



# PostScript



## WHY MSMA? Easy, to succeed and be the best I can be!

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**T**hirteen years ago I began my career in mail and office services following nearly twenty years of retail management experience with little knowledge beyond the price of a First Class stamp, yes I was still mailing payments then! I needed to learn fast and the Ohio Valley MSMA Chapter provided many resources, tours and opportunities that assisted me in gaining the knowledge that I needed to exceed. The very unexpected benefit of MSMA was introducing me to a group of people who are unmatched in their desire to see others succeed.

MSMA meetings are far more than Industry updates or mail-driven subject matter- the meetings are designed to provide tools for the membership and attendees to develop

all the skills necessary to be a successful PROFESSIONAL. Here is a brief list of areas I have become better equipped to help add value to myself and my staff: effective discipline, documentation and record keeping, relationship building and staff motivation.

As a member of the Ohio Valley Chapter of the MSMA I have developed friendships and strong business relationships with a number of folks and can rely upon them to provide answers to any difficult circumstances I encounter. The benefit of being a part of the MSMA in those relationships cannot be measured.

Having a passion for self-development and training opportunities it was a great honor to participate in the development and launch of the MSMA Mailpiece Design Consultant Certification. The Certification is a great opportunity for individuals to be recognized for the ability to properly design mail within the USPS regulations. MSMA Certifications are challenging and rewarding experiences. I was encouraged by my peers to sit for the Certified Mail and Distribution Manager Certification (CMDSM) certification and consider it to be one of the best decisions I ever made. The process in documenting and working

towards the necessary points provided me with opportunities to speak at MAILCOM, local MSMA and PCC meetings and to become published in industry magazines increasing my abilities with each opportunity.

The test itself is very challenging and to achieve the certification is one of my proudest achievements. To be set

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### DFW Chapter tours Dallas Cowboy Stadium November 6



apart with those individuals who have achieved the CMDSM is an honor. Being in the unique position of being not only a manager but a vendor in the industry I am proud to have achieved the Certified Mail and Distribution Supplier (CMDSS) as well.

As I begin a new adventure in serving on the MSMA National Board as the newly elected Director of Certification I look forward to seeing other managers, supervisors and staff become even more successful and confident as they participate in the great organization that is the MSMA!

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

It's hard to believe we're quickly approaching the end of 2013. I am happy to report your new National Board is already hard at work developing new programs and enhancing existing ones for the benefit of our members. I am very proud of all we have accomplished these past two years, and would like to acknowledge the support and dedication of the volunteers serving on this Board. By meeting monthly on conference calls we have implemented 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. A particular note of gratitude goes out to those leaving the National Board at the end of 2013 -

Linda Henry, Wes Friesen, Trevor Ward and Erik Warner - their contributions have been invaluable.

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.

Attend MAILCOM 2014 Spring Conference from February 10th - 13th at the Tropicana in Atlantic City. Become a

*Greetings!*

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 February.

Thank you for your continued support and dedication to MSMA.

*Barbara*

Check us out on the web at [www.msmanational.org](http://www.msmanational.org) for more information about our organization!



**Get your discounts here!**

## MAILCOM 2014 Conference & Exhibition

As a member of MSMA, you are entitled to register to attend MAILCOM at the discounted rate of \$845 (a \$150 savings off the regular rate). To receive your MSMA Member rate follow this link to the MAILCOM 2014 Registration tab and reference Code MSMA214 next to your name on the registration form. <https://www.mailcom-conference.com/2014/ac.2014.registration.htm>

MAILCOM 2014 Conference & Exhibition is returning to Atlantic City, NJ, February 10-13, 2014. The entire conference & exhibition will be held at the Tropicana Hotel in their Grand Exhibition Center. Over 150 seminars, keynotes, and workshops will be presented with the exhibition hall featuring over 100 booths

demonstrating the latest mail systems technology and services.

MAILCOM 2014 has been designated "Professional Certification Week" by the Mail Systems Management Association Board of Directors. This is an excellent time for you to obtain professional accreditation or participate in the special tracks of study designed to help you prepare and earn your "Certified Mail and Distribution Systems Manager" or "Certified Mail and Distribution System Supplier" credentials. The MDC Review and Exam course will also be offered prior to the start of the conference. For complete details on the CMDSM/SS Exams or MDC program visit our national website at [www.msmanational.org](http://www.msmanational.org).

You WILL learn from industry professionals, network with industry leaders and peers. Take part in MAILCOM's renowned MCOM Certification by earning one or two professional management certificates. The Master Certification in Mail Communications is ONLY offered at MAILCOM and you must be a registered delegate to participate. Check out the complete story at [www.mailcom.org](http://www.mailcom.org)

### How do we define MAILCOM?

An investment made to equip yourself with knowledge, tools, latest technology, a million dollar network group and potential solutions for almost any issue you may need input for.

# Does Your Team Work?

## Ten Principles to Build High Performance Teamwork

What is teamwork? Andrew Carnegie's definition: "Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. **It is the fuel that allows common people to attain uncommon results**".

**Build Trust with Integrity.** As a team leader we need to build trust for ourselves and among all team members. Building trust comes with being a person of good character. Marsha Sinetar said it well "Trust is not a matter of technique, but of character. We model integrity and build trust as we walk our talk, listen to others; always be honest. Be humble enough to admit our mistakes and ask for forgiveness when needed.

**Put the Team First.** A high performance team shares a common purpose – a sense of vision and mission that unites and inspires each individual team member. Solicit participation from the team when developing a common purpose. Remember the principle that "change imposed is change opposed" and Ken Blanchard's quote that "none of us is as smart as all of us". Alexander Graham Bell summarizes well, "All winning teams are goal oriented. Teams like these win consistently because everyone connected with them concentrates on specific objectives. They go about their business with blinders on: nothing will distract them from achieving their aims".

**Communicate Openly and Candidly.** High performing teams are empowered teams; information is a great source of power. Continually sharing the team's key performance metrics and indicators is crucial. Ask what do team members need to know on a daily, weekly and monthly basis to manage performance? Try tools such as balanced scorecards, dashboards, team work review meetings and 1-1 coaching sessions.

**Be Part of the Solution, Not the Problem.** There is no substitute for personal ownership, responsibility and self-control. These are traits that we can model – and intentionally encourage in our team members. Recognize that

problems will arise – and they may be blessings in disguise if we learn and grow from them. Rene Descartes adds "Each problem that I solved became a rule which served afterwards to solve other problems".

**Commit to Excellence.** I love to say "we can choose to be mediocre – or we can choose to strive for excellence; the choice is ours". If we don't intentionally choose to strive for excellence the default choice is to settle for mediocrity. I resonate with Mario Andretti, "Desire is the key to motivation. Determination and commitment to an unrelenting pursuit of your goal – a *commitment to excellence* – that will enable you to attain the success you seek".

**Promote an Atmosphere of Respect.** Show you respect someone: actively listen to them and then respond appropriately. Socrates once stated "You have two ears and one mouth. Use them appropriately". James O'Toole explains a benefit of active listening when he said "Almost all employees, if they see that they will be listened to, and they have adequate information, will be able to find ways to improve their own performance and the performance of their work group". Showing respect includes positive encouragement and expressing our appreciation and approval

**Ask and Encourage the Right Questions.** The art of questioning is an important management skill. It is a "pulling" technique – challenging people to think, to probe, to investigate, to challenge assumptions and to seek answers. John Chancellor illustrated the importance of this skill when he said "If you take a close look at the most successful people in life, you'll find that their strength is not in having the right answers, but in asking the right questions".

**Use a Rational Problem-Solving Process.** Albert Einstein supports the need for rational and thoughtful problem solving processes when he said "The significant problems we face cannot be solved at the same level of thinking we were at when we created them".

**Here is one of many rational problem solving processes:**

1. Gather data
2. Review facts
3. Define the problem and desired end-state
4. Ask questions and identify alternative solutions
5. Evaluate each alternative
6. Select "best" alternative
7. Implement chosen alternative
8. Evaluate after-the fact effectiveness of solution; make changes if necessary

**Promote Interdependent Thinking.** The key here is to promote "we" thinking – not "me" thinking. Vince Lombardi encourages us to "Build for your team a feeling of oneness, of dependence on one another and of strength to be derived by unity". Having talented team members and encouraging development of individuals is important – but Michael Jordan puts it into perspective when he said "Talent wins games, but **teamwork** wins championships.

**Pull the Weeds.** Most people on a team are willing to be a value added member of a successful team. Sometimes a team member is incapable or not willing to meet expectations – even after we have tried to remedy the situation. Do we allow the "weed" to remain and hold back the team's success, or remove the weed so the rest of the team can grow?

Good luck as you intentionally work with your team to develop stronger teamwork and pursue an even higher level of success!

(1) The Ten Rules have been adapted from John J. Murphy's book "Pulling Together".

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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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## MSMA Houston Chapter Celebrates 20 years

MSMA Houston Chapter celebrated our 20th anniversary on November 16, 2013. Our board decided to do this event in style. We went back to the Spaghetti Warehouse in downtown Houston where we celebrated our first anniversary. This time we had a murder mystery theater and dinner.

The chapter paid for all current 2013 members to attend the event. Spouses and/or significant others were invited. We had a total of 27 attendees. Our special guest was the Houston Postmaster, Jean Lovejoy. She really enjoyed the show and was one of the star participants of the evening. We hope this event will encourage at least one joint session this coming year with our Houston PCC.

The Houston Chapter has had 8 presidents and 3 treasurers during our 20 year existence. This means many of us have served several terms to keep our chapter active and alive. Our current board is planning and looking forward to 2014 and hopefully another 20 years for the future mailers of Houston.



Houston Postmaster  
Jean Lovejoy with  
Sherlock Homes  
and Columbo.

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