



# PIAMS Weekly News

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## **PIAMS Preparing to Take On the Next “Do Not Mail” Initiative**

As many of you are aware, California is now the target of a strong “Do Not Mail” lobbying effort and San Francisco’s Board of Supervisors has voted in support of a resolution to their state legislature to pass a bill to create a statewide “Do Not Mail” Registry. As we all know “As California Goes – So Goes the Nation” or at least it is where the fight begins. And when we experienced and killed the first attempt at such legislation in the Colorado Legislature, the folks in California were under the belief that it could never happen there. That happened in February of 2007, and although we were initially blindsided by it – we stopped it in its tracks in just 2½ weeks. Since then the momentum has built up around the country. The biggest issue for Colorado is that when they began their lobbying they constantly referred to the legislation that was being proposed in Colorado as “the best in the nation” – which means ours was the worst for printers, mailers, suppliers, customers, the post office, and employees in everything that direct mail touches. That’s all we need in this fragile economy.

The organization that initiated this nationwide effort has been joined by other likeminded organizations around the country and continues to perpetuate misinformation about all aspects of direct mail. And, *the Denver City Council already has been polling its constituents on Do Not Mail efforts here.*

The PIAMS Board of Directors has chosen to launch a local fundraising campaign to take on this Colorado specific issue and take the lead one more time in saving our industry from the “Do Not Mail” lobby. We may have kept the initial legislation from even making it to Committee, but it can be resurrected at any time in any form. *The goal is to raise \$60,000 over the summer and an alert on the issue is attached.*

## **PIAMS Board Chooses to Postpone This Year’s Golf Tournament**

At the May 21<sup>st</sup> meeting of the PIAMS Board of Directors, board members concluded that it is more important to focus monetarily on the Do Not Mail initiative than golf at this point in time. They have decided that any money that member firms would be spending on golf would be better allocated toward the survival of the industry in Colorado. It is much more of a pressing issue in this economy. Early bird registrations have not yet been processed and all who have signed up will be contacted.

## **A Few Quips from Dick Gorlick....**

### **Multi-Channel Catalog Marketing**

The number of catalogs available only in print declined last year from 1,574 to 1,374 (12.7%). However, the number of print catalogs with online editions increased from 8,675 in 2007 to 8,894 in 2008 (2.5%), indicating a trend toward multi-channel marketing.

The greatest decline in the number of catalogs in any medium was in manufacturing (43%). The number of computer catalogs decreased 33%. The largest category: book catalogs, with 1,156 titles. (Source: National Directory of Catalogs)

### **Suppliers Were Warned**

For the last dozen years or so, the two largest trade associations serving advertising agencies recommended that members include the Principle of Sequential Liability in their purchase orders. The Principle of Sequential Liability is a fancy term for “the printer isn’t paid until the agency is paid.” This has meant that many agencies were slow to remit payment.

As this article is written, Chrysler and General Motors are contemplating bankruptcy. Unsecured creditors would not be paid. This includes advertising agencies. If advertising agencies aren’t paid, neither will their printers be paid immediately if the purchase order has a provision reflecting the Principle of Sequential Liability. It is estimated that outstanding invoices by advertising agencies to Chrysler and General Motor total about \$300 million.

*Note from PIAMS: This is a good reminder to make sure you strike the sequential liability section from any contracts between you and any agency that you do business with – and have it initialed by someone from both firms.*

### **Wage & Hour Compliance**

Expect federal auditors of wage and hour compliance to appear on your organization’s doorstep. The Government Accountability’s Office’s auditors have been very critical of the Department of Labor’s enforcement practices in this area. Consequently, the number of investigators has been increased by more than a third and federal legislation to impose harsher penalties for non-compliance appears imminent.

## **On the Lighter Side**

Mark your calendars for the next Design to Print Session “*Social Media: Facebook, Twitter, LinkedIn, etc. – How to Use It and Get the Most Out of It*”, June 17<sup>th</sup> at The Denver Press Club. 5:30 – 7:30 p.m.