



AMERICAN CATALOG  
MAILERS ASSOCIATION

*Your Catalog Advocate!*

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## **PRC's Goldway on the Future of the Mail**

Late last week, C-SPAN aired a 40-minute interview with **Postal Regulatory Commission** chairman **Ruth Goldway**. From the standpoint of someone with an interest in catalogs and the catalog/multichannel business, I found it fairly enlightening. Goldway appears to be clearly in touch with the challenges the USPS faces. Even better, she's sensitive to catalogers and their needs.

That said, I can't guarantee that'll lead the PRC to approve this year's proposed Summer Sale — its recommendation is expected later this week or early next — or whether the Commission will recommend a low postage increase for catalog mail next year. But at least she doesn't have her head in the sand, and the PRC Chair remains very open to input and feedback from catalog interests.

Historically, the PRC and its predecessor organization, the Postal *Rate* Commission, have often come forward with recommended decisions for catalog postal rate increases that seemed out of whack from other mail categories. This was most apparent in 2007, and it led to the formation of the ACMA. (To be fair, catalogs also had no history of engagement with the PRC — clearly, to our detriment.)

Three years and more than 100 members later, I like to think we've helped educate PRC members as to what will enable catalog mailers to thrive in a postal system hungry for volume that catalogers are all too happy to provide under the correct circumstances. Although the lion's share of the Goldway interview and Q&A with callers focused on the proposed elimination of Saturday mail delivery, she did a particularly good job deflecting one caller's grumpy complaint about "junk mail." To that, she reminded him that she likes some of the catalogs she gets in the mail and went on to remind the caller that catalogers have done a good job in reducing the number of books they mail to consumers who aren't necessarily interested in receiving them.

As for Saturday delivery, she was clearly interested to hear the variety of comments aired. Perhaps the toughest one came from a caller outraged at the continued existence of post offices in tiny towns, facilities that draw as few as a single customer per day. Citing the history of the post office in the US and its role in helping bind the country together, she suggested that one thinks of the Postal Service "as a communications network, like roads and telephones." We agree. The USPS is an important part of our national infrastructure and an important asset for our future.

To view the entire interview, you can [click here](#) or go to this link:

<http://www.c-spanvideo.org/program/id/221911>

Chairman Goldway spoke at last year's ACMA National Catalog Forum. This year's event, which begins next Tuesday morning, the 13<sup>th</sup>, and runs through Thursday in Nashville, kicks off with a presentation and Q&A from her colleague Commissioner **Mark Acton**. We still have a few seats left for the Forum, but they're going quickly. This will be our 3rd Annual Catalog Forum and we've already surpassed our attendance record, which is pretty good considering the prior two forums were held in Washington.

So hurry up. Just [click here](#) to register right now and we'll look forward to seeing you next week. We'll be covering this and other issues that will affect you, in just the right level of actionable detail. It's a gathering you really don't want to miss.

See you in Nashville!

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**About the American Catalog Mailers Association:**

*ACMA is a Washington-based not-for-profit organization specifically created to advocate for the unique collective interests of catalog mailers in regulatory, public and administrative matters where the shared impact transcends individual company interests. ACMA participates in rulemaking and other proceedings of significance where a single collective voice increases influence and effectiveness. Membership is open to any party with significant interests in the catalog industry. More information can be found at [www.catalogmailers.org](http://www.catalogmailers.org).*

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