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**In R2010-4, the
Postal Exigency Case
The U.S. Postal Service
declared war on its
customers**

**Mailers were
Mad as Hell....and
We Weren't Going to
Take It Without a
Fight.**

**Immediately Pulled
Together All Interested
Parties In A Unique
Across-the-Board Mailing
Coalition:**

Affordable Mail Alliance



AmericaPost®

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For more information on why postal customers have universally banded together to OPPOSE the Postal Service petition to the Postal Regulatory Commission for extraordinary above-inflation postal rate increases, listen to the podcasts listed below.

-  [Why Mailers Oppose the Postal Service's Exigency Request](#)
-  [Why the Postal Service's "Need" is Neither "Extraordinary" nor "Exceptional"](#)
-  [What Really Needs to Happen?](#)
-  [About the Harm that Will Come from an Exigency Increases](#)
-  [Other Considerations for the Postal Regulatory Commission](#)

[Questions and Answers About A "Postal Exigency"](#)

Be sure to visit the home page of the



**Our Work Save the Industry
Billions from
Unjustified Postal Rate
Increases**

**We Saved the Bacon for a
Number of Sectors
That Were Looking At The
Prospect Of
ENORMOUS!!
Rate Increases**

**PRC Decision Currently
Being Contested Before
U.S. Court of Appeals**

**PostCom Has Intervened
Other From AMA Will Do
The Same**

**Single Greatest Issue:
CSRS Overpayment
(\$75 Billion)
PAEA Pre-Funding
Requirement
(\$5 Billion a Year)**

**Many In Congress
Consider This A Postal
Service Bail-Out**

It Isn't!!



To Congress and the White House:

The election is over.

We have a postal system that's being placed in great danger.

Money is being bled from people and businesses across America to continue pouring money into the federal treasury to pay for postal retirement-related obligations that are more than sufficiently funded with monies already paid by mail-using customers.

It's time to end this travesty and restore fiscal order to an element of this nation's economic infrastructure that's still important and still needed by every person in this nation. It's time to right the wrong that is hamstringing the ability to use mail to get our nation's economy to grow.

**The Need to Rectify
Postal Retirement-Related
Payments & Obligations
Gets Conflated With All
The Anger MCs Feel
Toward USPS and Need
For Additional Change**

**Congress Really Needs to
Act Quickly!!**

**And It Needs To Do So
Without Blowing Things
Up**

**Mail Is Still A Vital Part Of
The Nation's Economic
Infrastructure**

**It Is Still Needed . . .
And For the Foreseeable
Future**

Mail's Role In America:

**Facilitate (Not Impede)
the Transaction Of Business
Communication And
Commerce**

Digits . . . Smidgets!

Mail Has Great Value

You Ain't Seen Nuthin' Yet

The Political Circus

**Need to Get Funding Issues
To The Center-Ring**

The Political Circus

**The Games Already Have
Begun**

H.R. 5746

S. 3831

Collins Coming This Week

The Political Circus

Darrel Issa (R-CA)
Wants To Go After Postal
Costs
Wants To Cut Federal
Spending

The Political Circus

Realities Of A Divided Congress

Republicans: Cut Bucks
Democrats: Keep Programs

The Political Circus

**Realities Of A Divided
Congress Re: Postal**

**Postal Unions: Senate
(Democrats)**

Mailers: House and Senate

The Political Circus

**Only Issue On Which Both
Agree:**

**Correcting the Pre-Funding
Dilemma By The Use of
Excess CSRS Funds**

The Political Circus

The “Real” Show:

The 2012 Presidential Election and Congressional Elections

The Political Circus:

Don't Let Obama Succeed

**CSRS & Health Retiree Pre-
Funding Is NOT A Postal
Bailout Or An Obama Or
Other Political Issue**

This Is OUR Money!!

**Not Correcting This Issue
Will Have A Substantial And
Adverse Impact On This
Industry**

**Above All . . .
This Has GOT To Be Fixed!!**

**Are Other Changes To Postal
Law Needed?**

**As A Nation We ARE
Changing The Ways In Which
We Communicate
And
Do Business**

**How Will Our Needs Change
In The Years Ahead?**

**What Will We Need From A
Postal System in 2020?**

Get Your Minds Straight

The Issue Is What Will WE

Need

From A Postal System

**Not How Should It Be
Organized or Governed**

“Needs”

Are Different From

“Wants”

What Is A *Need* ?

**It's Something That's
Indispensible To Your
Commitment To Mail**

**Does your company market or
advertise in media other than
mail?**

What other media (marketing channels) does your company use?

**How has the use of these
alternative and multi-media
vehicles changed over the
past five years?**

**To what extent do you think
your company will increase
the use of these non-mail
vehicles?**

Will your company employ non-mail alternatives other than those that it uses today?

What alternatives would that include?

By what percentages would you say your marketing and advertising dollars are spent on mail and various non-mail alternatives (please specify by each non-mail alternative)?

**Do you believe your company
will continue to need a
universal mail delivery
system by the year 2020
to transact business?**

Please describe what you believe will be the enduring needs you would have from a mail system?

Please describe in which ways you believe your use of mail might increase?

Please describe the kinds of services you believe would enhance mail's value and utility to your firm?

**What, if any, do you believe
are the present impediments
to your firm's increasing the
use of mail for
business communication and
commerce?**

**How do you believe these
impediments can best be
eliminated or reduced?**

If your company is in the business of providing mail-related services to others, what kinds of services does your company provide?

How do you believe the changes that are likely to occur by the year 2020 will affect your business as a mail service provider?

**Do you believe there are
things your company can do
to enhance the value of mail
as a business
communications and
transactional medium?**

What are they?

**How do you believe your
company could best provide
these enhanced value
services?**

**Are there impediments that
prevent your company from
doing so today?**

If so, what are they?

**In what manner could these
impediments be
reduced or eliminated
to permit you to provide
these
additional business services?**

What's At Risk?

More Exigency Rate Cases

Calls To Remove CPI cap

**Increased Pressure To Raise
GREATLY
Standard Mail Rates**

**Calls For Cuts In Labor,
Facilities, and Services**

**Matched By Calls To Raise All
Products Now
“Under Water”**

Cut Worksharing Discounts

A Lot Of Work Ahead

**It Won't Get Done Without
Your Involvement And
Support**

Association Memberships:

A Cost?

Or

An Investment?

Question: Who Uses Mail to do Business?

- Art Galleries
- Book Stores
- Church Organizations
- Drug Stores
- Environmental Groups
- Farm Organizations
- Grocery Stores
- Hardware Stores
- Insurance Agents
- Jewelers
- Kennels
- Libraries
- Members of Congress
- Newspapers
- Opticians
- Pizza Parlors
- Quilters
- Retirement Organizations
- Synagogues
- Theaters
- Unions
- Veterans' Groups
- Wholesalers
- X-Ray Suppliers
- Youth Organizations
- Zoos

Answer: All of the Above. And More.

*Mail. It's The Medium That Delivers.
Everywhere for everyone, from A to Z.*

A message brought to you by:



Association for Postal Commerce

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Before You Raise Hearts and Minds You Have to Raise Money

Money is the "Mother's Milk" of American politics. Good ideas, hard work, and wondrous visions are important, but the plain fact is that it takes cash to succeed in modern electoral politics, and it takes cash to get your messages before voters.

With almost 500,000 elected officials throughout the country, politics is a big business and like most businesses, those who communicate best are most likely to come out on top. Pro or con, right or left, liberal or conservative, whether a platform is based on four freedoms or a thousand points of light, the best message in the world is without value if it does not reach the voters.

Little wonder that year after year elected officials -- and those who would like to be elected -- use the mail to reach current supporters and to attract new ones. Like businesses nationwide, politicians know that when it comes to raising funds or talking about issues, nothing beats the targeting, affordability, and proven results that are made possible by mail.

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How Do You Stuff A Shopping Mall Into A Mailbox?

The average shopping mall is a big place with lots of stores and acres of parking. But even the biggest malls can't match the array of choices you'll find each day in America's mailboxes.

Fact is, more than 10,000 catalogs are produced every year. They're created by businesses in every state and used by families and firms nationwide.

Just about everyone orders from catalogs and those orders mean jobs. Jobs America needs. Jobs we can't afford to lose. Jobs that represent buying power for families, economic growth for our nation, and tax revenues for government at every level.

Catalogs also mean convenience, value, access, and choice. A mall in the mailbox for everyone, including the elderly, the rural, and the disabled. After all, the best America has to offer should be available no matter who you are or where you live.

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**You Can't Soar
Like An Eagle
When You're Milked
Like A Cow**

Mail volumes and revenues are down. Postal costs are up. On the one hand, postal prices rise. On the other, there's the call to cut mail delivery from six days to five.

Because the postal purse has become Washington's favorite cash cow. Uncle Sam has his hand firmly in postage payers' pockets in an effort to balance the federal budget.

Five billion here. Five billion there. Next thing you know -- postal rates will rise, facilities will get slated for closure, and the frequency of mail service will get cut.

Some in Washington can't tell the difference between a postmaster and a tax collector. Congress' postal raids are nothing more than taxes in the guise of "postage." This lessens mail's value as a means of communication.

The nation already has a tax collector -- the IRS. It doesn't need another. What the nation needs is a productive, cost-efficient postal system. We shouldn't be making it harder to have one.

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