



Joe Furgiuele, President MCMA

# A NOTE FROM THE PRESIDENT



**August 2016**

Members, Colleagues, Friends,

As you may already know, I have been elected President of the MCMA for the coming year, which began June 1st, 2016. While there was no hard-fought Primary battle, indeed, it was not something I sought—however, the FMA has been, and now the MCMA is, a vital link to our collective past, and can be a conduit to our evolving future, and that's something most gratifying to be a part of, and something humbling to be even partially responsible for.

Fortunately, I don't attempt it alone—there is an enthusiastic and energized team of fellow-collaborators engaged and dedicated...members who have encouraged me, and have demonstrated their willingness to assist, as fellow officers, directors, and volunteers.

And, we stand on the shoulders of those who came before us and labored to bring us to this moment. Those who had the foresight to contemplate a new name and a new focus, and an updated mission.

Now, we need to engage with you—our members.

To state the obvious—for Publishing, it's been a tough time for a long time, and it's been a tough time for those associations and membership organizations that serve the Publishing industry (indeed the entire direct marketing industry—others no doubt as well). Nothing is the way it was a decade or two ago (well, nearly nothing)...there's been a lot of dislocation and loss—friends, colleagues, companies, brands that were once vaunted examples of success are no more.

But, it's not all bad. There are exciting things happening; there are innovations and adaptations percolating. There are hints that Print may indeed not die; there are even more positives signs that folks are beginning to re-appreciate quality. And, there are business models beginning to emerge that cobble together pieces of old and new media & methods to deliver content that resonates and engages...and for which the consumer may be willing to pay, or barter, in exchange for ad viewing. There are pockets of innovation and resourcefulness, big brands and bigger companies that already "get it"...there's energy to be found and expertise to be tapped. There are career trajectories to be sought and success stories to be shared.

I am convinced that, if we can harness even some of this, the Mission of the MCMA—to inform, educate, advocate... convene, communicate, collaborate...provide networking and career enhancement—will be just as relevant tomorrow as it was 60+ years ago.

I hope you agree—your feedback is welcome. I hope you rejoin—our new year is about to commence. I hope you engage—our kick-off Networking event is in late September—details coming soon to [www.the-MCMA.org](http://www.the-MCMA.org).

Sincerely,

Joe Furgiuele, President MCMA