



Your Catalog Advocate!

July 30, 2012

Preserve Quill Tax Update

Dear Catalog Industry Participant:

Wow – you responded! After our call to action last week for help to preserve Quill, here’s a snapshot of what happened in just three business days:

- We generated 120 letters from 80 separate companies to signal grave concerns on the Marketplace Equity Act (H.R. 3179)!
- At the House Judiciary Committee hearing on July 24, we successfully got these letters entered into the record along with written testimony from ACMA and the other associations engaged with us on this fight.
- On July 23, we formally launched TruST, the coalition for the True Simplification of Taxation, and our coalition website: www.truesimplification.org went live.
- We got reasonably good media pick up for TruST.
- Now this next week, the fight moves over to the Senate...

All in all – a strong start. Our side submitted well-crafted testimony and we began to raise relevant issues that must be addressed. Much of the detail can be found on the ACMA website by clicking the new section we’ve created that you can access from the home page, “Burning Issues for Catalogers”; then click on the links under “Tax Issues.”

The effort’s been great, but it’s still a tough climb ahead. The opposition is fully engaged and has loaded Members of Congress with its rhetoric. Without opposition, the Main Street “Fairness” interests nearly succeeded in convincing Congress that this “is the fair thing to do” and that there is no serious opposition to changing the law of the land to compel all remote sellers to collect and remit sales taxes. We on the pro-Quill side have a good story to tell, but we’ve only just begun to tell it.

TruST has to engage lobbyists, conduct research, promote our issues in a beltway-focused P.R. campaign. We also have to meet with legislative staffs to

educate them on the issues and unintended consequences that this change would bring, and follow up to make sure our message is getting across.

To do this, we need resources and a mobilized industry that will respond to calls to action with similar passion and impact as our letter-writing campaign last week.

To date, TruST has raised \$100,000. We need at least another \$300,000 - and we need it quickly. To contribute to TruST, email pmiller@catalogmailers.org and indicate the amount you would like to pledge, along with your name, company name, address and phone number. TruST will then generate an invoice for you.

Contribution Suggestions

Without securing critical resources soon, TruST will not have the weaponry required to fight this battle. Make your commitment of \$10,000 today. Even better, join our Steering Committee of leading CEOs with a \$25,000 commitment. Or, even a \$5,000 contribution will make a difference. Call other remote marketers and urge them to take up the fight too.

Legislation overturning Quill could come as early as this next month or anytime in the lame duck session. Will it? Too soon to tell. The more we are able to get our message out, the greater the likelihood we can push this out into the future, kill it completely or at least get measures adopted that will not cripple this industry. No timeframe for implementation can be set until after final legislation but the real concern is that this gets tacked onto a through-moving bill, becoming law in the dead of night.

Want more details? Give me a call!

Please take action today.

Sincerely,



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