



March 29 2017

Leo Raymond Shares the Future of USPS

If you weren't there all is not lost...Secret link embedded

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

On March 23rd, ProList held one of its best attended webinars – *The State of the Postal Service 2017*, presented by Leo Raymond. Leo is a legend in the mailing industry after a 30+ year career with USPS, and a second career working with mailers and mailing associations on the inner workings of the Postal Service. The webinar received rave reviews from attendees.

During his presentation, Leo discussed the financial condition of the Postal Service. Fundamentally, First-Class volume continues to decline, while Standard Mail (recently rebranded "USPS Marketing Mail") volume has shown a bit of growth. Importantly, package volume is the fastest growing type of mail, with revenue that already exceeds that of Standard Mail. At the same time, the number of employees at the Postal Service has begun to grow again, after years of decline.

Leo reviewed the last rate case and looked to some future innovations we may see in rate cases:

- Annual rate changes
- CPI rate caps trending towards about 2%
- Simplification of rate structure
- Possible changes to postcard size
- A possible "Standard Postcard" rate
- Revisions of weight limits to flats

In addition to these new rate changes, Leo also discussed the review taking place of the rate setting process itself, with a final report due from the Postal Regulatory Commission this year. This process may threaten the CPI cap currently controlling rate changes or make other changes in how rates are set.

Quality Service Guaranteed!



Finally, Leo offered excellent insight into congressional action on the Postal Service. The USPS Board of Governors has pretty much run out of Governors, as the Senate has refused to appoint any new ones for years. These have been pretty much blocked by a single Senator (call us for his secret identity.) Right now the BOG consists of the Postmaster General and the Deputy PMG. This does inhibit their ability to make long ranging decisions.

Postal reform bills have been filed in the House (HR 756 and HR 760) and appear to enjoy bipartisan support. They would change USPS health plans, reduce or eliminate business door delivery, possibly reinstate half of the exigent rates (2.15%) and more. There is no Senate version yet, and these bills have a long way to go, but seem more likely to pass than recent bills have. They would contribute to a more stable Postal Service for the coming years.

Now that you know what you missed, we'll give you a chance to make it up. Click [here](#) to follow a link to a recording of the presentation. It has valuable industry information, provided by ProList as part of our *Thinking Out Loud* webinar series. Have a listen!

Jeff Thomas Named ProList's Vice President of Sales and Business Development

Although we generally love to dig into arcane postal information in ProNews, we are making an exception this month to announce the advancement of a key team member at ProList. Jeff Thomas has been promoted to Vice President of Sales and Business Development.

If you have any dealing with ProList, you undoubtedly know Jeff. Even if you don't work with ProList, if you are in the direct marketing industry in the Mid-Atlantic region you probably know him. Jeff has been a huge supporter of the industry, serving on the Board for DMAW, and volunteering for many other organizations from Richmond to Philadelphia, to New York and beyond. Jeff does all of this because he has a passion for our industry.

Jeff is one of those unusual characters who combines a deep knowledge of postal regulations, with extensive production knowledge, and still manages to have an actual personality. He has been essential to ProList's success and growth for the past seven years.

More than twenty years ago Jeff began his career working on a mail shop production floor stacking mail bags, truly learning the business from the ground up. He joined ProList as part of our merger with Stockton, Inc. in 2010. Since then, his sales have more than doubled, and he keeps pushing for more. We feel lucky to

Contact Us Today!

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



have him.

Jeff will continue to work with his customers and seek new ones. However, in his new role he will more greatly influence and guide internal customer service and production to ensure ProList meets all of the needs of our clients. He is also a member of ProList's leadership team which is responsible for directing and implementing the strategic direction of the company.

We are excited about Jeff playing this critical role in ProList's future development. We hope you will join us in congratulating Jeff Thomas, Vice President of Sales and Business Development.

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

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