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ProList, Inc. is an Industry Innovator in data management and direct mail services solutions.



Exigency! We Still Have an Exigency! Yes, postage rates may go down, but no breath holding please.

Hoo Boy! This stuff can get confusing. In a previous episode, the Postal Regulatory Commission (PRC) told the USPS Board of Governors (BOG) that they had gotten almost all of the money they were allowed to from their exigent "surcharge", and that they'd have to lower all of their rates this summer. AND that they would have to tell everybody 45 days before. The BOG said "Oh yeah? Make me!" And then everybody sued everybody. Remember all that?

Well, now the court has come back with its ruling: "Do too, BOG!"

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Allow us to translate the legal jargon. The court did indeed say that the PRC was acting within its authority to force the USPS to end the surcharge and ultimately lower the rates by 4.3%. HOWEVER, the court also said that it wasn't entirely satisfied by the PRC's method of determining the amount of revenue to be captured, so they should get to refiggerin' the amount. This could result in – prepare to be shocked – a delay in implementing the price reduction. So the court ruling really didn't clarify much, and has been widely misunderstood, particularly by the non-nerd mainstream press. Some folks we've talked to, with decent inside information, even fear that the surcharge may be rescinded and then reinstated shortly later.

Contact Us Today!

Dave Lewis
dlew@prolist.com
301 924-4545
www.ProList.com



It is really hard to tell how this will end. The Postal Service has never lowered rates before, and they are pulling everything they have out of their hat these days to forestall it.

In the meantime, we can't tell you exactly what to do with those Forever stamps in your kitchen drawer. *Except stay tuned.*

Alice Doesn't Live Here Anymore New *Thinking Out Loud* webinar tells you how to find her

On June 25, in the next installment of our *Thinking Out Loud* webinar series, we'll be digging into the details of NCOA and ACS, the two most important address quality tools in the Postal Service tool box. The Postal Service wants you to make your addresses better, and it can cost you if you don't. We will get into the nuts and bolts of when and how to use these critical services, as well as how to use the data to make your mailings more accurate and effective.

The webinar will be presented by our VP of Sales and Marketing, Dave Lewis. Dave brings years of practical mailing experience and bad mailing jokes to this webinar.

Highlights of the webinar:

- A brief overview of how NCOA and ACS work
- The Postal regulations that guide and sometimes require their use
- Limitations of each service
- How-to guide to NCOALink
- How-to guide to ACS
- When should you use NCOA? When ACS? Best Practices
- Updating your mailing lists with the results
- Other benefits of NCOA and ACS

As always, we'll make good use of your time, keeping the presentation to no more than 30 minutes. It will be the most productive 30 minutes you spend this month.

The webinar will be at **2:00 p.m. on June 25, 2015**, and is completely **free**. Click [here](#) to learn more about the webinar, and to sign up.

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ProList Inc.
4510 Buckeystown Pike, Suite M
Frederick, MD 21704

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4510 Buckeystown Pike Suite M | Frederick, MD 21704-7537
1-888-PROLIST | Fax 301-924-2373 | www.ProList.com