

NEWSLETTER

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How To Be A Better Manager

In an article by F John Reh, John lists 10 things we can do today to be a better manager. Item number two on the list deals with motivation.

"You have built the best team from the best employee available. You motivated them to peak performance. What is missing? Motivating a team is worthless unless you provide direction; unless you turn that motivation toward a goal and lead the team to it. It is the ability to lead others that truly sets a manager apart from their peers. Remember that leaders are found at all levels of the organization, so be one."

<http://management.about.com>



TODAY'S BLOG BY NICK STAFFIERI

This is the time of year when everyone focuses on New Year Resolutions. It is a new year and an opportunity to set fresh, new goals. Some of the more popular New Year goals are to lose 10 pounds, spend more time with my family, quit smoking or something personal. But have you ever thought about making New Year resolutions for your career? I will tell you why this is important.

I know what you're thinking. I never miss a day of work. All my customers love me. I never have any errors in my work. I'm the best darn employee in this whole company. Well, let's analyze that. We know that there are some employees that don't show up every day. Or that do have some errors, or a few customers complain about. Ok, so that may account for about 20% of the workforce. The other 80% can say the same things you say. So what this means is that you are in the 80 percentile of the workforce. Not very distinguishable, is it?

Here is what you need to do. Think about what you are going to accomplish in 2012. Are you an MSMA member? If so, how involved are you? Are you taking advantage of all the benefits and educational opportunities? Get an industry certification. Become more educated in technology, Microsoft Office Suite, USPS Rules and Regulations, Build your leadership skills, anything in our industry that you are not currently an expert at.

Next, set a goal to save your client or organization \$100,000 in 2012. If your client or organization is smaller, then \$50,000. How can you do that? You can negotiate your presort rates and UPS or FedEx rates. You can provide cost effective shipping alternatives. You can do a competitive bid for office supplies. How can we automate our mail and print operations better? How can we automate report generation and move our client or organization towards a Green and Paperless society? What is the organization doing outside your center that you can become involved in?

The goal for next year is to stand out from the 80% in 2012 and tell your story of how you distinguished yourself from the others. That is my challenge to each and every one in the office support services industry. Have a great 2012!

February 16: 12:00 Pacific, 2:00 Central, 3:00 Eastern

Our topic for February is "Why Mail Still Matters in a Multi-Channel World," presented by David Robinson, Director, Address Quality, Pitney Bowes Inc. "Why mail is and will continue to be a financially viable and effective marketing medium" is something you should know to help your company make the right decisions moving forward. Webinar information will be posted on the MSMA website.

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NJ MSMA Holiday Event

The New Jersey Chapter MSMA held their annual Holiday Event on December 2, 2011 at the Seville Spain Restaurant in Pine Brook NJ. The event kicked off with networking among colleagues and business partners before settling down for a fantastic lunch served by the Seville Spain staff.

session entitled "Manage Like Santa", a holiday themed management development presentation.

The event was a great success for MSMA members. The MSMA board looks forward to hosting future events.

The event also featured three speakers in the industry.

Lance Humphries, Managing Director for MAILCOM, spoke about the upcoming MAILCOM conference in Washington DC.

Bob Chisholm, a representative from the USPS, spoke about the upcoming postage rate hike.

Nick Staffieri, Senior Operations Manager for MCS Management Services, presented an entertaining and educational management



MSMA NJ Chapter

Marlene O'Hare - Chapter President

Eric Albee - Executive VP

William Whitteaker - Treasurer

Nick Staffieri - Newsletter Editor

For more information on the New Jersey Chapter MSMA, Please visit our Website www.msma.com

MAILCOM 2012 / WASHINGTON DC



The year 2012 marks a critical juncture for the mail communications industry. As businesses adapt their mail and communications systems to the electronic age, the industry is undergoing rapid change.

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 32nd Annual MAILCOM Conference and Exhibition will be held at the Marriott Wardman Park Hotel in Washington DC from April 15 through April 18, 2012

Learn more about MAILCOM at www.mailcom.org

UPCOMING EVENTS

Webinar "Why Mail Still Matters in a Multi-Channel World"

February 16, 2012 - 3:00pm EST

National Postal Forum - Orlando FL

April 1 to April 4, 2012

www.npf.com

MAILCOM - Washington DC

April 15 to April 18, 2012

www.mailcom.org

On-Demand - New York NY

June 13 to June 14, 2012

www.ondemandexpo.com

"The price of greatness is responsibility."

- Winston Churchill