



PIAMS Weekly News

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December 11, 2009

Printing & Imaging Association
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2010-2011 Officers & New Board Members Installed at Holiday Gala/Annual Meeting

At Tuesday night's Holiday Gala/Annual Meeting and Silent Auction the following members were installed for a two year term as volunteer leaders of PIAMS:

Chairman of the Board - Howard Harris, eagle:xm

Vice Chair – Jim Albany, Newmark Print

Secretary/Treasurer – Dan Linn, BC Printing

Immediate Past Chair – JoAnne Billen, Perma-Graphics

Formally installed for three year terms who will join the current board are: **Michael Marks** of Richmark Associates, **Mike Olson** of Johnson Printing, and **Kim Thorne** of Cottrell Printing Company. *We know they will represent the industry well.*

Also, we would like to thank our sponsors for the evening: **KBA, Sentry Insurance and First Bank.** Thank you!!



Installation of the 2010 Board of Directors



George Heinrich – The Postal Professor



The Rosenberg Clan



This Just in from California... Do Not Mail Activity Update

In 2009 advertising is projected to have contributed more than \$650 billion in increased sales to the US economy and played a critical role in the success of our country's businesses and nonprofit organizations. It all can be gone if *Do Not Mail* bills become law.

Do Not Mail organizers initially worked state legislatures, pressing for the creation of an active government run

Do Not Mail registry. In 2008, 12 state legislatures had 15 *Do Not Mail* bills under consideration; in 2009 two state legislatures entertained the idea.

Recently there seems to be a shift in strategy -- get resolutions passed at the local level, thus creating a grassroots movement to force the legislature to take action.

California, specifically the Bay Area, has been the launching pad for this activity. The San Francisco Board of Supervisors passed a non-binding *Do Not Mail* resolution and the cities of Oakland and Berkeley will take the idea up again in January. We have learned that San Jose and other Bay Area cities will also consider *Do Not Mail* resolutions, and we expect activity to move South in 2010.

In the meantime, earlier this week the Seattle City Council decided unanimously to postpone the vote on the resolution (CR 31169) until January 11th so it could learn more about the effects of the proposal. *Some folks in California and many on a national level were sure this would be a non-issue a number of months ago when we began expressing concern. PIAMS will continue to keep monitoring activity on this issue and are ready again to "stop it in its tracks".*

USPS Updates

Mailers need to be aware that effective November 30, 2009 the USPS implemented an 80 percent barcode readability threshold for Intelligent Mail Barcodes (IMb) printed on letter and flat size mailings. Mailings that have a barcode readability score of below 80 percent will not be eligible for automation or full-service discounts. An agreement was also reached to revise the barcode readability verification threshold to 90 percent effective March 15, 2010. Also the readability of POSTNET barcodes must continue to exceed 90%

Also, beginning in March, the USPS will no longer provide paper copies of mailing statements with the round date stamp. Mailers entering at offices using the PostalOne system will be required to log on to obtain copies of the mailing statements. Customers mailing under their own permits must also use PostalOne to obtain copies. More information on PostalOne can be found at www.usps.com/postalone.

The USPS also announced that there would be no postage increases for First Class, Standard Mail, Periodicals or Single-Piece Parcels in 2010. *Good News in light of the Do Not Mail Activity Update from California!*