






## WHY MSMA!

MSMA is for all service segments of industry:

office services, shipping/receiving, procurement, mail services, process management; the list goes on and on. MSMA is your answer for successful solutions and options to virtually any challenge. MSMA provides opportunity to build new friendships, access a network of professionals from many industries and from across the country. MSMA was created to educate and support those in the mailing and distribution industries and has continued to grow and support most segments of our industries.

"I have my current position as National Operations Manager for an insurance company in NJ thanks to my MSMA association. Though I had been employed at the time I was approached about this particular position because the client actually knew of me through the MSMA and knew I was a CMDSM. I have been a member of the MSMA since 1995. Having just left the records management industry I was now entering an entirely new and different world, the world of mail! I knew that I would need to be involved in an association that would allow me to meet folks like myself in this industry that was new to me, folks who could show me the way, who I could use as



James P. Mullan  
CMDSM, MDC

mentors! MSMA has allowed me to continue to expand my network of professional contacts and experts and to reach out to obtain assistance for any issues or concerns related to my new job responsibility. MSMA is all about NETWORKING!" James P. Mullan, CMDSM, MDC, Canon Business Process Services, National Operations Manager - Chubb.

Over 1000 professionals have earned their certification through MSMA's programs: CMDSM, CMDSS, and MDC. MSMA membership includes many national and regional companies as well as many smaller operations. MSMA is a sponsor of MAILCOM, our industry's largest national conference. MSMA is you and I and many just like us. The last ten years challenged the status quo; cutting costs, improving efficiencies, training and developing staff, creating improved processes to do more with less. MSMA is many solutions.

"My MSMA membership is one of the best investments I have made for myself and my company each year. As my position and responsibilities expanded, my MSMA contacts, meetings and tours provided many great ideas for process reengineering and cost controls. MSMA is all about GREAT SOLUTIONS AND IDEAS!" Marlene O'Hare, CMDSM, MDC, Office Services and Facilities Supervisor, Linde North America.



Marlene O'Hare  
CMDSM, MDC

MSMA is a co-sponsor of MAILCOM Conference, featuring educational seminars on a host of important and timely topics; vendors showcase the latest in software and hardware solutions and a wealth of networking opportunities. MAILCOM provides MSMA with on-site training and testing for certification.

"I have my current position thanks to someone I met through MSMA many years ago. They remembered my presentation on law firm operations at MAILCOM. I have been a member of MSMA since 1989, serving at the chapter and also national level. My membership created new friends and a network of professionals from across the country; quick and sage answers to many questions. Education; touring facilities from law firms to banks, insurance companies, corporations helped demonstrate new solutions and existing ones. MAILCOM provided additional ideas, solutions and new perspectives. MSMA is all about NETWORKING AND EDUCATION!" Paul Dreifuss, CMDSM, MDC, Facilities & Services Director, Canon Business Process Services at Budd Lerner, P.C.



Paul Dreifuss  
CMDSM, MDC

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

As we approach the end of 2014, I am proud of all the accomplishments that both the MSMA National Board and the MSMA Local Chapters have achieved. We had a very successful National Board/Chapter Presidents Meeting in September prior to the MAILCOM Conference in Las Vegas. We all discussed the successes and challenges encountered and new Educational Programs/Networking opportunities. Based on the attendance/popularity of the MSMA National Educational Webinars, we will now be presenting 8 topics/speakers in 2015. The National Board continues to meet monthly via conference call, and is the process of implementing several goals/objectives, part of our Strategic Plan; expanding the scope/focus of MSMA with a new logo, tagline and focus. You will be hearing more about the Marketing Plans to support this new image soon.

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 everyone who serves on the National and Local Chapter Boards. Their support and dedication to MSMA is invaluable.

I encourage you to attend the MAILCOM Conference from March 15th - 18th at the Hilton in Atlanta, GA 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 March.

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](http://www.msmanational.org) for more information about our organization!**



## MTAC Summary Report

**From MSMA National Board Member Paul Kovelakas, Director of Address Quality & Intelligent Mail Initiatives, Pitney Bowes, Inc.**

The Postmaster General's Mailers' Technical Advisory Committee (MTAC) is a venue for the USPS to share technical information with mailers, and to receive their advice and recommendations on matters concerning mail-related products and services, in order to enhance customer value and expand the use of these products and services for the mutual benefit of Mailing Industry stakeholders and the Postal Service. MTAC membership is open to mailer associations and other associations/organizations related to the mailing industry. MTAC meetings take place on a quarterly basis.

### November 18 & 19, 2014

- ▲ Incoming PMG Megan Brennan received a standing ovation when introduced.
- ▲ USPS expanding hours and workforce to accommodate growth in holiday volumes.
- ▲ USPS will delay plan to implement Move Update Assessments in July 2015 timeframe, removes a number of move types from consideration in non-compliance calculation.
- ▲ Secure Destruction Service for FCM Letters launched nationally.
- ▲ MyUSPS.com has been launched.
- ▲ Increased focus on short paid PC Postage items.
- ▲ USPS is simplifying Extra Services offerings.
- ▲ Network Rationalization planned to begin January 2015. Additional clarity is needed regarding CETs (Critical Entry Times).

# Enhance Your Personal Professional Credentials with MSMA Certifications

## CMDSM / CMDSS

MSMA was founded with a major emphasis on providing educational opportunities to its members. More than twenty-five years ago we added our first certification program. Since then the CMDSM, Certified Mail and Distribution Systems Manager, has emerged as a preeminent certification for managers working in some aspect of the mailing industry. Almost ten years ago we added the CMDSS, Certified Mail and Distribution Systems Supplier, so those individuals supplying goods and services to our industry could also prove their professional abilities by submitting themselves for testing.

More than 500 people have successfully completed their CMDSM certification and 25 have successfully completed the CMDSS. Each of these programs require candidates to prove they meet all the qualifications and have the work and educational experience necessary to be a professional success. Each program culminates with a rigorous proctored exam.

A CMDSM / CMDSS Study Guide is available to help candidates prepare for the exam which is offered just prior to the start of each MAILCOM Conference. The next test date is March 15, 2015 in Atlanta, Georgia. MSMA facilitates a nine week series of one-hour study group Webinars for approved candidates leading up to the testing date. The orientation Webinar will be held on Thursday, January 8, 2015 beginning at 1 p.m. Contact Jane Patton, Mark Hale or Jud Thurman for more information about the study group sessions

Complete CMDSM/CMDSS program details and applications are available on [www.MSMANational.org/certifications.html](http://www.MSMANational.org/certifications.html).

## MDC

Six years ago MSMA introduced the Mailpiece Design Consultant certification. This program is focused entirely on knowledge of the United States Postal Service, including mail products & services, mailing

procedures & requirements, and postal organization & history. MSMA provides a comprehensive MDC Study Guide to interested individuals at no charge. Candidates earn this certification by scoring at least 90% on a comprehensive, open book exam. The MDC is our introductory certification requiring only a solid, working knowledge of postal requirements.

The MDC exam is available on-line and can be proctored by MSMA chapters. MSMA also proctors the exam prior to the start of each MAILCOM Conference at the same time the CMDSM / CMDSS exams are proctored.

For the first time ever, we will be offering a series of MDC preparation Webinars before the March 15 test date. The one hour orientation Webinar will be held on December 10. It will be followed by Webinar Study Sessions on February 4 and March 4. The preparation will include homework assignments and conclude with a four-hour Study Session and Review on March 15. Immediately following the Review session, participants will have the option to take the MDC exam on hardcopy or on-line. Contact Mark Hale for additional information.

## Houston PCC Awards Mail Center Manager of the Year Award

Sally Rowland-Ketley of the University of Houston receives the Houston Postal Customer Council's Mail Center Manager of the Year award.

*Congratulations!*



Jean C. Lovejoy, Houston Postmaster; Sally; Darlene Handy, LSSGB, CMDSM, MDC Director at Universal American, member Houston PCC and VP Education Houston MSMA; Steve Fowler, Industry Co-Chair of Seebridge Media.

## Chapter Events

### MINNESOTA

**October:** US Bank; tour of operations centers.

**November:** Tour of main Minneapolis postal facility.

### KANSAS CITY

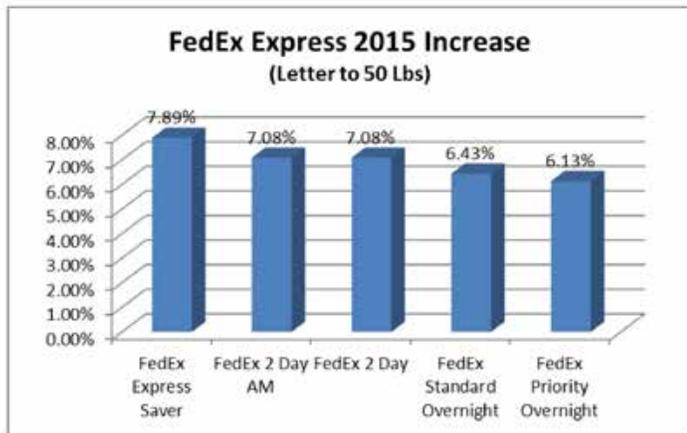
Ship the Unusual. Where do you turn when the normal everyday shippers can't handle your shipment? KCMSMA is here to help! Join us for a tour of Craters & Freighters to discover how easy it is to ship your unusual item.



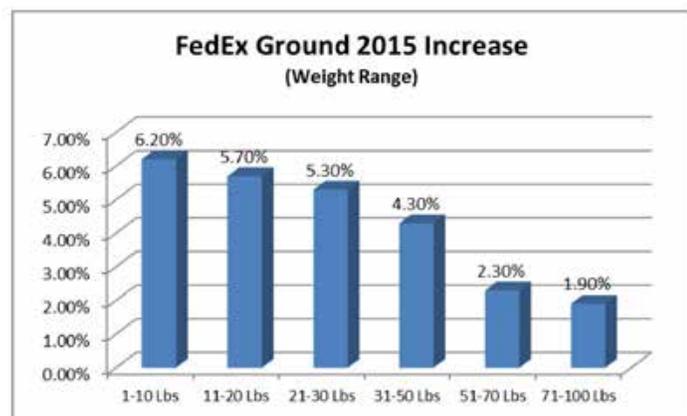
# FedEx & UPS Announce 2015 General Rate Increases

FedEx Express, FedEx Ground, FedEx Home Delivery and FedEx Freight will increase shipping rates by an average of 4.9% effective January 5, 2015. FedEx Ground will also begin applying dimensional weight pricing to all shipments.

Approximately 93% of FedEx Express packages weigh less than 50 pounds, and those packages will incur significantly higher increases than the stated “average” of 4.9%. Shipware has prepared the chart below to demonstrate the impact of the actual rate increase for FedEx Express products.



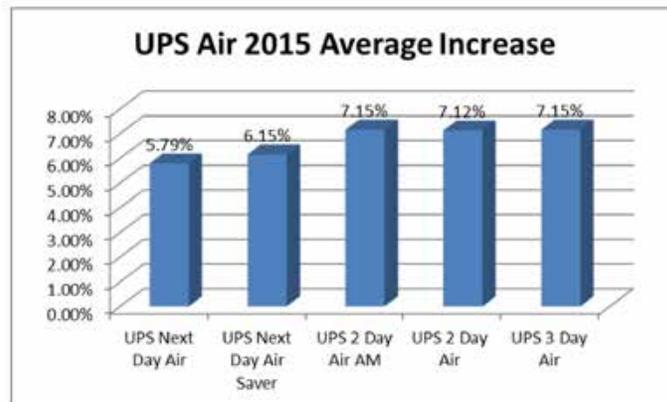
The actual rate hike for Ground shipments depends on its weight range. Rates for lightweight packages will increase much more significantly than heavier packages. The bad news for Ground shippers is that the majority ship lightweight packages. See chart below:



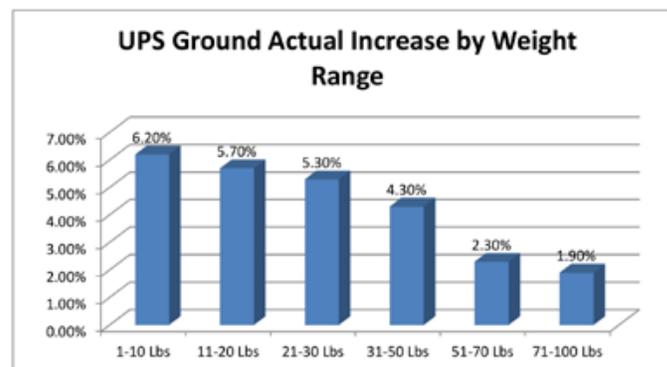
Accessorial charges are also increasing (partial list): Additional Handling Service (5.9%), Address Correction (4%), Advancement Fee (7.7%), Declared Value (5.5%), Delivery Area Surcharges (4.1% to 14.3%), COD (4%), Delivery Signature Options (6.6% to 16.6%), Oversize Charge (4.5%), Residential Delivery Charge (4.5% to 6.9%).

Effective December 29, 2014, the published rates for UPS Ground, Air, International and air freight rates will increase an

average net 4.9%. All UPS air products will realize an actual rate increase significantly higher than the overall 4.9% average announced. See the chart below:



The actual rate increases for Ground services are above or below the 4.9% average depending on shipment weight. Rates for lightweight packages will increase much more significantly than heavier packages. See chart below:



Perhaps more impacting than the general rate increases is UPS's decision to rate all Ground packages by dimensional weight next year. Currently, both parcel carriers only apply dimensional weight pricing only to Ground packages measuring three cubic feet (5184 cubic inches) or greater.

These changes will amount to one of the largest rate increases in the history of the parcel industry. The majority of Ground Residential packages are less than three cubic feet. Shipware estimates that 35-50% of all UPS Ground packages (commercial and residential) will be adversely impacted by the new rules.

*Rob Martinez, DLP is President & CEO of Shipware LLC, President of MSMA San Diego Chapter and often presents seminars at MAILCOM and other industry events. He welcomes questions and comments, and can be reached [rob@shipware.com](mailto:rob@shipware.com).*



# PostScript

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

Editor ..... Paul Dreifuss, CMDSM  
National President ..... Barbara Fahy, MDC

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P.O. Box 1145  
North Riverside, IL 60546-1145

Visit the MSMA Web-site: [msmanational.org](http://msmanational.org)

## SPRING 2015 MAILCOM Conference

You're invited to the MAILCOM '15 Conference and Exhibition, **March 15-18, 2015 at the Hilton Atlanta**. For four days, you will eat, sleep and drink mail communications management with over 125 seminars, 75 exhibits, and three expert keynotes.

Sponsored by the MSMA and MAIL Magazine, MAILCOM is the world's largest educational organization for mail communication and distribution management.

"Faster, Stronger Connections" is the theme of MAILCOM '15: we will show you how to get faster, stronger connections not only for your mail and packages, but also for your career. You will be able to meet and network with the leading professionals in the mail industry and learn leadership, team building, and operation strategies.

MAILCOM serves as the vital center of an industry that is constantly changing, exploding with new ideas, systems and technologies to facilitate business communications. As an independent convention, MAILCOM has no agenda other than bringing the leading vendors and end-users together to explore the next step of mail communications and distribution.

We hope you will join us in Atlanta in March!



Best regards -Lance Humphries, CMDSM, MCOM  
MAILCOM Managing Director  
email: [lance.humphries@mailcom.org](mailto:lance.humphries@mailcom.org)  
Phone: 732-280-8865  
Website: [www.mailcom.org](http://www.mailcom.org)

### MSMA Board of Directors 2014-2015

### MAIL SYSTEMS MANAGEMENT ASSOCIATION

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Barbara Fahy, MDC  
[fahyb@aol.com](mailto:fahyb@aol.com)

#### Immediate Past President

Ron Goglia, CMDSM  
[ron.goglia@cigna.com](mailto:ron.goglia@cigna.com)

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Jud Thurman, CMDSM, CMDSS, MDC  
[jud.thurman@airmail.net](mailto:jud.thurman@airmail.net)

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Linda Ferrell, CMDSM, MDC  
[llsferrell@yahoo.com](mailto:llsferrell@yahoo.com)

#### Vice President Membership

Dalynnda Odom, CMDSM, MDC  
[dalynnda@cowtownjeeps.com](mailto:dalynnda@cowtownjeeps.com)

#### Vice President Chapter Operations

John Joachim, CMDSM  
[john\\_joachim@usc.salvationarmy.org](mailto:john_joachim@usc.salvationarmy.org)

#### Vice President Education

Jane Patton, CMDSM, MDC  
[jane.patton@tgsllc.org](mailto:jane.patton@tgsllc.org)

#### Director Certification Services

Mark Hale, CMDSM, CMDSS, MDC  
[mhale@amig.com](mailto:mhale@amig.com)

#### Director of Communication

Paul Dreifuss, CMDSM, MDC  
[pdreifuss@budd-larner.com](mailto:pdreifuss@budd-larner.com)

#### Director of Marketing

Jim Mullan, CMDSM, MDC  
[jmullan@chubb.com](mailto:jmullan@chubb.com)

#### Regional Director

Nick Staffieri, CMDSM, MDC  
[nick.staffieri@mcsmanagement.com](mailto:nick.staffieri@mcsmanagement.com)

#### Regional Director

Thad Weikal  
[tweikal@kcm.org](mailto:tweikal@kcm.org)

#### Director at Large

Marsha Amato-Greenspan  
[marsha.amato@bankofamerica.com](mailto:marsha.amato@bankofamerica.com)

#### Director at Large

Paul Kovlakas  
[Paul.Kovlakas@pb.com](mailto:Paul.Kovlakas@pb.com)

