



# PIAMS Weekly News

**LOCALLY FOCUSED**  
**SERVING COLORADO SINCE 1922**

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## **Do Not Mail Couched Within Denver's Solid Waste Master Plan**

As we mentioned in last week's Weekly News, the City & County of Denver has a new thrust that is incorporating its own "junk mail" initiative through a "Junk Mail Kit" posted on the city's website. They have scheduled several public meetings in June and will also have an on-line survey open for input between June 10<sup>th</sup> and June 30<sup>th</sup> for those who are unable to attend those meetings to take part in. These meetings and the survey are obviously well intentioned, but as is often the case with government – they don't have all the facts, and don't realize that what they do in one area has ramifications in many others.

It is now a very important time to make some calls and begin to address the *real facts* on what would happen if there is any kind of prohibition on direct mail. Based on the originally proposed Colorado Do Not Mail initiative a good place to start would be to let our friends in the government who are proponents of this misguided plan to understand that standard mail keeps the USPS afloat, and one big piece of the issue is that they are only trying to eliminate business mail and that non-profit and government related mail (and political mail) would be exempt from their restrictions, resulting in higher costs of printing, mailing and postage for those entities - and, would also devastate an already shaky economy by eliminating more jobs that they are aware of.

They need to know that in most cases direct mail is the only affordable means of advertising for the majority of companies in our state. Average firms cannot afford TV, Radio or Newspaper advertising, which could easily put most private businesses "out of business"! They also need to know that those businesses are very conscious of how they spend their direct mail dollars and don't intentionally send solicitations to those who prefer not to receive them – unlike the plethora of e-mail spam and pop-ups we get electronically every day.

We have also been told that they are again talking about direct mail being a major cause of fraud on the elderly. We do understand that there are some cases in which direct mail is used for that purpose but are also aware that such fraud is even more prevalent via e-mail and by phone. Unfortunately, fraud isn't something new and to place a major blame on direct mail (a much smaller portion of such fraud, since it

costs money to produce) is pretty much a bogus reason to attack a way of commercial advertising that is important to the majority of small to mid-sized businesses – the life blood of our economy.

PIAMS is in the beginning stages of addressing what appears to be the next round of proposed Do Not Mail legislation in Colorado. In order to win this battle we need the support of all companies involved in its components: printers, mailers, agencies, studios, paper distributors, equipment dealers, and every supplier to the industry. Print buyers large and small should join in the fight as well.

This is not the time to assume that someone else will do this for us – we are all in this together and must participate in the battle both financially and by having our individual and collective voices heard.

**We Did It In 2007, We Can Do It Again!**

## **Are You Interested In Well Trained Sales People?**



If so, PIAMS may have an opportunity to coordinate sales training for displaced sales people from other industries underwritten by several counties in the Metro Denver Area. The classroom training would cover every aspect of what it takes to produce printed pieces over a three to four week period, followed by a paid internship at your company (paid for by the county and including workers comp during their internship period, which we recommend would be internal training at your firm before you send them out on sales calls). There is also funding available to subsidize a portion of their salary once they have completed their internship.

We will be qualifying and testing individuals before accepting them into the training program and plan to take no more than 10 sales people per session. From what we hear there are many great unemployed sales people from a variety of different industry backgrounds looking for a new industry to apply their skills.

If you would be interested in taking advantage of this rare opportunity, which is predicated on industry interest – call Kathy Lauerman at 303.771.1578.