

Miles Kimball Company

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October 9, 2008

Dear Colleague:

We all know that the past year has been devastating – we have been pounded by the 3 P's– **postage, paper, printing costs have all gone up**. Our margins are falling. It is time to take a stand – **NOW**.

ACMA has been fighting for all of us. It is **the only advocacy group fighting for catalogers**. The DMA thinks we are all healthy.

ACMA is successful in working with the top decision makers in the Postal Service. **USPS listens to the ACMA**.

In its **FIRST** year ACMA:

- **Saved catalogers over \$150 million** in postal increases, holding our average increase to half that of other mass mailers.
- Broke through the lobbying ceiling to be included in postal policy discussions **BEFORE** policy was enacted; making sure regulators know that catalogers are important to the economy and to the postal service and have different cost structures than other direct mailers.
- Kept the USPS from requiring addresses to be in the top half of the front page, which periodicals wanted.
- Put off the requirement to switch to the Intelligent Mail Barcode until 2011, giving catalogers time to ramp up.

Make sure the ACMA can continue to fight for you. **Now** is the time to:

- **Renew your membership**
- **Put a placeholder in your 2009 budget for your membership dues**
- **Encourage every cataloger you know to join**

Our 2009 Spring Forum in Washington DC will give you a chance to meet with top USPS officials. In the next year we will offer educational Webinars by industry leaders.

ACMA is there for you. Don't let a few take on the burden of many. It is your turn to be there for ACMA.

Hit *reply* above and let me know that we can count on you.

We must unite in our support of our industry; we cannot afford more bankruptcies and takeovers.

Thank you for taking a stand.

Best regards,



Stan Krangel
President
Miles Kimball Company