implement along with the new prices in January. While this isn't a complete list, some of the potential changes include:

- 3rd Ounce Free for Commercial Letters
- Combine 3-Digit and AADC sortations, for First-Class and Standard Mail
- Elimination of Flat Sequencing System (FSS) pricing cells for Flats
- Combined outbound and return services permits and associated fee for Parcels
- Elimination of QBRM (Qualified Business Reply Mail) permit fees
- Change the weight at which the pound rate kicks in for Standard Mail Letters & Flats from 3.3 ounces to 4 ounces
- Collect on Delivery (COD), may become a Hold for Pickup only option
- Add Share Mail (formerly Alternate Postage) to the 2017 Earned Value Mailing Promotion
- A promotion for small businesses to encourage participation in a 2017 Direct Mail mailing promotion

Mailers who plan to participate in the 2017 Earned Value promotion will need to register before the end of this year. The registration period begins November 15th and ends on December 31st for participating mailings entered between January 1st and June 30th 2017. Mailers can earn a \$0.05 credit for each BRM, CRM or Share Mail piece placed in the mail stream and scanned during the promotion period!



CONTINUED.....

Mail Trivia

Trivia questions for the September 2016 PostScript must be answered correctly...and **you can only win once**. First person that emails the correct answer, will win a gift card.

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

Include your name, title and a few words on "*how MSMA has impacted your career.*" Please include the mailing address you wish the gift card to be delivered. Questions are:

1. Who was the earliest known African-American Postmaster and what year and where was this Postmaster appointed?
2. What was the name of the Airmail Pilot who was hired on April 14, 1920? When was his last flight for the Department?
3. What was the color of Mail Collection boxes in 1909?



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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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THE NETWORK YOU NEED FOR THE JOBS YOU DO

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