



PostScript



Why MSMA?

By Paul Dreifuss, CMDSM, MDC, MDP

Why MSMA? Easy to say: a network of experts, someone available to solve any issue, dilemma, problem with sage advice; professional development, education, certification. Lucky for me, my staff, my employer, MSMA is so much more! I have made new friends from across the country; supportive, full of answers, questions and opportunity. My current position for nine years now is part of this process (thanks Walter). Over the years my expertise developed from a combination of professional and personal development and solutions from friends and network contacts alike. Without MSMA: chapter meetings, site tours, seminars, study groups, my staff and I would not have been able to diversify and excel in so many areas.

Why Join now? Why invest in yourself now? Money is tight. In this economic climate can we relax at all? Often heard, "I've been at my job for many years and everything is fine;" or as Alfred E. Newman said, "What Me Worry?" How many people do you know who have lost

their job in the past few years? How many found new jobs? How many are still out of work? MSMA membership provides you with opportunity to network with industry professionals locally and across the country; someone is that expert you will obtain a solution from. Someone may need your expertise. Share membership assets with contacts and friends; help them too!

Companies are continually looking for new processes, new efficiencies, cost reductions. How does one learn what works? Share with professionals from virtually every industry; logistics, banking, insurance, legal, corporate; operations, office services, mail and more. So many successful managers credit MSMA with expanding their value and providing solutions. Networking with other people just like you; having access to seasoned and successful executives and managers combined with educational seminars, touring sites and industry operations: you have invaluable resources! Receive discounts to attend the best educational and networking conference, MAILCOM.

My commitment to excellence, my commitment to me, my commitment to staff development are why I have participated for almost twenty-five years. Diving in with the local chapter(s), being elected to serve on the National Board; sharing knowledge with people from industry, education, government at MAILCOM are simple means to learn, share, give back. And when one gives back one receives much more in return. How do you create a network of contacts for information and solutions? MSMA membership and participation is how!



Jump ahead of the curve and invest in yourself! Increase your value for the future. So many professionals in our industry cite MSMA and MAILCOM with providing them with an arsenal of real skills, new and amazing ideas and excellent contacts. MSMA works! Join Now!

http://en.wikipedia.org/wiki/Alfred_E._Neuman

<http://www.msmanational.org/>

<http://www.mailcom-conference.com/>

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From the desk of

Barbara Fahy, MDC - MSMA National President

Happy Summer! It's hard to believe its June already - the first half of 2013 has gone by very quickly!! The MSMA National Board and Chapter Presidents Group met in Atlantic City prior to the MAILCOM Conference. Each chapter representative explained strengths and weaknesses and new ideas and initiatives. We shared ideas and everyone left with a renewed commitment to grow Local Chapters and the National Association. Teamwork at its best!

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 18 months. We have a new Membership Association Software package, updated

MSMA National Website, and just recently launched the Power Purchasing Member Benefit Program.

Our Educational Webinars have been very successful. If you haven't had a chance to participate in one, check out the June Webinar presented by Kerry Still.

The MSMA Chapter of the Year, Distinguished Service and Manager of the Year Awards were presented at the Spring MAILCOM Conference. I would personally like to congratulate the recipients of these Awards and also the two newest CMDSM's and the newest CMDSS, who passed the exam in Atlantic City.

The Fall MAILCOM 2013 will be back at the Riviera Hotel, in Las Vegas September 22-24 and I hope to see you there. One of the many benefits of membership is a discounted rate on the best convention

Greetings!

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 you at the Fall MAILCOM 2013 in Las Vegas.

Barbara

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



JUNE WEBINAR

Thursday, June 20 at 3 p.m. Eastern, 2 p.m. Central, 12:00 Pacific:

Formation Flying: The Secrets of C³ Leadership



Successful leadership results from a combination of behaviors and personal characteristics that have been identified in even "born leaders." However, many of us are expected to master them under sink or swim conditions. Regardless of whether you are a rookie leader or an all-star, it's time to discover for yourself the system that will help you become the leader that you want to be, and that your team deserves. You will learn:

- The skills and characteristics developed and employed by successful leaders
- How to improve your leadership immediately by following a simple strategy
- What are the advantages of adopting a coaching leadership style

- How self-evaluation can help experienced leaders become even more successful

Our presenter is Kerry Still, CMDSM. Kerry will share techniques that successful leadership development programs rely upon. Kerry is the Mail Technology Manager at Walsworth Publishing Company, responsible for strategic planning of all postal related activities, and serves as the company point of contact for all domestic and international postal services. He holds CMDSM, CMM, MDC, and MDP certifications. He is a graduate of the USPS Periodicals Professional and MERLIN courses. Mr. Still is a frequent speaker at national trade shows including MAILCOM.

Join the meeting:

[https://join.me/MSMA National](https://join.me/MSMA%20National)

On PC or Mac, use any browser with Flash. Nothing to download.

On a phone or tablet, launch the join.me app and enter meeting code: MSMA National

Join the audio conference:

By phone: Dial 1-559-546-1000; Enter conference ID: 606480#

By computer via internet: Join the meeting, click the phone icon and select 'Call via internet'

Nick Staffieri, CMDSM Discusses Mail Security

The MSMA (Mail Systems Management Association) had an opportunity to discuss Mail Security with Nick Staffieri, MSMA Regional Director and Senior Operations Manager for MCS Management Services.

What is your biggest concern regarding mail security in business mail centers?

We must continue awareness of mail safety and security. Mail Managers across the nation receive training on identifying suspicious packages and letters and should have appropriate posters and guidelines posted in their mail centers. But how much training is conducted at the front lines for the employees who are sorting the mail at the “first touch”? It’s not just about identifying something suspicious. It is what to do when that happens. Everyone should participate in specific and direct training in the mail center and have a process in place to act upon that suspicious piece of mail.

Why is that still a problem when you indicate awareness is very high?

Awareness is high. It’s on our minds what to watch out for. But think about when your last training session was on what to do, and then take a look at your employee turnover since that time. Have new employees been trained on the proper response protocol, or have they just been shown those posters and guidelines posted on the wall? Is supervisory management the same; do they need to be updated as well? Schedule a training session, preferably using a real-life scenario, at least once a year on how to identify suspicious mail items and how to respond once items are identified, and have a

training program for new mail handlers as they are hired.

Why aren’t more businesses X-raying their mail?

A lot of companies are considered low-risk organizations, meaning it is unlikely that they would receive a life-threatening mail item. This makes the investment in X-ray equipment difficult to justify. High risk organizations are typically pharmaceutical, government and media. If those organizations are not X-raying their mail at the point of entry, or better yet at an off-site facility, they put everyone at risk. Those mail pieces can cause serious health conditions for anyone who comes in contact with that mail piece.

Other forms of suspicious mail items may pose a hazard in that the person who sent them may perpetrate further injury; mysterious markings, hate mail, or any type of correspondence that addresses offensive or destructive ideas or opinions; the individual that sent it could be planning something violent against the organization or its leadership group. These mail pieces should be identified and reported to appropriate security personnel.

Is there any good news in the fight against mail threats?

The United States Postal Service does a fantastic job at screening mail that enters their mail stream. Postal Inspectors are

relentless in pursuing those that send suspicious letters. They take this issue more serious than anyone in the mail services industry, and take their responsibility of securing the mail system as a top priority. Organizations with a good response process were able to reduce or eliminate potential damage to human health and life. These are great signs that we are winning the fight, especially as more organizations establish training and guidance to safely deal with these issues.

Nick Staffieri is a Certified Mail and Distributions Systems Manager (CMDSM) with over 25 years of experience managing mail and office service center operations. Nick is the Senior Operations Manager at MCS Management Services and serves on the National Board of the Mail Systems Management Association as Regional Director.

About MSMA

Mail Systems Management Association is the only trade association dedicated to the development and advancement of individuals in a wide array of industries supporting mail communications and distribution channels.

www.msmanational.org



“Schedule a training session, preferably using a real-life scenario, at least once a year on how to identify suspicious mail items and how to respond once items are identified, and have a training program for new mail handlers as they are hired.”



MSMA awards earned and presented at MAILCOM

Atlantic City, NJ, Tuesday, April 30, 2013 - Three Professionals Earn MSMA Certifications



Three people earned MSMA professional certification during the spring 2013 MAILCOM. After completing the certification qualifying process all three took their examination on Sunday, April 28th and passed. During Tuesday's keynote luncheon they were presented their official credentials.

Kevin Lawrence, CMDSM

Kevin Lawrence is Vice President, Document Strategies at Alfa Mutual Insurance Company in Montgomery, AL. He has a Masters in Computer Systems Management from Creighton University and is a US Air Force Veteran. He has been associated with the mailing industry for the last thirteen years and currently serves as the Industry co-chair for Montgomery PCC. He also holds both MDC and MDP certification.

Kevin lives in Millbrook, AL, with his wife Vilma and their five children: Amanda, Kathryn, Joshua, Shannon and Juliana.



Kevin Lawrence, CMDSM



Lauran Solvik, CMDSM and Co-Manager of the Year

Lauran R. Solvik, CMDSM

Lauran Solvik is a National Account Manager for The Millennium Group. She began working in the mail industry in 1997 as a site manager. She was promoted to Senior Site Manager, in 2003, and then became a National Account Manager, in 2011. She was awarded the President Club award in 1990 and 1993 at Xerox. While at Océ she received Manager of the year in 2004, Circle of Excellence in 2008 and President's Club Award 2011.

She has been a member of MSMA since 1998. Her membership has helped her obtain the following industry certifications: MQC (2006), MDC (2010) MCOM (2012) and now CMDSM (2013). In addition to earning her CMDSM certification, Lauran was recognized as the MSMA National Manager of the Year for 2012 during the awards program at Mailcom.

Lauran was born in New York City and raised in New Jersey where she lives now. She is the proud mother of four adult children and an even prouder

grandmother to a darling grandson and soon to be granddaughter.

Debra L. Visco, CMDSS, CMDSM

Debra L. Visco is the Manager of Distribution Operations for the Massachusetts Medical Society in Waltham, MA, and its publication the New England Journal of Medicine. She has worked for the organization in various mail & distribution related positions for 27 years. She serves as the Treasurer for the Greater Boston Postal Customer Council and participates in all local mailing industry events. She obtained USPS certifications for Executive Mail Center Manager (EMCM) and Mail Design Professional (MDP).

She holds the Mailpiece Design Consultant (MDC) certification and earned the Certified Mail & Distribution Systems Manager (CMDSM) certification in June 2012. Having just earned the Certified Mail & Distribution Systems Supplier (CMDSS) certification she joins a small group of mail professionals who hold all three MSMA certifications.

Debra resides in Newton, Massachusetts.



Deb Visco, CMDSM, CMDSS

MSMA National Awards

The following MSMA National Awards were presented at the recent MAILCOM Conference in Atlantic City during the Keynote Luncheon:

Chapter of the Year

Each year the Mail Systems Management Association takes special pride in recognizing one of its local Chapters as Chapter of the Year. This award

acknowledges the outstanding efforts and achievements of the chapter's officers and members in meeting the mission statement of the MSMA.

The recipient of the 2012 MSMA Chapter of the Year is the Iowa Chapter. The Iowa Chapter was established in 2002 as a "branch" of the Kansas City Chapter and went "live" in June 2003. Since inception, the Iowa Chapter has provided a set calendar of events and publications that include member touch points to reinforce the value of MSMA



Chapter of the Year Award - John Woodward accepted the award on behalf of the Iowa Chapter.

(more...)

MSMA National Awards... (...continued)

membership and to educate members in many topical subjects to stay ahead of industry issues. For several years they've partnered with a local non-profit organization that assists at-risk youth and helps them prepare for college and beyond.

The Chapter President is Vivian Hayashi. John Woodward accepted the award on behalf of the Iowa Chapter.

Distinguished Service Award

The Distinguished Service Award recognizes an individual who illustrates leadership and dedication by encouraging others to share their experience and knowledge. This year's recipient embodies these attributes. The Distinguished Service Award is presented to **Linda Ferrell, CMDSM, MDC**.

Linda recently retired from Texas Children's Hospital where she was the Manager Mail Services. She is a member of the Houston Chapter of MSMA and has served in various positions including Chapter President. As Secretary/Treasurer of the MSMA National Board of Directors she is an integral part of the day-to-day operations. Linda is the 2011 recipient of the Cliff Bennett Memorial Education Award, and a past recipient of the MSMA Manager of the Year. She is also a frequent industry speaker at both the local and National level.



Linda Ferrell, CMDSM - Distinguished Service

In recognition of her extraordinary efforts and contributions to promoting sound business management techniques in mail systems management, MSMA awards its 2012 Distinguished Service Award to Linda Ferrell, CMDSM, MDC.

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.

This year we have co-recipients of the Manager of the Year Award. **Linda Vestal** is the Director of University Mail Services, Copy Center and Scanned Document Activities at Park University in Parkville, MO. She works across all divisions of the University - business and academic-serving faculty, staff and students - domestic, international, military, distant/online and all 43 campus centers scattered throughout the United States. A member of the MSMA Kansas City Chapter, the Greater Kansas City Postal Customer Council and NACUMS, she holds the CMDSM, EMCM and MQC certifications.



Linda Vestal, CMDSM - Co-Manager of the Year

Lauran Solvik (see Lauran's photo on page 4) is the National Account Manager for The Millenium Group at Prudential with oversight of 14 Prudential Mail Centers nationally, including 44 employees located in NY, NJ, PA, AZ, CT, MN and FL. She is responsible for overall operations as well as process conformity. As at "At Large" member of the New Jersey Chapter Board she contributes to every board meeting with valued input and recently achieved her MCOM certification.

In honor of the outstanding contributions made to their companies and to the mailing industry, the Mail Systems Management Association presents its Manager of the Year awards to **Linda Vestal and Lauran Solvik**.

MSMA Hospitality Party- Spring MAILCOM Conference

The theme of this year's MSMA/MAILCOM Hospitality Event was "An Evening on the Jersey Shore - Beach Party". It was held at the Top of the Trop, which afforded all that attended a beautiful view of the Boardwalk and Atlantic Ocean! Attendees that stopped by the MSMA Booth during the conference were given a business card with a "special" sticker on it. When redeeming the business card at the Hospitality Event, giveaways such as Jersey Shore T-shirts/hats, MSMA Free Memberships, Gift cards, and free drink tickets were awarded.

One of the highlights of the evening was a "Dancing with the Stars" competition. The winners of the Mirror Ball trophy were Dalynnda Odom and Paul Dreifuss. Runner up's were: Trevor Ward/Judy Ellis; Nick Staffieri/Connie Compton; Rob Chmiel/Lauran Solvik. Congratulations to all that participated in this fun competition!!

Music for the evening was provided by popular Atlantic City DJ - Paul Geiger.

A special thanks goes out to the following MSMA Chapters for their sponsorship of the event: Chicago, Metro DC, Iowa, Minnesota and Ohio Valley



Connie Compton and Nick Staffieri.



Trevor Ward and Judy Ellis.



Winners Paul Dreifuss and Dalynnda Odom.



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



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Visit the MSMA Web-site: msmanational.org

Fall MAILCOM Conference

The Fall MAILCOM Conference will be held at

**The Riviera Hotel in Las Vegas
September 22 - 24th**

The conference registration and hotel information can be found on the MAILCOM website: www.mailcom.org

MSMA will be proctoring the CMDSM/SS Exams as well as the MDC Review and Exam on Sunday, September 22nd.



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