

Postal Regulatory Commission Hearing in Dallas, Texas
Monday May 17, 2010 1:00pm

Statement of Shelley Hyde, CEO of NDSI Direct Solutions

Re: U.S. Postal Service's Six –Day to Five-Day Street Delivery and Related Service Changes 2010 Initiative (Docket N2010-1)

I have been asked to submit my opinion on the proposal to cut mail delivery to 5 days, eliminating Saturday delivery. On behalf of my company and my customers, I support this proposal.

As a print and mail shop producing both first class and standard mail, my business revolves around and relies on the US Postal Service. Our customer base includes non-profit mailers, insurance companies, law firms, collection agencies and many other industries. My sales staff and I have discussed the prospect of 5 day delivery with many of these customers, and every one of them has expressed that they are in favor of this proposal as a means of keeping postage costs down. Their priority, as well as mine, is that the USPS minimizes postage increases without compromising service levels. This proposal seems like a feasible way to achieve that goal.

The success of our industry hinges on the Postal Service continuing to be a strong and viable organization that can instill confidence in consumers and business customers. In a perfect world, I would love for the Postal Service to be able to continue to deliver to our homes and businesses 6 days per week. But we are not living in a perfect world. The ravages of the economy of the last couple of years and the move from mail to other forms of communication have left the USPS in a critical situation. Desperate times call for desperate measures. In my opinion, eliminating Saturday delivery is probably the least painful way for the Postal Service to cut 3.5 billion dollars out of its operating budget.