



# PostScript



## WHY MSMA! *By Sean Griffin, CMDSM*

**H**i! My name is Sean Griffin. I own and manage a mail processing center in the Hudson Valley Region of New York State. I recently became a MSMA member and was thrilled to also earn my CMDSM Certification this past Spring.

Why MSMA? In our industry, there are oddly few places to go for professional development, certification and peer acknowledgement. Unfortunately the USPS, given its prominence in all things postal, should be the originating point for professional development and partner guidance. However there is little such training available; the PCCs (Postal Customer Councils) only offer occasional

training and support in postal matters. Where to go?

Interestingly, all of us in our office had taken the USPS MDP training, but for me, as a business owner, there was a vacuum for further advancement. MSMA fills this vacuum on all levels. Networking, education, tours, MAILCOM and so much more.

CMDSM certification is not a cakewalk. Yet, preparation for it and then obtaining it gave me a stronger and better understanding of the context of the postal realm in which my business operates. At one level, it re-enforced what I already knew; at other levels, there was much learned. If you process mail and you attend even a county Chamber of

Commerce event, how many other “mailing professionals” do you really meet to talk shop and share with? Not many. MSMA and MAILCOM do.

CMDSM certification has already helped me professionally; from the feedback I get when it comes up in conversation to my self-assuredness in conversation. CMDSM trained individuals clearly do represent a unique club of professionals who do not have to show credentials when speaking with clients, peers and even postal service personnel. I’m glad to be part of the “club” -- it was a worth-while investment.



Sean Griffin, CMDSM

## Meeting Habits to Think About

### Poor Attendance / Late Arrivals

Nothing screams “waste of time” more than the actions of your participants. If people habitually arrive late (or not at all) then you should accept this as a sure sign your meeting isn’t of much value to those who should be attending. A person’s actions (not their excuses) indicate their



priorities. If you often have empty seats, talk with prospective participants about your agenda to determine what about your meetings create poor attendance: structure and execution, topic(s), preparation...

### What is the Point?

Never schedule a meeting without distributing predefined agenda outlining the expected outcomes with enough time for participants to research and prepare adequately for the meeting themselves. Do you often allow lengthy discussions about a topic that just “pops up” during the meeting? If that topic is unrelated to the meeting’s purpose, table it and determine how best to address it later. Any off-topic discussion can be halted, placed on a list and dealt in different ways once the meeting concludes.

### Allowing Annoying Distractions

Make, and enforce, rules about using laptops, cell phones, iPads. Candy, chewing gum, snacks and drinks are bad enough. Eliminate productivity-busting interruptions. Place a container in the corner of the room. All devices should be turned off and tossed in. If there is a real emergency, the technology gatekeeper can field the call and involve the appropriate person.

### Back-to-Back-to-Back Meetings

Do not plan, accept or participate in multiple, back-to-back meetings. Give yourself enough time between meetings to schedule time for yourself to get your

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*Greetings!*

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

Happy "almost" Summer!! It's hard to believe it's June already - for us here in the Midwest the trees have just started turning green and the flowers are finally blooming! Your MSMA National Board continues to work on our Strategic Planning goals/objectives and as you have seen in our communications to you, several initiatives from Marketing, Membership, Education and Chapter Operations have been accomplished in the last 2 years. We have a new Events Page on our Membership Website, and are you are now able to pre-register for our bi-monthly Webinars. The schedule is out for the rest of 2014, so I encourage you to participate in our upcoming July Webinar which will be presented by Jim Barlow. Our Marketing/Communications Team continues to produce new marketing pieces for MSMA National and the local Chapters. The MDC Study Guide and Exam have been updated to

reflect the recent USPS changes.

The MSMA National Board and Chapter Presidents group are planning to meet in Las Vegas prior to the MAILCOM Conference for a full day Workshop. We are looking forward to a productive meeting and coming away energized with new ideas/initiatives to continue to grow the National Association and Local Chapters.

The MSMA Chapter of the Year, Distinguished Service and Manager of the Year Awards were presented at the Spring MAILCOM Conference. We are in the process of accepting applications for the Cliff Bennett Memorial Education Award, which will be presented at the Fall MAILCOM Conference. The deadline for applications is June 16th, so there is still time to submit your nomination

The Fall MAILCOM 2014 will be at the Tuscany Suites Hotel and Casino, in Las Vegas September 22 - 24th and I hope

to see many of you there. One of the many benefits of membership is a discounted rate on the best convention in our industry. In addition to the networking and educational programs, two particular items to note is that the Mailpiece Design Consultant (MDC) Review & Exam will be offered once again at MAILCOM, along with the CMDSM/CMDSS Exam. This is a great value-add to use in promoting attendance and your professionalism.

You have my continued commitment as the National President that your Board of Directors will work hard to grow and strengthen our Association. Do not hesitate to contact me or any of the MSMA National Board if you have any questions. Thank you again for your dedication and support of MSMA and I look forward to seeing and meeting you at the Fall MAILCOM 2014 in Las Vegas.

*Barbara*

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



**Meeting Habits...**

*(continued from cover)*

own work accomplished. You are more productive when you have time for yourself; same goes for everyone else.

**Conversation Domination**

Everyone has a different style when it comes to conversation and interaction in a group setting. Most teams have at least one person who takes over the conversation. Be sure to include every participant; ask for input during each discussion item. Keep the meeting flowing and make sure your soft-spoken coworkers an opportunity to contribute as well.

**Status Quo**

Your weekly meeting meets expectations; people do not provide input. However, you've begrudgingly resigned yourself into believing that "that's the way it is." Nonsense! Invite an Outside Facilitator to audit and adjust how you hold your meetings. There's no excuse for accepting failure in your meetings. It's too costly and time consuming not to take action and make productive changes.

**Change What You Can, Deal with What You Can't**

Studies show attention spans last about 20 minutes. Couple that with other studies that show diminished capacity to retain information over time and it's easy to see how meetings fail to provide value to your business. You can't change how the human mind works. Identifying habits, acting on what you know, and changing those habits is the only way to make your meetings any better.

*"Never schedule a meeting without distributing predefined agenda outlining the expected outcomes..."*



# CHAPTER MEETINGS

## Metro NJ/NY Chapter

### PAPER, WHAT DO YOU REALLY KNOW?

April 24, 2014. Paper Mart hosted a tour and MSMA meeting. The focus was on the fascinating world of paper and sustainable paper choices. We toured Paper Mart's state of the art facility and then participated in a discussion of Earth Day and its growth from an environmental statement to a global project. Mr. Levy (Paper Mart) discussed the "bad rap" paper has received over the years and illustrated how paper is recyclable, renewable and sustainable.



Jim Mullan, president NJ/NY chapter.

Richard Koch and Betty Stahm of American Eagle Mills (PA), discussed recycling being a way of life for this mill and its paper

products made for everyday use, produced in an environmentally responsible way. Decades ago the mill produced its own pulp from trees. Today it relies on and creates a market for recovered papers that are challenging to recycle. American Eagle is the only mill in the country that has the ability to separate poly from fiber to make commercial printing paper grades, purchasing thousands of tons of recovered fiber each year. All of their paper has recycled content from 30% to 100%. Major mills must stop production to create recycled content paper whereas American Eagle makes recycled content paper exclusively, reducing manufacturing costs and offering paper at very competitive pricing.

Gary Dow of Finch Paper (NY) discussed the viability of their mill and how they rely on the wise use- and reuse- of resources. They are an integrated paper mill practicing sustainable forestry, generating their own green power, and making their own pulp to produce high-quality, affordable uncoated printing papers. Their paper is made responsibly, with a steadfast commitment to keep forests as forest. Members found that going "green" can include an assortment of moderately priced paper made up of up to 100% recycled paper.

## Kansas City Chapter

### May 21, 2014 included a tour of Burdiss Lettershop.

Burdiss Lettershop services data, lettershop and automated mail needs. It is a one stop service in their 21,000 square foot facility combining world-class software with hi-tech machinery, experienced employees and a centralized location in the Kansas City Metropolitan area.

## Iowa Chapter

### June 11, 2014 tour of Old Dominion Freight Line operations center.

Old Dominion provides regional, intrastate, interstate shipping services along with warehousing and assembly services.

## Chicago Chapter

### June 17th - tour of Uline in Pleasant Prairie, WI.

Uline is a distributor of shipping, industrial, and packing materials to businesses throughout North America. Uline distributes more than 35,000 products, including corrugated boxes, available in more than 1,000 sizes.

## webinar date...

### Your Operation as a Business (part 2):

Learn how to evaluate, set strategy, plan and improve your operation using consulting and advanced business management tools. Learn what it means to ADAPT your operation, how to use the business planning techniques MOST and SWOT, and what is the "Formula for Success." Thursday, July 17th at 3 pm EDT, 2 pm CDT.

### Presented by:

James (Jim) Barlow, CMDSM, EMCM, MDP. Preregister at <http://msma.wildapricot.org/>. Click on the Events Calendar tab, select the July Educational Learning Event and follow the directions to register for the webinar.



## Fall MAILCOM Conference

Tuscany Hotel, Las Vegas  
Sept. 22-24th



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

# Fall MAILCOM Conference

Tuscany Hotel, Las Vegas • Sept. 22-24th



The MAILCOM Fall Conference is scheduled from Sept. 22-24, 2014 at the Tuscany Suites Hotel & Casino in Las Vegas, NV. The Tuscany Suites Hotel & Casino is a new venue for MAILCOM; featuring large 650 sq. ft. suites in a resort setting that provides warm, personalized services from concierge

service, business center, and a state-of-the-art fitness center. MAILCOM is please of offer a discounted rate of \$79, (Sun-Thurs.) to all Conference attendees.

The Fall Conference offers unparalleled access to leading operations management experts with over 70 expert led sessions and workshops. MAILCOM provides attendees a unique opportunity to network with fellow delegates in an environment that promotes shared ideas and independent communications. MSMA Members are entitled to a special discount of \$845 per person for a Full Conference Registration or for four (4) or more registering from the same MSMA chapter the rate is \$795 per person. For more information or to register visit: [www.mailcom.org](http://www.mailcom.org).

**Also at Mailcom, add to your certification: MDC review and exam.**

## MSMA Board of Directors 2014-2015

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