



**PROLIST**  
DIRECT MARKETING SERVICES

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## Postage Rates Likely to Increase! In a related story: sun likely to rise...

Regular readers of ProNews will remember that the Postal Service Pinky Pledged to not raise rates at the beginning of the year, as has been their won't for the last few years. Indeed the USPS has followed through on that promise, and rates will not increase in January, or anytime else in the first quarter. The second quarter is a whole different thing, though. It looks very likely that there will indeed be a rate increase in April next year - April 26, if you want to get technical.

It seems that because Congress has failed to approve the appointment of any Postal Governors, there will not be a quorum on the USPS Board of Governors for the foreseeable future, and so there would be no one to put forward a rate increase – heaven forfend! Anyhoo...expect an increase of about 1.7% across all classes – we'll finally get a 50 cent stamp. Oh, and the removal of the 4.3% exigent "surcharge?" One would be wise not to hold one's breath. USPS is very good at fighting or forgetting things it doesn't like.

It is worth noting that this is all based on industry sources, and not official Postal Service announcements, and as such is subject to change.

## Ten Hut! There's a new Postmaster General coming to town

Any time we're feeling a little blue at ProNews, we just remember that at least we're not the Postmaster General, and it picks our spirits right up. Now Postmaster General Pat Donahoe will be able to enjoy the same feeling – he has announced his retirement, effective in February 2015. Megan Brennan has been designated as his replacement. She will become the nation's first female Postmaster General.

Donahoe has served as Postmaster General since January 2011, and has guided the Postal Service through very challenging times, as the service has struggled financially with declining First-Class Mail volume. There are few less popular jobs – he has pretty much been a punching bag for Congress, the postal unions, the mailing industry, and the general public. Sources report that he does receive relatively high approval ratings from his immediate family.

For the record, we also hold him in high regard at ProNews. We poke a lot of fun at the Postal Service, but we admire the job he has done and wish him well in retirement.

We also offer our condolences and best wishes to Ms. Brennan.

## Happy Holidays Wished by Leading Direct Marketing Firm, ProList Sources report that happiness is wished in New Year as well

Reliable sources have indicated that everyone at ProList, Inc. wishes all of our clients and friends a wonderful holiday season. "We wish everyone a happy and prosperous 2015," according to several "senior" company officials.

The news team at ProNews, being unable to find any information to the contrary, decided to join in wishing all of our readers Happy Holidays!

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