



DW Mail Insider

December 2009

Holiday Fun Facts

If you received all of the gifts in the song "The Twelve Days of Christmas" you would receive 364 gifts.

Rudolph was actually created by Montgomery Ward in the late 1930's for a holiday promotion.



100,000 people are employed in the Christmas tree industry.

Charles Dickens' famous work "A Christmas Carol" was written in just 6 weeks.

Annual Food Drive Comes to an End

For the last four years we have organized and asked our neighbors to participate in a food drive for Food Bank of the Rockies. We collected 202 pounds of nonperishable foods. We are grateful to all of our neighbors who participated and particularly to New Classics who own Duffy Rolls for being the biggest donor.



Food Bank of the Rockies is the 'food clearing house' for much of Colorado and Wyoming. They distribute over 26 million pounds of food (56,000 meals) per year. To learn how donate or organize your own food drive visit www.foodbankrockies.org.

DW Is Blogging

Check out our new blog for the latest on the USPS, DW, and much more. In a recent post new mom, Cheneile Norasaeng, gave thanks for her sons naptimes lasting long enough for her to hear Jerry Comer's presentation on Market Validation. She wrote:

As a new mom I often wonder how I would get anything done without naptimes. Those moments are few and precious. Luckily our November seminar landed at nap time. And it was a nap well spent. Jerry Comer of Comer & Associates (www.comerassociates.com) delivered an interactive and informative seminar on market research.

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Postal Crime Watch

A former postal supervisor is awaiting sentencing after pleading guilty to stealing nearly 16,000 Best Buy reward certificates from the mailstream.

The employee apparently used the certificates to buy nearly \$200,000 in merchandise.

Perhaps the man's efforts to keep his buying inconspicuous were not successful because he purchased seven 37-inch LCD TV's and 37 iPods at one time.

A search of his home found 371 items, plus \$4,200 in cash and 3,000 unused Best Buy certificates.

Jerry detailed a 10 step process for validating your beliefs about the marketplace and provided some exceptional examples, while his audience enjoyed Duffy rolls and a fresh pot of coffee. We concluded just in time for me to hear my son's loud request for a clean diaper and warm milk.

For those of you who were unable to make it to the seminar, we would be happy to send you the handouts. Send your requests to info@dwmallc.com and be looking for our upcoming seminars in the new year. We have some great topics and speakers lined up.

Find our blog at <http://dwmallc.wordpress.com> or from our website www.dwmallc.com.

2010 Postage Rate Increase

The Postal Service has announced that there will be no postage rate increase in 2010 for market dominate products including standard, non-profit and first-class mail. In an email message Postmaster General, John E. Potter, explained, "While increasing prices might have generated revenue for the Postal Service in the short term, the long term effect could drive additional mail out of the system. We want mailers to continue to invest in mail to grow their business, communicate with valued customers, and maintain a strong presence in the marketplace."

For other products, including priority and express mail, rates will increase on January 4, 2010.

	Current Rate	New Rate Effective Jan 4, 2010
Express Mail		
Flat Rate Envelope	\$17.50	\$18.30
Priority Mail - Domestic		
Flat Rate Envelope	\$4.95	\$4.90
Flat Rate Box:		
Small	\$4.95	\$4.95
Medium	\$10.35	\$10.70
Large - Domestic	\$13.95	\$14.50
Large - APO/FPO	\$11.95	\$12.50

Other rates are based on weight and zone.

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