



PROLIST
DIRECT MARKETING SERVICES

December 17, 2013

**ProList Wins DMAW Partner of the Year Award!
Publisher refuses to write smart-alecky subhead about it!**

ProList was honored at the DMAW's Best of Direct gala with the DMAW **Partner of the Year award**. As DMAW has worked towards creating multi-channel campaigns for its various events, ProList has been instrumental in helping to provide the tools to make it happen. ProList has also been a frequent sponsor of DMAW events, and has encourage its employees to volunteer with the association – one of ProList's employees, Jeff Thomas, serves on the Board of Directors for the organization.

The award was accepted by ProList's President and CEO, Dave Lokos. "It's an honor to receive this recognition from our peers," commented Dave. "I'm proud of the work we have done for and with DMAW, and I look forward to continuing to support the association in the future."

All of us at ProList share Dave's pride, and are grateful for the recognition and the opportunity to give back to our industry.



(Dave Lokos accepting the award from DMAW President Mike DeFlavia)



(From Left to Right: Mike DeFlavia, Karen Bartram, Chris Murphy, Dave Lokos, Jeff Thomas, Dave Lewis, and Karen Rice Gardiner)

**Full-Service Requirement Delayed
Funny subhead not required...**

These are embarrassing times to be a "postal expert." Once again, even after making a pinky-pledge to not delay it again, the Postal Service was forced to push back the Full-Service Intelligent Mail requirement planned for January. No new date was set, but the Postal Service did indicate that the requirement would not be put into place in 2014. Honestly, we have no idea how they could ever float another date with a straight face.

The mechanics of this were interesting. The USPS Board of Governors (BOG) had sent a routine rate case to the Postal Regulatory Commission (PRC) which the PRC was just fine with, with the ONE LITTLE PROVISIO that they couldn't make Full-Service a requirement for automation postal rates. Turns out, the PRC considers this effectively a rate increase of about 4.1%, waaaaay beyond what was allowed. The BOG did hold their breath until they turned blue, but in the end they relented.

Of course the USPS and most of the industry are not ready for Full-Service, and were unlikely to be so by January, but this action gives them a convenient way to blame someone else. Many companies dedicated thousands of dollars and hundreds of staff hours in preparing for this requirement, so we are not all amused by this change. Still, it's probably a reprieve from a very difficult January and February.

As to the future of Full-Service Intelligent Mail? Hard to say for sure, but it will literally take an act of Congress to get it through as proposed. Our best guess is that a simplified version may appear in 2015, but only time will tell. For now, you can keep all those MIDs and CRIDs you gathered on the shelf. [Click here to read the USPS comments on the PRC action.](#)

Still to be determined: The fate of the Exigent Rate Case. We're not even making any guesses at this one!

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