

The Power of Direct:
Relevance. Responsibility. Results.

DMA 
Direct Marketing Association

- Election 2010: The New Political Landscape
- The Players: Congress, Agencies & the States
- “DMAAction” Across the Issues
- Q&A



Today's Speakers



Linda Woolley
EVP, Government Affairs



Jerry Cerasale
SVP, Government Affairs



Ron Barnes
VP, State Affairs



Rachel Thomas
VP, Government Affairs



Neil O'Keefe
VP, Multichannel Segments



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MARKETING NEWS

- 09/08/2010 Email Experience Council and Epsilon Release Q2 2010 North America Email Trend Results: Steady Open Rates
- 09/07/2010 DMA Releases Quarterly Business Review (QBR) for Q2 2010
- 09/07/2010 DMA Releases Quarterly Business Review (QBR) for Q2 2010
- 09/02/2010

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Legislative Action Center

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In The Spotlight

Learn more about DMA's fight against postal rate hikes and take action to support the Affordable Mail Alliance!

Read about other important DMA efforts:

- DMA's Fight Against FTC Expansion
- DMA Files Suit Against Colorado Anti-Marketing Law
- DMA Responds to Release of Draft Privacy Bill
- DMA Comments on FCC Robocall Rule Highlight Unintended Consequences
- Summary of House Subcommittee Hearing on Online Privacy

Latest News

- Obama antitrust enforcement looking like more of the same (Washington Post) Sep 8, 2010
- A housing market out of sync (Washington Post) Sep 5, 2010
- Home buyers, sellers out of sync (Washington Post) Sep 4, 2010

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Take Action:

Direct Connect to Congress

Become a DMA Government Affairs Member

Key Issues

- Fighting Postal Rate Increases
- Keeping FTC Expansion Out of Financial Reform
- Self Regulation: Online Behavioral

Voter Resources

- Early / Absentee Voting Information
- My Candidates
- My Elected Officials

Federal & State Legislation

- H.R. 4173: Restoring American Financial Stability Act of 2010
- S. 3217: Restoring American Financial Stability Act of 2010





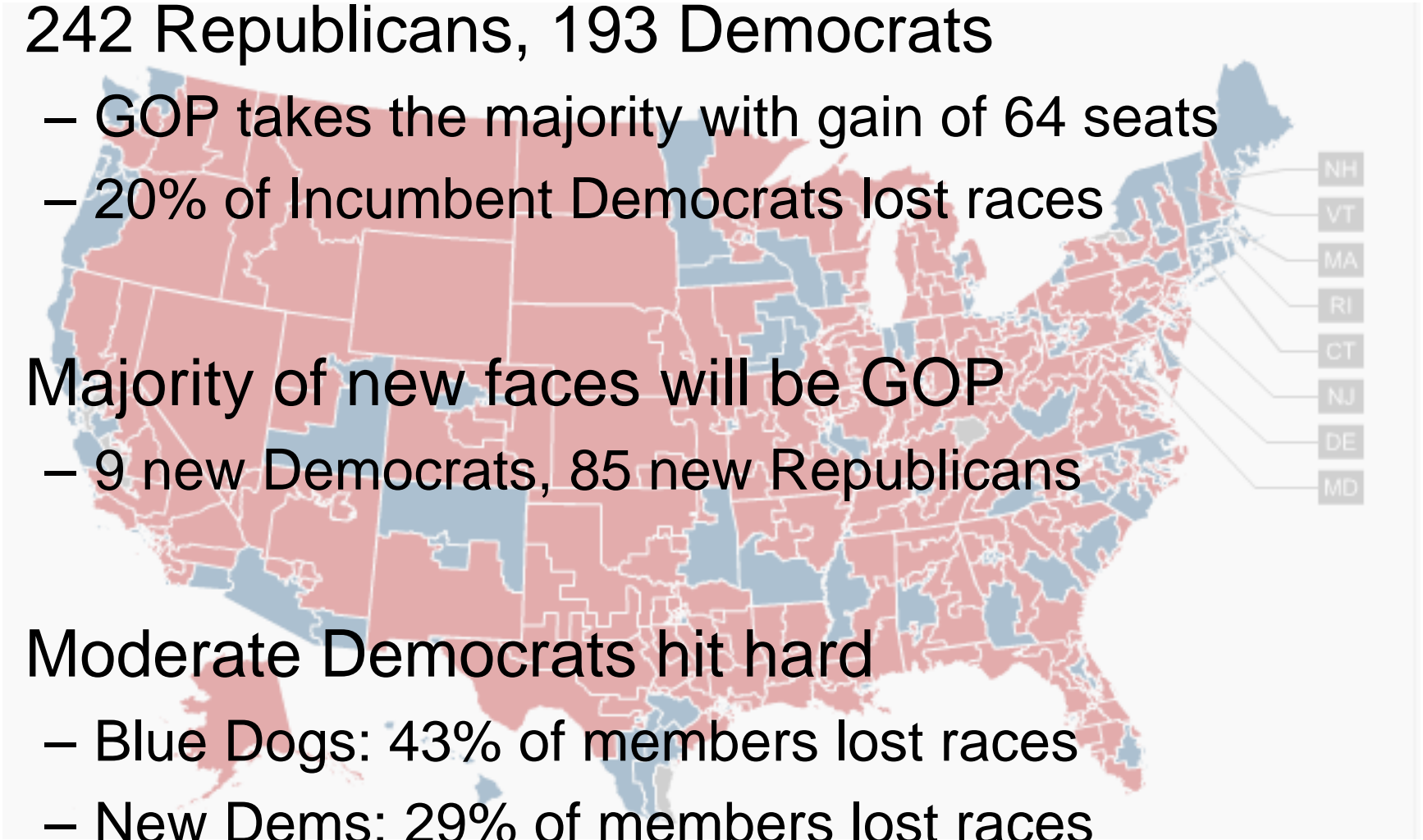
Election 2010: The New Political Landscape

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U.S. House of Representatives

- 242 Republicans, 193 Democrats
 - GOP takes the majority with gain of 64 seats
 - 20% of Incumbent Democrats lost races
- Majority of new faces will be GOP
 - 9 new Democrats, 85 new Republicans
- Moderate Democrats hit hard
 - Blue Dogs: 43% of members lost races
 - New Dems: 29% of members lost races



What Happened?

- Third “wave” in three election cycles
 - Americans see nothing odd about voting for different parties at different times
- “It’s the Economy, Stupid”
 - Healthcare and environmental debates seen as “out of touch” in light of 9.6% unemployment on Election Day
- Democrats lost the middle
 - Moderates voting for Democrats declined 8 million from 2006 election



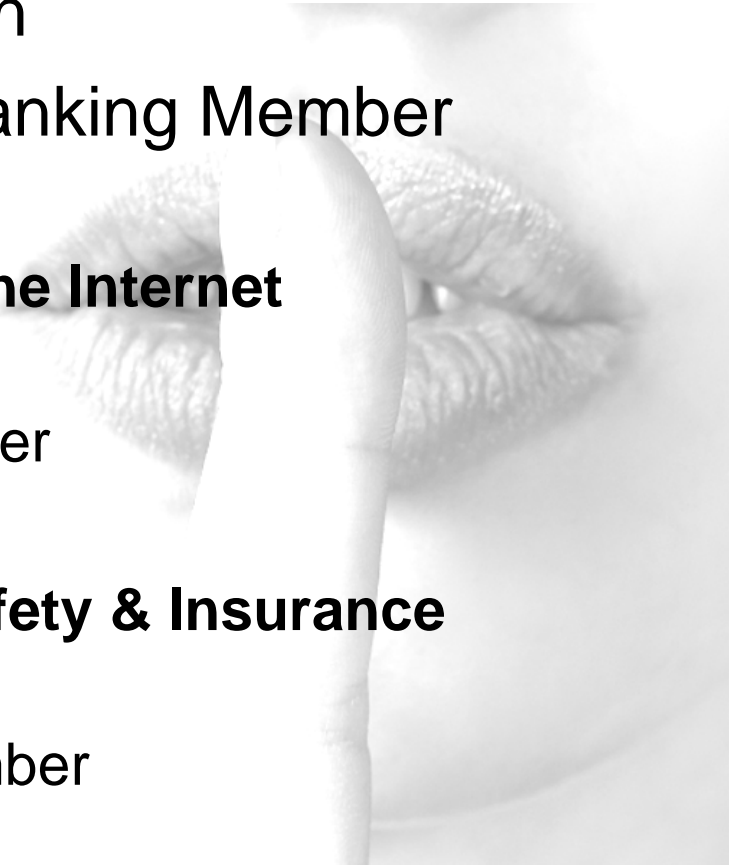
The Players: Congress, Agencies & the States

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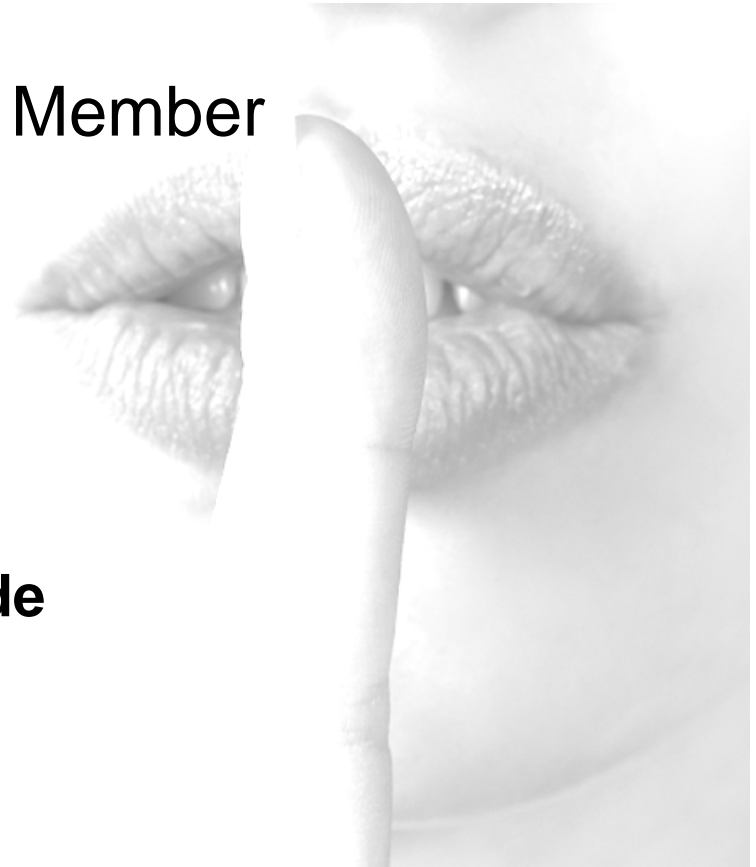
The Players: Privacy

- **Senate Commerce Committee**
Jay Rockefeller (D-WV), Chairman
Kay Bailey Hutchinson (R-TX), Ranking Member
 - **Communications, Technology & the Internet**
John Kerry (D-MA), Chairman
John Ensign (R-NV), Ranking Member
 - **Consumer Protection, Product Safety & Insurance**
Mark Pryor (D-AR), Chairman
Roger Wicker (R-MS), Ranking Member



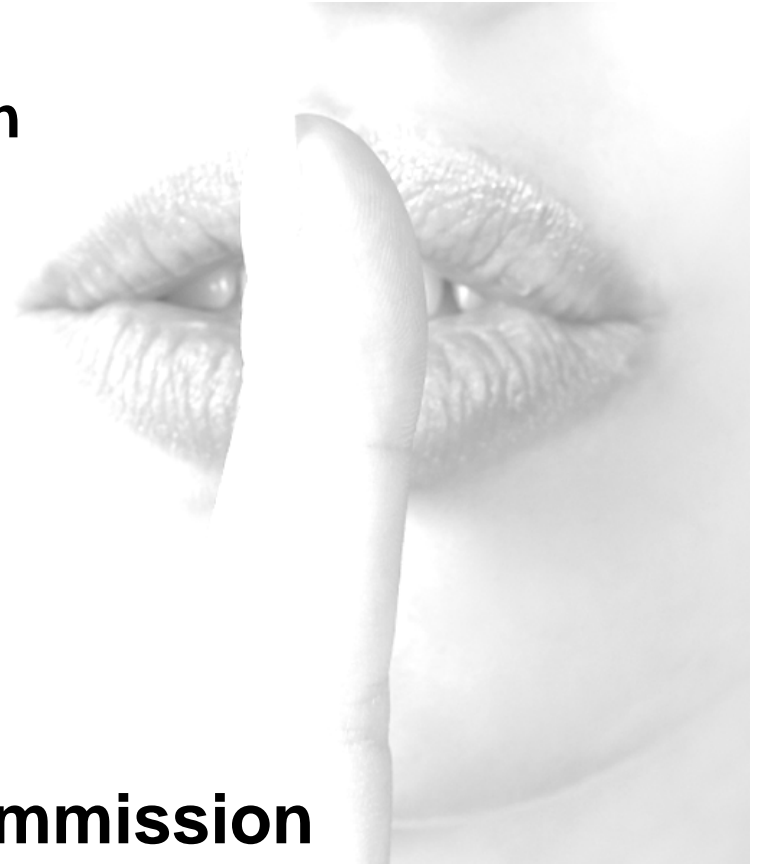
The Players: Privacy

- **House Energy & Commerce Committee**
Fred Upton (R-MI), Chairman
Henry Waxman (D-CA), Ranking Member
 - **Communications & Technology**
Greg Walden (R-OR), Chairman
Ranking Member TBA
 - **Commerce, Manufacturing & Trade**
Mary Bono Mack (R-CA), Chairman
Ranking Member TBA



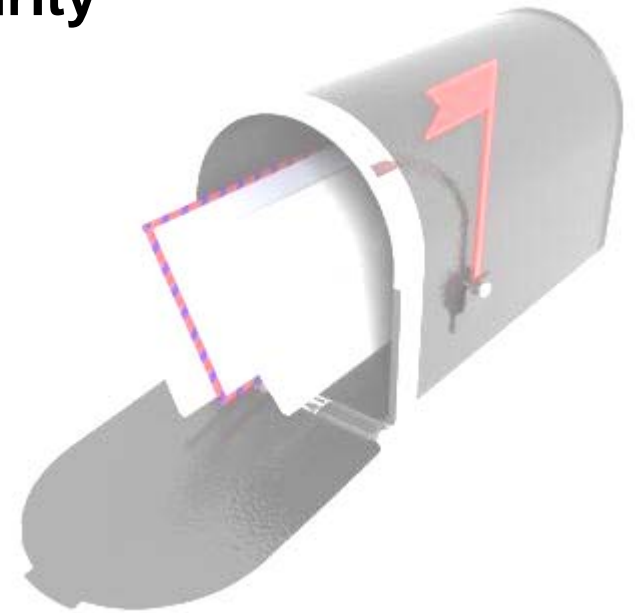
The Players: Privacy

- **Federal Trade Commission**
Jon Leibowitz, Chairman
 - **Bureau of Consumer Protection**
David Vladeck, Director
- **Department of Commerce**
Gary Locke, Secretary
 - **Internet Policy Task Force**
Daniel Weitzner, Chairman
- **Federal Communications Commission**
Julius Genachowski, Chairman



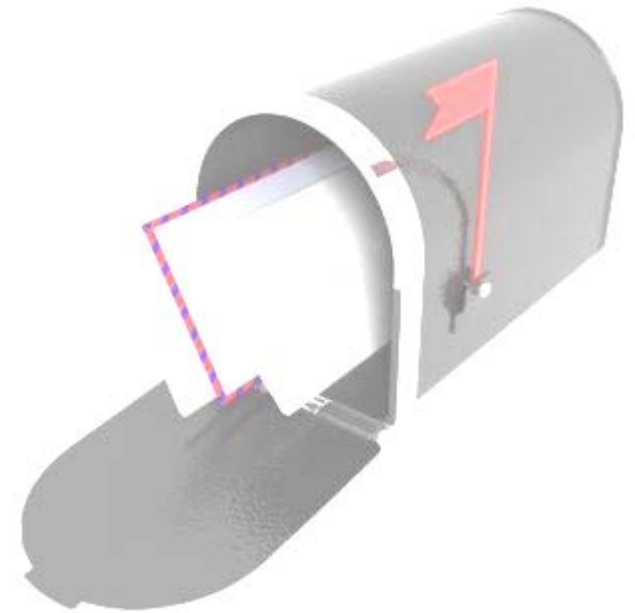
The Players: Postal

- **Senate Homeland Security & Gov't Affairs Committee**
Joe Lieberman (I-CT), Chairman
Susan Collins (R-ME), Ranking Member
 - **Federal Financial Management, Government Information, Federal Services & International Security**
Tom Carper (D-DE), Chairman
John McCain (R-AZ), Ranking Member



The Players: Postal

- **House Oversight & Government Reform Committee**
Darrell Issa (R-CA), Chairman
Elijah Cummings (D-MD), Ranking Member
- **US Postal Service**
Pat Donahoe, Postmaster General
- **Postal Regulatory Commission**
Ruth Goldway, Chairman



The Players: Data Security

- **Senate Judiciary Committee**
Patrick Leahy (D-VT), Chairman
Jeff Sessions (R-AL), Ranking Member
 - **Antitrust, Competition Policy & Consumer Rights**
Herb Kohl (D-WI), Chairman
Orrin Hatch (R-UT), Ranking Member



The Players: Data Security

- **House Judiciary Committee**
Lamar Smith (R-TX), Chairman
John Conyers (D-MI), Ranking Member
 - **Intellectual Property, Competition, and the Internet**
Bob Goodlatte (R-VA), Chairman
Ranking Member TBA
- **White House**
 - **Cybersecurity Office**
Howard Schmidt, Coordinator



The Players: Taxes

- **Senate Finance Committee**

Max Baucus (D-MT), Chairman

Charles Grassley (R-IA), Ranking Member

- **Taxation, IRS Oversight, and Long-Term Growth**

Kent Conrad (D-ND), Chairman

John Kyl (R-AZ), Ranking Member

- **House Ways & Means Committee**

Chairman David Camp (R-MI)

Sander Levin (D-MI), Ranking Member

- **Trade**

Kevin Brady (R-TX), Chairman

Ranking Member TBA



Marketing Practices

- **Federal Trade Commission**
Chairman Jon Leibowitz
 - **Bureau of Consumer Protection**
Director David Vladeck

- **Consumer Financial Protection Bureau**
Chairman Elizabeth Warren



In the States

- **State Legislatures**
 - Partisan splits in chambers are a guide, not a guarantee
- **State Administration**
 - Governors – CA, Jerry Brown; NY, Andrew Cuomo
 - Attorneys General – increasingly higher profile
 - Tax Bureaus – one of the key players in the remote sales tax issue
- **Localities**
 - Municipal Do Not Mail resolutions and mail opt-out lists



“DMAAction” Across the Issues

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Advocating Consumer Privacy through Transparency and Choice

- Leading the “Do Not Track” Debate
 - Taking a Stand on Privacy Legislation / Regulation
 - Supporting Appropriate Data Security Safeguards
 - Safeguarding Children’s Privacy (COPPA Review)
- OPT-OUT
- OPT-IN

Championing Self-Regulation

- Self-Regulatory Program for Online Behavioral Advertising
 - Advertising Option Icon
 - AboutAds Consumer Opt-Out Page
- Setting Ethical Standards for the Marketing Community
 - Interest-Based Advertising
 - Social Networking
 - Mobile Marketing



Safeguarding Ethical Use of Consumer Data for Marketing Purposes

- Online Marketing Practices
 - Data Pass
 - Negative Option
- Telemarketing Sales Rule
- Use of Sensitive Data



Fighting Postage Increases While Supporting Postal Reform

- Opposition to Cost Shifting
 - USPS Appeal of PRC Exigent Rate Decision
 - CSRS reallocation
- Seeking Relief for Mailers in Postal Reform
- Finding Digital Solutions for Postal Problems



Opposing Burdensome Business Tax Obligations

- Fighting Colorado Use Tax Reporting Law
- Following New Corporate Activity Taxes
- Engaging States on Affiliate Tax Proposals
 - New York
 - Rhode Island
 - North Carolina



Keeping Marketing Channels Open and Viable

- Opposing “Do Not Mail” Legislation
- Adjusting FCC Rule on Pre-recorded Messages
- Informing FTC “Green Guides” Review
- “Do Not Call” Bills in the States

Fighting Onerous Business and Nonprofit Regulations

- Setting Limits on Agency Power (“FTC Expansion”)
- Protecting Deductibility of Advertising Expenses
- Safeguarding Charitable Deductions



Direct Connect with DMA Government Affairs

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We invite you to work directly with us in these ways...

- **Stay “Politically Direct” with Advocacy News Suite**
 - Direct from Washington
 - Politically Direct
 - Washington Representatives “Telebriefings”
- **Take Grassroots Action at DMAAction.org**
- **Join a Policy Coalition**
- **Mark Your Calendar for...**
 - DMA in DC 2011 (March 15-16, 2011)
 - State Lobby Days

Q&A

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Thank You!

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