



MSMA & YOU: Operations Management, Communications, Logistics and More

PostScript

Association Newsletter **March 2018**

MSMA Announces 2018 Webinar Schedule. MARK YOUR CALENDARS!!!!

You're invited! MSMA's National Board is excited to bring to the membership learning through the MSMA Education Webinar Series. Through these webinars, industry subject matter experts will share their knowledge and best practices with the MSMA membership on topics important to us in the mailing, office service, shipping, logistics, and distribution industry. Each of our past webinars have had a great turnout and wonderful feedback.

The focus of these webinars is not limited to just mail oriented subject matter as we plan to include sessions on trending issues as they pertain but are not limited to management skills, e-commerce, technology, personal development and other areas of not only interest but **of value to our membership.**

These one hour webinars may occur monthly or as frequently as there are presenters, normally on the third **Thursday** of the month at 3:00pm EST, 2:00pm CST, 12:00pm PST (check us out!)

Schedule for 2018:

- March 2018 – Michael Stoessel – Intelligent Locker Solution (Past event)
- May 3rd, 2018 – Steve Smith - PostalPro
- July 19th, 2018 – TBD
- September 13th, 2018 – Marjorie Mitchell – Topic TBD
- November 15th, 2018– Sally Pfabe - Security

The MSMA National Education Event Webinars are just another way the organization is adding value to your MSMA membership!

An e-mail communication is sent to all MSMA members several weeks prior to each Webinar confirming the topic to be covered, call-in and web log-on details.

Go to : www.msmanational.org
 Or call: 1-800-714-MSMA
 Please follow us on social media:

Do you enjoy the rewards and personal satisfaction of teaching others? Then become a subject matter expert for one of our education Webinars! Benefits of presenting can include name recognition, additional speaking opportunities, looks great on your resume, & gratification.



MAILCOM 2018 APRIL 9-11 38TH ANNUAL CONVENTION
PENNSYLVANIA CONVENTION CENTER THE FUTURE IS NOW
 Attend the premier conference for the Mailing Industry
 See registration: <https://www.mailcom.org/>

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According to Sally...



Happiness is a Handwritten Letter

By Sally S. Pfabe, CMDSS, EMC
Senior Director, Proposal Management
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In 1775, the United States Postal Service opened its doors and changed the footprint of how people kept in touch, allowing loved ones to correspond with their pioneer family members who had moved away in search of land and prosperity. As the USPS expanded, the nation became more connected all due to the written word, to those who took the time to put pen to paper.

During times of war (World War I and II for example), soldiers in the field anxiously awaited the mail deliveries to the APO sites, longing for the letters penned by their wives and girlfriends detailing what was going on at home while they were deployed. Sure the soldiers had the radio broadcasts and the newspapers to provide current events but it was the personal letters (many times infused with perfume!) that brought smiles to their faces and gave them hope that the future would be bright, that they would soon be back together with those they adored.

For so many years, hand-penned letters were the leader in written communication, how we kept in touch worldwide. The advent of technology changed all of that. In 1972, Ray Tomlinson is credited with inventing email. Tomlinson picked the @ symbol from the computer keyboard to denote sending messages from one computer to another. For anyone using Internet standards, it was simply a matter of designating the "name-of-the-user@name-of-the-computer". The speed and quick delivery of email flung open the doors to at-the-minute message delivery and receipt, fostering a worldwide culture of immediacy.

Email certainly changed the world, allowing us to communicate in minutes with others on a global scale, **24/7/365**. Lives became faster, responses became almost instantaneous. No one could have thought that there was an even faster and more convenient way to communicate just around the bend – texting. The first text message was sent in 1992 from Neil Papworth, a former developer at Sema Group Telecoms. As published by Kenneth Burke on www.textrequest.com (May 2016), for round figures, the U.S. has a population of 320 million. 81% of our population is actively texting, roughly 259 million people. So if we do the math ... 259 million people send out 8.5 billion texts a day, that's roughly 32-33 messages per day, per person. Wow – that's a lot of communication!



Well, it's no wonder that First Class mail and handwritten letters have declined – with the instant gratification of email and texting, that's some tough competition. But let's take a look at this from a different perspective – the USPS has been around for 242 years. Email has been around for 45 years (from the time it was "invented") and texting has been in the mix since 1992, so that is 25 years. The USPS is still around and heralded as one of the most trusted Government entities. I wonder if email and texting will hold the same honored designation when they are close to 250 years old as well?!

So what is my point with all of this? The USPS has staying power – always has and always will! As industry professionals we are in the business of promoting the use of various package delivery channels and direct mail, it is how we make our living and expand our bottom line. What about in our personal lives – we might be "talking the talk", but are we "walking the walk" ...? Read on.



The delivery of a handwritten letter is like receiving a holiday present, the emotion of opening the mailbox and seeing a letter from that special someone, a long lost friend, your love, or a relative you haven't heard from in months – nothing compares to that! Opening a letter makes us happy! According to "The *Neuroscience of Giving*" posted on Psychology Today (April 24, 2014), while the brain is remarkably complex, the neurochemical drivers of happiness are quite easy to identify. Dopamine, serotonin, and oxytocin make up the "Happiness Trifecta".

Any activity that increases the production of these neurochemicals will cause a boost in mood. So writing letters is good for you!

Letters don't have to be fancy. Personally, I love beautiful stationery (Punch Studio™ and Papyrus are my faves) and I always have several boxes of exquisitely designed cards and envelopes on hand at all times, but I have also penned a quick note on lined notebook paper and popped it in the mail. Regardless of what the words are written on, handwritten letters have staying power. We save them in boxes and pull them out weeks, months, years later to read them again, to recall the excitement we felt when we first received the letter, remembering that the writer took the time to place their hands on the stationery, pen the words, address the envelope, and affix the stamp.

The written letter is the epitome of a personalized touch – and we still crave it today. Finding a letter in your mailbox from an old friend, a love, or a distant relative is a truly special gift! I recently received a letter – all the way from London - from a client contact that has since retired. We share a love for photography and still keep in touch – long after I last saw him over 12 years ago. His letter brought a smile to my face and brightened my entire day!

I challenge each of you to send one handwritten letter a month – keep that First Class Mail moving! Teach and encourage the next generation – your children, grandchildren, nieces, nephews – to write letters and thank you notes. Let's keep the excitement and happiness of mail going for another 250 years!

Happy Retirement!

February 27, 2018 the Lone Star Chapter (formerly Houston) MSMA first meeting of the year had a dual purpose. Per usual there was an excellent presentation and Q & A about emerging technologies and disruptors of retail and distribution services that are leading the way to transforming consumer behavior.

Then the highlight of the meeting (in addition to the amazing BBQ lunch) was the celebration of and award for service to the retiring Lone Star chapter President Sally Rowland-Ketley.



Sally served as chapter President 4 times during her 25+-year membership. As a founding member of the local MSMA chapter in 1993 Sally also served on the National Board as regional director and has recruited other board members providing leadership and knowledge of outstanding value.

Sally was born and raised in Haslett, Michigan about 6 miles from Michigan State University. Sally married in 1971 and began working at a bank. 10 years later she and her husband decided to move to Texas knowing that if they didn't then, she never would so they moved to Houston with jobs or prospects. In the first week Sally found a place to live and a job that a friend contacted her about managing postal services for First Interstate Bank of Texas, a job she had to learn from the ground up.

After leaving the bank 6 years later and 18 months of unemployment Sally took contract work at Xerox Business Services where she learned more about printing services. After being promoted to Account Manager and traveling constantly Sally was exposed to the draw backs of outsourcing and in 1998 she left Xerox and took a position at the University of Houston as manager of Postal Services and after 2 years moved into the Director position which she retired from after 20 years on February 9, 2018. Sally's many accomplishments during her tenure at UH included but are not limited to: combining print and postal departments, resisting outsourcing, taking on mail services for the student residents, encouraged internal training and development programs to include membership in various print and postal professional organizations, and spearheading the modernization of UH print services by adopting digital printing technology. What has always been most important to Sally is that they "produce and put out a quality product".

That quality shows in the numerous local, regional, and state industry awards Printing Services won since Sally became the Director. This year alone, Printing Services swept the Division 1 category—winning all 4 trophies in that category of the Gulf Coast's 2017 Graphic Excellence Awards. The department also won Best Implant Entry for an unprecedented 5th consecutive year.

Kudos Sally Rowland- Ketley. Your co-members MSMA, your peers, associates and vendors wish you the very best in retirement. It warmed our hearts to be able to present you an award (etched glass Texas Star) for your tenure and service with MSMA. Best wishes for a wonderful next chapter!



MSMA National Board of Directors

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President's Letter

As we begin 2018, I am proud of all the accomplishments that both the **MSMA** National Board and the **MSMA** Local Chapters have achieved in 2017. After our successful National Board/Chapter Presidents Meeting, held in Las Vegas in October, we have been working with our local Chapters to expand the Educational/Networking offerings to the Membership. The Education Committee has been reviewing and revising the MDC Exam and Study Guide. Our new Certification – **OSP** (Office Service Professional) is in the final stages of development and we will be launched with a Beta Exam during the Spring **MAILCOM** Conference in Philadelphia. A big Thank You to the Education Committee for all their hard work!

The schedule for the **MSMA** National Educational Webinars has been announced, and again will offer 6-8 topics/speakers in 2018. If there is a topic/speaker that you feel would be beneficial to our membership, let us know. The National Board continues to meet monthly via conference call, and to implement several of the goals and objectives that are part of our Strategic Plan, including expanding the scope/focus of **MSMA**.

On a personal note, I would like to thank the following individuals who have left the **MSMA** National Board: Dalynnda Odom, Jud Thurman, Connie Compton, and Paul Kovlakas. Their dedication and support of **MSMA** is greatly appreciated.

We are always looking for individuals to serve on our **MSMA** Committees. It is now more important than ever to take an active role with our personal and professional growth by providing value added services to our companies, clients and associates. Active participation in the **MSMA** provides the networking, educational and social atmospheres to help us become more effective leaders in our industry. As an all volunteer organization we rely on your support and participation at the local and national level – and seek your input to growing the Association, not only for today, but for tomorrow's leaders. If you are interested in serving on any of the National Committees, please reach out to me or any of the National Board members.

I encourage you to consider attending the **MAILCOM** Conference from April 9th -11th in Philadelphia, PA and possibly become a **CMDSM/CMDSS** or **MDC**. One of the benefits of **MSMA** membership is a generous discount to attend the **MAILCOM** Conferences. All the information you need is at your fingertips by visiting the **MAILCOM** or **MSMA** websites. Please review the accompanying articles throughout this edition of Postscripts.

My best wishes to you and your families for a safe and happy 2018. I look forward to seeing you at a local **MSMA** Chapter Event or the Spring **MAILCOM** Conference in April.

Thank you for your continued support of **MSMA**. Please feel free to contact any of the National Board members if you have any questions.

Barbara Fahy, MDC - MSMA National President

Contact Us

Give us a call for more information about **MSMA** membership, PostScript, positions on the board of directors at the national or chapter level or about continuing education.

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Mail Systems Management Association announces partnership with the:

Association of Office Service Professionals (AOSP)

"The Mail Systems Management Association is proud to be in partnership with the Association of Office Service Professionals and look forward to forging many successful educational opportunities for all members moving forward."

National President, MSMA