



# 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](mailto:pdreif@aol.com).*

### Linda Henry - MDC

**W**hy MSMA? I am proud to have been a part of Mail Systems Management Association since 1992. I truly believe that many of my career successes can be attributed to the knowledge I have gained within the industry through MSMA education programs, certifications, MAILCOM conferences and networking with the great professionals I have had a chance to know. In my career, I have been fortunate to move to various positions in the industry; from a front line supervisor, to a regional manager, to a director. In addition, I was given the once in a lifetime opportunity to establish a mail center from the ground up. It was as perfect as possible and I was able to utilize everything I learned to create a perfect center.

The CMDSM certification offered by Mail Systems Management Association was the beginning of a whole new professional experience for me. Because of MSMA, the CMDSM and my affiliation with this association, I have obtained the knowledge, confidence and professionalism to continue to enjoy salary increases and larger offices. I have had opportunity to speak at local events, design seminars at MAILCOM and continue to give back to new members in the industry. MSMA has stood the test of time and will continue to evolve and change with the industry and continue to provide professionalism and success for its members. Join today!



*“...many of my career successes can be attributed to the knowledge I have gained within the industry through MSMA education programs, certifications, MAILCOM conferences and networking...”*

## Have you seen it yet?

**New MSMA Web Site:  
[www.msmanational.org](http://www.msmanational.org)**

**The official web site of Mail Systems Management Association has been updated and redesigned.**

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.



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

The MSMA National Board held its first meeting of 2013 on February 15th in Philadelphia to discuss Strategic Planning goals/objectives and several initiatives that Marketing, Membership, Education, and Chapter Operations groups have been working on this past year. Since I reported to you in the March PostScript 2012, we have accomplished many of the initial goals put forward. The Marketing/Communications committee has been successful in updating the MSMA National website. The Membership Committee has launched a new Association Management Software Program - Wild Apricot, that will assist us in keeping our membership database updated, and better communicate with the membership. The Education

Committee has been working very hard on our Educational Programs, and have successfully produced 6+ Webinars, which have been very well attended. Our Chapter Operations Committee has been assisting the local Chapters with Educational Events, Succession Planning, and Board Reporting.

As we left the board meeting everyone was once again very excited about the direction your Board is taking on topical subjects including the marketing, innovative thought process, and support structure to the local Chapters and the Membership at Large.

The Spring MAILCOM 2013 Conference will be back in Atlantic City at the Tropicana Hotel on April 28th - May 1st, so please held build excitement around this event. In this issue of PostScript you will see

additional information on some of the educational programs being presented at MAILCOM. One of the many benefits of membership is a discounted rate on the best convention in our industry. Once again we will be presenting the Mailpiece Design Consultant(MDC) Review and Exam on Sunday, April 28th from 9am - 1pm. This is a great value-add to use in promoting attendance and your professionalism.

Thank you again for your dedication and support of MSMA and I look forward to seeing and meeting you at the MAILCOM 2013 Conference in Atlantic City or at a local Chapter Event.

Happy Spring!

*Barbara*

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



## What Our Chapters Are Doing

### Some of our recent or upcoming chapter events:

**San Diego:** March 13th, 2013, the San Diego Postal Customer Council and the San Diego Mail Systems Management Association hosted one-day professional Certificate conference. Conference attendees were able to earn the Mailpiece Design Consultant (MDC) Certification from the Mail Systems Management Association and the Mailpiece Design Professional (MDP) Certification from the United States Postal Service. Gordon Glazer, President of San Diego Postal and Shipping Equipment, conducted the conference with the assistance of USPS officials.

**Iowa:** On March 13th, 2013, Lon Robinson of Tension Envelope and

also a member of the Postmaster General's Mailers' Technical Advisory Committee (MTAC) presented an update on the latest MTAC discussions and his thoughts on the short and long-term changes he sees coming around the bend. MTAC is the Postmaster General's sounding board to share technical information. Its advisory council provides input and guidance on matters concerning mail-related products and services.

**New Jersey:** On February 21st, 2013, NJ MSMA held a spectacular event at Johnson & Johnson Pharmaceuticals in New Brunswick. Keynote speaker Adam Lewenberg, President of The Postal Advocate, gave a powerful presentation illustrating many ways to find postage and cost savings through

careful analysis and awareness of USPS postal regulations and internal mail processes. Members of the MSMA National Board gave testimonials and national updates.

**MSMA New England Celebrates 20TH Anniversary:** Barbara Fahy, MSMA National President, helped us mark the occasion. We toured Mass General Hospital mail center and their new OPEX mail sorting system. At lunch, Barbara presented Jim Burns, Chapter President, with a 20th Anniversary plaque. Then Barb and Jim handed out CMDSM and CMDSS certifications. We want to congratulate the following MSMA New England members for achieving their designations; CMDSM: Betsy Shortell, Jorge Villanueva and Deb Visco and CMDSS: Timothy O'Connell.

# Are You A Trustworthy Manager?

–By Wes Friesen, MSMA Marketing Director



We are facing ever greater challenges to build a trustworthy team to serve our stakeholders and each other. The starting point is to create a trustworthy leader – you! How can we develop credibility and honesty for ourselves and our teams? Let me share some ideas, largely based on the work of Dr. Robert Hurley – a highly respected professor, consultant and former manager.

## Six Keys to Building Trustworthiness

**1) Create similarities:** *establish common values and a common identity.* Research has shown that we tend to trust people we think are similar to us and share our values. High-trust leaders and high-trust organizations create bonds of trust by developing and gaining commitment to common values and beliefs.

My company (Portland General) years ago established a core set of values which we call “Guiding Behaviors”. These shared values have served us well over the years and saw us through challenging times such as the collapse of our one-time parent company – Enron. Here are PGE’s “Guiding Behaviors”:

- Be Accountable
- Dignify People
- Earn Trust
- Team Behavior
- Positive Attitude
- Make the Right Thing Happen

Another tactic to build a common identity is to encourage people on your team to know each other as people – not just as professionals. Look for common experiences and interests that can help build a sense of camaraderie.

**2) Align interests** *with those whose trust you want.* It is much easier to trust people that we feel will serve our interests. When interests are well aligned, it is much easier to trust. To build trust, start by clarifying and aligning stakeholder interests and promote those interests in a fair manner.

**3) Develop benevolent concern.** People tend to trust those that care about their welfare – those that demonstrate a benevolent character. If you want to earn trust, demonstrate that you will do the right things for others even if it puts you at risk. John Maxwell was right on when he said “people don’t care how much you know until they know how much you care”.

Jim Collins in his classic book “Good to Great” refers to the most effective leaders as “Level 5”. Level 5 leaders are driven and at the same time humble. Their motivation is not self-gratification but building an organization bigger than themselves. Being devoted to a larger mission at one’s own expense breeds trust and loyalty.

**4) Develop and demonstrate capability to deliver on your promises.** We need to deliver on our commitments to develop trustworthiness. Want to earn trust? Prove that you can reliably deliver on promises and don’t make promises that you cannot keep. Remember the principle of “under promising and over delivering”.

### To build confidence and trust a leader must:

- Think strategically about the future and anticipate change.
- Break changes down into manageable initiatives that can be implemented over time.
- Stay focused and execute.
- Mobilize groups of people in a change process.
- Develop and maintain good relationships.

An important element of maintaining trust is to be self-aware and humble. When leaders are comfortable enough to acknowledge areas where they are not competent and then delegate and empower others to compensate, they build trust among all.

**5) Create a track record of predictability and integrity.** To earn trust we must have a predictable pattern in how we act. An important part of predictability is integrity – honoring your word. High-trust managers always try to honor their word – and if they fail to do so they apologize and make sure it does not become a habit. Integrity also includes always doing the right thing – even if it costs you personally. As respected Senator Alan K. Simpson said “If you have integrity, nothing else matters. If you don’t have integrity, nothing else matters”.

**6) Communicate – and do it clearly and openly.** I appreciate the advice I received from Portland General’s CEO Peggy Fowler several years ago. She said there were three keys to being a great leader and manager: 1.) communication, 2.) communication and 3.) guess what, communication!

It is better to over communicate versus to under communicate. If we fail to communicate adequately the gap is filled by the grapevine and the rumor mill is invariably negative and demoralizing. Here are Dr. Hurley’s five keys to being a trustworthy communicator:

- Share information
- Tell the truth
- Admit mistakes
- Give and receive constructive feedback
- Maintain confidentiality

Our teams will operate best in a culture of trust. The road to being trustworthy is not always an easy one, but it’s the right one. Good luck to you as you pursue building greater trustworthiness in your team and in yourself as the leader!

*“I believe fundamental honesty is the keystone of business.”*

*–Harvey S. Firestone*



# PostScript

PostScript is published bimonthly 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



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

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

### Register NOW and SAVE!

MAILCOM 2013, the 33rd Annual Global Convention, 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 NY Jet Joe Namath will deliver the Annual Leadership luncheon keynote at 2013.

The Spring MAILCOM Conference has been designated "Professional Certification Week" by the Mail Systems Management Association Board of Directors. Earn your: "Certified Mail and Distribution Systems Manager" or "Certified Mail and Distribution System Supplier" credentials. Participate in the special track of courses that have been designed to help you prepare or achieve your CMDSM or CMDSS. 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](http://www.msmanational.org)

Additional MAILCOM Conference details including hotel information, registration form and agenda can be found at [www.mailcom.org](http://www.mailcom.org).



### MSMA Board of Directors 2012-2013

### MAIL SYSTEMS MANAGEMENT ASSOCIATION

#### National President

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

#### Executive Vice-President

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

#### Vice-President, Chapter Development

Trevor Ward, CMDSS, MDC  
Email: [trevor.ward@pb.com](mailto:trevor.ward@pb.com)

#### Vice-President, Education

Erik Warner, CMDSM, CMDSS, MDC  
Email: [erik.j.warner@gmail.com](mailto:erik.j.warner@gmail.com)

#### Vice-President, Membership

Linda Henry, CMDSM, MDC  
Email: [linda.henry@insperity.com](mailto:linda.henry@insperity.com)

#### Secretary, Treasurer

Linda Ferrell, CMDSM, MDC  
Email: [lferrel@TexasChildrensHospital.org](mailto:lferrel@TexasChildrensHospital.org)

#### Immediate Past President

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

#### Director of Certification

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

#### Director of Communications

Paul Dreifuss, CMDSM  
Email: [pdreifuss@buddlarner.com](mailto:pdreifuss@buddlarner.com)

#### Director of Marketing

Wes Friesen, CMDSM, EMC  
Email: [wes.friesen@pgn.com](mailto:wes.friesen@pgn.com)

#### Regional Director

Nick Staffieri, CMDSM  
Email: [Nick.Staffieri@mcsmanagement.com](mailto:Nick.Staffieri@mcsmanagement.com)

#### Regional Director

John Joachim, CMDSM  
Email: [jjoachim@hazelden.org](mailto:jjoachim@hazelden.org)

#### Director At Large

James P. Mullan, CMDSM, MDC  
Email: [jmullan@chubb.com](mailto:jmullan@chubb.com)

#### Director At Large

Marsha Amato Greenspan, CMDSM, MDC  
Email: [Marsha.Amato@bankofamerica.com](mailto:Marsha.Amato@bankofamerica.com)

