

# The Direct Marketing Industry's Legislative Advocates



NEMOA September 14, 2022



## The Direct Marketing Industry's Legislative Advocates

- Powerful voice in Washington, DC that advocates specifically for our industry's interests.
- Influences and provides input on legislative and regulatory policies that have a direct effect on our businesses.

# ACMA Leadership

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Advocacy Training – Contacts, Information & Strategies



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## Top Priorities

1. Consumer privacy legislation
2. State sales and business tax compliance unification
3. Postal regulation and rate increases

# Consumer Privacy

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## American Data Privacy & Protection Act

1. Current pending bill would provide single federal standard for consumer data collection and privacy.
2. Concept we can support if red flags are addressed
  - a. Private Right of Action – gateway to class action lawsuits
  - b. Possible “Opt-In” provision – would further limit online customer targeting

**Need Congress to remove Private Right of Action and exclude Opt-In from American Data Privacy & Protection Act**

# State Sales & Business Taxes

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1. State Sales Tax Compliance Unification
  - a. Wayfair decision allowed economic nexus, creating complex and costly compliance burden.
  - b. Unlikely to be reversed, but current practice foreshadows what could happen if state business and income tax issues are not addressed.
2. State Business & Income Taxes -- More Compliance & Cost
  - a. States eye income and business taxes for revenue generation from remote sellers
  - b. Federal Public Law 86-272 governing income tax disregarded by California
  - c. Alternative state business taxes circumvent income taxes in multiple states
  - d. Growing tax compliance and cost burden that is out of control

**Need Congress to reaffirm 86-272**  
**No Taxation Without Representation**

# USPS Regulation & Rate Increases

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1. USPS imposing rate increases while decreasing service.
  - a. Semi-annual rate increases that are unsustainable.
  - b. Decreasing service delivery commitments for direct mail.
  - c. Pursuing competition with UPS and FedEx without infrastructure to support it.
  - d. Strategy pushes direct marketers away from print toward digital advertising.







Are you are concerned about possible fines or legal action for failure to comply with state sales taxes?



Are you are overwhelmed by state business tax compliance and the financial burden of rapidly increasing tax costs?



Have your  
Facebook  
advertising  
results  
plummeted  
since the Apple  
iOS privacy  
setting update?



Are your  
postage costs  
spiraling out  
of control  
with no end  
in sight?



Are you consulting with a Magic 8 Ball to develop your next marketing strategy?



Houston,  
we have a  
problem!

# JOIN THE



1. Join the ACMA and make our voices heard!
2. Meet with your Congressional delegation in Washington, D.C.
3. Explain how your business is being affected.
4. Share ideas and recommend solutions.
5. Invest time now for better long-term outcomes.



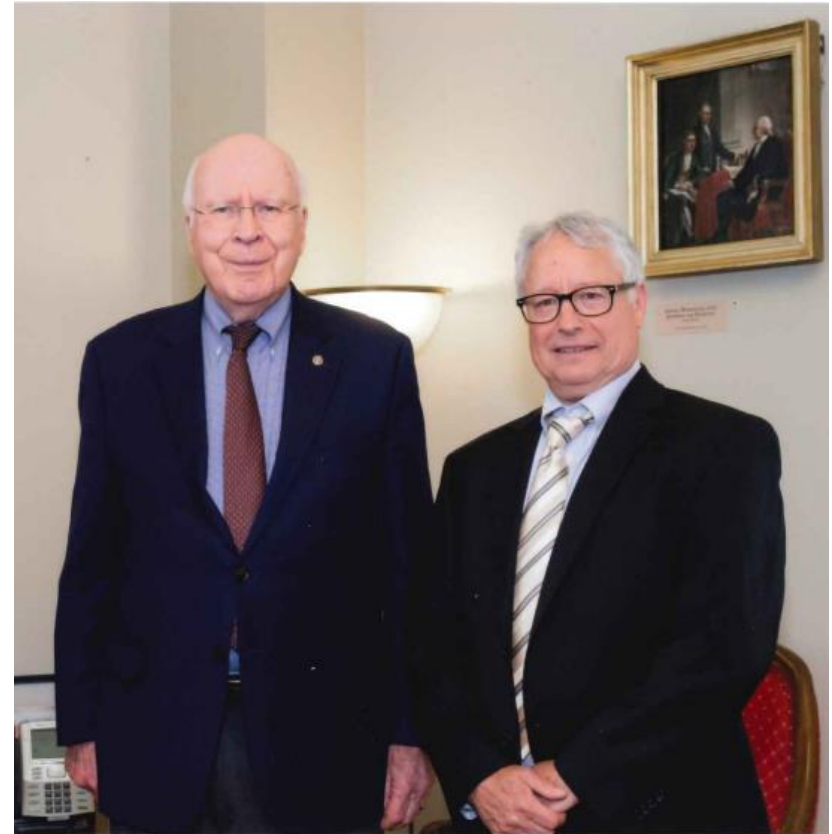
*It's political,  
not partisan*

# My Washington DC Scrapbook

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Congressman Peter Welch – (D) Vermont



Senator Patrick Leahy – (D) Vermont



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