

ORIGINAL

BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268-0001

RECEIVED
MAR 12 1 54 PM '99
U.S. DEPARTMENT OF JUSTICE

MAILING ONLINE SERVICE)
)
)
)

Docket No. MC98-1

RESPONSE OF MAIL ADVERTISING SERVICE ASSOCIATION
INTERNATIONAL WITNESS SCHUH TO FOLLOW-UP INTERROGATORIES
AND REQUESTS FOR PRODUCTION OF DOCUMENTS OF
THE UNITED STATES POSTAL SERVICE
(USPS/MASA-T1-7-9)¹

The Mail Advertising Service Association International hereby provides the response of witness Schuh to the following interrogatories and requests for production of documents of the United States Postal Service: USPS/MASA-T2-7-9, filed on March 5, 1999.

Each interrogatory is stated verbatim and is followed by the response.

Respectfully submitted,

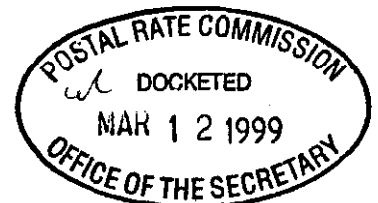
By its attorneys:



Graeme W. Bush
Martin S. Himeles, Jr.
Zuckerman, Spaeder, Goldstein,
Taylor & Kolker, L.L.P.
1201 Connecticut Avenue, N.W.
Washington, D.C. 20036
202/778-1800

March 12, 1999

¹ The USPS erroneously numbered these interrogatories USPS/MASA-T2-7-9. Witness Schuh's testimony is MASA-T-1, not MASA-T-2. These responses correct this error.



RESPONSE OF MAIL ADVERTISING SERVICE ASSOCIATION
INTERNATIONAL WITNESS SCHUH TO FOLLOW-UP INTERROGATORIES
AND REQUESTS FOR PRODUCTION OF DOCUMENTS OF
THE UNITED STATES POSTAL SERVICE

USPS/MASA-T2-7. Please refer to page 5 and Exhibit A to your testimony and to the attached page M00079 of the documents provided to the Postal Service on March 1, 1999, in response to USPS/MASA-1. *Confirm that the fourteen mailers for whom you include information in your testimony concerning the size of jobs were the respondents to a solicitation for information which you sent to over 175 firms.*

USPS/MASA-T2-7 Response: Not confirmed. The fourteen mailers for whom I included information in my testimony and in Exhibit A to my testimony were respondents to a solicitation for information that I sent through MASA's listserv. The reference in my November 28, 1998 e-mail (M 00079) to "our Listserve group of 175 plus" was not a reference to the total number of firms participating in listserv, but to the number of individuals who participated, to the best of my knowledge at the time. Many firms had multiple participants, and I do not know the number of firms who were participating. In addition, the information in Exhibit A to my testimony was not obtained in response to document M 00079, but in response to a different e-mail (see response to USPS/MASA-T2-8).

USPS/MASA-T2-8. Please refer to the attachments.

- (a) Please confirm that the email message contained in attached page M00020 of the documents provided to the Postal Service on March 1, 1999, in response to USPS/MASA-1, is the request you refer to at page 5, lines 7-9, of your testimony.
- (b) Please confirm that you renewed your request in the attached email message, page M00103 of that same material.
- (c) Please refer to your statement: "And though they don't have a cost structure yet, you can be guaranteed they'll low-ball all printing and handling costs." At the time you made that statement, were you aware that the Postal Service's cost estimates would be subject to review and evaluation by the Postal Rate Commission?
- (d) At the time you made that statement were you aware that the Postal Rate Commission would recommend the fees and rates applicable to Mailing Online service?

USPS/MASA-T2-8 Response:

- (a) Not confirmed. My e-mail dated November 22, 1998 (M 00020) was an e-mail intended to stimulate discussion on MASA's listserv concerning Mailing Online, and to obtain information informally concerning the views of other MASA members regarding Mailing Online. I requested "thoughts" and "comments" in addition to asking about the percentage of business other MASA members obtained from smaller mailings. I did not at that time ask for that information in any particular form, or define precisely the sorts of jobs to be included, as I did subsequently. This e-mail was not the e-mail referred to in my testimony.
- (b) Not confirmed. My February 1, 1999 e-mail (M 00103) is the request referred to at page 5, lines 7-9 of my testimony; it is not a renewal of an earlier request. This e-mail was the first one in which I asked for information I intended to use in my testimony, described the form by which such information should be provided, or described the general parameters of jobs that could be performed by Mailing Online. All the information in Attachment A to my testimony was obtained in response to this e-mail.
- (c) Yes. My belief, as a businessman, was that the Postal Service would submit low cost estimates to the Postal Rate Commission for its review. It is to the Postal Service's benefit for the MOL cost structure to be as low as possible in a market with competitors.
- (d) Yes.

USPS/MASA-T2-9. Please confirm that you received the attached documents. (Pages M00054-55 and M00060-61 from the documents provided to the Postal Service on March 1, 1999, in response to USPS/MASA-1).

USPS/MASA-T2-9 Response: I confirm that I received through listserv all documents numbered M 00054 - M00127, copies of which are attached to this response. The two specified documents are among them.

DECLARATION

I, Scott Schuh, declare under penalty of perjury that the foregoing answers are true and correct, to the best of my knowledge, information, and belief.

Date: _____

Memorandum

Date: November 27, 1998
To: Scott Schuh & the listserv group of MASA
From: [REDACTED]
Re: The USPS's Mailing On Line Program

Scott,

I have been following the comments from the MASA listserv group, as I am also a subscriber to this group. I find a lot of panic and hysteria in what I am reading. It seems to me that before we start reaching for our guns, I think a little reflection on what is actually taking place and what this all really means to us, individually and collectively should take place.

As a veteran of a few postal battles, I have seen the USPS E-COM program of 1982 come and finally go in 1985. I next saw the privatization of this same program come and go as well.

I was part of the mailing community when the Postal Reorganization Act of 1970 created the USPS on the premise of being organized and run as a "quasi-business". And more recently had to cope with the Re-Classification Case of 1991.

In all of these situations there were some in our industry who were predicting the doom of our industry in one part or another by the Postal Services' intrusion into our core of business. But during these occasions and others I saw the creation of an entire Pre-sort Industry. Each of us experienced the additional revenue source of destination delivery discounts, by adding trucking as an additional profit center. Most of us are now heavily involved in computer pre-sorting of our client's mail as well as bar coding and other electronic services that were mandated by new postal regulations.

What I am suggesting is a little more reflection on this Mailing On Line Program. I have read the "REQUEST OF THE UNITED STATES POSTAL SERVICE FOR A RECOMMENDED DECISION ON A MARKET TEST CLASSIFICATION AND FEE SCHEDULE, AND A RECOMMENDED DECISION ON AN EXPERIMENTAL CLASSIFICATION AND FEE SCHEDULE FOR MAILING ONLINE SERVICE". I have also reviewed the PRC testimony on this issue as well as reading the testimony of Lee Garvey on behalf of the USPS.

I don't know if this is a threat to our industry, it might be. But it might also be an opportunity. It depends on a number of factors, none of which are yet clear. Upon reading the above testimony and documents it is clear that the USPS made this proposal under the assumption that this program would not intrude into the commercial market of our industry. To the contrary, they actually believe that this program could assist our industry by bringing into the direct mail field additional customers.

Let's look at this aspect for a moment. Many of us say that this lower volume end of the market is a viable percentage of our work. I would venture to say that not many of us have salespeople out in the field soliciting mailings of fewer than 5000. For those of us who have salespeople, even if they are family members, it is just not cost effective to do so!

Most of this business is generally walk in, or through a solicitation mailing we might have done or some other form of advertising. How many of the potential users of our service at this level are we reaching, 5%, maybe 10%? What the USPS is proposing is to reach a greater percentage of this potential business. And where is the business going to be processed, in jobbed out services to mailing and printing services.

The USPS's statement concerning this program is to create an opportunity for a greater segment of this lower end market to access the services of direct mail. This could prove to be a potential market for our companies.

What I am really sure of through is, it is not in our best interest to start circling the wagons for an all out war with the USPS. First of all, it may not be a battle we want to fight on the sheer basis is that we don't have the money it would take to fight them. Even if we joined with other groups, it doesn't appear that the USPS is treading on grounds that we can contend.

As entrepreneurs we have faced threats from all factors within and outside of our industry. How about when Pitney Bowes set up facilities to process mail, or how about when the printers found out how to take advantage of the ink jet technology and installed ink jets on their stitchers and became instant mailers.

How can we in the mailing industry, whose entire business is created as an adjunct to the Postal Service, get so riled up about a program that is being proposed as a means to create a broader base of direct

mail users.

Some within our fold are saying that this one is different because the USPS is encroaching on the core of our business, that of addressing and inserting. These are similar words that have been spoken each time we feel threatened by a USPS change. Once again as one who has been through these before, I think we should be looking for the opportunity, rather than crying, "the sky is falling".

Technology is the driving force in our industry today and we'd better be prepared to deal with it. Mailing On Line is just one of many programs that will define the look of our businesses in the future.

If we are to survive and prosper in this industry, we'd better start embracing the technology of the future rather than spending thousands of dollars trying to maintain the status quo.

[REDACTED]

From: [REDACTED]
Subject: RE: listserv Mailing Online Demo
To: "masa@ls.masa.org" <masa@ls.masa.org>

11/23/98 5:21 PM

I'm with Scott- this thing could get ugly quick. There is no mailing company in the world with the financial resources of the USPS. If they view this as a real potential revenue stream in light of the emergence of e-mail and other forms of communication, they will go forward. I'm not saying this attempt will ever amount to anything but I would hate to get that first call from a customer who says they use the post office for all their marketing needs!!! (I know, it sounds ludicrous) When I look at all my local "postal reps" I am convinced of one thing- the post office will needlessly spend money in many areas because I can't figure out what half of these people do anyway. They have put considerable time and effort into this so far- do you really think this will fizzle in a few months?

[REDACTED]
[REDACTED]
[REDACTED]

-----Original Message-----

From: Richard L. Jurgena [FAX:+1 (301) 251-9605]
Sent: Monday, November 23, 1998 1:50 PM
To: 'masa@ls.masa.org'
Subject: RE: listserv Mailing Online Demo


Does anybody believe they will lose clients to this service if the Post Office goes forward with it? Can you give me any specific (no names of course) examples and why you think they might go to this instead of using your services.

-----Original Message-----

From: Scott Schuh [SMTP:scott@lschuhco.com]
Sent: Monday, November 23, 1998 1:38 PM
To: MASA Listserve
Subject: listserv Mailing Online Demo

If you would like to walk through a demo of the Mailing Online Service go to this URL -
<http://www.postofficeonline.com/POLPublic20/Survey/NewUser.asp>

As simple as the interactive demo appears, the USPS doesn't have a clue to the level that many of us have to "hold the hand" of our clients to assist in their mailings and keep problems from occurring. Regardless, our industry doesn't need them in our business. I welcome your comments.

 Part 1.2	Type: application/ms-tnef Encoding: base64
--	---

M 00056

From: [REDACTED]
Subject: RE: listserv WARNING: USPS Mailing Online Program
To: "masa@ls.masa.org" <masa@ls.masa.org>

11/23/98 9:42 AM

Scott-

On this note, if anyone was watching the Sunday Night Football game on ESPN, you saw exactly what Scott is talking. In the middle of the 3rd quarter during a commercial break there was a 30 second spot on exactly this service. Needless to say I was shocked to see this. I felt like I was making a pitch to myself.

This stuff is scary- I would attribute about 50% of my business to this "small" market they are targeting. I cannot possibly compete with the resources the USPS has to offer.

I knew this program was in the works but when I saw that commercial I saw that "soon" means a lot sooner than later. And to all "huge" mailers who don't think that this problem affects you as well- don't forget who takes care of all the 1000 piece mailings out there- and there are surely a lot more 1000 piece mailings than 5,000,000 piece mailings.

I think as a trade organization now is a time for action. We need input from all members. This situation could snowball very quickly and hurt a lot of people before they realize it. Let's all get a handle on this before disaster strikes.

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

From: Scott Schuh [SMTP:scott@lschuhco.com]
Sent: Sunday, November 22, 1998 9:43 PM
To: MASA Listserve
Subject: listserv WARNING: USPS Mailing Online Program

If you're not aware of this proposed USPS program already in the experimental stages, you need to immediately go to the following site:
<http://www.prc.gov/wdocs/MC98-1/testimon.htm>

Download the testimony of [REDACTED] which is what I read this last weekend, for an unbelievable overview of what the Postal Service is trying to pull-off now. For those "oldsters" out there, this is deja vu of their "Ecom" program in the 1980's. For you young folk, they want to capture end-user's (i.e, your customers!) graphics and mailing lists via their internet site, then digitally print and distribute (even 4-color messages) at printing sites around the country. And though they don't have a cost structure yet, you can be guaranteed they'll low-ball all printing and handling costs. They've already stated that all mail will be entered at auto rates regardless of quantities and saturation levels.


At this time, the program is targeted to "small" mailings of 5000 or less (but just wait, big guys, if they get it up and running). Barry Brennan of MASA Hdqtrs. has asked me to provide written testimony to the PRC on this, and I would really appreciate hearing from other mailers who actively solicit and handle these smaller volumes. I bet 25% of my business is from these smaller mailings, what about you? How could you compete against the Postal Service if their product was acceptable (it *could* happen), their selling costs were well under yours, and they had MILLIONS of dollars to

M 00057

promote it? Get my drift?

Please send me your thoughts/comments via Listserve and/or my email address.
The business you save just may be your own!!! Have a nice day.

C. Scott Schuh
President
The Lloyd Schuh Company
501-374-2332 501-372-6570 (fax)
scott@lschuhco.com

 Part 1.2	Type: application/ms-tnef Encoding: base64
--	---

From: [REDACTED]
Subject: Re: listserv WARNING: USPS Mailing Online Program
To: <masa@ls.masa.org>
CC: <scott@lschuhco.com>

11/23/98 10:45 AM

For your info, USPS has posted the rates they want to charge in the latest issue of the POSTAL BULLETIN (Nov 5, 1998, PB 21984).

Those figures don't look that great to me.

Maybe I'm missing something, but their charging the highest possible automation rate for postage.

This also may be a blessing in descise. Do they (USPS) have that good of CSR to explain why something didn't get done or where it could be. From my experience they really ##### (use your imagination). Every time I try to get an explanation of why something hasn't been delivered on a timely basis it takes DAYS for a response. Now maybe they'll understand my frustration when the customer calls them directly about poor service and demanding some type of compensation.

[REDACTED]

-----Original Message-----

From: Scott Schuh scott@lschuhco.com
To: MASA Listserve <masa@ls.masa.org>
Date: Sunday, November 22, 1998 9:50 PM
Subject: listserv WARNING: USPS Mailing Online Program

>If you're not aware of this proposed USPS program already in the
>experimental stages, you need to immediately go to the following site:
><http://www.prc.gov/wdocs/MC98-1/testimon.htm>

>
>Download the testimony of [REDACTED] which is what I read this last
>weekend, for an unbelievable overview of what the Postal Service is trying
>to pull-off now. For those "oldsters" out there, this is deja vu of their
>"Ecom" program in the 1980's. For you young folk, they want to capture
>end-user's (i.e, your customers!) graphics and mailing lists via their
>internet site, then digitally print and distribute (even 4-color messages)
>at printing sites around the country. And though they don't have a cost
>structure yet, you can be guaranteed they'll low-ball all printing and
>handling costs. They've already stated that all mail will be entered at
>auto rates regardless of quantities and saturation levels.

>
>At this time, the program is targeted to "small" mailings of 5000 or less
>(but just wait, big guys, if they get it up and running). Barry Brennan of
>MASA Hdqtrs. has asked me to provide written testimony to the PRC on this,
>and I would really appreciate hearing from other mailers who actively
>solicit and handle these smaller volumes. I bet 25% of my business is from
>these smaller mailings, what about you? How could you compete against the
>Postal Service if their product was acceptable (it *could* happen), their
>selling costs were well under yours, and they had MILLIONS of dollars to
>promote it? Get my drift?

>
>Please send me your thoughts/comments via Listserve and/or my email
address.

>The business you save just may be your own!!! Have a nice day.

M 00059

erv WARNING: USPS Mailing Online Program

From: "Scott Schuh" <scott@lschuhco.com> 11/23/98 11:43 AM
Subject: RE: listserv WARNING: USPS Mailing Online Program
To: <masa@ls.masa.org>

Thanks [REDACTED] for your thoughts. But keep in mind, this is to be done through the internet. I don't believe our local CSR's would be involved. Sure, we wish they could experience first-hand the details and support we provide our clients to make their DM work. Any "direct" USPS contact would probably be via a toll-free number. And they "might" have some sales/CSR types who really do know what their doing and follow-through with it!

Personally, I hate to let the USPS "in-the-door" on this. Sure, they might fail, but the clients that use them might get "burnt" on DM to the point it continues to hurt us. Not to mention the real business we all might lose during this "experimental" period.

-----Original Message-----

From: owner-masa@ls.masa.org [mailto:owner-masa@ls.masa.org] On Behalf Of [REDACTED]
Sent: Monday, November 23, 1998 9:45 AM
To: masa@ls.masa.org
Cc: scott@lschuhco.com
Subject: Re: listserv WARNING: USPS Mailing Online Program

For your info, USPS has posted the rates they want to charge in the latest issue of the POSTAL BULLETIN (Nov 5, 1998, PB 21984).

Those figures don't look that great to me.

Maybe I'm missing something, but their charging the highest possible automation rate for postage.

This also may be a blessing in descise. Do they (USPS) have that good of CSR to explain why something didn't get done or where it could be. From my experience they really #### (use your imagination). Every time I try to get an explanation of why something hasn't been delivered on a timely basis it takes DAYS for a response. Now maybe they'll understand my frustration when the customer calls them directly about poor service and demanding some type of compensation.

[REDACTED]

-----Original Message-----

From: Scott Schuh scott@lschuhco.com
To: MASA Listserve <masa@ls.masa.org>
Date: Sunday, November 22, 1998 9:50 PM
Subject: listserv WARNING: USPS Mailing Online Program

>If you're not aware of this proposed USPS program already in the
>experimental stages, you need to immediately go to the following site:
><http://www.prc.gov/wsdocs/MC98-1/testimon.htm>
>
>Download the testimony of Lee Garvey, which is what I read this last
>weekend, for an unbelievable overview of what the Postal Service is trying
>to pull-off now. For those "oldsters" out there, this is deja vu of their
>"Ecom" program in the 1980's. For you young folk, they want to capture

11/24/98 2:50 PM

M 00060

>end-user's (i.e, your customers!) graphics and mailing lists via their
>internet site, then digitally print and distribute (even 4-color messages)
>at printing sites around the country. And though they don't have a cost
>structure yet, you can be guaranteed they'll low-ball all printing and
>handling costs. They've already stated that all mail will be entered at
>auto rates regardless of quantities and saturation levels.
>
>At this time, the program is targeted to "small" mailings of 5000 or less
>(but just wait, big guys, if they get it up and running). Barry Brennan of
>MASA Hdqtrs. has asked me to provide written testimony to the PRC on this,
>and I would really appreciate hearing from other mailers who actively
>solicit and handle these smaller volumes. I bet 25% of my business is from
>these smaller mailings, what about you? How could you compete against the
>Postal Service if their product was acceptable (it *could* happen), their
>selling costs were well under yours, and they had MILLIONS of dollars to
>promote it? Get my drift?
>
>Please send me your thoughts/comments via Listserve and/or my email
address.
>The business you save just may be your own!!! Have a nice day.
>
>C. Scott Schuh
>President
>The Lloyd Schuh Company
>501-374-2332 501-372-6570 (fax)
>scott@lschuhco.com
>
>

M 00061

From: "Scott Schuh" <scott@lschuhco.com>
Subject: listserv Mailing Online Demo
To: "MASA Listserve" <masa@ls.masa.org>

11/23/98 1:37 PM

If you would like to walk through a demo of the Mailing Online Service go to this URL -

<http://www.postofficeonline.com/POLPublic20/Survey/NewUser.asp>

As simple as the interactive demo appears, the USPS doesn't have a clue to the level that many of us have to "hold the hand" of our clients to assist in their mailings and keep problems from occurring. Regardless, our industry doesn't need them in our business. I welcome your comments.

M 00062

From: [REDACTED]
Subject: Re: listserv WARNING: USPS Mailing Online Program
To: masa@ls.masa.org

11/23/98 4:13 PM

To MASA,

Yes, this is very worrisome. I attended the Bay Area PCC conference (The Partnership between Mailers and the USPS) on Tuesday, November 17th and Bay Meadows near San Francisco. At that conference it was announced to the attendees, many who are customers of firms like ours, that this new service would be offered by USPS.

This certainly would have a direct and large impact on our company. I ran some reports today on our GMS system and found that the average size of the mailings for our customers is 6,306 pieces over the last 12 months. We have lots of large customers, but many very small mailers.

What I don't understand is two things.

1. I thought this service as proposed by the USPS a few years ago, had been killed.
2. I thought that the USPS and firms like ours were Partners.

How can they even consider going into competition with us, not follow the same rules and rate structure we must adhere to, and continue to call us Partners?

Help

[REDACTED]

From: [REDACTED]
Subject: RE: listserv WARNING: USPS Mailing Online Program
To: "masa@ls.masa.org" <masa@ls.masa.org>

11/24/98 11:02 AM

[REDACTED] I am in complete agreement with you and Scott. It's bad enough the post office is involved as a governmental agency in broad base advertising for Priority Mail etc, which must have an impact on our rates, but when they come into our business and flagrantly ignore established procedures and rates in an unfriendly and uncompetitive environment over which only they have control its time for us as an industry group to take this on right now. You can count on us to support MASA attempt to derail this entire concept so it never comes up again.

-----Original Message-----

From: [REDACTED]
Sent: Monday, November 23, 1998 9:43 AM
To: 'masa@ls.masa.org'
Subject: RE: listserv WARNING: USPS Mailing Online Program

Scott-

On this note, if anyone was watching the Sunday Night Football game on ESPN, you saw exactly what Scott is talking. In the middle of the 3rd quarter during a commercial break there was a 30 second spot on exactly this service. Needless to say I was shocked to see this. I felt like I was making a pitch to myself.

This stuff is scary- I would attribute about 50% of my business to this "small" market they are targeting. I cannot possibly compete with the resources the USPS has to offer.

I knew this program was in the works but when I saw that commercial I saw that "soon" means a lot sooner than later. And to all "huge" mailers who don't think that this problem affects you as well- don't forget who takes care of all the 1000 piece mailings out there- and there are surely a lot more 1000 piece mailings than 5,000,000 piece mailings.

I think as a trade organization now is a time for action. We need input from all members. This situation could snowball very quickly and hurt a lot of people before they realize it. Let's all get a handle on this before disaster strikes.

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

From: Scott Schuh [SMTP:scott@lschuhco.com]
Sent: Sunday, November 22, 1998 9:43 PM
To: MASA Listserve
Subject: listserv WARNING: USPS Mailing Online Program

If you're not aware of this proposed USPS program already in the experimental stages, you need to immediately go to the following site:
<http://www.prc.gov/wdocs/MC98-1/testimon.htm>

Download the testimony of [REDACTED], which is what I read this last weekend, for an unbelievable overview of what the Postal Service is trying to pull-off now. For those "oldsters" out there, this is deja vu of their "Ecom" program in the 1980's. For you young folk, they want to capture end-user's (i.e, your customers!) graphics and mailing lists via their


M 00064

internet site, then digitally print and distribute (even 4-color messages) at printing sites around the country. And though they don't have a cost structure yet, you can be guaranteed they'll low-ball all printing and handling costs. They've already stated that all mail will be entered at auto rates regardless of quantities and saturation levels.

At this time, the program is targeted to "small" mailings of 5000 or less (but just wait, big guys, if they get it up and running). Barry Brennan of MASA Hdqtrs. has asked me to provide written testimony to the PRC on this, and I would really appreciate hearing from other mailers who actively solicit and handle these smaller volumes. I bet 25% of my business is from these smaller mailings, what about you? How could you compete against the Postal Service if their product was acceptable (it *could* happen), their selling costs were well under yours, and they had MILLIONS of dollars to promote it? Get my drift?

Please send me your thoughts/comments via Listserve and/or my email address. The business you save just may be your own!!! Have a nice day.

C. Scott Schuh
President
The Lloyd Schuh Company
501-374-2332 501-372-6570 (fax)
scott@lschuhco.com

 Part 1.2	Type: application/ms-tnef Encoding: base64
--	---

M 00065

From: [REDACTED]
Subject: listserv USPS Mailing Online
To: masa@ls.masa.org

11/24/98 7:04 PM

Apologies: I sent this message to the wrong address earlier today. It may get forwarded or it may not. Sorry if it ends up sent to the list twice.

To all who have commented so far (most recently [REDACTED] and [REDACTED]):

At our last Denver PCC meeting the Denver postmaster stood up and said he had just come back from a manager's meeting where a good part of the presentation had to do with "taking off the gloves" and going head-to-head with their competition. Although he mentioned UPS, he also referred to new services that will put the USPS in competition with other private enterprises. Apparently the USPS is hyping this new attitude to postmasters. THIS IS NEW AND DIFFERENT from the past.

I get the feeling that our industry has been especially targeted to bail out future losses in first class revenue. They are NOT creating new business to do this. It will come out of our pockets.

Our company does a lot of small mailing. Any of us located in smaller metropolitan areas will probably be among the biggest losers in Mailing Online. I'm not especially fearful of USPS as a competitor (I don't think they'll win any sales or customer service contests), but they do have something we smaller shops don't . . . MONEY and lots of it. They can come in and do a lot of damage even if they don't succeed in the long run. I second the comment that they could sour businesses on direct mail in general by producing mailings that fail.

I don't know what we can do but a few suggestions are:

1. Confront this issue publicly in local postal customer council meetings and mail advisory board meetings. (At our last membership meeting in northern Colorado 35% of all who attended were my customers.) You can bet I won't be inviting them to attend if the post office is making any kind of presentation promoting Mailing Online.
2. Write our congressmen. Write early, write often.
3. Consider taking legal action through MASA (somebody smarter than I am will have to take this one on).
4. Warn our customers. I would like to consider drafting a letter or having MASA draft a letter to send to all customers of MASA members to notify them that the Post Office is giving itself preferential postage and mail preparation treatment and trying to compete unfairly with us.
5. Don't, under any circumstances, comply with any postal request for a list of our clients.

Let's see some other suggestions on how we can organize our opposition to this hairbrained idea.

[REDACTED]
[REDACTED]
[REDACTED]

M 00066

From: [REDACTED]
Subject: Re: listserv WARNING: USPS Mailing Online Program
To: masa@ls.masa.org

11/24/98 11:09 PM

Scott,

You're absolutely right. It's unfair competition. In addition, I understand that they can use were rates of postage based on mail combined with other jobs.

I suggested that MASA send out a letter using this service to every member so they can see what it looks like.

I also suggested that MASA send a letter to every member of congress showing them how unfair this competition. (After all, isn't the Republican Congress in favor of competition and against government monopoly?)

It's why when I was on the board I suggested that MASA take a stand helping any industry that was being competed against by the USPS.

We also should have some strong allies, including Pitney Bowes who have a competing electronic mailing system.

I hope we're suing the USPS. This is a bigger threat than the move update advertising. It's just a matter of time before they will include a BRE or other material.

[REDACTED]
[REDACTED]

From: [REDACTED]
Subject: Re: listserv WARNING: USPS Mailing Online Program
To: masa@ls.masa.org

11/25/98 11:41 AM

Scott,

We are a small shop and about 50% of our mailing revenues are generated via small mailings of 1000 to 10,000 pieces. I certainly am not happy with the prospect of competing with USPS for those mailing dollars. Should they want to get aggressive with their marketing and customer solicitation who's to say that they would not pull potential customer data from the submitted mailing documentation! Should they go forward with this proposal we'll do everything possible to influence customers to send fulfillments via FedEx or UPS whenever possible as opposed to priority. We are currently handling a 7000 piece fulfillment program where we persuaded the customer to ship priority rather than FedEx. You can bet that won't happen again should we be competing with the PO.

[REDACTED]
[REDACTED]

M 00068

From: [REDACTED]
Subject: Re: listserv WARNING: USPS Mailing Online Program
To: masa@ls.masa.org

11/25/98 3:24 PM

I would say that at least 50% of my business is from "small" mailers. Such a program from the postal service would be devastating to me. Let me know how I can help.

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

M 00069

From: [REDACTED]
Subject: RE: listserv Mailing Online Demo
To: <masa@ls.masa.org>

11/25/98 5:10 PM

I checked out this web site and I don't think the USPS has a clue what it takes to get a letter into the mail. I would like to know what we are up against. Why don't we (or MASA on our behalf) become one the first customers to use this service. Send a letter through the USPS online to each MASA member (or each contact like Postal Points). The body of the letter could specify when the letter was submitted to the USPS and could be a Fax back survey (which MASA has done before). Each member would then collect the data of when the letter was received and if there were any problems with the letter. We would then all see what kind of product the USPS is putting out.

Oh, is this collusion? Are we committing an antitrust infringement? Can you use monopolistic practices to fight a monopoly? Kind of an interesting question isn't it. :)

[REDACTED]

> -----Original Message-----

> From: owner-masa@ls.masa.org [mailto:owner-masa@ls.masa.org] On Behalf Of
> Scott Schuh
> Sent: Monday, November 23, 1998 1:38 PM
> To: MASA Listserve
> Subject: listserv Mailing Online Demo

>

>

> If you would like to walk through a demo of the Mailing Online Service
> go to this URL -
> <http://www.postofficeonline.com/POLPublic20/Survey/NewUser.asp>

>

> As simple as the interactive demo appears, the USPS doesn't have a clue to
> the level that many of us have to "hold the hand" of our clients to assist
> in their mailings and keep problems from occurring. Regardless, our
> industry doesn't need them in our business. I welcome your comments.

>

M 00070

From: "Scott Schuh" <scott@lschuhco.com>
Subject: listserv USPS Mailing Online continued
To: "MASA Listserve" <masa@ls.masa.org>

11/26/98 10:59 PM

One of our members mentioned the recent use of "ghost" permit numbers by the USPS on client mailings that mail under their permit. I spoke with our in-plant acceptance clerk last Wednesday, who confirmed the policy was in effect for the last week or so. He said it was a pain-in-the-butt for him, but had been told this was for "revenue tracking". Yea, right. After all these years, the USPS all of sudden needs to enter the complete name/address info of the end user who mails under an existing permit? Next they'll be asking us for our contact person or decision maker within the company/organization!

Does UPS or Fed-Ex capture YOUR customer's name when you use them for a fulfillment job (and bill to your account)? Absolutely not. I personally feel this is a concerted effort to identify our customers for future targeting of competitive services against us. These bureaucrats at the USPS Hdqtrs. are ruthless. Our local USPS contacts are only following "orders" and of course many times have no idea what's going on "up there". We need some very serious action NOW!

And one other observation. Out of our Listserve group of 175 plus, I have identified a whopping (pitiful) 12 members that have voiced sincere concern on this issue. (I understand that some members are not business owners/managers, but you'll be effected too.) If you've been following the discussion, now's the time to respond and go "on record" about your feelings. Again, I would appreciate hearing personally (to my email address) what percentage of business you handle under 5000 pieces and what that equates to in sales dollars annually. Responses will not be communicated by company, only by percentages/sales figures.

Based on everything I've heard/discovered in the last week, this thing is coming straight at us, building speed every day. If you think this is just "another" hair-brained program they've come up with, that will die on the vine after a few months, you must be close to retirement (you lucky dog) and really don't care. For the other 98% of us, we've got to be well informed, organized, and voice the facts about our industry (and livelihood) in VOLUME and soon!

C. Scott Schuh
President
The Lloyd Schuh Company
501-374-2332 501-372-6570 (fax)
scott@lschuhco.com

M 00071

From: [REDACTED]
Subject: Re: listserv USPS Mailing Online continued
To: masa@ls.masa.org

11/27/98 8:43 AM

Re: "Ghost" accounts: Another interesting factor to consider is the movement of monies in and out of our permit account. We have dealt with program for the past two months and neither Mpls nor St Paul personnel can tell us what they are trying to accomplish. However, in trying to keep track of our permit balances, we can have fluctuations of several thousand dollars in a matter of minutes as "they" move money from our account to a "ghost" account and back. More record keeping and maintaining larger balances (with no interest paid, of course) are seemingly not "their" problem.

Altho we don't have an accurate figure on the number of mailings under 5000 pieces, it is safe to say that more than one-half fall in this category. Are we concerned? You betcha! We have been discussing this at daily staff meetings since the issue first rose, and are waiting for the MASA juggernaut led by the [REDACTED] duo to give us guidance and lead us into battle!

M 00072

From: [REDACTED]
Subject: Re: listserv USPS Mailing Online continued
To: masa@ls.masa.org

11/27/98 4:10 PM

Consider us also as being "on record" in opposition to the latest USPS plan to compete with lettershops. We will certainly support MASA in its efforts to battle this. A large part of our volume is made up of mailings 5,000 pieces and less.

[REDACTED]
[REDACTED]

M 00073

From: [REDACTED]
Subject: RE: listserv USPS Mailing Online continued
To: "masa@ls.masa.org" <masa@ls.masa.org>

11/27/98 4:34 PM

I am also opposed to their plan. While a very small piece of our business represents these small mailings, I am sure they are only starting small. We would like to be aggressive in whatever way we can be to help keep our business where it belongs.

[REDACTED]
[REDACTED]
-----Original Message-----

From: [REDACTED]
Sent: Friday, November 27, 1998 4:10 PM
To: masa@ls.masa.org
Subject: Re: listserv USPS Mailing Online continued

Consider us also as being "on record" in opposition to the latest USPS plan to compete with lettershops. We will certainly support MASA in its efforts to battle this. A large part of our volume is made up of mailings 5,000 pieces and less.

[REDACTED]
[REDACTED]

Part 1.2	Type: application/ms-tnef Encoding: base64
----------	---

M 00074

From: [REDACTED]
Subject: RE: listserv USPS Mailing Online continued
To: "masa@ls.masa.org" <masa@ls.masa.org>

11/27/98 5:03 PM

I have been reading our newslines and apologize for not responding sooner. I am among those who are outraged at the "we are here for you" postal message and the reality of their goal. We also received the request for the customer ghost information over a month ago and have not and will not respond. I would estimate the portion of business from 5,000 or less to be about 30% in our case. I'm with [REDACTED] in [REDACTED]--We'll provide all help possible to enable our clients to have as little contact as necessary with the Post Office. I wholeheartedly support a MASA program to derail this competition. I find it hard to believe its legal. You can count on my help. [REDACTED]

-----Original Message-----

From: Scott Schuh [mailto:scott@lschuhco.com]
Sent: Thursday, November 26, 1998 7:59 PM
To: MASA Listserve
Subject: listserv USPS Mailing Online continued

One of our members mentioned the recent use of "ghost" permit numbers by the USPS on client mailings that mail under their permit. I spoke with our in-plant acceptance clerk last Wednesday, who confirmed the policy was in effect for the last week or so. He said it was a pain-in-the-butt for him, but had been told this was for "revenue tracking". Yea, right. After all these years, the USPS all of sudden needs to enter the complete name/address info of the end user who mails under an existing permit? Next they'll be asking us for our contact person or decision maker within the company/organization!

Does UPS or Fed-Ex capture YOUR customer's name when you use them for a fulfillment job (and bill to your account)? Absolutely not. I personally feel this is a concerted effort to identify our customers for future targeting of competitive services against us. These bureaucrats at the USPS Hdqtrs. are ruthless. Our local USPS contacts are only following "orders" and of course many times have no idea what's going on "up there". We need some very serious action NOW!

And one other observation. Out of our Listserve group of 175 plus, I have identified a whopping (pitiful) 12 members that have voiced sincere concern on this issue. (I understand that some members are not business owners/managers, but you'll be effected too.) If you've been following the discussion, now's the time to respond and go "on record" about your feelings. Again, I would appreciate hearing personally (to my email

M 00075

address) what percentage of business you handle under 5000 pieces and what that equates to in sales dollars annually. Responses will not be communicated by company, only by percentages/sales figures.

Based on everything I've heard/discovered in the last week, this thing is coming straight at us, building speed every day. If you think this is just "another" hair-brained program they've come up with, that will die on the vine after a few months, you must be close to retirement (you lucky dog) and really don't care. For the other 98% of us, we've got to be well informed, organized, and voice the facts about our industry (and livelihood) in VOLUME and soon!

C. Scott Schuh
President
The Lloyd Schuh Company
501-374-2332 501-372-6570 (fax)
scott@lschuhco.com

M 00076

From: [REDACTED]
Subject: Re: listserv USPS Mailing Online continued
To: masa@ls.masa.org

11/27/98 6:30 PM

> And one other observation. Out of our Listserve group of 175 plus, I have
> identified a whopping (pitiful) 12 members that have voiced sincere concern
> on this issue. (I understand that some members are not business
> owners/managers, but you'll be effected too.) If you've been following the
> discussion, now's the time to respond and go "on record" about your
> feelings. Again, I would appreciate hearing personally (to my email
> address) what percentage of business you handle under 5000 pieces and what
> that equates to in sales dollars annually. Responses will not be
> communicated by company, only by percentages/sales figures.

Has anyone actually talked to someone at the USPS
about this or are the reactions only based on
commercials or web sites?

[REDACTED]

M 00077

Re: listserv USPS Mailing Online continuedreply

From: [REDACTED]
Subject: Re: listserv USPS Mailing Online continuedreply
To: masa@ls.masa.org

11/27/98 6:44 PM

Scott,

You're absolutely right. If we don't do something, it's going to be a disaster.

Did everyone see the price list for the items they are going to do? It was in the last issue of Postal Points. They are doing spot color, wafer sealing, and lots of other things.

Scairy!

[REDACTED]

M 00078

From: "Scott Schuh" <scott@lschuhco.com>
Subject: RE: listserv USPS Mailing Online continued
To: <masa@ls.masa.org>

11/28/98 12:41 AM

Your association has been in contact with the USPS for weeks/months now and is in the process of presenting testimony against it to the PRC. What we've lacked (I believe) is a more united front and individual activity by a greater number of our members who feel they would be effected.

-----Original Message-----

From: [REDACTED]
Sent: Friday, November 27, 1998 5:30 PM
To: masa@ls.masa.org
Subject: Re: listserv USPS Mailing Online continued

> And one other observation. Out of our Listserve group of 175 plus, I have
> identified a whopping (pitiful) 12 members that have voiced sincere
concern
> on this issue. (I understand that some members are not business
> owners/managers, but you'll be effected too.) If you've been following
the
> discussion, now's the time to respond and go "on record" about your
> feelings. Again, I would appreciate hearing personally (to my email
> address) what percentage of business you handle under 5000 pieces and what
> that equates to in sales dollars annually. Responses will not be
> communicated by company, only by percentages/sales figures.

Has anyone actually talked to someone at the USPS
about this or are the reactions only based on
commercials or web sites?

[REDACTED]

M 00079

From: "Scott Schuh" <scott@lschuhco.com>
Subject: listserv Mailing Online - Two sides to every coin?
To: "MASA Listserve" <masa@ls.masa.org>

11/28/98 1:26 AM

██████████, long-standing MASA member, sent me the following memo I wanted to pass along to the group per his approval. Please feel free to comment back to Henry via Listserve or private email. Thanks, Henry for presenting a different viewpoint on this hot topic.

C. Scott Schuh
President
The Lloyd Schuh Company
501-374-2332 501-372-6570 (fax)
scott@lschuhco.com

<input type="checkbox"/> On Line Mailing by ██████████	Name: On Line Mailing by ██████████ Type: Microsoft Word Document (application/msword) Encoding: base64
--	--

From: [REDACTED]
Subject: Re: listserv USPS Mailing Online continued
To: masa@ls.masa.org

11/30/98 11:39 AM

Scott Schuh wrote:

>
> Your association has been in contact with the USPS for weeks/months now and
> is in the process of presenting testimony against it to the PRC. What we've
> lacked (I believe) is a more united front and individual activity by a
> greater number of our members who feel they would be effected.

> -----Original Message-----

> From: owner-masa@ls.masa.org [mailto:owner-masa@ls.masa.org] On Behalf Of

> [REDACTED]

> Sent: Friday, November 27, 1998 5:30 PM

> To: masa@ls.masa.org

> Subject: Re: listserv USPS Mailing Online continued

> > And one other observation. Out of our Listserve group of 175 plus, I have
> > identified a whopping (pitiful) 12 members that have voiced sincere
> concern

> > on this issue. (I understand that some members are not business
> > owners/managers, but you'll be effected too.) If you've been following
> the

> > discussion, now's the time to respond and go "on record" about your
> > feelings. Again, I would appreciate hearing personally (to my email
> > address) what percentage of business you handle under 5000 pieces and what
> > that equates to in sales dollars annually. Responses will not be
> > communicated by company, only by percentages/sales figures.

> Has anyone actually talked to someone at the USPS
> about this or are the reactions only based on
> commercials or web sites?

> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]

Add us to the "voices against" the USPS online mailing. As I recall, our local bulk section requested a list of our clients quite a while ago ... a request we ignored. We also put the minimum amount of information on the 3602s we take in.

Quite a bit of our business is "small" mailings -- I'd say 30-35%.

From: [REDACTED]
Subject: RE: listserv Mailing Online Demo
To: masa@ls.masa.org

11/30/98 12:05 PM

[REDACTED] Great minds run in the same pathways! I e-mailed the following to the list on 11/25 but it didn't seem to get posted.

PLEASE NOTE MY NEW E-MAIL ADDRESS! [REDACTED]

It just occurred to me that MASA might want to consider submitting a Mailing Online project and reporting on how it goes. We can thus be part of the experiment and expose what we expect will be the shortcomings of this project. Scott, and others concerned, what do you think?

MASA did a pretty good job exposing the problems with ABE; why not Mailing Online?

[REDACTED]
[REDACTED]
[REDACTED]

>I checked out this web site and I don't think the USPS has a clue what it
>takes to get a letter into the mail. I would like to know what we are up
>against. Why don't we (or MASA on our behalf) become one the first
>customers to use this service. Send a letter through the USPS online to
>each MASA member (or each contact like Postal Points). The body of the
>letter could specify when the letter was submitted to the USPS and could be
>a Fax back survey (which MASA has done before). Each member would then
>collect the data of when the letter was received and if there were any
>problems with the letter. We would then all see what kind of product the
>USPS is putting out.

>
>Oh, is this collusion? Are we committing an antitrust infringement? Can
>you use monopolistic practices to fight a monopoly? Kind of an interesting
>question isn't it. :)

>
>
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]

>> -----Original Message-----
>> From: owner-masa@ls.masa.org [mailto:owner-masa@ls.masa.org] On Behalf Of
>> Scott Schuh
>> Sent: Monday, November 23, 1998 1:38 PM
>> To: MASA Listserve
>> Subject: listserv Mailing Online Demo

>>
>> If you would like to walk through a demo of the Mailing Online Service
>> go to this URL -
>> <http://www.postofficeonline.com/POLPublic20/Survey/NewUser.asp>
>>
>> As simple as the interactive demo appears, the USPS doesn't have a clue to

RE: listserv Mailing Online Demo

>> the level that many of us have to "hold the hand" of our clients to assist
>> in their mailings and keep problems from occurring. Regardless, our
>> industry doesn't need them in our business. I welcome your comments.
>>
>
>
>

M 00083

From: [REDACTED]
Subject: Re: listserv Mailing Online Demo
To: masa@ls.masa.org

11/30/98 12:25 PM

[REDACTED]

I think it's a great idea to run a "sample" job through the postal service and see "first hand" as to what their strengths and shortcomings are. I have been reading the discussions on this topic for the last couple of weeks. I am wondering what concrete steps can be taken on this matter. What's MASA's position on this and what actions are they planning to take?

This reminds me somewhat of what Xerox does. While they sell equipment to us printers, they also have a division that sells the same equipment and services to clients directly, very much same ones to whom we sell our services. I can think of some clients I have lost to Xerox because they went into the same clients and offered them their services, either via their copy centers or put the equipment in their facilities. In any event, the net effect was that we lost the client. Yes, it's real pisser and there was not a whole lot we could do. I personally think what Xerox does is inappropriate. But hey, it's a free country. I am afraid that the post office scenerio may be similar. But if there is anyway we can be of support in "fighting" this matter, count us in.

[REDACTED]

Re: listserv USPS Mailing Online continued

From: [REDACTED]
Subject: Re: listserv USPS Mailing Online continued
To: masa@ls.masa.org

11/30/98 1:12 PM

I AGREE WITH [REDACTED], MASA MUST LEADS US IN THE RIGHT DIRECTION. WHAT CAN WE DO NOW??

[REDACTED]
[REDACTED]
[REDACTED]

M 00085

11/30/98 1:31 PM

From: [REDACTED]
Subject: RE: listserv USPS Mailing Online continued
To: scott@lschuhco.com
CC: masa@ls.masa.org

On 11/27/98 23:41:29 you wrote:

>
>Your association has been in contact with the USPS for weeks/months now and
>is in the process of presenting testimony against it to the PRC. What we've
>lacked (I believe) is a more united front and individual activity by a
>greater number of our members who feel they would be effected.

>
>-----Original Message-----

>From: owner-masa@ls.masa.org [mailto:owner-masa@ls.masa.org] On Behalf Of
>[REDACTED]
>Sent: Friday, November 27, 1998 5:30 PM
>To: masa@ls.masa.org
>Subject: Re: listserv USPS Mailing Online continued

>
>> And one other observation. Out of our Listserve group of 175 plus, I have
>> identified a whopping (pitiful) 12 members that have voiced sincere
>> concern
>> on this issue. (I understand that some members are not business
>> owners/managers, but you'll be effected too.) If you've been following
>> the
>> discussion, now's the time to respond and go "on record" about your
>> feelings. Again, I would appreciate hearing personally (to my email
>> address) what percentage of business you handle under 5000 pieces and what
>> that equates to in sales dollars annually. Responses will not be
>> communicated by company, only by percentages/sales figures.

>
>Has anyone actually talked to someone at the USPS
>about this or are the reactions only based on
>commercials or web sites?

>
>[REDACTED]
>[REDACTED]
>[REDACTED]
>[REDACTED]
>[REDACTED]
>[REDACTED]

Dear Scott et al, I confess I have been one of the "idle watchers" of the various messages regarding the new Post Office mailing program. I agree my initial response was one of concern and dismay as the smaller mailers are about 30% of our business.

As I consider this program in detail, however, I think of the Post Office efforts to supplant the services of Federal Express and UPS which have, to my knowledge, led precisely nowhere except an expansion of those outside services.

I agree that a few experimental mailings done by MASA members would be the best ploy to gather information on how the new program works. I believe that the Post Office will ultimately fail to meet the rather extensive hand-holding services the smaller mailer needs but am majorly concerned that those smaller mailers will give up their direct mail efforts as a result whereas a MASA member could nurture them and get a far

M 00086

better result for those mailers.

So -- that's my 2 cents at this point. I suspect other MASA members are probably silently reviewing the situation but I agree the time to speak out on the issue before it becomes problematic has arrived.

Best -- [REDACTED]
[REDACTED]

From: [REDACTED]
Subject: Re: listserv USPS Mailing Online continued
To: <masa@ls.masa.org>

11/30/98 1:46 PM

> From: [REDACTED]
> To: masa@ls.masa.org
> Subject: Re: listserv USPS Mailing Online continued
> Date: Friday, November 27, 1998 6:30 PM
>
> > And one other observation. Out of our Listserve group of 175 plus, I
have
> > identified a whopping (pitiful) 12 members that have voiced sincere
concern
> > on this issue. (I understand that some members are not business
> > owners/managers, but you'll be effected too.) If you've been following
the
> > discussion, now's the time to respond and go "on record" about your
> > feelings. Again, I would appreciate hearing personally (to my email
> > address) what percentage of business you handle under 5000 pieces and
what
> > that equates to in sales dollars annually. Responses will not be
> > communicated by company, only by percentages/sales figures.
>
> Has anyone actually talked to someone at the USPS
> about this or are the reactions only based on
> commercials or web sites?
>
>
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
>
>

From: [REDACTED]
Subject: RE: listserv USPS Mailing Online
To: masa@ls.masa.org

11/30/98 2:15 PM

I live around the corner from a Blockbuster video store; they usually have the movie I want to see in stock, it's extremely convenient, big parking lot, lots of reasons to go there. So why do I drive a little further and spend a little more money and run the risk of not finding the movie I want to watch when I go to my neighborhood video store?

The owner (William) calls me by name when I walk in.

Do you think Blockbuster (I don't know the manager's name) knows even my card number, let alone my name? I don't think so.

Same goes for Starbucks, Wal Mart, et al.

It's not only the price, it's the personalized service we are going to provide our customers that the USPS will never even begin to touch that will set us apart from the cheapest lowballer in town.

Just something to think about.

==

[REDACTED]

From: [REDACTED]
Subject: RE: listserv USPS Mailing Online continued
To: "masa@ls.masa.org" <masa@ls.masa.org>

11/30/98 2:24 PM

Steve: This is a very serious situation regardless of whether or not our mail quantities are less than 5000 on average. The U. S. Government must not be allowed to compete with the individually owned, whether privately or publicly held, companies in the direct mail adverttising industry. There is an old story about allowing the fox to guard the hen house. The resources of the Postal Service cannot be used as a private fund to destroy or threaten the entrepenaurial efforts of any company owner. It's a no-win situation for any company trying to compete against them. This idea stinks. It is unamerican and demoralizing to any small business owner. What industry will be next? The Postal Service is already eroding their surplus accounts by taking on the "overnight delivery" companies, and "for only \$3.00 anywhere including Saturday". Why not increase their "Priority Mail" rate to \$8.00 per package, they'll still be \$3.00 less than the competition and use this as a way to compete against companies they should really be concerned about and leave the small production companies to do what they can do best. KEEP THE POSTAL SERVICE OUT OF OUR BUSINESS except for delivering what we produce, regardless of volume.

From: [REDACTED]
Sent: Monday, November 30, 1998 1:46 PM
To: masa@ls.masa.org
Subject: Re: listserv USPS Mailing Online continued

> From: [REDACTED]
> To: masa@ls.masa.org
> Subject: Re: listserv USPS Mailing Online continued
> Date: Friday, November 27, 1998 6:30 PM
>
> > And one other observation. Out of our Listserve group of 175 plus, I
have
> > identified a whopping (pitiful) 12 members that have voiced sincere
concern
> > on this issue. (I understand that some members are not business
> > owners/managers, but you'll be effected too.) If you've been following
the
> > discussion, now's the time to respond and go "on record" about your
> > feelings. Again, I would appreciate hearing personally (to my email
> > address) what percentage of business you handle under 5000 pieces and
what
> > that equates to in sales dollars annually. Responses will not be
> > communicated by company, only by percentages/sales figures.
>
> Has anyone actually talked to someone at the USPS
> about this or are the reactions only based on
> commercials or web sites?
>
>
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
>
>

M 00090

From: "Scott Schuh" <scott@lschuhco.com>
Subject: RE: listserv USPS Mailing Online
To: <masa@ls.masa.org>

11/30/98 3:52 PM

Wal-Mart has driven out hundreds of small retailers around the country when they've entered a market, regardless of how "personal" of service the little guy delivered. It's ALWAYS just a matter of time. We're the "little guys" compared to the deep pockets of the USPS. I personally don't want to compete with them AND have to use them as my sole-source provider of mass mail delivery. They have a government-created monopoly on the latter. Maybe when I have choices on my mail delivery will I accept their entry into the private sector's printing and mailing business, and then if it's only on a fair and equal ground.

-----Original Message-----

From: owner-masa@ls.masa.org [mailto:owner-masa@ls.masa.org] On Behalf Of [REDACTED]
Sent: Monday, November 30, 1998 1:15 PM
To: masa@ls.masa.org
Subject: RE: listserv USPS Mailing Online

I live around the corner from a Blockbuster video store; they usually have the movie I want to see in stock, it's extremely convenient, big parking lot, lots of reasons to go there. So why do I drive a little further and spend a little more money and run the risk of not finding the movie I want to watch when I go to my neighborhood video store?

The owner (William) calls me by name when I walk in.

Do you think Blockbuster (I don't know the manager's name) knows even my card number, let alone my name? I don't think so.

Same goes for Starbucks, Wal Mart, et al.

It's not only the price, it's the personalized service we are going to provide our customers that the USPS will never even begin to touch that will set us apart from the cheapest lowballer in town.

Just something to think about.

==
[REDACTED]

M 00091

From: [REDACTED]
Subject: RE: listserv USPS Mailing Online continued
To: masa@ls.masa.org

11/30/98 4:33 PM

> [REDACTED] This is a very serious situation regardless of whether or not our mail quantities are less than 5000 on average.
>The U. S. Government must not be allowed to compete
>with the individually owned, whether privately or publicly held, companies in the direct mail adverttising industry.
>There is an old story about allowing the fox to guard the hen house. The resources of the Postal Service cannot
>be used as a private fund to destroy or threaten the
>entreprenaurial efforts of any company owner. It's a no-win situation for any company trying to compete against them. This idea stinks. It is unamerican and
>demoralizing to any small business owner. What
>industry will be next? The Postal Service is already
>eroding their surplus accounts by taking on the
>"overnight delivery" companies, and "for only \$3.00
>anywhere including Saturday". Why not increase their
>"Priority Mail" rate to \$8.00

Isn't this exactly what Microsoft is doing and is getting the Justice dept after them for antitrust? Undercutting the competition based on their monopoly power?

[REDACTED]

From: [REDACTED]
Subject: RE: listserv Mailing Online - Two sides to every coin?
To: masa@ls.masa.org

11/30/98 8:46 PM

The test was outsourced to Xerox Business Centers. They are capable of performing these services on a national basis. In my opinion, the USPS will probably use a National Company with universal pricing. Separate pricing structures for different parts of the country will be difficult for USPS to manage their costs and establish the selling price. We are not too late to get the RFP from USPS, but can we compete with a Xerox Business Center or Kinko's. Food for thought!

> -----Original Message-----
> From: [REDACTED]
> Sent: Monday, November 30, 1998 8:55 PM
> To: masa@ls.masa.org
> Subject: Re: listserv Mailing Online - Two sides to every coin?

> Everyone needs to read [REDACTED] letter that Scott posted on the
> listserve. He makes some very interesting points and does it much better
> than I can so I will not repeat them. From what I have heard about the
> Mailing Online program the USPS does not plan on getting into producing
> these mailings -- only selling them. They will contract with mailing and
> printing companies to do the production. The real question may be 'How
> do MASA members get these contracts to produce these mailings?'

> Again this is my understanding at this point as to how the Mailing
> Online program will work. If the USPS is planning on getting into the
> production area then I am with all of you and we need to squash this
> program as soon as possible. We need all the facts as to how this
> program will work. MASA should be able to supply these facts.

> [REDACTED]
> [REDACTED]

> Scott Schuh wrote:

> > [REDACTED] long-standing MASA member, sent me the following memo I
> > wanted to pass along to the group per his approval. Please feel free to
> > comment back to [REDACTED] via Listserve or private email. Thanks, [REDACTED] for
> > presenting a different viewpoint on this hot topic.

> > C. Scott Schuh
> > President
> > The Lloyd Schuh Company
> > 501-374-2332 501-372-6570 (fax)
> > scott@lschuhco.com

> -----
> > Name: On Line Mailing by [REDACTED]
> > Part 1.2 Type: application/msword
> > Encoding: base64

From: [REDACTED]
Subject: Re: listserv Mailing Online - Two sides to every coin?
To: masa@ls.masa.org

11/30/98 9:55 PM

Everyone needs to read [REDACTED] letter that Scott posted on the listserv. He makes some very interesting points and does it much better than I can so I will not repeat them. From what I have heard about the Mailing Online program the USPS does not plan on getting into producing these mailings -- only selling them. They will contract with mailing and printing companies to do the production. The real question may be 'How do MASA members get these contracts to produce these mailings?'

Again this is my understanding at this point as to how the Mailing Online program will work. If the USPS is planning on getting into the production area then I am with all of you and we need to squash this program as soon as possible. We need all the facts as to how this program will work. MASA should be able to supply these facts.

[REDACTED]
[REDACTED]
Scott Schuh wrote:

>
> [REDACTED], long-standing MASA member, sent me the following memo I
> wanted to pass along to the group per his approval. Please feel free to
> comment back to [REDACTED] via Listserve or private email. Thanks, [REDACTED] for
> presenting a different viewpoint on this hot topic.

>
> C. Scott Schuh
> President
> The Lloyd Schuh Company
> 501-374-2332 501-372-6570 (fax)
> scott@lschuhco.com

>
> -----
>
> Name: On Line Mailing by [REDACTED]
> Part 1.2 Type: application/msword
> Encoding: base64

Re: listserv USPS Mailing Online..MORE THOUGHTS

From: [REDACTED]
Subject: Re: listserv USPS Mailing Online..MORE THOUGHTS
To: masa@ls.masa.org

11/30/98 10:32 PM

SCOTT AND ALL

Some thoughts on [REDACTED]'s letter.

The problem is that we're in the same MASA, but we're not in the same business

M 00095

From: [REDACTED]
Subject: Re: listserv Mailing Online - Two sides to every coin?
To: masa@ls.masa.org

12/1/98 10:25 AM

Although I haven't read [REDACTED]'s letter yet, I'll venture some comments about MASA members getting contracts. With this work being received by the USPS over the internet, why would the USPS need vendors in more than one location to produce these mailings? Amazon.com does not open book stores. Every order is filled from a central location. From what I can see of Mailing Online, the same principles of internet commerce would apply. Why would the USPS want to multiply the problems of dealing with us as contractors by using several. If they do this at all, I can't imagine why they would need more than four or five, one for each region of the country.

[REDACTED]
[REDACTED]
[REDACTED]

>Everyone needs to read [REDACTED]'s letter that Scott posted on the
>listserve. He makes some very interesting points and does it much better
>than I can so I will not repeat them. From what I have heard about the
>Mailing Online program the USPS does not plan on getting into producing
>these mailings -- only selling them. They will contract with mailing and
>printing companies to do the production. The real question may be 'How
>do MASA members get these contracts to produce these mailings?'

>
>Again this is my understanding at this point as to how the Mailing
>Online program will work. If the USPS is planning on getting into the
>production area then I am with all of you and we need to squash this
>program as soon as possible. We need all the facts as to how this
>program will work. MASA should be able to supply these facts.

>
>[REDACTED]
>[REDACTED]
>

>Scott Schuh wrote:

>>
>> [REDACTED] long-standing MASA member, sent me the following memo I
>> wanted to pass along to the group per his approval. Please feel free to
>> comment back to [REDACTED] via Listserve or private email. Thanks, [REDACTED] for
>> presenting a different viewpoint on this hot topic.

>>
>> C. Scott Schuh
>> President
>> The Lloyd Schuh Company
>> 501-374-2332 501-372-6570 (fax)
>> scott@lschuhco.com

>>
>> -----

>> Name: On Line Mailing by [REDACTED]
>> Part 1.2 Type: application/msword
>> Encoding: base64

>
>

From: [REDACTED]
Subject: Re: listserv Mailing Online - Two sides to every coin?
To: masa@ls.masa.org

12/1/98 10:25 AM

Although I haven't read Henry's letter yet, I'll venture some comments about MASA members getting contracts. With this work being received by the USPS over the internet, why would the USPS need vendors in more than one location to produce these mailings? Amazon.com does not open book stores. Every order is filled from a central location. From what I can see of Mailing Online, the same principles of internet commerce would apply. Why would the USPS want to multiply the problems of dealing with us as contractors by using several. If they do this at all, I can't imagine why they would need more than four or five, one for each region of the country.

[REDACTED]
[REDACTED]
[REDACTED]

>Everyone needs to read [REDACTED] letter that Scott posted on the
>listserve. He makes some very interesting points and does it much better
>than I can so I will not repeat them. From what I have heard about the
>Mailing Online program the USPS does not plan on getting into producing
>these mailings -- only selling them. They will contract with mailing and
>printing companies to do the production. The real question may be 'How
>do MASA members get these contracts to produce these mailings?'

>
>Again this is my understanding at this point as to how the Mailing
>Online program will work. If the USPS is planning on getting into the
>production area then I am with all of you and we need to squash this
>program as soon as possible. We need all the facts as to how this
>program will work. MASA should be able to supply these facts.

>
>[REDACTED]
>[REDACTED]

>Scott Schuh wrote:

>>
>> [REDACTED] long-standing MASA member, sent me the following memo I
>> wanted to pass along to the group per his approval. Please feel free to
>> comment back to [REDACTED] via Listserve or private email. Thanks, [REDACTED] for
>> presenting a different viewpoint on this hot topic.

>> C. Scott Schuh
>> President
>> The Lloyd Schuh Company
>> 501-374-2332 501-372-6570 (fax)
>> scott@lschuhco.com

>> -----
>> Name: On Line Mailing by [REDACTED]
>> Part 1.2 Type: application/msword
>> Encoding: base64

M 00097

12/3/98 10:38 AM

From: [REDACTED]
Subject: listserv Mailing Online ...Continued
To: "MASA List Serve" <masa@ls.masa.org>

Patty,

You are correct, they intend to use regionally located plants to produce the mail pieces. The data would be received in a central location and then distributed for printing and mailing based on the destination addresses. The result is near drop ship treatment of the mail, regardless of quantity....

[REDACTED]
[REDACTED]
[REDACTED]

-----Original Message-----

From: [REDACTED]
To: masa@ls.masa.org <masa@ls.masa.org>
Date: Tuesday, December 01, 1998 10:37 AM
Subject: Re: listserv Mailing Online - Two sides to every coin?

>Although I haven't read [REDACTED]'s letter yet, I'll venture some comments about
>MASA members getting contracts. With this work being received by the USPS
>over the internet, why would the USPS need vendors in more than one location
>to produce these mailings? Amazon.com does not open book stores. Every
>order is filled from a central location. From what I can see of Mailing
>Online, the same principles of internet commerce would apply. Why would the
>USPS want to multiply the problems of dealing with us as contractors by
>using several. If they do this at all, I can't imagine why they would need
>more than four or five, one for each region of the country.

>
> [REDACTED]
> [REDACTED]
> [REDACTED]
>

>>Everyone needs to read [REDACTED]'s letter that Scott posted on the
>>listserv. He makes some very interesting points and does it much better
>>than I can so I will not repeat them. From what I have heard about the
>>Mailing Online program the USPS does not plan on getting into producing
>>these mailings -- only selling them. They will contract with mailing and
>>printing companies to do the production. The real question may be 'How
>>do MASA members get these contracts to produce these mailings?'

>>
>>Again this is my understanding at this point as to how the Mailing
>>Online program will work. If the USPS is planning on getting into the
>>production area then I am with all of you and we need to squash this

M 00098

>>program as soon as possible. We need all the facts as to how this
>>program will work. MASA should be able to supply these facts.

>>

>> [REDACTED]

>> [REDACTED]

>>

>>Scott Schuh wrote:

>>>

>>> [REDACTED] long-standing MASA member, sent me the following memo I

>>> wanted to pass along to the group per his approval. Please feel free to

>>> comment back to [REDACTED] via Listserv or private email. Thanks, [REDACTED] for

>>> presenting a different viewpoint on this hot topic.

>>>

>>> [REDACTED]

>>> President

>>> The Lloyd Schuh Company

>>> 501-374-2332 501-372-6570 (fax)

>>> scott@lschuhco.com

>>>

>>> -----

>>>

>>> Name: On Line Mailing by [REDACTED]

>>> Part 1.2 Type: application/msword

>>> Encoding: base64

>>

>>

>

>

From: [REDACTED]
Subject: listserv Will Mailing Online be the end?
To: "masa@ls.masa.org" <masa@ls.masa.org>

12/7/98 6:08 PM

This information was forwarded to me, and I was asked if it is worth forwarding? What do you guys think? Was this worth passing on? Wait! First let me get into my bunker before you respond!

From PCWeek

A self-proclaimed "project mis-manager" was chatting with a buddy who's done some development work for the U.S. Postal Service. His pal was talking about a new project in which the USPS will accept electronic documents, merge them with a mailing list, print them at the post office branch closest to the destination of each document's recipient and deliver them for less than the price of a snail mail stamp. The kicker: Microsoft is considering an add-in that will put a USPS "Mail" button in Office 2000 for directly linking to the service.

[REDACTED]

From: [REDACTED]
Subject: Re: listserv Will Mailing Online be the end?
To: <masa@ls.masa.org>

12/7/98 8:23 PM

[REDACTED]
This "information" is very incomplete and does not address the full issue of what the program is about. It only adds to the confusion of this entire subject.

The fact that this article appeared in a publication of PC Week is indication that the technology driving the future of our industry is changing. And if we want to profit and not just survive in this industry, we had better figure out ways to adapt this technology to fill our customers needs.

see attachment to this e-mail about more on this subject.

-----Original Message-----

From: [REDACTED]
To: 'masa@ls.masa.org' <masa@ls.masa.org>
Date: Monday, December 07, 1998 3:05 PM
Subject: listserv Will Mailing Online be the end?

This information was forwarded to me, and I was asked if it is worth forwarding? What do you guys think? Was this worth passing on? Wait! First let me get into my bunker before you respond!

From PCWeek

A self-proclaimed "project mis-manager" was chatting with a buddy who's done some development work for the U.S. Postal Service. His pal was talking about a new project in which the USPS will accept electronic documents, merge them with a mailing list, print them at the post office branch closest to the destination of each document's recipient and deliver them for less than the price of a snail mail stamp. The kicker: Microsoft is considering an add-in that will put a USPS "Mail" button in Office 2000 for directly linking to the service.

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

<input type="checkbox"/> On Line Mailing.doc	Name: On Line Mailing.doc Type: Microsoft Word Document (application/msword) Encoding: base64
--	--

From: [REDACTED]
Subject: Re: listserv Will Mailing Online be the end?
To: <masa@ls.masa.org>

12/7/98 8:23 PM

[REDACTED]
This "information" is very incomplete and does not address the full issue of what the program is about. It only adds to the confusion of this entire subject.

The fact that this article appeared in a publication of PC Week is indication that the technology driving the future of our industry is changing. And if we want to profit and not just survive in this industry, we had better figure out ways to adapt this technology to fill our customers needs.

see attachment to this e-mail about more on this subject.

-----Original Message-----

From: [REDACTED]
To: 'masa@ls.masa.org' <masa@ls.masa.org>
Date: Monday, December 07, 1998 3:05 PM
Subject: listserv Will Mailing Online be the end?

This information was forwarded to me, and I was asked if it is worth forwarding? What do you guys think? Was this worth passing on? Wait! First let me get into my bunker before you respond!

From PCWeek

A self-proclaimed "project mis-manager" was chatting with a buddy who's done some development work for the U.S. Postal Service. His pal was talking about a new project in which the USPS will accept electronic documents, merge them with a mailing list, print them at the post office branch closest to the destination of each document's recipient and deliver them for less than the price of a snail mail stamp. The kicker: Microsoft is considering an add-in that will put a USPS "Mail" button in Office 2000 for directly linking to the service.

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

<input type="checkbox"/> On Line Mailing.doc	Name: On Line Mailing.doc Type: Microsoft Word Document (application/msword) Encoding: base64
--	--

From: "Scott Schuh" <scott@lschuhco.com>
Subject: listserv USPS Mailing Online research - YOUR RESPONSE IS CRITICAL!
To: "MASA Listserve" <masa@ls.masa.org>

2/1/99 1:33 AM

As I had stated several weeks ago, I have been asked to provide written testimony in the PRC's review of the Post Office's Mailing Online program request. The Postal Service has downplayed the fact that many of us are actively servicing the needs of smaller clients and /or smaller mailings. Per PRC testimony, they state that 62% of MOL business over the two-year experimental period they're requesting, would come from existing USPS customers (our customers?!), with the balance being "new" business they create. Oh, yea???

I would very much appreciate you sending me the following information for 1998. Time is running short - can I hear from you by Thursday, February 4th? I have to submit my testimony by Monday, Feb. 8. It would be great if you could generate this response on your company letterhead with a brief explanation of your numbers and fax to me (501-372-6570, no time for mail). I will include a copy of it with my testimony. But I'll gladly accept your numbers via return email too (scott@lschuhco.com). THIS IS IMPORTANT! Please find the time to respond....thanks!

Percent of your jobs under 5,000 mailed pieces?
Percentage of annual revenue generated from these jobs?
Other comments on MOL?

* NOTE: Mailing Online type jobs include 8.5 x 11, 8.5 x 14, & 11 x 17 cut sheet printed materials with black ink and/or spot color. Jobs can include multiple printed and personalized sheets per mailing. Jobs are typically laser generated to insert into a window envelope (#10 or 9x12 size) or may have a matching closed face envelope generated. Simple direct-address (inkjet) jobs are also included which would have generic inserts. And basic self-mailers are mentioned too. Qualifying classes of mail are first class, standard-A, & non-profit classes. Periodicals are not included in their program at this time. PLEASE BE SURE you identify only these types of mailings in your figures above.

Scott Schuh
President
Lloyd Schuh Company
501-374-2332 501-372-6570 (fax)
Email: scott@lschuhco.com

+ Administrative requests (subscribe, unsubscribe, who) go to +
+ masa-request@ls.masa.org

M 00103

From: [REDACTED]
Subject: Re: listserv USPS Mailing Online research - YOUR RESPONSE IS CRITICAL!
To: <masa@ls.masa.org>

2/1/99 3:35 PM

[REDACTED]

My name is [REDACTED] and I have two (2) companies here in [REDACTED]. One is a printing company and the other is a mailing company. The attempt by the USPS to enter into direct competition with our company could be the nail that puts us out of business and if that happens, where is the USPS going to find the time to barcode almost 10mm pcs a year that we give them? If we go out of business then our Bell & Howell Jetstar 3000 would move out of town and all of our customers would not have the postal savings that they get now. In addition, someone has to barcode these pcs and if it isn't "us" then it will have to be "them" the USPS. They would have to hire new people and extend their hours in order to barcode an additional 10mm pcs per year. These small mailings are an important part of our business, both our printing business and our mailing business. Has anyone thought about all of the small print shops that will be effected if this legislation passes. I don't think the printing organizations are aware of it because I have not heard about it on the printing side. To answer your questions, We process most of our mail first class at night. During the day we label and spray addresses on pcs and then sort them for the post office. We keep 15 people gainfully employed doing this type of work. Is the post office going to hire these displaced workers. I cannot compete against the deep pockets of the United State Postal Service.

90% of the work we run on permit mailings as special mailings are under 5000 pcs
Over \$100,000 per year is produced by these products
Basic self mailers account for almost 50% of our 10mm pcs.
This is a direct threat to the survival of our company. Who is floating this trial balloon?
The USPS had better do a great deal more study and stop listening to people who do not see the entire picture.
The postal service is trying to survive and sees this as a good means to compete against FEDEX, UPS and Airborne. But this would impact hundreds of small businesses across America and tens of thousands of jobs.

Are the newspapers across America aware of what the USPS is trying to do? If the USPS is successful in what they are attempting then the advertising medium will be the next step. Watch the newspapers and radio and TV stations scream when they wake up to what is going on. Oh, brother, watch out.
to paraphrase an old cliche... "Hell has no fury like a newspaper or TV station stripped of their ad dollars."

I respect the Postal Service, it does a fantastic job each and every day but someone in the top echelon is reaching too far and is going to cause great embarrassment for the USPS when the you-know-what hits the fan.

I can see a segment on 60 minutes or 20/20 when they realize what the Post Office is up to. The USPS should go toe to toe with their main competitors such as FEDEX and UPS and leave the little guy alone.

Please tell the PRC for me that the USPS has no business going into business against American working men and women and taking their businesses and jobs away from them.

M 00104

> program at this time. PLEASE BE SURE you identify only these types of
> mailings in your figures above.
>
> Scott Schuh
> President
> Lloyd Schuh Company
> 501-374-2332 501-372-6570 (fax)
> Email: scott@lschuhco.com
>
> + Administrative requests (subscribe, unsubscribe, who) go to +
> + masa-request@ls.masa.org
> + Administrative requests (subscribe, unsubscribe, who) go to +
> + masa-request@ls.masa.org

From: "Scott Schuh" <scott@lschuhco.com>
Subject: listserv Still time for your MOL response
To: "MASA Listserve" <masa@ls.masa.org>

2/3/99 4:51 PM

Thanks to many of you who have taken time to get your sales percentages/figures down in a fax to me.

There's still time for more responses. This Friday by noon would be an ultimate deadline so I can get everything packaged up and sent to our friendly MASA attorneys. If MOL will effect you, let me hear from you!

+ Administrative requests (subscribe, unsubscribe, who) go to +
+ masa-request@ls.masa.org

M 00107

Mon 12:22 PM

From: [REDACTED]
Subject: listserv Mailing Online
To: "masa@ls.masa.org" <masa@ls.masa.org>

I stayed quiet during the whole Mailing Online discussion a month or so ago because it seemed that the point of the whole matter was getting distorted. But now that it has calmed I have a few questions. It seems all well and good that MASA members are 'banding together' and 'making a united front' against the evil USPS and Mailing Online. However, I wonder how many MASA companies will turn the USPS away when they are asked to be a provider for Mailing Online? You know it is inevitable that a MASA member will be approached by the USPS to produce Mailing Online mailings. If you are approached will you say "No Way, I'm a member of MASA and we have decided to boycott this product"? Or will you look at it as another way to provide income for you and your company and gladly accept the work? When Mailing Online comes to your town will you stick with your MASA friends and the 'united front' or will you decide to sleep with the larger and much more cash-rich enemy? To give a really poor example: does anyone remember on Gilligans Island when no one would talk to the Howells because everyone thought they had placed themselves above the rest with their money? Then do you remember how Gilligan was walking by the huts and saw the other castaways, one by one, sneaking over to talk to the Howells and trying to get on their good side? Is this how it will be with Mailing Online if it comes to pass? (In this form or maybe the next..) Will we all debate this issue, talk about it, spend hours on listserv denouncing it, posting and cross-posting only to find that a MASA member has been the one selected to mail for Mailing Online? Only time will tell..... Please look at <http://www.mailent.com> and click the "Listserv" link at the bottom left of the page and let me know if this is an advertisement for Mailing Online or what? I subscribe to 'Money' magazine and this fell out of the February issue..... I thought you would find it interesting so I scanned it and posted it to this page. (Please forgive my home page as we are 'under construction'.) Thanks for all of your time and for letting me ramble

Regards,
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

+ Administrative requests (subscribe, unsubscribe, who) go to +
+ masa-request@ls.masa.org

Mon 2:28 PM

From: [REDACTED]
Subject: Re: listserv Mailing Online
To: <masa@ls.masa.org>

FYI,

It is my understanding that the current provider for Mailing Online is a MASA member...however, the real issue, in my mind, is not who ultimately supplies the service, but that we all have the same standards to work with. Any MASA member with the appropriate resources can provide the same services as Mailing Online (in fact there are members who do provide similar products to Mailing Online), but here the USPS is acting as a conduit, and is able to design a program that does not live up the rules, nor the postage rate structure that we are all forced to operate our businesses under. Couple that with a monopoly status and the playing field tilts dramatically.

Competition is one thing...unfair competition is another.

-----Original Message-----

From: [REDACTED]
To: 'masa@ls.masa.org' <masa@ls.masa.org>
Date: Monday, February 22, 1999 12:26 PM
Subject: listserv Mailing Online

>I stayed quiet during the whole Mailing Online discussion a month or so ago
>because it seemed that the point of the whole matter was getting distorted.
> But now that it has calmed I have a few questions. It seems all well and
>good that MASA members are 'banding together' and 'making a united front'
>against the evil USPS and Mailing Online. However, I wonder how many MASA
>companies will turn the USPS away when they are asked to be a provider for
>Mailing Online? You know it is inevitable that a MASA member will be
>approached by the USPS to produce Mailing Online mailings. If you are
>approached will you say "No Way, I'm a member of MASA and we have decided
>to boycott this product"? Or will you look at it as another way to provide
>income for you and your company and gladly accept the work? When Mailing
>Online comes to your town will you stick with your MASA friends and the
>'united front' or will you decide to sleep with the larger and much more
>cash-rich enemy? To give a really poor example: does anyone remember on
>Gilligans Island when no one would talk to the Howells because everyone
>thought they had placed themselves above the rest with their money? Then do
>you remember how Gilligan was walking by the huts and saw the other
>castaways, one by one, sneaking over to talk to the Howells and trying to
>get on their good side? Is this how it will be with Mailing Online if it
>comes to pass? (In this form or maybe the next..) Will we all debate this
>issue, talk about it, spend hours on listserv denouncing it, posting and
>cross-posting only to find that a MASA member has been the one selected to
>mail for Mailing Online? Only time will tell..... Please look at
><http://www.mailent.com> and click the "Listserv" link at the bottom left of
>the page and let me know if this is an advertisement for Mailing Online or
>what? I subscribe to 'Money' magazine and this fell out of the February
>issue..... I thought you would find it interesting so I scanned it and
>posted it to this page. (Please forgive my home page as we are 'under
>construction'.) Thanks for all of your time and for letting me ramble

>
>Regards,
>[REDACTED]
>[REDACTED]
>[REDACTED]
>[REDACTED]

M 00109

Re: listserv Mailing Online

> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
>+ Administrative requests (subscribe, unsubscribe, who) go to +
>+ masa-request@ls.masa.org
>

>+ Administrative requests (subscribe, unsubscribe, who) go to +
>+ masa-request@ls.masa.org

M 00110

From: [REDACTED]
Subject: RE: listserv Mailing Online
To: "masa@ls.masa.org" <masa@ls.masa.org>

Mon 3:57 PM

Well, I think that maybe that was my point. Being that as an organization, we spend countless hours debating the pros and cons of a monopolistic system that ultimately uses one of 'our own' to promote it's own means. And that we can discuss, argue, agree and debate as a whole, condemn the system as a group, all agree that the USPS is in one form or another, competing with us, but still run to the plate to swing repeatedly at balls they throw our way. I remember when I was young and playing Little League Baseball there was always one team that always won our division year after year. It was no suprise that after a couple of years of this, a whole lot of parents started to accuse the managers of that team of paying off umpires, recruiting kids from other divisions and just a lot of cheating in general. People bitterly complained about this team constantly. Years later, it seems funny to me how people always complained about this team, but if one of my teammates started hitting better, or started showing more potential, his parents always seemed to overlook this other teams cheating and lying so their son could end up playing for the 'winners'. And it always seemed to be the parents that cried 'foul' the loudest, (if you'll pardon the pun) ran the fastest to the other team when they had the chance. It seems strangely parallel to this situation also.... In another parallel situation, I'd be willing to bet that over 80% of the complaints about Microsoft's 'monopoly' were written in Word98 on a Win95 machine that was sent to its recipient with MS Outlook to an address they found with Internet Explorer that they cataloged on a database written in Access. To me, that is an act ultimate hypocrisy. I use Microsoft products everyday, but I dont fire off hate letters about them. If I didn't like them, I would quit using them. I wouldn't make empty complaints just to jump on the 'I hate Microsoft bandwagon'. I say if you're going to talk the talk, you better be willing to walk the walk. I didn't know that a MASA member was the one providing the Mailing Online test mailings, however, it really doesn't suprise me. I was just observing that we can fuss and complain all we like about the USPS, but when faced with the possibility of getting more business, especially from the USPS, some of the companies that complained the loudest about Mailing Online would be the ones that were bidding the lowest and compromising any principle or noble gesture that this group, or any other set forth to make.

Regards,

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

P.S. did anyone look at the brochure that I scanned? Is that an advertisement for Mailing Online?

On Monday, February 22, 1999 1:28 PM, [REDACTED]

> FYI,
>
> It is my understanding that the current provider for Mailing Online is a
> MASA member....however, the real issue, in my mind, is not who ultimately
> supplies the service, but that we all have the same standards to work
with.

M 00111

> Any MASA member with the appropriate resources can provide the same services
> as Mailing Online (in fact there are members who do provide similar products to Mailing Online), but here the USPS is acting as a conduit, and
> is able to design a program that does not live up the rules, nor the postage rate structure that we are all forced to operate our businesses under.
> Couple that with a monopoly status and the playing field tilts dramatically.
>
> Competition is one thing...unfair competition is another.
>
> -----Original Message-----
> From: [REDACTED]@mailent.com
> To: 'masa@ls.masa.org' <masa@ls.masa.org>
> Date: Monday, February 22, 1999 12:26 PM
> Subject: listserv Mailing Online
>
>
> >I stayed quiet during the whole Mailing Online discussion a month or so ago
> >because it seemed that the point of the whole matter was getting distorted.
> > But now that it has calmed I have a few questions. It seems all well and
> >good that MASA members are 'banding together' and 'making a united front'
> >against the evil USPS and Mailing Online. However, I wonder how many MASA
> >companies will turn the USPS away when they are asked to be a provider for
> >Mailing Online? You know it is inevitable that a MASA member will be
> >approached by the USPS to produce Mailing Online mailings. If you are
> >approached will you say "No Way, I'm a member of MASA and we have decided
> >to boycott this product"? Or will you look at it as another way to provide
> >income for you and your company and gladly accept the work? When Mailing
> >Online comes to your town will you stick with your MASA friends and the
> >'united front' or will you decide to sleep with the larger and much more
> >cash-rich enemy? To give a really poor example: does anyone remember on
> >Gilligans Island when no one would talk to the Howells because everyone
> >thought they had placed themselves above the rest with their money? Then do
> >you remember how Gilligan was walking by the huts and saw the other
> >castaways, one by one, sneaking over to talk to the Howells and trying to
> >get on their good side? Is this how it will be with Mailing Online if it
> >comes to pass? (In this form or maybe the next..) Will we all debate this
> >issue, talk about it, spend hours on listserv denouncing it, posting and
> >cross-posting only to find that a MASA member has been the one selected to
> >mail for Mailing Online? Only time will tell..... Please look at
> ><http://www.mailent.com> and click the "Listserv" link at the bottom left of
> >the page and let me know if this is an advertisement for Mailing Online or

M 00112

> >what? I subscribe to 'Money' magazine and this fell out of the February
> >issue..... I thought you would find it interesting so I scanned it and
> >posted it to this page. (Please forgive my home page as we are 'under
> >construction'.) Thanks for all of your time and for letting me ramble

> >
> >Regards,

> >[REDACTED]
> >[REDACTED]
> >[REDACTED]
> >[REDACTED]
> >[REDACTED]
> >[REDACTED]
> >[REDACTED]
> >[REDACTED]

> >+ Administrative requests (subscribe, unsubscribe, who) go to +
> >+ masa-request@ls.masa.org

> >
> >

> + Administrative requests (subscribe, unsubscribe, who) go to +
> + masa-request@ls.masa.org

+ Administrative requests (subscribe, unsubscribe, who) go to +
+ masa-request@ls.masa.org

From: "Scott Schuh" <scott@lschuhco.com>
Subject: RE: listserv Mailing Online
To: <masa@ls.masa.org>

Mon 4:22 PM

The USPS advertising that [REDACTED] posted on his website is just general advertising/promotion for direct mail that they do periodically. I'd guess that the odds are good their packet of return information would include something about MOL in general along with DM case histories.

>P.S. did anyone look at the brochure that I scanned? Is that an
>advertisement for Mailing Online?

+ Administrative requests (subscribe, unsubscribe, who) go to +
+ masa-request@ls.masa.org

M 00114

From: "Richard L. Jurgena" <masi@clark.net>
Subject: RE: listserv Mailing Online Demo
To: "masa@ls.masa.org" <masa@ls.masa.org>

11/23/98 1:49 PM


Does anybody believe they will lose clients to this service if the Post Office goes forward with it? Can you give me any specific (no names of course) examples and why you think they might go to this instead of using your services.

-----Original Message-----

From: Scott Schuh [SMTP:scott@lschuhco.com]
Sent: Monday, November 23, 1998 1:38 PM
To: MASA Listserve
Subject: listserv Mailing Online Demo

If you would like to walk through a demo of the Mailing Online Service go to this URL -
<http://www.postofficeonline.com/POLPublic20/Survey/NewUser.asp>

As simple as the interactive demo appears, the USPS doesn't have a clue to the level that many of us have to "hold the hand" of our clients to assist in their mailings and keep problems from occurring. Regardless, our industry doesn't need them in our business. I welcome your comments.

 Part 1.2	Type: application/ms-tnef Encoding: base64
--	---

M 00115

From: [REDACTED]
Subject: RE: listserv Mailing Online
To: "masa@ls.masa.org" <masa@ls.masa.org>

Mon 5:04 PM

[REDACTED]

If you stopped using Microsoft products, what would you use? They are everywhere. Yes there are other products out there, but try to find an OS and applications by major players. Not there. I also bet almost every one of those computers was being run by electricity provided by the electric monopoly.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

> -----Original Message-----
> From: [REDACTED]
> Sent: Monday, February 22, 1999 2:57 PM
> To: 'masa@ls.masa.org'
> Subject: RE: listserv Mailing Online
>
> Well, I think that maybe that was my point. Being that as an
> organization,
> we spend countless hours debating the pros and cons of a monopolistic
> system that ultimately uses one of 'our own' to promote it's own means.
> And
> that we can discuss, argue, agree and debate as a whole, condemn the
> system
> as a group, all agree that the USPS is in one form or another, competing
> with us, but still run to the plate to swing repeatedly at balls they
> throw
> our way. I remember when I was young and playing Little League Baseball
> there was always one team that always won our division year after year. It
>
> was no surprise that after a couple of years of this, a whole lot of
> parents
> started to accuse the managers of that team of paying off umpires,
> recruiting kids from other divisions and just a lot of cheating in
> general.
> People bitterly complained about this team constantly. Years later, it
> seems funny to me how people always complained about this team, but if one
>
> of my teammates started hitting better, or started showing more potential,
>
> his parents always seemed to overlook this other teams cheating and lying
> so their son could end up playing for the 'winners'. And it always seemed
> to be the parents that cried 'foul' the loudest, (if you'll pardon the
> pun)
> ran the fastest to the other team when they had the chance. It seems
> strangely parallel to this situation also.... In another parallel
> situation, I'd be willing to bet that over 80% of the complaints about
> Microsoft's 'monopoly' were written in Word98 on a Win95 machine that was
> sent to its recipient with MS Outlook to an address they found with
> Internet Explorer that they cataloged on a database written in Access. To
> me, that is an act ultimate hypocrisy. I use Microsoft products everyday,
> but I dont fire off hate letters about them. If I didn't like them, I

M 00116

> would quit using them. I wouldn't make empty complaints just to jump on
> the
> 'I hate Microsoft bandwagon'. I say if you're going to talk the talk, you
>
> better be willing to walk the walk. I didn't know that a MASA member was
> the one providing the Mailing Online test mailings, however, it really
> doesn't surprise me. I was just observing that we can fuss and complain all
>
> we like about the USPS, but when faced with the possibility of getting
> more
> business, especially from the USPS, some of the companies that complained
>
> the loudest about Mailing Online would be the ones that were bidding the
> lowest and compromising any principle or noble gesture that this group, or
>
> any other set forth to make.

> Regards,

> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]

> P.S. did anyone look at the brochure that I scanned? Is that an
> advertisement for Mailing Online?

> On Monday, February 22, 1999 1:28 PM, [REDACTED]
> [REDACTED] wrote:

> > FYI,

> >
> > It is my understanding that the current provider for Mailing Online is a
> > MASA member....however, the real issue, in my mind, is not who
> ultimately
> > supplies the service, but that we all have the same standards to work
> with.
> > Any MASA member with the appropriate resources can provide the same
> services
> > as Mailing Online (in fact there are members who do provide similar
> > products to Mailing Online), but here the USPS is acting as a conduit,
> and
> > is able to design a program that does not live up the rules, nor the
> postage
> > rate structure that we are all forced to operate our businesses under.
> > Couple that with a monopoly status and the playing field tilts
> dramatically.

> > Competition is one thing...unfair competition is another.

> > -----Original Message-----

> > From: [REDACTED]
> > To: 'masa@ls.masa.org' <masa@ls.masa.org>
> > Date: Monday, February 22, 1999 12:26 PM
> > Subject: listserv Mailing Online

> > >I stayed quiet during the whole Mailing Online discussion a month or so
> ago

From: "[REDACTED]"
Subject: RE: listserv Mailing Online
To: <masa@ls.masa.org>

Mon 5:32 PM

According to "Opinion and Recommended Decision on Market Test" USPS Postal Rate Commission, page 9 the current vendor is a company named Vestcom International Inc. According to the membership roster on the MASA web page, they are NOT MASA members.

In addition, a bid for MOL contractors was supposedly posted for the Western Region by the USPS and they received only one bid. No MASA in the USPS Western region that I have spoken to even received a request for bid. I certainly did not.

Some facts are necessary so we're all talking about the same thing:

1. There will be a maximum of 25 printers (they are never referred to in postal documents as lettershops).
2. The printing method is multi-color digital (not offset). Although many of us supply customized laser printing, few of us have multi-color digital printing capabilities. I suspect the more popular choices for printers will be companies like Xerox or Kinkos.
3. REMEMBER Remote Encoding. Although private corporations were awarded the original remote encoding contracts, postal unions stepped in and shortly all remote encoding sites were required to be staffed by postal unionized workers. If MOL works, don't think that the USPS will be able or will want to leave these contracts in private sector hands for long.

Mark's point is well taken. I suppose we all have our "price." Hopefully if given the opportunity, we will choose to remain private corporations offering services directly to our customers rather than with the USPS in between. Wouldn't it be ironic if they couldn't find any vendors in the public sector to sell to them?!!

If I'm wrong about any of my points-straighten me out!

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

-----Original Message-----

From: owner-masa@ls.masa.org [mailto:owner-masa@ls.masa.org] On Behalf Of [REDACTED]

Sent: Monday, February 22, 1999 1:57 PM

To: 'masa@ls.masa.org'

Subject: RE: listserv Mailing Online

Well, I think that maybe that was my point. Being that as an organization, we spend countless hours debating the pros and cons of a monopolistic system that ultimately uses one of 'our own' to promote it's own means. And that we can discuss, argue, agree and debate as a whole, condemn the system as a group, all agree that the USPS is in one form or another, competing with us, but still run to the plate to swing repeatedly at balls they throw our way. I remember when I was young and playing Little League Baseball there was always one team that always won our division year after year. It was no surprise that after a couple of years of this, a whole lot of parents started to accuse the managers of that team of paying off umpires, recruiting kids from other divisions and just a lot of cheating in general. People bitterly complained about this team constantly. Years later, it seems funny to me how people always complained about this team, but if one

M 00119

of my teammates started hitting better, or started showing more potential, his parents always seemed to overlook this other teams cheating and lying so their son could end up playing for the 'winners'. And it always seemed to be the parents that cried 'foul' the loudest, (if you'll pardon the pun) ran the fastest to the other team when they had the chance. It seems strangely parallel to this situation also.... In another parallel situation, I'd be willing to bet that over 80% of the complaints about Microsoft's 'monopoly' were written in Word98 on a Win95 machine that was sent to its recipient with MS Outlook to an address they found with Internet Explorer that they cataloged on a database written in Access. To me, that is an act ultimate hypocrisy. I use Microsoft products everyday, but I dont fire off hate letters about them. If I didn't like them, I would quit using them. I wouldn't make empty complaints just to jump on the 'I hate Microsoft bandwagon'. I say if you're going to talk the talk, you better be willing to walk the walk. I didn't know that a MASA member was the one providing the Mailing Online test mailings, however, it really doesn't suprise me. I was just observing that we can fuss and complain all we like about the USPS, but when faced with the possibility of getting more business, especially from the USPS, some of the companies that complained the loudest about Mailing Online would be the ones that were bidding the lowest and compromising any principle or noble gesture that this group, or any other set forth to make.

Regards,

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

P.S. did anyone look at the brochure that I scanned? Is that an advertisement for Mailing Online?

On Monday, February 22, 1999 1:28 PM, [REDACTED] wrote:

- > FYI,
- >
- > It is my understanding that the current provider for Mailing Online is a
- > MASA member...however, the real issue, in my mind, is not who ultimately
- > supplies the service, but that we all have the same standards to work
- > with.
- > Any MASA member with the appropriate resources can provide the same
- > services
- > as Mailing Online (in fact there are members who do provide similar
- > products to Mailing Online), but here the USPS is acting as a conduit,
- > and
- > is able to design a program that does not live up the rules, nor the
- > postage
- > rate structure that we are all forced to operate our businesses under.
- > Couple that with a monopoly status and the playing field tilts
- > dramatically.
- >
- > Competition is one thing...unfair competition is another.
- >
- > -----Original Message-----
- > From: [REDACTED]
- > To: 'masa@ls.masa.org' <masa@ls.masa.org>
- > Date: Monday, February 22, 1999 12:26 PM
- > Subject: listserv Mailing Online

>
>
> >I stayed quiet during the whole Mailing Online discussion a month or so ago
> >because it seemed that the point of the whole matter was getting distorted.
> > But now that it has calmed I have a few questions. It seems all well and
> >good that MASA members are 'banding together' and 'making a united front'
> >against the evil USPS and Mailing Online. However, I wonder how many MASA
> >companies will turn the USPS away when they are asked to be a provider for
> >Mailing Online? You know it is inevitable that a MASA member will be
> >approached by the USPS to produce Mailing Online mailings. If you are
> >approached will you say "No Way, I'm a member of MASA and we have decided
> >to boycott this product"? Or will you look at it as another way to provide
> >income for you and your company and gladly accept the work? When Mailing
> >Online comes to your town will you stick with your MASA friends and the
> >'united front' or will you decide to sleep with the larger and much more
> >cash-rich enemy? To give a really poor example: does anyone remember on
> >Gilligans Island when no one would talk to the Howells because everyone
> >thought they had placed themselves above the rest with their money? Then do
> >you remember how Gilligan was walking by the huts and saw the other
> >castaways, one by one, sneaking over to talk to the Howells and trying to
> >get on their good side? Is this how it will be with Mailing Online if it
> >comes to pass? (In this form or maybe the next..) Will we all debate this
> >issue, talk about it, spend hours on listserv denouncing it, posting and
> >cross-posting only to find that a MASA member has been the one selected to
> >mail for Mailing Online? Only time will tell..... Please look at
> ><http://www.mailent.com> and click the "Listserv" link at the bottom left of
> >the page and let me know if this is an advertisement for Mailing Online or
> >what? I subscribe to 'Money' magazine and this fell out of the February
> >issue..... I thought you would find it interesting so I scanned it and
> >posted it to this page. (Please forgive my home page as we are 'under
> >construction'.) Thanks for all of your time and for letting me ramble
> >
> >Regards,
> >
> >
> >
> >
> >
> >
> >
> >
> >
> >
> > Administrative requests (subscribe, unsubscribe, who) go to +
> > masa-request@ls.masa.org
> >
> >

M 00121

From: [REDACTED]
Subject: Re: listserv Mailing Online
To: masa@ls.masa.org

Mon 10:54 PM

On Mon, 22 Feb 1999 16:04:01 -0600, [REDACTED] wrote:

>If you stopped using Microsoft products, what would you use? They are
>everywhere. Yes there are other products out there, but try to find an OS
>and applications by major players. Not there. I also bet almost every one
>of those computers was being run by electricity provided by the electric
>monopoly.

Electricity at this point is accepted by most people to be a commodity. While there is recent legislation which was passed in some states allowing competition, most of us are stuck with the electric company. This is not so for the computer field.

We use computer products from a variety of distributors. Many of us on this list are using Promail on a SCO platform, and since Promail is a Unidata application and SCO Unidata will run on Linux, you have even more options.

Our file and print servers run on Linux.

Quality Letter Service is using Wordperfect (in SCO and Win95) and browses with Netscape.

Sure the systems staff has Word for compatibility with .DOCs which come in from customers, but if someone is writing a correspondence or is doing a mail merge it most likely happens in Wordperfect.

Yes, you need to have MSIE installed on at least one machine attached to the internet because if you don't you cannot download patches from www.microsoft.com, but that is the only reason I use it. That machine still connects to the internet via the Linux machine!

Yes most of the desktops are running win95, but the most used app we run on win95 is Netterm (www.netterm.com) and Anzio (www.anzio.com), both telnet clients which we use to connect to Promail on SCO.

Do you like a window like environment? And stability? Try Wordperfect 8 or Star Office on the KDE desktop on Linux (www.kde.org).

-- [REDACTED]
+ Administrative requests (subscribe, unsubscribe, who) go to +
+ masa-request@ls.masa.org

M 00122

Re: listserv Mailing Online

From: [REDACTED]
Subject: Re: listserv Mailing Online
To: masa@ls.masa.org

Tue 8:21 AM

While technically Vestcom International -- the holding company -- is not an MASA member, two of their "operating companies" are: Direct Marketing Support Group (NJ) and Vestcom Canada (formerly Campbell Abbott). Follow this link for more about Vestcom International:

<http://www.vestcomintl.com/submain.htm>

--
[REDACTED]
[REDACTED]
[REDACTED]

+ Administrative requests (subscribe, unsubscribe, who) go to +
+ masa-request@ls.masa.org

M 00123

From: [REDACTED]
Subject: Re: listserv Mailing Online
To: <masa@ls.masa.org>

Tue 12:19 PM

Vestcom owns Direct Marketing Support Group, which is a member.

[REDACTED]

-----Original Message-----

From: [REDACTED]
To: masa@ls.masa.org <masa@ls.masa.org>
Date: Monday, February 22, 1999 6:16 PM
Subject: RE: listserv Mailing Online

>According to "Opinion and Recommended Decision on Market Test" USPS Postal
>Rate Commission, page 9 the current vendor is a company named Vestcom
>International Inc. According to the membership roster on the MASA web
page,
>they are NOT MASA members.

>
>In addition, a bid for MOL contractors was supposedly posted for the
Western

>Region by the USPS and they received only one bid. No MASA in the USPS
>Western region that I have spoken to even received a request for bid. I
>certainly did not.

>
>Some facts are necessary so we're all talking about the same thing:
>1. There will be a maximum of 25 printers (they are never referred to in
>postal documents as lettershops).
>2. The printing method is multi-color digital (not offset). Although many
>of us supply customized laser printing, few of us have multi-color digital
>printing capabilities. I suspect the more popular choices for printers
will
>be companies like Xerox or Kinkos.
>3. REMEMBER Remote Encoding. Although private corporations were awarded
the
>original remote encoding contracts, postal unions stepped in and shortly
all
>remote encoding sites were required to be staffed by postal unionized
>workers. If MOL works, don't think that the USPS will be able or will want
>to leave these contracts in private sector hands for long.

>
>Mark's point is well taken. I suppose we all have our "price." Hopefully
>if given the opportunity, we will choose to remain private corporations
>offering services directly to our customers rather than with the USPS in
>between. Wouldn't it be ironic if they couldn't find any vendors in the
>public sector to sell to them?!!

>
>If I'm wrong about any of my points-straighten me out!

>
>[REDACTED]
>[REDACTED]
>[REDACTED]
>[REDACTED]

>
>-----Original Message-----

>From: owner-masa@ls.masa.org [mailto:owner-masa@ls.masa.org] On Behalf Of
>mfreeze
>Sent: Monday, February 22, 1999 1:57 PM
>To: 'masa@ls.masa.org'

>Subject: RE: listserv Mailing Online

>

>Well, I think that maybe that was my point. Being that as an organization,
>we spend countless hours debating the pros and cons of a monopolistic
>system that ultimately uses one of 'our own' to promote it's own means. And
>that we can discuss, argue, agree and debate as a whole, condemn the system
>as a group, all agree that the USPS is in one form or another, competing
>with us, but still run to the plate to swing repeatedly at balls they throw
>our way. I remember when I was young and playing Little League Baseball
>there was always one team that always won our division year after year. It
>was no suprise that after a couple of years of this, a whole lot of parents
>started to accuse the managers of that team of paying off umpires,
>recruiting kids from other divisions and just a lot of cheating in general.
> People bitterly complained about this team constantly. Years later, it
>seems funny to me how people always complained about this team, but if one
>of my teammates started hitting better, or started showing more potential,
>his parents always seemed to overlook this other teams cheating and lying
>so their son could end up playing for the 'winners'. And it always seemed
>to be the parents that cried 'foul' the loudest, (if you'll pardon the pun)
>ran the fastest to the other team when they had the chance. It seems
>strangely parallel to this situation also.... In another parallel
>situation, I'd be willing to bet that over 80% of the complaints about
>Microsoft's 'monopoly' were written in Word98 on a Win95 machine that was
>sent to its recipient with MS Outlook to an address they found with
>Internet Explorer that they cataloged on a database written in Access. To
>me, that is an act ultimate hypocrisy. I use Microsoft products everyday,
>but I dont fire off hate letters about them. If I didn't like them, I
>would quit using them. I wouldn't make empty complaints just to jump on the
>'I hate Microsoft bandwagon'. I say if you're going to talk the talk, you
> better be willing to walk the walk. I didn't know that a MASA member was
>the one providing the Mailing Online test mailings, however, it really
>doesn't suprise me. I was just observing that we can fuss and complain all
>we like about the USPS, but when faced with the possibility of getting more
>business, especially from the USPS, some of the companies that complained
>the loudest about Mailing Online would be the ones that were bidding the
>lowest and compromising any principle or noble gesture that this group, or
>any other set forth to make.

>

>Regards,

> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]
> [REDACTED]

>

>P.S. did anyone look at the brochure that I scanned? Is that an
>advertisement for Mailing Online?

>

>On Monday, February 22, 1999 1:28 PM, [REDACTED]

> [REDACTED]

>> FYI,

>>

>> It is my understanding that the current provider for Mailing Online is a
>> MASA member...however, the real issue, in my mind, is not who ultimately
>> supplies the service, but that we all have the same standards to work
>> with.

>> Any MASA member with the appropriate resources can provide the same
>> services

>> as Mailing Online (in fact there are members who do provide similar

>> products to Mailing Online), but here the USPS is acting as a conduit,
>and
>> is able to design a program that does not live up the rules, nor the
>postage
>> rate structure that we are all forced to operate our businesses under.
>> Couple that with a monopoly status and the playing field tilts
>dramatically.
>>
>> Competition is one thing...unfair competition is another.
>>
>> -----Original Message-----
>> From: [REDACTED]
>> To: 'masa@ls.masa.org' <masa@ls.masa.org>
>> Date: Monday, February 22, 1999 12:26 PM
>> Subject: listserv Mailing Online
>>
>>
>> >I stayed quiet during the whole Mailing Online discussion a month or so
>ago
>> >because it seemed that the point of the whole matter was getting
>distorted.
>> > But now that it has calmed I have a few questions. It seems all well
>and
>> >good that MASA members are 'banding together' and 'making a united
>front'
>> >against the evil USPS and Mailing Online. However, I wonder how many
>MASA
>> >companies will turn the USPS away when they are asked to be a provider
>for
>> >Mailing Online? You know it is inevitable that a MASA member will be
>> >approached by the USPS to produce Mailing Online mailings. If you are
>> >approached will you say "No Way, I'm a member of MASA and we have
>decided
>> >to boycott this product"? Or will you look at it as another way to
>provide
>> >income for you and your company and gladly accept the work? When
>Mailing
>> >Online comes to your town will you stick with your MASA friends and the
>> >'united front' or will you decide to sleep with the larger and much more
>> >cash-rich enemy? To give a really poor example: does anyone remember on
>> >Gilligans Island when no one would talk to the Howells because everyone
>> >thought they had placed themselves above the rest with their money? Then
>do
>> >you remember how Gilligan was walking by the huts and saw the other
>> >castaways, one by one, sneaking over to talk to the Howells and trying
>to
>> >get on their good side? Is this how it will be with Mailing Online if
>it
>> >comes to pass? (In this form or maybe the next..) Will we all debate
>this
>> >issue, talk about it, spend hours on listserv denouncing it, posting and
>> >cross-posting only to find that a MASA member has been the one selected
>to
>> >mail for Mailing Online? Only time will tell..... Please look at
>> ><http://www.mailent.com> and click the "Listserv" link at the bottom left
>of
>> >the page and let me know if this is an advertisement for Mailing Online
>or
>> >what? I subscribe to 'Money' magazine and this fell out of the February
>> >issue..... I thought you would find it interesting so I scanned it and
>> >posted it to this page. (Please forgive my home page as we are 'under

M 00126

Re: listserv Mailing Online

>> >construction'.) Thanks for all of your time and for letting me ramble

>> >

>> >Regards,

>> [REDACTED]

>> [REDACTED]

>> > [REDACTED]

>> > [REDACTED]

>> > [REDACTED]

>> > [REDACTED]

>> > [REDACTED]

>> > [REDACTED]

>> >+ Administrative requests (subscribe, unsubscribe, who) go to +

>> >+ masa-request@ls.masa.org

>> >

>>

>> + Administrative requests (subscribe, unsubscribe, who) go to +

>> + masa-request@ls.masa.org

>

>

>+ Administrative requests (subscribe, unsubscribe, who) go to +

>+ masa-request@ls.masa.org

>

>+ Administrative requests (subscribe, unsubscribe, who) go to +

>+ masa-request@ls.masa.org

+ Administrative requests (subscribe, unsubscribe, who) go to +

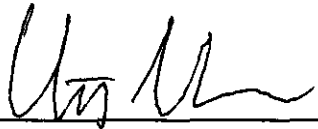
+ masa-request@ls.masa.org

M 00127

DECLARATION

I, Scott Schuh, declare under penalty of perjury that the foregoing answers are true and correct, to the best of my knowledge, information, and belief.

Date: 3/11/99



CERTIFICATE OF SERVICE

The undersigned hereby certifies that the foregoing Response Of Mail Advertising Service Association International Witness Schuh To Follow-Up Interrogatories And Requests For Production Of Documents Of The United States Postal Service was served upon all participants of record in this proceeding in accordance with Section 12 of the Rules of Practice and POR No. MC98-1/4 this 12th day of March, 1999.



Graeme W. Bush