

## Employee-driven mass mailing company finds success

By Eileen Marum  
Bulletin correspondent  
May 28, 2010 1:41 PM

WEST BRIDGEWATER, Mass. — All businesses today must work harder at focusing limited resources, especially, with distribution and sales force options. This is where Mail Computer Services, Inc. comes in.

The West Bridgewater business accommodates a company's mass mailing needs from concept to completion at a price that even an incredibly small enterprise can afford.

"We have the capability of handling all mailing jobs fast," said Ron Menconi, founder and CEO of Mail Computer Services, Inc. "We do whatever it takes to get the job done right."

Whether the business is small or large, Menconi says customers can benefit from the MCS experience, knowledge and dedication. "Customer satisfaction is our number one priority," he said.

Menconi, who graduated from Northeastern University in the mid 1970's with a degree in accounting and an MBA, started out in an accounting practice and eventually founded Mail Computer Service (MCS) in 1985.

"I had a client in the direct mail business and when he was ready to give up the company, I took it over," he said.

Menconi acknowledged that there are many bulk mail processing, fulfillment and printing companies to choose from when it comes to mailing and marketing data projects, but he believes MCS has the total package to do the job.

"We have the capabilities, capacity, and career professionals," he said. "We send out nearly a million pieces of mail from this facility every day."

MCS makes constant investments in state of the art equipment and technology like the Xerox iGen3 which is reliable, and proven to reduce the costs of handling, fulfilling and shipping a customer's important direct mail pieces.

"Another thing, we do not overcommit our resources — a customer's project gets done right with targeted mailings, on time, and with the care it requires," Menconi said.

MCS is housed in a facility of more than 100,000 square feet with 30,000 square feet dedicated to warehouse space. "With a post office on site, we have enough room and resources to handle almost any size bulk mail or fulfillment project."

The company recently secured \$1 million in financing from SEED Venture Finance to help it as part of a refinancing of the company that includes new senior credit facilities.

"We are excited about the opportunity to work with Mail Computer Services and support the company's planned growth," said Tom Wooters, Investment Manager for SEED Venture Finance, about the financing.

While up-to-date equipment is important, "the difference between us and our competitors is the people," Menconi said.

The company hires only the most experienced account managers and executive staff which ensure direct mail processing and custom printing needs are done right and on time, and as an added bonus, the jobs are overseen by industry experts.

When customers have unique problems, the executive staff meets for a brain storming session to develop solutions. MCS is about total quality management.

"Our organizational culture is dedicated to training, continuous improvement, and customer satisfaction and that's what sets us apart and makes us successful and keeps us growing," Menconi said.

Menconi also said that he has an open door management style and the family atmosphere he promotes makes MCS an enjoyable and rewarding place to work.

"The company is employee-driven because product/service quality can't be continuously improved without active learning and participation from every employee," he said, and the scores of long term employees are proof that his philosophy permeates the organization.

Though the company was founded as a data processing service bureau, Menconi said MCS has grown steadily and expanded from processing data to providing direct mail services, handling database and fulfillment operations and processing complex projects.

He attributes the growth to never letting his company lose touch with its data processing roots, and being regarded widely as "the place" to turn for solutions when it comes to complex data needs.

undefined