



AMERICAN CATALOG  
MAILERS ASSOCIATION

*Your Catalog Advocate!*

July 8, 2010

## Your Action Plan to Help Avoid Large Postal Rate Increase in 2011

Dear Member and Non-member:

Our battle plan is coming together, but we need help from all catalog interests. Here is your action plan checklist to help us fight this illegal postage increase:

1. We are making progress toward our **funding** goal, but we still need more contributions to make a *significant impact*. Thank you to the many who have stepped up. A full list of committed companies is at the bottom of this letter. We need broad participation. If your company is not listed, please change that **today**. Nothing can happen without resources.
2. We are posting the email address and fax number for the USPS Board of Governors on the public side of our website. We're urging you to write the Postal Governors **today** and let them know this exigent increase will **cost you jobs, reduce your mail and package volumes and will be totally counter productive**. Ask them to reconsider. This is not the time for postal rates to go up nearly 10 times the rate of inflation. Be respectful in tone but clear this is ill advised for everyone involved.

We also urge you to contact the Postal Regulatory Commission and tell them the same thing. Bottom line: They must throw this case out altogether and reject it since it'll only hinder rather than help you and the Postal Service.

3. ACMA has joined a **broad-based coalition** to attack this illegal increase as part of a total mailing industry response to such an ill-considered move. See [www.affordablemailalliance.org](http://www.affordablemailalliance.org) for information on the group and some of the work we are doing. **Please reply to this email** authorizing your company to be listed on this site and in our official filings. This won't cost you any additional money. We need to build the most extensive list possible representing every company so the PRC understands our industry-wide solidarity while realizing this puts the USPS into a death spiral.

**4. Start a dialog with your Members of Congress** if you have not already, or set up a meeting if you have. Ultimately, this situation needs a Congressional “fix” to address the pension overpayment and unreasonably high retiree health care pre-funding required by Congress. Fixing these will raise far more than this price increase for the USPS and will not choke off the flow of future volume. Tell your Members of Congress that jobs are at stake. Tell them how many of your employees are their constituents. Tell them what is happening to your business. If you do not have a relationship with your Members of Congress, you need to establish one.

ACMA has a grass roots guide that provides a step-by-step outline of what to do and how to do it. Call or email and we will help you get started. We must have **every Congressional district** hearing from every cataloger and supplier, 100% - no exceptions. Ask them to look into what is happening that is costing jobs in their district. If you do not know who your elected officials are or what their address is, go to this useful website: <http://www.capwiz.com/printing/home> and get the contact information you need. **Write your Governor** and tell him/her your state is going to lose good paying jobs. Ask them to contact Congress and look in to what is happening with the Postal Service.

**5. Send out an employee paycheck notice.** We will be developing and posting on our website a message you can print and distribute with your payroll. Your employee’s jobs are on the line. They need to know what is happening and then communicate to their elected officials this is insanity. Constituent pressure is really the only thing that works in Washington. If every one of your employees calls their Representative and Senator, it makes an impact.

We will be targeting specific Congressional districts that are of high strategic value to getting change accomplished on these issues. We may ask you to consider **getting your best customers involved** in that specific geographical grass roots action too. If they order regularly from you, they will be upset to learn what is happening. If only a fraction of them communicate their displeasure to Congress, it will make a big impact.

Even web-only customers are affected. If you are sending customers small parcels through the USPS, it could cost them a whopping 23% more! Please give some thought to how you might be willing to leverage your best relationships in districts that have a high strategic importance as we may need to come back to you on this.

This is not what others are doing to protect your interests. This is what you are doing to protect your own future. Make no mistake. This won’t happen without YOU. If you are an officer or owner reading this email, **take action to impact the outcome.** If you are not an officer, forward this email to the owner of your

company right away. As much as you have to lose here, your boss has even more. We need 100% participation. Anything short of that is not acceptable.

Skeptical this can work? Have a concern about ACMA that is preventing you from getting going? Call or email me or Paul Miller with your tough questions. In 15 minutes or less, we will address your concern or agree not to bother you further. This is *your* effort. This is *your* future.

**6. Finally, please forward this email to a colleague in another company.** Our email distribution reaches only 10% of the catalog community. Every single company must understand what is at stake. Now is the time for your participation. Catalog interests ignore what is happening only at our own peril.

Here is a list of companies whose checks or pledges have been received to date:

- Barco
- Baudville
- Benchmark Brands
- Catalog Marketplace (d/b/a Glendale Industries)
- Cornerstone Brands
- Cuddledown
- 4Imprint
- Gardener's Supply Co.
- Geneva Scientific (d/b/a Barco Products)
- Glendale Industries
- Great American Business Products
- Hodges Badge Co.
- Johnson Smith Co.
- Lighthouse Marketing Ltd.
- Mason Cos.
- Miles Kimball
- National Business Furniture
- National Wholesale Co.
- Northern Safety Co.
- Orchard Brands
- Paul Fredrick MenStyle
- PC Nametag
- Potpourri Group
- Redcats USA
- Rockler Cos.
- S&S Worldwide
- SJ Investment Management Co.
- Stony Creek Brands (d/b/a Uno Alla Volta & Professional Cutlery Direct)
- Ulla Popken

Thank you for your attention. We look forward to hearing from you today.

Best Regards,  
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