



# PostScript



## WHY MSMA!

Featured in this issue, employer recognition of MSMA member Roderick Toney, EMCM, Manager of Mail Distribution and Transport System, The Johns Hopkins Hospital, The Johns Hopkins School of Medicine; "MSMA has been instrumental in my professional career development.

I was introduced to MSMA early on by my manager and mentor at the time. While attending my first MAILCOM conference, I quickly realized the level of professionalism MSMA and MAILCOMN attracted; attendees, speakers, vendors. It was what I needed; to be a part of it to learn and to develop my skills. MSMA continues to provide learning

opportunities for those who wish to strive in their careers. Where else can you receive industry specific certifications, mentoring, networking opportunities, and training for our industry? That is why my MSMA membership is important to me."

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## Pushing the Envelopes

### Rod Toney's quest to improve mail services systemwide

For those who foretell the death of the U.S. Postal Service and interoffice paper mail, Rod Toney begs to differ. As manager of Johns Hopkins Medicine Mail Distribution and Transport Services, he handles mail for a complex health system the size of a small city. Although first-class mail volume has declined substantially nationwide, he asks you to consider this: His department's state-of-the-art mail sorter processes roughly 21,000 pieces of mail every week. Total mail volume for the hospital, school of medicine and health system on the East Baltimore campus exceeded 4.4 million pieces in fiscal year 2013. Packages and standard mail—formerly called third-class or "junk" mail—volumes grew by 20 percent.

"Unless we become a totally paperless society—where all advertisements, financial and legal transactions, and every form of communication are done electronically," says Toney, "we'll always have a need for mail." Besides, he adds, items like packages or official documents can't be emailed.

### Embracing a New Era of Consolidated Mail Management

When Toney talks about mail, he speaks with the authority that comes from his 30-year career at Johns Hopkins. At 18, the East Baltimore native landed a part-time job at The Johns Hopkins Hospital working alongside his mother in the Nutrition Department as a sanitation worker, washing and racking industrial-size pots and pans. Two years later, to help cover the cost of his college textbooks, Toney took a second job at Baltimore's main U.S. Postal Service office, which led to a mail clerk position in The Johns Hopkins Hospital's mailroom. He worked nights and went to school during the day, earning credits toward a degree in marketing from Morgan State University. By 1990, he was supervising a dozen employees.

"Those were the dark ages of mail," recalls the congenial mail services manager. "No one possessed professional mail management experience. I had some, but it took many years to grow into the job."

In those early days, he recalls "a small



"Processing mail isn't as easy as people think it is," says Rod Toney. "My goal is to ensure a two-day turnaround across the enterprise."

space and sacks of mail—no organization, mail all over the place. And our staff lacked the training to deal with the onslaught of mail." It took at least two weeks to get mail from the Phipps Building to the Billings Administration Building, and complaints poured in daily.

In 1995, the department got its first electronic mail sorter, but the machine could process only 13 percent of the mail and couldn't sort magazines. By 2003, the hospital's mail services had consolidated with mail services at the schools of medicine and public health. This required a deeper knowledge of mail operations at each site, says Toney, to better expedite the mail.

(continued on page 2...)

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

September here in the Midwest usually means that Summer is over and Fall is on its way. Fall brings the beautiful changing of the leaves and the cooler temperatures. For some of us that also means going back to school and furthering our education. What does the future hold for you?

**Education is your future; our future.**

I hope you have participated in our bi-monthly MSMA Educational Webinars ( a benefit of MSMA Membership). The topics have been timely, educational and entertaining. We will be expanding Webinar topics to continue presenting those you have asked for and integrate the "new" vision of MSMA. The more we learn and comprehend, the more

skills we have to adapt with. The better networked we are; the better future we may have. I urge you to take an active role in your personal and professional growth by participating in MSMA.

In the very near future you will learn how MSMA is broadening our scope and reaching out to individuals not only in the Mailing and Distribution industry, but also those that work in Office Services, Records Management, Facilities, etc. You may already have these responsibilities in your current job description.

To continue the teamwork needed to grow and meet your needs, the MSMA National Board and Chapter Presidents will be meeting in Las Vegas in September at MAILCOM and discussing topics of concern

*Greetings!*

to all. The National Board looks forward to meeting with the Chapter Presidents/Chapter Representatives and listen to the successes and challenges at the local level.

Take a moment to read our members' take on "Why MSMA." This issue of PostScript will advise you of upcoming Webinars, educational events and networking opportunities that I encourage you all to participate in.

Thank you for your continued support and dedication to MSMA. I hope to see you at the Fall MAILCOM Conference at the Tuscan Suites Hotel in Las Vegas or at a local MSMA Chapter event!

*Barbara*

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

**Pushing the Envelopes...***(continued from cover)*

In 2012, mail services obtained one of the nation's most advanced, high-powered sorters: a magnificent machine the size of 1½ city buses. The OPEX Mail Matrix can sort 3,000 pieces of mail per hour in a single pass—97 percent of the total mail volume, including magazines and small parcels.

But machinery alone can't process mail successfully; the department still relies heavily on the skills of full-time employees like database coordinator Terry Thompson, who constantly updates incorrect addresses. Today, mail services comprises 22 full-time employees, and Toney oversees mail operations throughout much of Johns Hopkins Medicine (see below). He's working with other Johns Hopkins Medicine leaders to centralize and integrate additional mail operations.

**Valued Expertise, Big Ideas**

In recent years, Toney has become something of a celebrity on the national postal services stage. Since 2007, he's served on the Executive Postal Customer Council, and he won an award for mentoring in San Diego, California, and for assisting the U.S. Postal Service in creating a certified mail management designation in Denver, Colorado.

"Rod gets to the nitty-gritty of every situation and doesn't get ruffled," says his supervisor, Chester Wortham, director of special services, who's known Toney for 20 years.

Toney credits Wortham and Ken Grant, vice president for general services, among others, for mentoring him on how to manage people and inspire them to do their finest work. In turn, Toney has hosted scores of student interns.

The future, Toney says, holds promise for

more efficient and cost-effective mail systems for the institution. Projects underway include outbound consolidated freight pilots—UPS, FedEx, DHL—to reduce shipping costs, integration of Johns Hopkins Bayview Medical Center mail and better use of unique ZIP code 21287 on campus, to name a few.

Toney envisions an upgraded mail services interactive website in the near future—where employees can submit address corrections and inquiries—to improve the flow. In the interim, Johns Hopkins snail mail management efforts continue unabated. "Between consolidation projects and mail coming through every day, there's never a dull moment on this job," says Toney. "It's like having an air traffic control tower in my head."

**—Judy F. Minkove**

# Chapter events

## Ohio Valley Chapter

On Tuesday, August 26, 2014, Ohio Valley Chapter of MSMA featured Trevor Ward's presentation: Are you constantly investigating ways to improve your customer's experience and enhance the perceived value of the services you provide? Would you like to be viewed as a collaborative business partner and a trusted advisor? If so, you will want to participate in this interactive session. Concepts will be introduced and group discussion will instill the applicability of those concepts. "Define Your Customer Service Brand" and create an environment which highlights the perpetual value you deliver. Trevor earned MSMA's Certified Mail and Distribution Systems Supplier (CMDSS) and Mailpiece Design Consultant (MDC) certifications. He was featured on the cover of MAIL: Magazine in March 2005 for his progressive approach to team management and awarded the Distinguished Service Award in February 2014.

## Washington Metro Chapter

### **First Annual Member Appreciation Luncheon; Cruise the Potomac aboard the Odyssey III**

By James (Jim) C. Barlow, Jr., CMDSM, EMC, MDP

MSMA Washington Metro Chapter President

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Our recent Chapter meeting was held on Wednesday, August 20, 2014 on the Potomac River. This was a special event to thank our members and acknowledge their contributions through the year. It was also an opportunity to honor our past two presidents. Executive Board members Willie Coleman, Floyd Creecy and I met at the 2014 MAILCOM in Atlantic City to discuss plans for the coming year. We needed a special event to build value with our current members and attract new ones. A boat cruise on the Potomac was suggested. Who doesn't like a boat cruise? The more we discussed it the

better it sounded. The event would not only be a member appreciation luncheon, but hopefully, attract new members, as well. We needed to acquire a well-known speaker. We were discussing our chapter with Lance Humphries, Managing Director of MAILCOM and he accepted our invitation to be our guest speaker. MSMA National President Barbara Fahy also agreed to attend. This was getting better every day. The tickets were expensive. But we agreed to subsidize the cost as we had extra money in our treasury and hoped to attract attendees with an early-bird discount. If it worked well, we could do it again next year and make it an annual event. We would call it the "First Annual Member Appreciation Luncheon."

Entertainment Cruises' Odyssey III was selected for our Washington, DC event. There was a concern that our relatively small group would not have a private area to conduct a meeting, but they were able to accommodate our request and provide excellent meeting space in a private room secluded from regular boat activities. We had a great day. The weather was beautiful and in the low 80's, exceptional for August. As we greeted attendees, we could sense a joyful anticipation from everyone. When we boarded, the ship's crew took a few pictures to help capture the moment. Our event kicked off with an introduction of our Board and honored guests. In addition, one of our member companies, Service Source, made the occasion an "Employee Appreciation" day and included a number of their employees. A special thanks to Service Source and Project Manager, Jonathan Ransom.

At the beginning of the meeting, we spoke about the value and importance of MSMA membership. National President, Barbara Fahy, shared words of encouragement and a reminder of MSMA member benefits; MAILCOM registration member discounts, certification member discounts and free bi-monthly education webinars. Willie Coleman, Chapter Executive VP, introduced our past two presidents, Isaac Webb and Dana McCormick and presented them with

awards of appreciation for their guidance and support over the years. Our guest speaker, Lance Humphries, CMDSM, MCOM, Managing Director of MAILCOM, gave an inspirational and informative presentation about what it means to be an MSMA member and presented "Do you REALLY know what is going on?" This was a special insight on the state of the mailing/distribution industry, its future and a focus on job trends. He also included the latest information on the USPS, MSMA, MAILCOM Las Vegas and Spring MAILCOM. Floyd Creecy, VP of Membership, provided an energetic invitation to our non-members to join our Chapter and explained why it was important to do so. We closed with a look at upcoming events for this year and early next year.

The event was a great success. We had excellent food, learned what's new, networked with old friends, met new ones and saw the beautiful sights offered by the Nation's Capital gliding over the waters of the picturesque Potomac.

### **What a great day it was!**

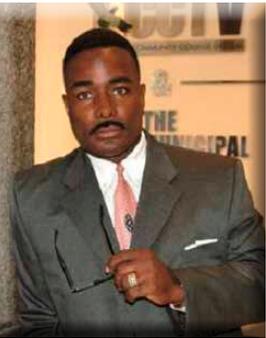


Isaac Webb, Past Chapter President; Lance Humphries, Teresa Settles, Dept. of Labor; Romerio Moreno, U. S. Dept. of Agriculture and Barbara Fahy.

# Cliff Bennett Memorial Education Award Recipients

MSMA is pleased to announce co-recipients of the Cliff Bennett Memorial Education Award, Betsy Shortell and Kenneth Hoyle.

**Kenneth Hoyle**, MCOM, CPC is Business Service Manager at Houston Community College in Houston, TX. Ken oversees four departmental service groups that include: Mail & Distribution, Inventory Control, Surplus, and Fleet Management. He has been in the Mailing and Distribution Industry for 30 years, and is an active member of the Houston MSMA Chapter.



Along with two of his key staff members, Ken received his MCOM Certification in February 2014 at the Spring MAILCOM Conference.

**Betsy Shortell**, CMDSM, MDC, MDP, EMCM is Director of Harvard Mail and Distribution Services in Boston, MA. She reorganized the Mail Services group into an improved and efficient operation while expanding its reach and influence as a professional organization, delivering customer focused solutions within Mail and Print operations.



Betsy is an active member of MSMA New England Board of Directors and was recently named Industry Co-Chair of the Greater Boston PCC

This Award is sponsored by MSMA, MAILCOM, MAIL Magazine and Pitney Bowes. Ken & Betsy will receive their Award at the Fall MAILCOM Conference in Las Vegas, September 22nd - 24th.

## Cliff Bennett Memorial Education Award Finalists

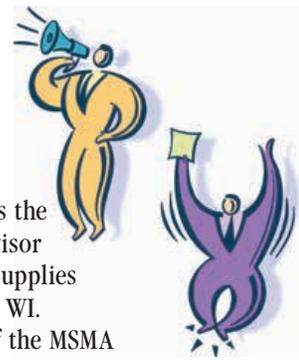
The MSMA National Board and MSMA Education Committee would like to acknowledge and congratulate the following individuals who were the finalists for the Cliff Bennett Memorial Education Award:

**John Rivas** - John is the Mail and Copy Center Manager at Douglas Elliman Real Estate in New York, NY. He is a member of the Metro NY/NJ MSMA Chapter

**Terrie Reagan, MDC** - Terrie is the Manager of Direct Marketing at The Watermark Group in San Antonio, Tx. She is a member of the MSMA Central Texas Chapter

**Dalynnda Odom, CMDSM, MDC** - Dalynnda is the Team Lead Manager at Kamehameha Schools in Keaau, HI. She is an MSMA Member-At-Large and currently serves as the National MSMA Vice President Membership

**Judy Ellis** - Judy is the Mail Center Supervisor at Uline Shipping Supplies in Pleasant Prairie, WI. She is a member of the MSMA Chicago Chapter, and currently serves as the Chapter V P Membership



**Willie Coleman, Jr, CMDSM, EMCM** - Willie is the Project Manager at Wilson Technologies, Inc in Silver Spring, MD. He is a member of the Metro DC Chapter, and currently serves as the Chapter Executive Vice President

**Brenda McLemore** - Brenda is the Mail Center Supervisor at Moody Bible Institute in Chicago, IL. She is a member of the MSMA Chicago Chapter

**Betsy Shortell, CMDSM, MDC, MDP, EMCM** - Betsy is the Harvard University Mail Services in Allston, MA. She is a member of the MSMA New England Chapter and currently serves as the Chapter Executive Vice President

**Kenneth Hoyle, MDC** - Ken is the Business Services Manager of Houston Community College in Houston, TX. Ken is a member of the MSMA Houston Chapter

We encourage all MSMA Members to consider submitting an application next year for the Cliff Bennett Memorial Education Award.



*MAILCOM certification and management certificate programs take your achievements and raise them to the professional standard of the industry. All programs are Board certified and guaranteed to make a difference in your management career. You can earn professional certification through the CMDSM, CMDSS, and MCOM programs. And, you can earn Management Certificates in specific areas of study.*

### **CMDSM/CMDSS/MDC**

**Certifications:** since 1989 hundreds of industry professionals have earned their CMDSM/CMDSS credentials as administered by MSMA. Become certified at MAILCOM Las Vegas. Every qualified person (pre-approved by MSMA) may take the written final exam at MAILCOM to earn their designation Certified Mail and Distribution Systems Manager (CMDSM) and Certified Mail and Distribution Systems Supplier (CMDSS). Details, including requirements, fees and applications can be found at

www.msmanational.org. The deadline to submit all applications is Friday, August 15th and the examinations, (for approved candidates) will be held on Monday, September 22nd prior to the start of MAILCOM Las Vegas.

**MAILCOM Las Vegas delegates may earn their Mailpiece Design Consultant (MDC) certification at MAILCOM Las Vegas.** The MDC program focuses on classes of mail, mailpiece design, commercial mail preparation/requirements and extra services. Add even

more value to your organization - along with a new certification to your resume!

The next MDC Certification session will be held on Monday September 22nd from 8 a.m. to 1 p.m. Following a review session, you'll have the opportunity to immediately take the open-book exam! The fee for this event is \$50 for MSMA members and \$70 for non-MSMA members and includes the review session, refreshments and the exam. For complete program details and a copy of the Study Guide, visit: [www.msmanational.org](http://www.msmanational.org).



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

# Fall MAILCOM Conference

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

Offering unparalleled access to the leading operations management experts teaching and sharing strategies to reduce costs, improving efficiency, implementing new postal regulations, safety & security, professional development and certification. Affordable registration and hotel rates, plus most meals included. For more information: [malcom.org](http://malcom.org); email: [mailcom@msn.com](mailto:mailcom@msn.com); call 609-264-0120.



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