



PostScript



What has MSMA done for me?

Each newsletter will feature short commentary by members to illustrate why MSMA membership is meaningful to them. If you wish to submit your perspective, feel free to contact Paul Dreifuss, Director of Communications at pdreif@aol.com.

Jud Thurman - CMDSM, CMDSS, MDC

Why MSMA? Let me tell you how I came to join MSMA, became actively involved in my local chapter, how I earned several MSMA certifications, now serving on the national board of MSMA and how I ultimately ended up becoming a MAILCOM speaker. It may seem an improbable journey but in looking back on it, I've come to realize it was a journey I was intended to take.

I joined the DFW Chapter of MSMA back in the early 1990s because some local mail industry colleagues I knew and respected encouraged me to. They told me I would benefit from attending local MSMA training and networking events. They were right.

For several years I was content to attend local MSMA events. I was enjoying associating with colleagues and absorbing postal and management knowledge. The MSMA programs, speakers and topics seemed to always be much better than others. The topics were more relevant to my operation, the speakers were much more knowledgeable and the practical

information I gained was much more useful in managing my mail center.

In the late 1990s, several of the people I knew in MSMA earned CMDSM certification. They convinced me that this certification was valuable and something I could achieve. They told me the certification process was rigorous and time consuming but they assured me it was well worth the effort. So, I began working toward CMDSM certification. It took me several years before I was prepared for the exam but in 2000 I submitted my CMDSM application. I arrived in Las Vegas nervous that I might fail the exam. I was worried I would embarrass myself. I didn't want to disappoint anyone, including me. Somehow, I passed the exam and earned certification. I will never forget the overwhelming feeling of accomplishment I felt when I received my credentials in front of everyone at MAILCOM.

I soon realized how much I had learned through my involvement in MSMA. I had somehow matured from an inexperienced, uncertain, manager of mailing operations

to a well educated, experienced and confident manager and postal expert. No, I didn't know it all. I had simply gained enough confidence to share what I had learned with other people in the mailing industry. I came to understand that I could be of service by sharing what I'd learned with other people. In the process, I became much more engaged in the industry and sought out every learning opportunity I could find and attended Mailcom at least once a year.



I said yes when the local chapter asked me to serve on the board. I recruited friends and colleagues to serve with me. We had a lot of fun working on MSMA tasks and we take great pride in the achievements we made together. We increased membership and held some terrific events. At Mailcom I met MSMA members from other chapters and soon started to develop a network of colleagues from throughout the country. We shared our management experiences and our postal knowledge with each other.

By now, I gained enough confidence in myself to say yes; yes to presenting at MAILCOM. Yes to serving on a national MSMA committee. Yes to serving on the MSMA National Board. Yes to serving as a MSMA Executive Officer. And, yes to earning two additional MSMA certifications.

Jud's thoughts on MSMA programs...

"The topics were more relevant to my operation, the speakers were much more knowledgeable and the practical information I gained was much more useful in managing my mail center."

(continued on page 4...)

From the desk of**Barbara Fahy, MDC - MSMA National President***Greetings!*

It's hard to believe we're quickly approaching the end of 2012. I am happy to report that your National Board continues to be very hard at work developing new programs and enhancing existing ones for the benefit of our members. The new/updated MSMA National Website launched in November, and the bi-monthly Educational Learning Events continue to be a success and receive very positive reviews! By meeting monthly on conference calls we are in the process of implementing several of the goals/objectives that are part of our Strategic Plan to support our primary mission - The education and training of managers, suppliers and all related professionals.

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.

I encourage you to consider attending the MAILCOM Conference from April 28th - May 1st at the Tropicana in Atlantic City and possibly become a CMDSM or CMDSS. One of the benefits of MSMA membership is a generous discount to

attend the MAILCOM Conferences. All the information you need is at your fingertips by visiting the MAILCOM or MSMA websites. Please review the accompanying articles throughout this edition of Postscripts.

My best wishes to you and your families for a safe and enjoyable holiday season. I look forward to seeing you at a local MSMA Chapter Event or the Spring MAILCOM Conference in April.

Thank you for your continued support and dedication to MSMA.

Barbara

Barbara Fahy, MDC
MSMA National President

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



What Our Chapters Are Doing

Some of our recent or upcoming chapter events:

Minnesota: Recent: *Tour of MackayMitchell Envelope Factory (in association with Twin Cities PCC)*

Chicago: *"Ten Secrets of Leadership: Learn how to improve your image within your company by following the Ten Commandments of Leadership,"* presented by Jim Mullan, National Board member of MSMA, frequent presenter at MAILCOM and NPF.

Ohio Valley: Dec, 11th, *It's Your Career...DRIVE It!* How much time do you spend managing your career, building key relationships and transferable skills or imagining possibilities? Change the way you think about your work and your career. Presented by Julie Bauke, "Stop Peeing On Your Shoes: Avoiding the 7 Mistakes that Screw Up your Job Search."

Many are celebrating the holidays with a December meeting/party; with food donations being donated to local soup kitchens and food banks.

More Than 500 People Have Earned MDC Certification

As of this past July, 2012, the number of mailing and shipping professionals who have earned the Mailpiece Design Consult (MDC) certification surpassed 500. People currently enrolled should push that number to almost 550 by the end of the summer.

MSMA introduced the Mailpiece Design Consult (MDC) certification in 2010. This certification covers only postal knowledge: rules, regulations, requirements, postal history and mailing requirements. You can register for this program on the MSMA web site at <http://www.msmanational.org/>. Simply click on the certification tab and follow the instructions for the MDC certification. The current fee for the MDC program is \$40 for MSMA members and \$50 for non-members.

You will receive a MDC Study Guide to you prepare for the exam. The certification exam is an open book test that is administered on-line. It consists of 100 questions and you must obtain at least 90 correct answers to earn your certification. You will have four hours to complete the exam. Should you fail on your first test, you will be provided a second attempt at no additional cost.

Upon successful completion, you will receive a certificate denoting your achievement and your name will be added to the roster of MDC certified professionals listed on the MSMA web site. The MDC certification is valid for 24 months.

We encourage you to join more than 500 of your colleagues who have earned this certification. For more information, visit <http://www.msmanational.org/> or contact Barbara Fahy at fahyb@aol.com.

Make Yourself Indispensable

Protect yourself from the next round of layoffs. Convince your employer that you're valuable and your existence benefits the company. "Today's business environment doesn't allow for satisfaction with the status quo. It requires constant growth and change," writes Mark Samuel in his book, *Making Yourself Indispensable: The Power of Personal Accountability*. "Being indispensable means that you are adaptable, learning and growing with your organization as it changes and evolves...at the end of the day, you are either working to make yourself indispensable or working to make yourself obsolete."

1. Never take the shortcut. In order to be truly irreplaceable, work hard; take no shortcuts.

2. Be adaptable. Being rigid is the fastest way to lose your job. Technology, workplace environment and strategy techniques are constantly evolving. The most destructive thing you can do is to cling onto something from the past and refuse change. "You can always tell when someone isn't adaptable to change. They demonstrate their paralysis through resistance... undermining current

change efforts through their lack of cooperation and cynicism."

3. Being a perfectionist will be your downfall. Most people think that being a perfectionist is what they need for success, but, in actuality, it prevents it.

"Perfectionism fosters inaction – waiting until we can guarantee success before we take action, negating accountability and preventing success. We wait for the perfect plan, the perfect decision, and the perfect action that won't fail."

4. Be of service to others without expecting anything in return. Most of us only do things for other people if we get something in return, but a truly irreplaceable employee is someone who makes decisions and solves problems for the good of their team and other departments in the organization. The more you become "we-centered" rather than "me-centered" the more indispensable you become.

5. Be purpose-driven, not goal-driven. At work, you will have goals to achieve, but Samuel says that these goals are often "established without a clear sense of purpose." And since most people are often too busy to go above and beyond their daily tasks, they're not making an effort to produce actual changes...don't stress out about finishing every single step you've written down on your checklist or it'll become a never-ending cycle.

6. Be assertive. Take charge, stand apart and don't be afraid to speak up during meetings for fear of sounding unintelligent or being wrong.

7. Forgive others quickly. "The measure of accountability is based more on how you handle mistakes, mishaps, and breakdowns than on getting everything right all the time," Samuel says. "It's about how fast you can pick yourself up when you fall; how quickly you correct a mistake that you made; that little or no harm comes to your customer, family member, or friend."

WEBINAR UPDATE

MSMA Offers Training Webinars

Mail Systems Management Association is presenting bi-monthly training webinars; take an hour of your time and join us. Webinars are presented by industry experts, many who regularly present sessions at MAILCOM.

▼ **December 20** - "How to Increase the Value of Mail," presented by Adam Lewenberg, President of Postal Advocate Inc.

This is a Learning Event Webinar you do not want to miss! The topic is timely and addresses our current industry economic conditions. Adam will grab your attention from the beginning with vital statistics, keep your attention with lots of visuals and clear ideas; you will certainly go away from this Learning Event with action items! **Here are the details:**

- 3:00 Eastern, 2:00 Central, 12:00 Pacific
- The webinar will last 1 hour or less
- Webinar link: <https://join.me/MSMANational>
- Audio/Call-in instructions will be provided once you log on
- For questions contact erik.j.warner@gmail.com

Topics covered this year included:

▼ **February 16** - "Why Mail Still Matters in a Multi-Channel World," presented by David Robinson

▼ **April 26** - "Social Media Risk and Crisis Management," presented by Dave Flora

▼ **June 21** - "Building the Manager/Employee Relationship," presented by Nick Staffieri, CMDSM

▼ **October 25** - "Rock Star Management," presented by Paul Dreifuss, CMDSM

The PowerPoint presentations are delivered through a cloud based computer service that you access on the internet. Audio is provided on-line or through a dial in conference call, allowing you to both hear the speakers and ask questions. Please allow a little extra time the first time you attend.



Attending these webinars earns you points toward CMDSM/CMDSS certification. MSMA webinars are currently being provided at no cost to MSMA members, member's colleagues and guests.

New MSMA Web Site Launched in November

The official web page of Mail Systems Management Association has been updated and redesigned. While the previous web site provided a functional access point for MSMA information, the design of the site was more than eight years old and needed to be refreshed. Earlier this year the MSMA National Board of Directors decided that a complete redesign was long overdue and established a committee to manage the process.

The committee reviewed everything on the old web site and a decision was made to consolidate the site into fewer pages while still including all important information about MSMA membership, events, education and certifications. This

team effort was lead by Paul Dreifuss, Wes Friesen and Jim Mullan and involved many other people in the process of reviewing content and redesigning the style of the site. Their team also included Bernice LeMaire, a professional web designer, hired to handle the technical challenges of this major overall.

The new web site was launched in November. We invite you to visit <http://www.msmanational.org/> to experience the new look and feel for yourself. We have made an effort to ensure that all the information posted on the site is accurate and up to date. Please let a member of the National Board know if you have trouble finding specific

information or if something on the site is not working properly.

The National Board also decided to acquire an Association Membership Management software package to maintain records of members, certifications, educational programs, local chapters and events. This membership software will allow individual members to manage and update their own personal & professional data. Members will be able to establish privacy settings concerning what information is visible to others and the software will also allow members to link with other members, similar to the way they can with LinkedIn or Facebook.

Another committee has been working for almost six months to consolidate all MSMA records into the new software. The membership module will be activated very soon. Watch your email inbox for a message announcing that the membership function has been launched and asking you to log in and update your information. We are excited about this new tool that will allow us to keep in touch with our members and will allow our members to stay in touch with one another.



*We invite you to visit
<http://www.msmanational.org/>
to experience the new look
and feel for yourself.*



What has MSMA done for me?

(continued from cover)

During the journey I had gone from being a tentative, first time manager to a confident, professional. I no longer have to know it all. I've built a network of colleagues and friends who collectively do know it all. And I can reach out to any of them any time I need, whether I need advice, information, referrals, recommendations or even a new job. MSMA is like an extended family. It's always there to support me. With my MSMA friends beside me, facing the cold,

cruel world of mail management is no longer a lonely, scary proposition.

In a few years I'll reach retirement age. Looking back on my MSMA experiences I have a deep appreciation for the old adage "I wish I'd known then what I know now." I came into this industry with very little preparation for the challenges I would face. MSMA has equipped me to handle whatever the next big thing is.

MSMA can benefit you the same way it has me. Join the association. Get involved. Learn everything you can. Meet as many people as possible. Develop your own personal network. Earn a certification. Volunteer. Give back to the industry whenever you have a chance. I assure it will be well worth your time and energy. It's a professional journey you won't regret or forget.



PostScript

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

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Visit the MSMA Web-site: msmanational.org

*Mark your calendar for the
Global Convention!*



33rd Annual Global Convention

April 28 - May 1, 2013
Tropicana Grand Exhibition Center
Atlantic City, New Jersey

MAILCOM 2013, the 33rd Annual Global Convention, will be returning to Atlantic City, NJ April 28 - May 1 at The Tropicana Grand Exhibition Center. Attendees to MAILCOM 2013 will choose from over 110 educational sessions in twelve areas of study, have many opportunities to network with presenters and industry peers. MAILCOM's renowned Professional Certificate programs certify your expertise and qualify towards MCOM Certification.

Super Bowl Champ New York Jet Joe Namath will deliver the Annual Leadership luncheon keynote at Spring MAILCOM 2013.

The Spring MAILCOM Conference has been designated "Professional Certification Week" by the Mail Systems Management Association Board of Directors. This is an excellent time for you to obtain your professional accreditation or participate in the special track of courses that have been designed to help you prepare or achieve your "Certified Mail and Distribution Systems Manager" or "Certified Mail and Distribution System Supplier credentials. The MDC Review and Exam course will also be held prior to the start of the conference. More information on the CMDSM/SS Exam and MDC Review and Exam can be found on the MSMA National website:

www.msmanational.org

Additional MAILCOM Conference details including hotel information, registration form and agenda can be found at www.mailcom.org



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