



For Immediate Release
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ACMA Testifies Before Congress on the Impact of Postal Rate Increases

Catalog Industry Voice Heard in Washington

Washington, DC—Hamilton Davison, Executive Director of the American Catalog Mailers Association (ACMA) testified yesterday before the House Subcommittee on Federal Workforce, Postal Service and District of Columbia in a hearing entitled: “Will Increased Postal Rates Put Mailers out of Business?”

“Congress, the Postal Service, and the Postal Rate Commission need to understand the importance of the catalog industry to the future of the Postal Service,” says Davison, “and that the rate increase has left us in disarray.”

Participating in a panel representing academic journals, political magazines and other interests hit hardest by the rate increase, Davison emphasized that catalogs represent a 270 billion dollar-a-year industry with a “multiplier effect” that can help the Postal Service grow future mail volumes. He also offered several “concrete ways the Postal Service might work with catalogers to address the crisis that are wholly aligned with the USPS’s own economic interests.” ACMA’s testimony built upon themes shared with the Postal Regulatory Commission during a meeting with ACMA members held earlier in the month in Rhode Island.

“That we were invited to participate in this hearing demonstrates the rapid progress ACMA has made in advancing the interests of catalog mailers,” says Davison. “We are a unique industry with unique value to the Postal Service, and we need to speak in our own voice.” Others who testified included the Postmaster General, the Chairman of the USPS Board of Governors and the Chairman of the Postal Regulatory Commission as well as representatives of mailer interests and associations.

“ACMA looks forward to working with the Postal Service and the Postal Regulatory Commission to ensure that rate increases like those we saw in R-2006-1 will never

happen again.” Full ACMA testimony is available at www.catalogmailers.org. All other testimony is available at <http://federalworkforce.oversight.house.gov/story.asp?ID=1505>.

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About the American Catalog Mailers Association: ACMA is a Washington-based not-for-profit created to advocate for unique collective interest of catalog mailers in regulatory, public and administrative matters where the shared impact transcends individual company interests. We participate in rule-making or commercial proceedings of significance where a single collective voice increases influence and effectiveness. ACMA is a cataloger-only group; membership is open to any party with significant interests in the catalog industry. More information can be found at www.catalogmailers.org.

To arrange an interview with ACMA’s Executive Director Hamilton Davison, please email or call Jed Taxel at jtaxel@catalogmailers.org or 202-689-1241.