



**KCMSMA
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**P R E S I D E N T ' S M E S S A G E
M A R C H 2 0 1 0**

We are off to a great start in 2010. Our first chapter event was a big success and very well attended. We are focusing our educational efforts in 2010 on Quality. This is a subject that impacts us all on a daily basis, regardless of the size of our operations. We are offering our Professional Development Education Track certification again in 2010. Again one our strategies as an organization is to promote education and the transfer of knowledge to those within our organization and industry.

The KCMSMA Executive Board wants to continue to make our chapter stronger. We continue to look toward our members to help us develop programs and share knowledge and expertise. The opportunities to discuss day to day activities as well as the changes in the industry are great. The networking and knowledge sharing with peers is “priceless”.

We have a membership drive in place to encourage participation as members in our organization. Please visit our website at www.kcmsma.com for the 2010 membership and meeting registration savings opportunities as well as information about our chapter activities and awards.

We welcome your input and suggestions. Thanks to all of those supporting the organization and continued support.

K C M S M A C A L E N D A R A T - A - G L A N C E

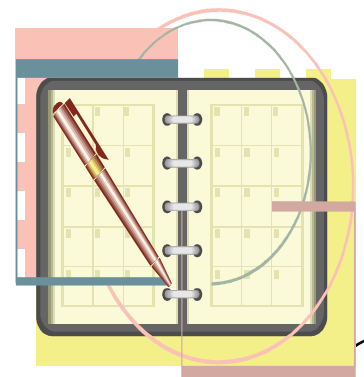
May 19, 2010 — Quality Control in the Production Mail Outbound Mail Processing

July 21, 2010 — Quality Control in the Inbound Mail and Shipments Processing

August 25, 2010 — How to Influence Others in your Organization

October 20, 2010 — Quality in the Purchasing Decision

December 1, 2010 — Customer Service in the Electronic Age



FEBRUARY MEETING – A “QUALITY” EVENT BY DERACE MARTIN

Approximately forty members and guests of MSMA took advantage of one of the few sunny days we've had this year to enjoy an informative presentation on Quality Initiatives presented by a team from DST Services. Shawn Lang, last year's local MSMA Manager of the Year led off the presentation by discussing how to build a team to facilitate the initiative. Mail Preparation Total Quality Management or MPTQM was shown to reduce the undeliverable as addressed mail, leading to improved customer satisfaction. Don Taylor then explained internal quality auditing which enhances the MPTQM program. David Kuehn discussed how the program augments customer inquiry and analysis. David Benton concluded the presentation by recapping the points discussed.



The Greater Kansas City MSMA thanks the DST Team for their presentation.

WHY SHOULD I BECOME A MEMBER OF MSMA? BY DERACE MARTIN

In today's economic environment, membership in professional organizations often is one of the first items to be cut from the budget. Many companies are taking the position that if it's important to an employee to be a member, they should pay for it. So what do you get for your membership? Let's look at this in depth.

Education: Postal regulations are consistently changing. Our meetings are centered around education of members on these changes, what they mean for your company, and how can you make the most effective business decisions in light of these changes.

Certification: MSMA has established various certification programs to further enhance the professional development of its members. The Certified Mail and Distribution System Manager (CMDSM), and the Certified Mail & Distribution Systems Supplier (CMDSS) are nationally recognized as programs that achieve the highest educated professionals.

Networking: MSMA networking provides its members with opportunities to grow into more effective mail system professionals. These opportunities provide members with employment opportunities, industry information, expertise, best practice, and benchmarking.

Discounts: Various discounts from national companies are available.

Representation: MSMA is a member of the Postmaster General's Mailers Technical Advisory Committee, promoting our interests on mailing issues and postal regulations.

Recognition: Each year MSMA recognizes a Manager of the Year for outstanding contributions to the profession. MSMA also presents awards for Distinguished Service, Chapter of the Year and the Cliff Bennett Memorial Education Award.

Career Enhancement: MSMA members provide testimonials validating that careers and salaries are positively impacted as a result of implementing information learned at MSMA events in their workplace.

The next time you are considering eliminating this from your budget, pull this out and read it. And if you're not a member already, get on board!



EDUCATION SPOTLIGHT

Economical Online Certification opportunity now available through MSMA

Mail piece Design Consultant (MDC) is the newest Certification for MSMA Members. This economical online certification is \$35 and available for your team to take with an online study guide. The detailed study guide covers postal processing and mail piece design in detail. Chapters for postage payment and the History of the USPS offer a thorough understanding of all facets of postal knowledge that will make you or those on your team more knowledgeable at a reasonable price. For a look at the study guide in detail or for more information on the program, go to www.msmanational.org and click on Mailpiece Design Consultant.

CMDSM and CMDSS ANNUAL RENEWAL REMINDER

ATTENTION ALL CMDSMs and CMDSSs: If you took your test or renewal recertification in 2007 or earlier, this is your year for renewal. The renewal application can be found at www.msmanational.org under CMDSM Renewal. The information must be postmarked and received by December 31, 2010 to be considered. We will be sending additional information to CMDSMs and CMDSSs. Watch your mail and email for more details!

2010 Professional Leadership Development Track is underway!

DST Mailing Services and DST Output teamed together to offer an in depth discussion of what it takes to implement a culture of quality into your organization. This kicks off our year of discussions about QUALITY! Quality is something our companies desire from us and it takes strategic planning to assure it is implemented well. We will continue our discussions about Quality in Outbound mail production on May 19, 2010 at the American Academy of Family Physicians (AAFP). Outbound production professionals will talk about how they marry quality processes with outbound production on a daily basis. Presentations married with a tour of the production facility at AAFP offers an opportunity to not only hear but see quality outbound mail processes in action. Watch your mail and email for more information coming soon on our continued annual certification track!



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The Kansas City MSMA is a local chapter of the Mail Systems Management Association, founded in 1981. The MSMA started with a simple mission: To provide a meeting place for mail systems managers to share information, build professional recognition and grow as professionals.

The Kansas City MSMA's mission is to provide an avenue for the professional development of people involved in the management, supervision and support of mail and distribution systems for business, industry, government and institutions in the Kansas City area.