



February 17, 2010

Dear DMA Member:

DMA cordially invites you to attend a [special invitation-only meeting](#) on Wednesday March 24, 2010. This day-long intensive meeting will consist of presentations by key representatives from the United States Postal Service (USPS), Federal Trade Commission (FTC), Postal Regulatory Commission (PRC), and Congress. The speakers will provide valuable insight into the public policy issues facing the Marketing Community and your business. **We encourage you or an executive representative (CEO, CMO, or CFO) of your company to attend this meeting.**

Our meeting will commence at 9:30 AM EDT and conclude at 4:30 PM. Among the many topics of conversation will be:

- Upcoming online privacy legislation
- FTC's updated "Guides for the Use of Environmental Marketing Claims"
- Self-regulation on behavioral advertising
- Viability of the USPS
- Nexus and Affiliate Taxes at the State level

**In addition to the March 24 session, attendees at this year's "DMA in DC" event will also have the opportunity to join DMA's Government Affairs team in meeting with policymakers on Capitol Hill.** This is a wonderful opportunity to have your voice heard directly on the issues of greatest importance to the direct marketing community. These Hill visits will take place on March 23 and 25.

Traditionally, we have held only one of these special, invitation-only meetings per year, so we would encourage you to make every effort to attend, and to bring your thoughts and questions.

**Please RSVP for this meeting by emailing George McConnell at [GMcConnell@the-dma.org](mailto:GMcConnell@the-dma.org) or calling him at 202-861-2485 before March 2, 2010. In your RSVP please indicate whether or not you are interested in joining DMA's Government Affairs team in meeting with policymakers on Capitol Hill. Please indicate whether you prefer March 23 or March 25.**

Space at the meeting is limited, so please RSVP prior to March 2, so that we can accommodate the most number of DMA members.

Regards,

A handwritten signature in blue ink, appearing to read "Linda Woolley".

Linda A. Woolley, Esq.  
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A handwritten signature in blue ink, appearing to read "Neil C. O'Keefe".

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