

NEWSLETTER

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Customer Service Tips

Give more than expected.

Since the future of all companies lies in keeping customers happy, think of ways to elevate yourself above the competition. Consider the following: What can you give customers that they cannot get elsewhere? What can you do to follow up and thank people even when they don't buy? What can you give customers that is totally unexpected?

Make customers feel important and appreciated.

Treat them as individuals. Always use their name and find ways to compliment them, but be sincere. People value sincerity. It creates good feeling and trust. Thank them every time you get the chance.



TODAY'S BLOG BY NICK STAFFIERI

We all continue to hear about the many changes happening with the US Postal Service. The Network Optimization Plan to reduce the amount of processing facilities is currently underway. Already, we have seen some of the effects this has had on the mail delivery process. Another change is with the discontinuation of the Postnet barcode to transition completely to the Intelligent Mail barcode. Through all this, we continue to educate ourselves and keep up with the mailing environment to remain compliant and efficient.

While we move through these industry changes to reorganize and enhance our mailing operations, let us not forget the one change that was brought on eleven years ago that had an effect on the way we think about mail and a profound effect in our lives. Of course, I speak of the tragic and inexcusable terrorist acts of September 11, 2001. Still today, and quite possibly for all time moving forward for those who lived through this horrifying event, we talk about how it has affected our lives, and what change it has brought to our way of thinking and doing things.

So too with our mailing industry today. Change can sometimes be brought on by technology or customer expectations. But on September 11, 2001, change was brought about by an extraordinary and life-altering event. The way we handle mail and the way we evaluate mail processes changed quickly in response to a new awareness of real and potential terrorist actions. Education on identifying suspicious letters and packages and how to handle mail threats has become commonplace in our industry. Mail security and workplace security, even with regards to pedestrian risks, has been brought to the forefront of mail center activity.

MSMA continues to be a leader in helping our community advance knowledge and provide resources for the mail and communication distribution industry to safeguard against threats and risk. While the anniversary of these atrocities met with admired remembrance, it opens our eyes once again to the vigilance that must be enacted by ordinary citizens to thwart those who seek to do us harm.

MSMA National News - Marketing MSMA Value

The MSMA National Board held several meetings during the summer to discuss enhancements to the marketing campaigns that drive membership. New MSMA marketing materials and marketing ads were presented at industry forums during this past year and published in industry publications. The Postscripts Newsletter has also been updated to focus on the value that MSMA can add to people in the mail and office support services industry. MSMA is also proud to be unveiling a new website that places emphasis on attracting membership and driving value to all members.

NEWSLETTER

NJ MSMA Holds September 11 Remembrance Event

The NJ MSMA Chapter held an event on September 11, 2012 to an appropriately themed and patriotic look at today's health care and mail security industries. The event was held at Valley Health Systems in Paramus NJ.

Kicking off the event was a salute to the flag and a moment of silence for those who lost their lives eleven years ago in the tragic event we now know as 9/11. Cliff Guion gave honor to his own recollection of that day with a speech that had all attendees bowing heads in remembrance. Cliff ended by saying, "As Americans, we must never forget that awful day, and the evil that came against us, and the very high price that many had to pay."

To discuss this nation's changes and future in the health care industry, The Valley Health Hospital proudly presented Leonard Guglielmo and Nancy Librera. Their presentations gave an enlightening and educational look at the trends in healthcare and the advancements made by Valley Health in cancer treatment and research.



The Keynote Speaker for the day's meeting was Tim Kerner, President of The Millennium Group. Tim's military background and expertise in mail systems security was brought together in a great presentation that both educated and challenged the audience regarding their own mail center security.

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The NJ Chapter MSMA would like to thank Nestor Soque and Larry Galang for their participation in hosting this event. We thank all our members in attendance and look forward to seeing you all at future events.



NJ MSMA Chapter President Marlene O'Hare with Guest Speaker Leonard Guglielmo.



Networking with industry peers is a great benefit to attending MSMA events.

The NJ Chapter MSMA welcomes you to our next Chapter event in October and our Year End Holiday Event in December.

We hope to see you there!

NJ MSMA Chapter Board Member Paul Dreifuss Recognized at MAILCOM



Congratulations to NJ MSMA Chapter Board Member Paul Dreifuss for being awarded the MSMA Distinguished Service Award for 2012. Paul was presented with his award at the Spring MAILCOM conference.

Paul's outstanding achievements in the industry and for MSMA has earned him this prestigious award. Paul contributes to the NJ Chapter and is the Vice President of Communications for the MSMA National Board. Paul is also a veteran speaker at MAILCOM and MSMA events.

NEWSLETTER

MAILCOM 2013 / Atlantic City NJ



MAILCOM returns to Atlantic City in 2013! Registration for the 2013 Spring MAILCOM is quickly approaching. Don't forget that MSMA members receive a discount on the full conference admission price.

Through all of the revolutionary changes, MAILCOM has remained the world's largest mail communications convention. In part, it is because of the professional dedication of thousands of executives and managers who manage their company's mail operations. MAILCOM supports the industry with education, meetings, networking, certifications and a dynamic exhibition hall of technology.

The 33rd Annual MAILCOM Conference and Exhibition will be held at the Tropicana Hotel and Casino in Atlantic City NJ from April 28 through May 1, 2013

Learn more about MAILCOM at www.mailcom.org

NJ MSMA Holiday Event

Join the NJ MSMA at the Gran Centurions on December 13, 2012 for our **Grand Holiday Event.**

Mark your calendar for a spectacular MSMA Holiday Event. Here is what you can look forward to at the NJ MSMA Holiday Event:



- Great Food**
- Door Prizes**
- Keynote Speaker**
- Holiday Themed Fun and Games**
- Networking with NJ MSMA Board Members**
- Networking with MSMA National Board Members**

**This is the NJ MSMA Event of the Year! Don't miss it!
Look for more details coming soon!**

UPCOMING EVENTS

NJ MSMA Holiday Event
December 13, 2012
Grand Centurian, Clark NJ

National Postal Forum - San Francisco
March 17 - March 20, 2013
www.npf.org

MAILCOM - Atlantic City NJ
April 28 to May 1, 2013
www.mailcom.org

Earn your CMDSM Certification

To recognize professional managers, the MSMA has established the Certified Mail and Distribution Systems Manager (CMDSM) program. This accreditation process provides for an individual to be evaluated, tested, and certified on the body of technical knowledge and management skills necessary for performance in the profession. This certification covers job categories of Mail and Communication Distribution Management, Administrative Office Services and Facilities Management, and Vendor and Consultant Management.

Don't wait! Get certified in your industry! Apply now for your CMDSM Certification.

To learn more about how you can achieve your CMDSM Certification, visit www.msmanational.org today.

NEWSLETTER



WHY MSMA

Jim Mullan, CMDSM, MDC

I have my current position as National Operations Manager for an insurance company in NJ thanks to my MSMA association. Though I had been employed at the time I was approached about this particular position because the client actually knew of me through the MSMA.

I have been a member of the MSMA since 1995. Having just left the records management industry I was now entering an entirely new and different world, the world of mail! I knew that I would need to be involved in an association that would allow me to meet folks like myself in this industry that was new to me, folks who could show me the way, who I could use as mentors!

It has allowed me to continue to expand my network of professional contacts and reach out to obtain assistance for any issues or concerns related to my new job responsibility.

MSMA is all about NETWORKING!

As I said I was new to the industry and knew very little about mail operations within an office environment, and by joining the MSMA that all changed.

One of the highlights of membership was the fact that I would get to tour numerous company operations in various industries, as well as attend educational sessions regarding management and staff development. It also gave me numerous opportunities to discuss outstanding issues or concerns I was having in my new career. Being able to meet seasoned industry professionals at the MSMA meetings made my transition into my new world seamless and painless.

MSMA is all about EDUCATION!

As I learned throughout the years, the MSMA is an excellent forum for personal and professional growth. I have obtained both my certifications as a CMDSM (Certified Mail and Distribution Service Manager) and MDC (Mail Design Consultant) because of the MSMA!

Join MSMA; we are MUCH more than mail!

NJ MSMA - Executive Board		
Chapter President Marlene O'Hare	Vice President - Membership Paul Jenssen	Director at Large Paul Dreifuss
Executive VP Eric Albee	CMDSM Certification Coordinator Bill Ware	Director at Large Jim Mullan
Treasurer William Whitteaker	Vice President - Communications Catherine Behr	Director at Large Lauren Solvik
Secretary Sharyn Dobin	Program Facilities Coordinator Greg Donofrio	Director at Large Nick Staffieri

"Excellence is not a skill. It is an attitude."
- Ralph Marston