



PostScript



WHY MSMA! *By Dalynda S Odom, CMDSM, MDC*

*I have been asked many times over the years WHY MSMA?
So here is MY story of why:*

When I first started at an insurance company mail room in Hurst Texas in 1983 it was a 3 person operation and after six months, I was “put in charge” with very little training. There were few options in learning HOW to manage the needs of a growing company with increasing mail volumes, both incoming and outgoing. At the time, all we knew was to seal it and meter it at full rate. So I started talking with our mail carrier and equipment vendor to see if they had any suggestions. The Fort Worth PCC and DFW MSMA were the suggested options so that was where I started.

After attending my very first National Postal Forum in Philadelphia and meeting mailing professionals from my area at the Regional/ District hospitality receptions, I began to understand there was more to mail than just putting a stamp on it! Learning postal rules and regulation, how the USPS operates, where I could save money for my company, and how to improve our address quality as the first items I took away from the conference, I knew it would be a long term project.

The next conference I attended was MAILCOM at Anaheim Disneyland. Being a new to manager I wanted to put my best efforts forward (a new wardrobe, new me, travel by myself- all big steps for a shy person), The following day, I met the nicest people in the world: Mark Fallon and Barbara Graham. They took me under their wings and showed me where everything was, encouraged me to take it my own pace and offered their assistance

at any time. Two life-time mentors that did not know what they had started! We met again later that night at the Neon Cactus and that was my first experience at MAILCOM networking. Over the years (ok, over 30 now) I have been fortunate to continue meeting truly dedicated professionals who love to share knowledge and solutions. It has to be a passion- if you can't enjoy what you do, you are selling yourself (and others) short. If I attempted to list the people that I have met that have helped me in some way I would take up the whole newsletter.

After attending the conferences, I “got involved” with the Fort Worth PCC and the DFW MSMA by serving on both boards of directors. The MSMA training sessions were a huge benefit to the company I worked for as they did not have an internal training department yet; being able to share what I had learned with other supervisors was an added benefit

After quite a few colleagues had earned their CMDSM credentials, I was convinced that this was an attainable long-term goal that I needed to do for me. With the support and guidance of the MSMA members who mentored and encouraged me, I began the process. It took me several years to learn in detail, the areas outside my regular day to day duties. One of those was enhanced education, so I started attending classes at a local junior college. They offered a certificate program in Postal Service Administration which I completed. After submitting my application for CMDSM and passing the exam, the feeling of satisfaction and

accomplishment was tremendous. Not only did I prove to myself that I could do it, I was now a member of an elite group of professionals. No longer “the girl in the mailroom”, my confidence increased and I began sharing my knowledge and skills.

You are not alone in trying to find solutions for your issues. No one has to know all the answers- that is why we network. Sometimes all it takes is a different perspective or viewpoint to make the issue less traumatic. And most of the people I know have a sense of humor that helps defuse the situation, and in many cases reduce your blood pressure! Being able to utilize your network increases your knowledge as well. Conversations that begin with “I am having this issue...” provide some of the most open, honest discussions and each participant leave the discussion with other ideas. Due to the continual changes at the USPS, the different dynamics of the workplace, and the more uncertainty of our futures, knowing that there is help a phone call or an email away is a HUGE blessing .

When we relocated to Hawaii, I “retired” for 2 years. When it was time to reenter the workforce, having the CMDSM on my resume and being able to present myself as a knowledgeable professional applicant assisted in my being chosen for my current job. Being able to participate in MSMA as the VP of Membership allows me to support the association, provide personal and professional satisfaction, contribute and give back to this wonderful association and still keeps me in the information loop.

From the desk of

Barbara Fahy, MDC - MSMA National President

Greetings!

The new MSMA National Board held its first meeting of 2014 on February 9th in Atlantic City at the Spring MAILCOM Conference. We discussed Strategic Planning goals/objectives and several initiatives that Marketing, Membership, Education, and Chapter Operations groups have been and continue to work on. Since I reported to you in the March PostScript 2013, we have accomplished many of the initial goals put forward.

The Marketing/Communications committee has designed and produced great marketing pieces that have been shared with the Chapters, and was placed in the MAILCOM attendee packets. The Membership Committee has launched a Mentor Program and a Member Welcome Kit that will assist with the MSMA National Member Retention/Recruitment Program. The Education Committee has been working very hard on our

Certification and Educational Programs, and have successfully produced more than six 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 we all felt very excited about our accomplishments to date and our commitment to succeed for our association and membership. Your Board is taking on topical subjects including marketing, innovative thought process, and support structure to the local Chapters and the Membership at Large.

In this issue of PostScript you will see additional information on many educational programs MSMA presents at MAILCOM. Once again we held the Mailpiece Design Consultant(MDC) Review and Exam and the CMDSM Certification Exam at the Spring MAILCOM; I would like to congratulate all of our newest CMDSM's - Janice Love and Sean Griffin

and congratulate the recipients of this years' Annual Awards: Chapter of the Year - Chicago; Distinguished Service - Trevor Ward, CMDSS; Manager of the Year - Sean Martin, CMDSM

Denver MAILCOM focusing on the growing concerns with security issues will be held at the Warwick Hotel on May 22-23rd. One of the many benefits of membership is a discounted rate on the best convention in our industry. Don't miss this opportunity to learn of many new security initiatives and new solutions to ongoing security issues.

Check out the details: <http://mailcom-conference.com/>

Thanks for your dedication and support of MSMA. I look forward to seeing and meeting you at the MAILCOM Denver Conference or at a local Chapter Event.

Happy Spring!

Barbara

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



Award Presentations at MAILCOM



Chapter of the Year: Chicago Chapter. Pictured with Mike Lathrop and Judy Ellis of the Chicago Chapter are MSMA National officers, Jane Patton and Jud Thurman.



Manager of the Year: Shawn Martin.



Newly certified CMDSM: Janice Love.



Another new CMDSM: Sean Griffin.

MAILCOM 2014, Atlantic City, MSMA National Awards:



CHAPTER OF THE YEAR

Each year MSMA recognizes one of its chapters as Chapter of the Year. This award acknowledges the outstanding efforts and achievements of the chapter's officers and members in meeting MSMA's mission statement.

The 2013 MSMA Chapter of the Year is the Chicago Chapter.

Since its inception in 1996, the MSMA Chicago Chapter has been one of the most consistent and stable MSMA Chapters. In 2013 Chicago celebrated its 16th anniversary. In 2013 they presented 4 member educational programs on a variety of topics with an average attendance of 25-30 members. They also collaborated with one of the local PCC's to sponsor their local annual golf event.

The Chicago Chapter President in 2013 was Trevor Ward.

MANAGER OF THE YEAR

The recipient of this Award is recognized by their peers for their professional accomplishments and sharing their knowledge and experiences with others.

Shawn Martin is the Service Delivery Manager for Novitex Enterprise Solutions in Cleveland Ohio and manages mail operations for Cleveland Clinic which has more than 40,000 employees. He is a highly-valued managed services professional with a proven track record of success and more than 13 years of experience in delivering best-in-class services to organizations in the healthcare and legal industries. He obtained his MBA in 2012 while working full time, and also earning his CMDSM Certification.

DISTINGUISHED SERVICE AWARD

The Distinguished Service Award recognizes an individual who defines leadership and dedication; encourages others to learn, share their experience and knowledge. This year's recipient embodies these attributes. The Distinguished Service Award is presented to Trevor Ward, CMDSS, MDC.

Trevor is employed by Pitney Bowes as North American Program Specialist. His primary responsibilities involve training sales executives across the US and Canada. He has been a member of MSMA Chicago Chapter since 2002 and served as Chapter President from 2009 - 2013. In 2009, he joined the MSMA National Board as a Regional Director, and recently served as Vice President Chapter Operations. He is a frequent speaker at the MAILCOM Conferences and local Industry Events.

Congratulations to all the Award Recipients!

10 Thoughts That May Improve Your Life

"You can't give something if you don't have it. You can't spread light to others if you don't have light from within. You can't give wealth to others if you don't have it for yourself first."

1. Accept Your Mistakes

You're human. We humans make mistakes. Accept what you did wrong and try to do better next time. No need to punish yourself.

2. Accept Others' Mistakes

Maybe you got hurt by somebody. Happens. Maybe someone did not perform as planned or did not show up on time. Accept it and deal with it. People make mistakes; accept it; friends and coworkers too.

3. Build Self Discipline

Create your own discipline. Although it sounds a little bit harsh, self-discipline is a facilitator for many things in your life. It's hard to get but great to have.

4. Get A New Job

Shaking your comfort zone will often create a lot of value in your life. If you're not satisfied with your job, just get a new one. The pitfall of not having money for a limited period of time is temporary.

5. Keep A Journal

Write down your feelings, your ideas, your goals, your activity. Journaling is by far one of the most useful things one may accomplish to change one's life for the best. It works in such a silent, effective way. All you need is pen and paper.

6. Change Your Work Space

Clean up your desk. Re-arrange furniture. Add some color. Create an enjoyable workplace.

7. Find Reasons To Agree

Rather than disagree. We have a competitive mindset which often leads to arguing over things. You don't have

to force yourself into agreement, if it's not the case, just try to find middle ground.

8. Wake Up Early

This is not a habit, it is a lifestyle. Wake up early with a purpose. Early allows you to look for opportunities and embrace them; early enables you to keep your eyes open to every available opportunity.

9. Try Something New

Reach out and try something completely new. Create a new challenge, learn a new sport, try a new restaurant or go to a movie that is not your type (Ex. comedy if you're the drama type). Shake up your comfort zone.

10. Experiment: Gratitude

When was the last time you said "thank you"? An attitude of gratitude is the key to success, yet too few practice it. Start by sharing gratitude. See what happens. Might make you feel good and smile. Take it from there.



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

MAILCOM - Denver

May 22-23rd • Warwick Hotel

MSMA Member discount available to attend this conference!

Fundamental and advanced security management strategies; mail and distribution operations in particular and facility operations in general, have unique requirements to protect employees and property of their organization.

Managing inbound persons, mail, packages, shipments as well as buildings and facilities to insure compliance to the latest security, explosives, and biohazard techniques is the goal of this 2014 Security Conference.

Are **YOU** prepared for **any** security issues at your site?

MAILCOM Denver is your first and best resource.

www.mailcom-conference.com



Fall MAILCOM Conference

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

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