



Response from
Lake Michigan Mailers, Inc.
Pursuant to the Intent of the
United States Postal Service
to Conduct an AMP Feasibility Studies
in Kalamazoo, Michigan and South Bend, Indiana

Lake Michigan Mailers, Inc.
Corporate Offices and Michigan Processing Center
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December 1, 2011

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Background – Response to AMP Feasibility Study:

In late September 2011, Lake Michigan Mailers, Inc. (LMM) received notices from the United States Postal Service (USPS), in both the Greater Michigan District and the Greater Indiana District, indicating the Postal Service's intent to conduct two independent Area Mail Processing (AMP) studies of mail processing at the Kalamazoo, Michigan and South Bend, Indiana Processing and Distribution Centers (P&DC) for possible consolidation with operations into the Grand Rapids, Michigan P&DC and the Fort Wayne, Indiana P&DC respectively. In addition, the notices served as a request by the Postal Service for LMM and other stakeholders to submit comments about the feasibility studies.

This document will serve as the official response by LMM to the Postal Service's notice for both Kalamazoo, Michigan and South Bend, Indiana.

This response is intended to be included as part of the public record for both the Kalamazoo, Michigan and South Bend, Indiana AMP feasibility studies.

LMM hereby serves notice that it does not abdicate, surrender or convey to the Postal Service the right to use, or publicly disclose any confidential information belonging to LMM that may be in the possession of Postal Service now or in the future. Confidential Information shall include but not be limited to LMM customer names, customer mail volumes, LMM mail volumes of any service class, production methods discussed or other information provided by LMM or that which is known by the Postal Service through any business agreement, processing agreement that the Postal Service may have in place with LMM, or is known to the Postal Service except through public disclosure by LMM as of the receipt of this document. Such confidential information is not subject to the Freedom of Information Act and LMM calls on the Postal Service provide reasonable and appropriate protections to any and all confidential information belonging to LMM.

LMM also gives notice that it does not abdicate, surrender or convey the use of its name, logo, or registered trademarks to the United States Postal Service or to any individual or organization.



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Background – Lake Michigan Mailers, Inc.:

Lake Michigan Mailers, Inc. is a family owned and managed company offering a complete menu of document creation, mail assembly, mail processing, messaging, daily First-Class mail presorting, barcoding and distribution services to companies, governmental units and organizations throughout the United States, Canada and the United Kingdom since 1977.

Today, LMM operates two state-of-the-art facilities in Kalamazoo, Michigan and South Bend, Indiana through which all company-provided services are available. The Company's facilities are fully integrated to allow for the movement of mail and data between facilities to achieve maximum postage savings as permitted by Postal Service regulations and to provide for service and data redundancy.

In addition to a full menu of direct mail marketing services LMM provides customers who require document design and creation services under its trademark **RIPDocs®**. **RIPDocs®** allows for the cost-effective production of all documents from personalized marketing letters to complex invoices and statements, without any change in the customer's existing software or hardware. LMM is SAS 70 Compliant, HIPPA Compliant and Red Flags Rules Compliant.

The company provides an extensive menu of data processing services including NCOA^{LINK} services, data mining, list procurement and database management.

LMM offers daily postage metering, First-Class presorting and barcoding services for postcards, letters and flats to approximately 850 customers in a 12 county area in Michigan and Indiana. All such services in this 13,000 square-mile area are provided daily via the company's extensive dedicated vehicle fleet.

LMM currently utilizes the Intelligent Mail Barcode (IMB) on all sorting systems. The company actively utilizes FASTForward® as a non-exclusive licensee of the Postal Service as a method of meeting Move Update requirements.



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The company actively participates in several worksharing programs available through the Postal Service including:

- Combined Value-Added-Refund program for both First-Class and Standard Class postcards and letters
- Automated First-Class, Standard Class Manifested Flats
- Priority Mail Commercial Based Pricing Program Flats and Parcels
- Automated Manifest Bound Printed Matter Flats Program
- Destination Entry Discount Program

LMM has created and utilizes daily its own internal quality control procedures known as Lake Michigan Mailers Quality Process Management (LMMQPM). LMMQPM is based on the Postal Service MPTQM program and has been enhanced to reflect industry-best practices and practical application.



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Lake Michigan Mailers, Inc. and the United States Postal Service:

The United States Postal Service (USPS) has been the primary service vendor for Lake Michigan Mailers, Inc. (LMM) since the company's inception in 1977. LMM has a long and valued history of working with the USPS to promote the value of mail to our mutual customers. In addition, LMM has worked tirelessly with the USPS to identify potential service problems within the service networks of both organizations, take both multilateral and unilateral corrective action and improve the quality of mail service available to our mutual customers. LMM has continually made substantial investments in personnel training, equipment, software and its physical plant to promote the value of mail to our mutual customers

LMM actively supports and participates with the Southwest Michigan Postal Customer Council and the South Bend Area Postal Customer Council as Industry Co-Chair, trade show vendor and presenter.

As of the date of this report, the company enters mail at the Kalamazoo, Michigan P&DC and the South Bend, Indiana P&DC.

With respect to the Postal Service's comprehensive efforts to adjust processing capacities in a changing market, it is the official position of Lake Michigan Mailers, Inc. that: (Excerpt from public statement issued September 3, 2009):

- A viable Postal Service, including universal, timely, reliable and predictable service is of vital interest to its customers, their clients and the overall economy.
- The Postal Service should be free to evaluate, within established procedures, the consolidation of processing operations, post offices, branches and stations, personnel and equipment to ensure its continued viability in a changing marketplace.



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- The Postal Service must operate under a condition of complete transparency and must seek stakeholder and public input and duly consider such input when considering facility and operational changes, especially those that could negatively impact customer access to the Postal Service's national distribution network, increase customer costs, or negatively impact timely mail delivery.



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Comments, Concerns and Issues Regarding AMP Feasibility Studies:

As a concerned member of the communities in which we live and work, LMM would strongly recommend that every consideration be given to the substantial processing flexibility and potential expansion opportunities provided by both the Kalamazoo, Michigan P&DC and the South Bend, Indiana P&DC now and well into the future. Moreover, Lake Michigan Mailers strongly recommends that the Postal Service consider, as part of any consolidation effort, the important and sustained contributions the Kalamazoo, Michigan P&DC, the South Bend, Indiana P&DC, and their respective labor forces make to our regional economy.

On November 16, 2011, David C. Rhoa, president of Lake Michigan Mailers offered these comments on the Postal Service's national efforts for network optimization.

"The viability of the Postal Service is critical to the business community," said David C. Rhoa, president of Lake Michigan Mailers, Inc. "While First-Class mail volumes have certainly dropped in favor of electronic alternatives, business-generated Standard Class volumes and parcel volumes are up. No other organization in the world can provide reliable, low-cost, delivery of hardcopy communications and parcels to every address in the United States."

*"Postal Service management has done a remarkable job of proactively removing costs from its operation and has put forth a number of proposals designed to return the organization to profitability and ensure long-term stability. Some of these initiatives have our full support. **However, some of the proposed plans give us significant cause for concern including customer access to the national mail processing network, increasing customer transportation costs, potential negative impact to customer cash flow and hardcopy mailing compliance, and degradation of the relevance of First-Class Mail,**" Rhoa continued. "We look forward to working with the Postal Service at the local, district, area and national levels to find solutions to these concerns for the benefit of our mutual customers."*



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The Consolidation of the National Mail Processing and Distribution Network

LMM supports the Postal Service's efforts to maximize the efficiency of its mail processing network. ***However, LMM is concerned how this proposal might impact customers across several fronts including access to the national mail processing network, changes in First-Class Mail delivery standards, and the additional costs customers will incur in transporting mail to distant mail processing facilities.***

The Elimination of the Overnight Delivery Standards for First-Class Mail

LMM has significant concerns regarding the proposed elimination of overnight delivery standards for First-Class Mail and the effect it may have on its customer's cash flow, compliance requirements, and timely communication. These concerns are amplified for mail deposited in the system on Thursdays and Fridays, and for weeks that contain a Federal holiday.

The Elimination of Saturday Delivery to Street Addresses

LMM is neutral on the proposal for the elimination of Saturday delivery to street addresses as business customers would have the option of delivery to P.O. Boxes on Saturday to receive time-critical correspondence. However, as it is the intent of the Postal Service to implement the elimination of Saturday delivery to street addresses in conjunction with the elimination of the overnight delivery standards, ***Lake Michigan Mailers is gravely concerned that such action will lead to additional mail volume leaving the system and negatively impacting those businesses that rely on Saturday delivery for direct mail marketing campaigns, and package delivery.***



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Mail Acceptance Locations for the Affected Regions

LMM maintains its mail processing facilities in Kalamazoo, Michigan and South Bend, Indiana. LMM specifically selected its current locations so as to be as close to the Postal Service's Processing and Distribution Center as possible.

LMM's proximity these Postal Service facilities reduces transportation costs for both the USPS and LMM.

LMM is concerned that if the USPS were to require LMM to deposit mail at a facility other than the Kalamazoo, Michigan P&DC or the South Bend, Indiana P&DC, LMM would see a direct and substantial increase in transportation and labor costs.

In addition, LMM believes that moving the deposit locations for mail from this region to Grand Rapids, Michigan and Fort Wayne, Indiana will negatively impact the volume of mail presented to the USPS at SCF-Entry rates. While the Postal Service may see a short-term increase in postage revenue, long term volume will decline as business mailers find alternative methods to communicate with their customers and prospects.



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Business Impact Survey – Postal Service Consolidation Efforts:

In an effort to respond to the Postal Service's request for comments on the AMP Feasibility Studies described herein in a manner that reflected the needs of our mutual customers, LMM conducted a survey of customers on the potential impact processing consolidation might have on both their business and the volume of mail submitted to the Postal Service. The survey was administered to end users (final customers). As such, the questions in the survey were focused on determining the impact of three elements of critical importance to this customer type when considering any processing consolidation by the Postal Service:

- 1) The business and mail volume impact associated with facility consolidation.
- 2) The business and mail volume impact associated with the proposed elimination of overnight delivery standards for First-Class Mail.
- 3) The business and mail volume impact associated with the proposed elimination of Saturday delivery to street addresses.

By contrast, this survey did NOT seek responses on retail service issues such as purchasing stamps, passports or other retail-related services.

A summary of results of this survey are included in this document where applicable and are appropriately annotated.

All current customers of LMM received both a hardcopy and an electronic invitation to participate in the survey. In addition, LMM posted a link to its web site home page encouraging visitors to take part in the survey.

The survey included both current Postal Service permit holders in Michigan and Indiana and those customers who do not maintain a Postal Service permit. The margin of error of this survey is ± 6.0 . Control software provided by the survey vendor prevented more than one response from the same participant.



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Prior to taking the survey, all participants were greeted by the following text:

Thank you for your time in completing our Business Impact Survey regarding consolidation efforts currently being considered by the Postal Service.

The information gathered from this survey may be shared, in aggregate form, with authorized personnel of the United States Postal Service as part of Lake Michigan Mailers' response to the Postal Service's various facility consolidation studies.

In order to obtain meaningful data, Lake Michigan Mailers is asking all respondents to provide specific identification information. Lake Michigan Mailers will use this identification information to validate the authenticity of the survey response. Responses to the survey from false individuals or organizations will be eliminated from compiled data. Responses to the survey will only be shared with the Postal Service in aggregate form and will NOT identify the respondent in any way.



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Summary Results from Customer Survey on Plant Consolidation

The majority of survey respondents (49.4%) maintain at least one permit with the Postal Service at least one facility. Within the universe of permit holders, respondents indicated their normal entry Post Office is located as shown in Chart 1, below.

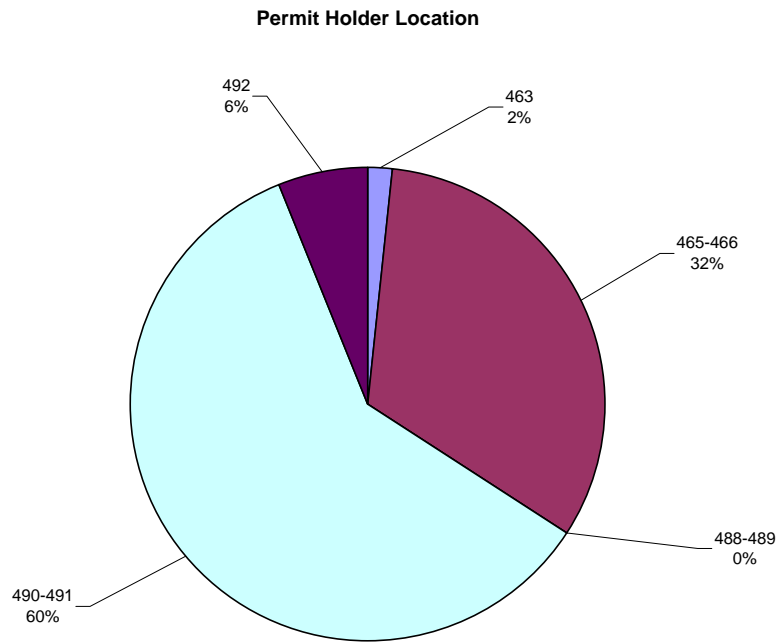


Chart 1



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Permit holders located in 490/491 and 492 were asked to evaluate the impact submitting mail in Grand Rapids, Michigan would have on their business. 91.9% said it would have a negative impact on their business with 70.3% indicating "Significant Negative Impact". (Chart 2)

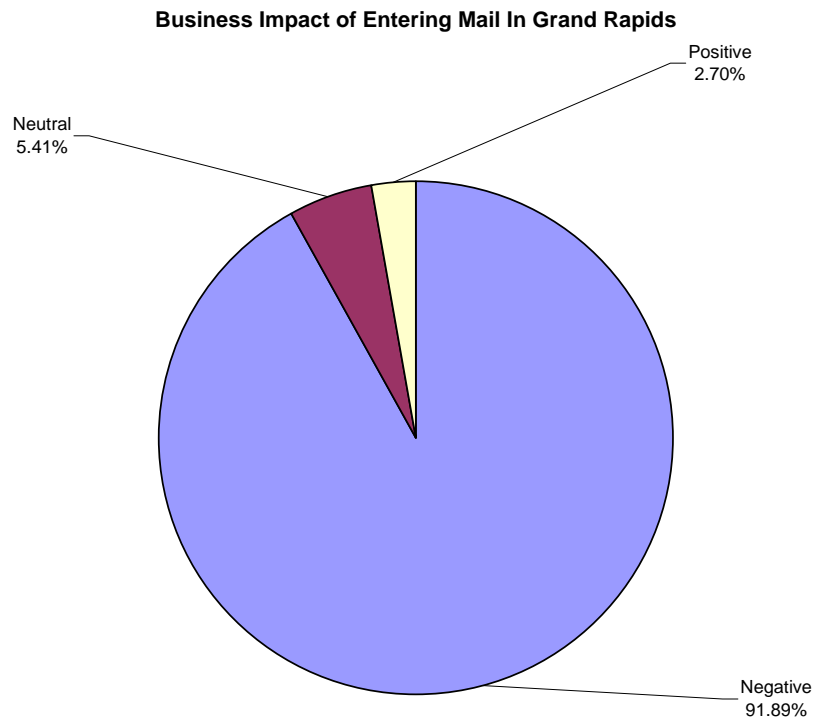


Chart 2

Select Textual Responses (Unedited)

- We are located in Marshall, MI. It would take approximately 1-1 1/2 hours one way 2-3 hours round trip to deliver our mail in Grand Rapids. We are a company of 17 employees and do not have the personnel to free up a body to make this trip.
- It would have major cost impacts on our mailings.
- Transporting out mail to Grand Rapids Michigan would not be feasible for us at all.



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- This would create an increase in financial obligations, require additional labor and force an overhaul of our current operations.
- We do a lot of first class mail that is very time sensitive. The change would require us to look at alternatives to ensure our customers receive mail faster than the proposed service change would allow. The USPO needs to be run like a real company...find out what their customers want and serve them with added value options. Look what happened to Netflix...they reduced service and increased cost...sound familiar? And what was the result? Over 800,000 customers lost in just a few months.
- That is a 40 miles drive that would require us to pay someone extra to drive a total of 80 miles per day. This would be a significant cost to the company and an annoying hardship on whoever was driving.
- The cost would be significant and an additional hardship on a school district already being hit hard with the changes coming down from the State.



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This same group of permit holders was asked to evaluate the impact submitting mail in Grand Rapids, Michigan would have on the volume of mail they tender to the Postal Service for delivery. 71.6% said it would have a negative impact on the volume of mail they send with the Postal Service with 40.5% indicating "Significant Negative Impact". (Chart 3)

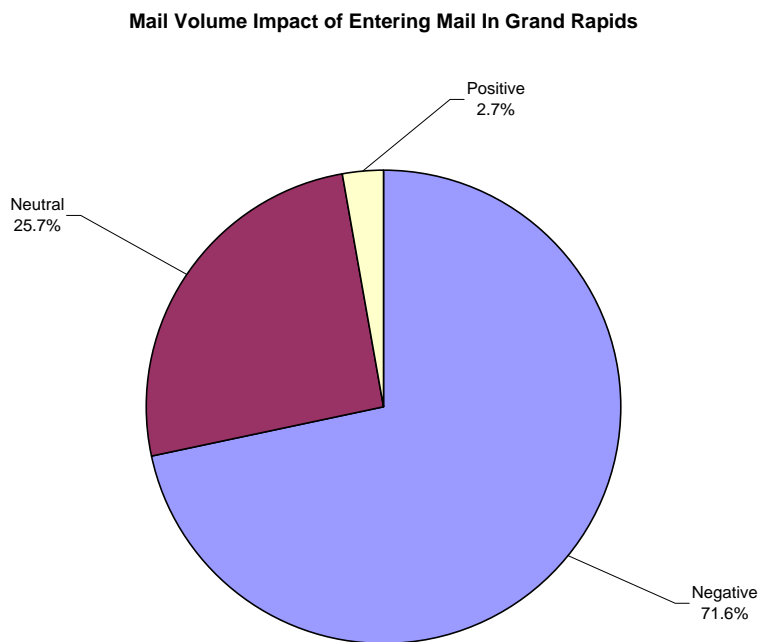


Chart 3

Select Textual Responses (Unedited)

- The volume of mail would decrease, as we would be forced to use other carriers for time sensitive information.
- We would have to do as little to no business with postal. ALL packages and Priority mail would be sent out via Fed Ex ground. Stamped mail would back up and be taken once a week a week. Making the post office look like the transit time was twice as long.



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- We would probably not send out as many mailings or if we did it would negatively impact our budgets.
- I wouldn't drive to GR from my smaller 200 piece bulk mailings.
- Because we are a bank, we are required to send hard copy information. We would find a way to consolidate mailings, decrease volume, and rely on other forms of communication.
- We would have to look at alternative means such as emailing of bills, taxes, etc.
- I don,t think it would change any. It varies from day to day on how much mail we have.
- We would move to mostly electronic correspondence.



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Permit holders located in 465/466 were asked to evaluate the impact submitting mail in Fort Wayne, Indiana would have on their business. 91.9% said it would have a negative impact on their business with 83.8% indicating "Significant Negative Impact". (Chart 4)

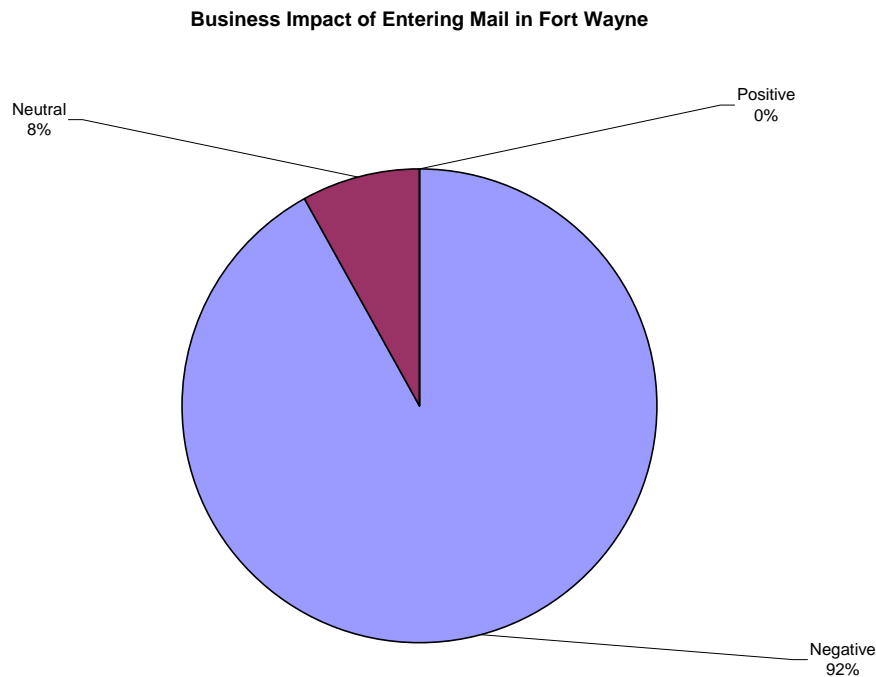


Chart 4

Select Textual Responses (Unedited)

- Our company would be paying mileage, plus time away from work is very negative. We are an Elkhart County office - budget cuts are extreme already.
- Significant impact due to the size of the mailing. Although may not be often but when mailing communications to our customers it can be significant numbers of letters. It is critical that our customers receive our communications in a timely manner as it affects their business with us and often requires updates to their internal systems.



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- This would significantly impact our Nonprofit Standard Mail. We are required by IDOE to process many mailings to all or part of our parents. Also many of our schools mail their info for the beginning of each school year. The Postal Service has been wonderful in processing these mailings in a very timely matter. It would also impact our First Class mail significantly.
- Currently, the University holds 3 permits. Our main permit is at the Notre Dame Post Office, and we have additional permits at the Indianapolis Post Office and the Bourbon Post Office. We hold permits at these locations because they are convenient for our mail vendors. If we are required to have our mail transported to Fort Wayne, we will incur significant transportation costs. We are a non-profit organization, and we do not have additional money in our budget for this.
- We would be forced to use an alternative method.
- Insurance industry has several legal requirements for notifying insured's regarding coverage that can lapse for non-payment, and we must give them 10 days notice. With this possible change in delivery days, additional earned premium (potential bad debts) will incur, as it will require additional days be allowed while coverage is being furnished during the additional days needed for mail to arrive & still add 10 days after for legal compliance. This will cost us real \$.



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This same group of permit holders was asked to evaluate the impact submitting mail in Fort Wayne, Indiana would have on the volume of mail they tender to the Postal Service for delivery. 78.4% said it would have a negative impact on the volume of mail they send with the Postal Service with 62.2% indicating "Significant Negative Impact". (Chart 5)

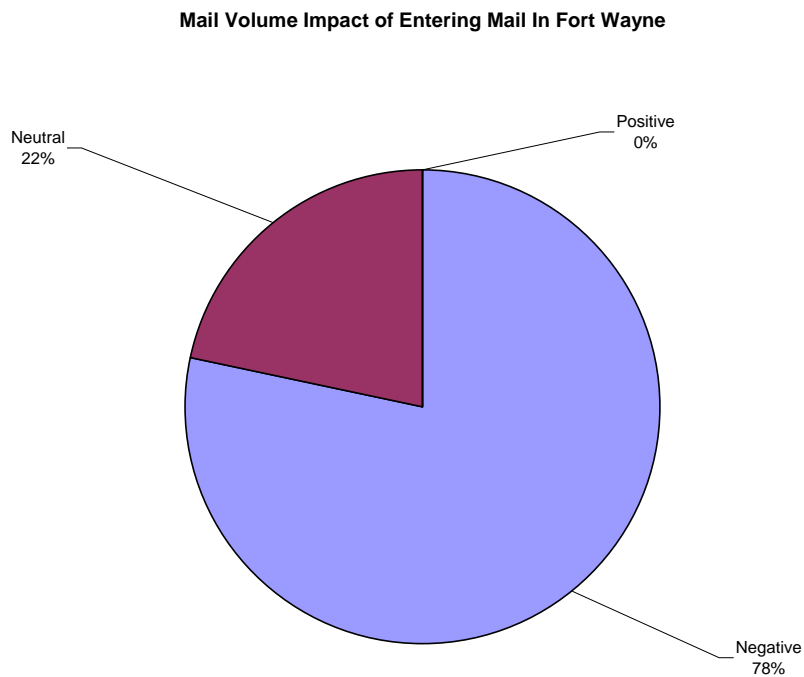


Chart 5

Select Textual Responses (Unedited)

- We would possibly send more info home with the students instead of mailing. This is a problem because not all (many) students are reliable to give the info to the parents.
- We would need to re-think the use of the Postal Service and possibly find other ways to communicate to our public.



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- We would have to take a serious look at the amount of mail we are sending and possibly cut back in order to offset the additional cost of transporting the mail to Fort Wayne.
- We would use another means or delivery service to accommodate our insured's & industry requirements.



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Permit holders in all identified areas were asked about the business impact of changing their acceptance time one hour, or more, earlier. 61.1% said it would have a negative impact on their business with 20.4% indicating "Significant Negative Impact". (Chart 6)

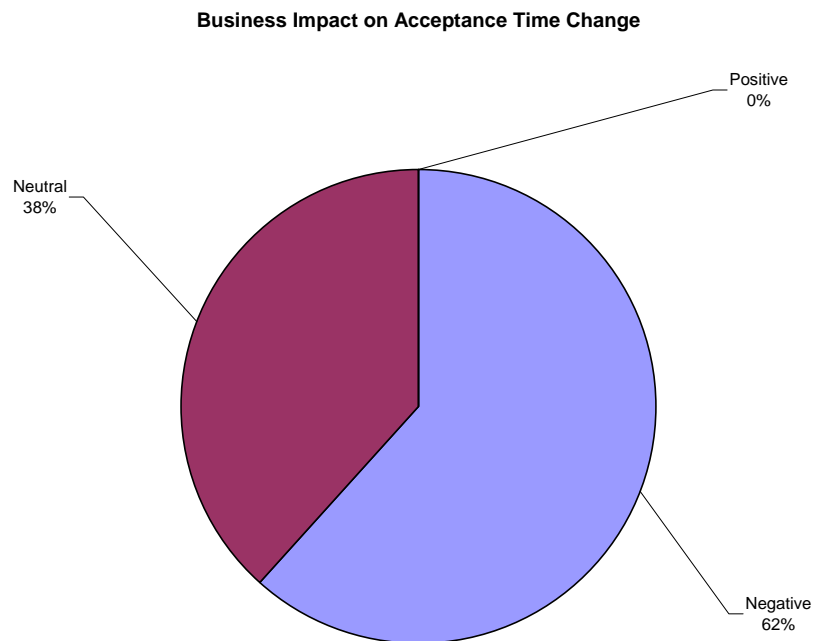


Chart 6

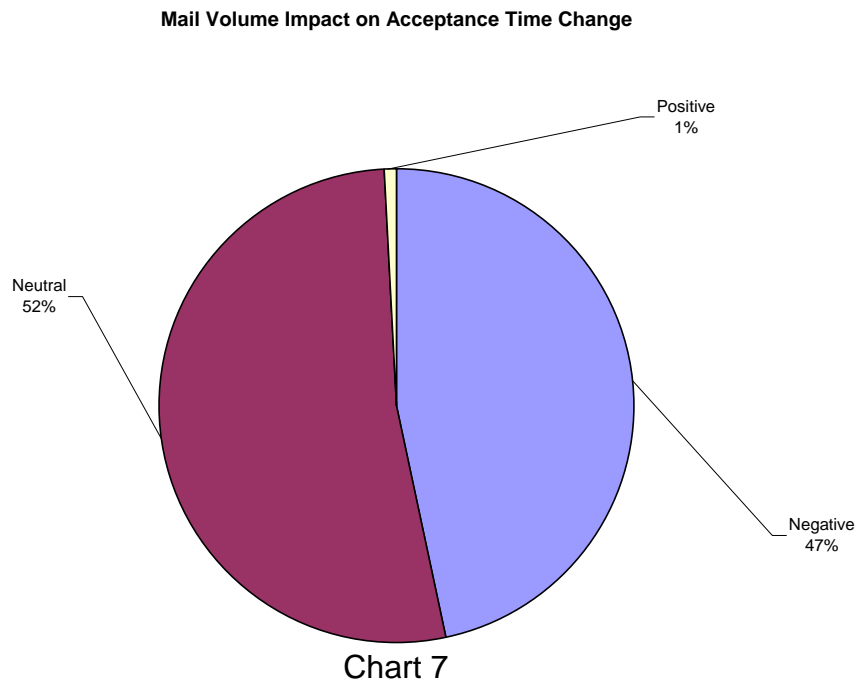
Select Textual Responses (Unedited)

- Some mail is time sensitive and the one hour change would result in a 24 hour delay.
- Would have to change our entire daily schedule.
- Further delays notification of our insured's, and will cost us real \$ in earned premium while legal notices are delayed.



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Permit holders in all identified areas were asked about the impact changing their acceptance time one hour, or more, earlier would have on the volume of mail they tender to the Postal Service for delivery. 46.8% said it would have a negative impact on the volume of mail they send with the Postal Service with 17.4% indicating "Significant Negative Impact". (Chart 7)



Select Textual Responses (Unedited)

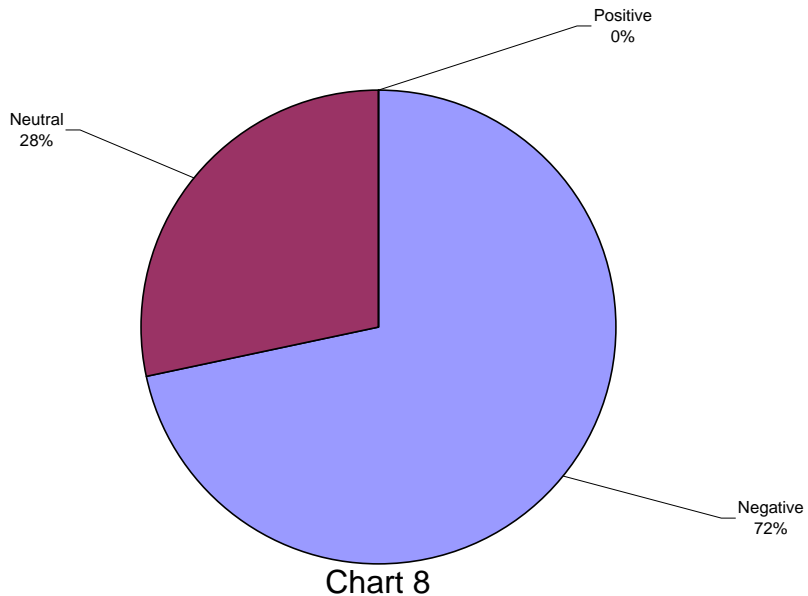
- We may use other carriers for time sensitive information.
- On a personnel basis it would have an impact based on work hours and if the pick up for mail is prior to getting out of work. Then the mail is delayed another day.



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All business mailers (permit holders and non-permit holders) were asked what impact the change in First-Class Mail Service Standards would have on their business. 71.1% said it would have a negative impact on their business with 22.1% indicating "Significant Negative Impact". (Chart 8)

Business Impact on Elimination of Overnight Delivery Standards





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All business mailers (permit holders and non-permit holders) were asked what the impact would be on their business if the mail they received (i.e. inbound mail) were delivered one business day later:

- 70.1% said it would have a negative impact on their business with 25.0% indicating "Significant Negative Impact".

All business mailers (permit holders and non-permit holders) were asked what the impact would be on their business if the mail they send (i.e. outbound mail) were delivered one business day later:

- 68.6% said it would have a negative impact on their business with 26% indicating "Significant Negative Impact".

Taken as a whole, this data strongly suggest that business mailers are overwhelmingly opposed to the proposal of eliminating overnight delivery standards for First-Class Mail regardless of whether the mail is inbound, outbound or both.

Of those respondents offering textual comments with their survey, 27% indicated that such a change would have significant impact on their cash flow, as well as, document compliance such as customer notices, NSF notices, and legal documents. Moreover, 15% of respondents indicated that they would immediately move First-Class Mail volume out of the Postal Service and into alternative delivery systems like FedEx and UPS. A smaller number of respondents (13%) indicated that they equate speed of delivery with relevance of the item being mailed thereby resulting in more mail being diverted away from the Postal Service in favor of alternative delivery methods including FedEx and UPS.

Select Textual Responses (Unedited)

- We are a hospital. It is imperative that some mail be delivered in one day. For the safety of the patient and according to government regulations.
- We are paying our utility bills and mortgage payments and a delay in delivery would mean that we have to change when these are sent out. The management of cash flow internally to do this would have to change.



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Also, our property communications is sent via mail and the delay in them receiving this could cause us to incur penalties.

- Significant impact for election materials such as sending and receiving absentee ballot applications and the ballots in a timely manner.
- Receiving tax payments could also be impacted as well as certain noticing requirements for public hearings.
- We would have to issue payments earlier, affecting our cash flow in a negative way.
- The USPS is not currently meeting this standard. My concern with a decrease in expectation is that the delay in mail delivery will further increase.
- I use Send out Cards and count on next day service whenever possible. I also often mail items to family members that I expect next day delivery. The thought of mailing something on a Friday and it not arriving until Tuesday (or Wednesday with all the Monday holidays there are) is simply an unacceptable standard. With all the automation in place, there must be a way to IMPROVE service rather than degrade it.
- The change to 2 business days would have minimal impact, as most of the mail business we do is not time sensitive. We do however on occasion send proofs and samples via mail and adding an extra day to send/receive mail could impact the number of days we have for getting a job produced to meet a customer's deadline. This could mean seeking alternate options for sending this type of mail which would have a negative impact on the USPS in loss of business.
- Time is critical with utility billing. Especially with past due notices, delinquent notices and shut-off notices.
- Most of our mailings are outside our own zip code range so if the delay then further impacts the zip code ranges outside our zip then it is a significant impact.
- We are dealing with discount customers so this would be a huge disadvantage.



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- **TIMELY DISTRIBUTION AND RETURN OF ABSENTEE BALLOTS WILL BE AFFECTED; ALSO RECEIPT OF UTILITY PAYMENTS MAY BE DELAYED.**
- This would hurt ballots mailed closing in on deadlines.
- This is a slippery slope. Today it's 2 days, tomorrow it's 3. If the post office wants to continue being competitive it needs to keep up with UPS and FEDEX. It's lost business to the internet, it doesn't need to lose more business to UPS/ FEDEX which will continue the downward spiral. The post office would be better off increasing its postage and retaining its level of service.
- 6,000 tax notices would be late and cause major problems for us
- While most mailings are not sensitive to this issue, our accounts payables would definitely be affected. Our granted funds cycle would need to change and this would be inconvenient.
- Very significant impact on the timeline that we must abide by in the mailing of our absentee ballots during the elections, three out of four years. I think that most states would have to have a statutory change moving the application due by date by about 5 days, particularly Indiana.



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All business mailers (permit holders and non-permit holders) were asked what the impact would be on their business if the Postal Service eliminated Saturday Delivery to street addresses. 77.5% indicated neutrality on the issue and only 21.6% said it would have a negative impact on their business with a small fraction, 3.9%, indicating "Significant Negative Impact".

However, a closer look at the textual response indicates concern among business mailers as to how the elimination of Saturday delivery AND the elimination of the overnight delivery standard might impact both their business and the volume of mail tendered to the Postal Service for delivery. 29.8% indicated that such a change would have a negative impact on their business. 19.2% of those surveyed indicated that they would reduce the amount of mail tendered to the Postal Service as a result of this change.

Select Textual Responses (Unedited)

- Utility and mortgage payments already are sent out closer to their payment deadline and that would mean we would have to turn around payments fast to not incur penalties.
- My bulk mailings need to be in the mail on the first that does not say that they have to be delivered on the first.
- Turn around time in sending items to clients that they need to sign and get back to us would be affected if something were sent on a Friday many of our clients could receive on Saturday and we could have back by mon/tues but if they don't receive until mon. then we won't see til tues/wed. we are closed on saturday so we don't receive on saturday so that part would not be affected.



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All business mailers (permit holders and non-permit holders) were asked what the impact would be if their mail had to be submitted to their local Post Office one hour or more, earlier: 51.5% said it would have a negative impact on their business with 17.2% indicating "Significant Negative Impact". 36.8% of this group said it would have a negative impact on the volume of mail they tendered to the Postal Service for delivery with 11.8% indicating "Significant Negative Impact".

Select Textual Responses (Unedited)

- Our business has a street address. No mail on Sunday already causes issues in timely bill payments. Out of all the post office reform recommendations, this is the one I most oppose.
- When payroll checks are mailed on Friday employees would not get them until Tuesday
- Again, it is important that our mail is delivered in a timely manner because additional interest is added to a tax bill after the due date passes. Granted, it is up to the tax payer to make sure that they mail it in time, but it has been my experience that this is a problem. I would want to know as soon as this becomes a reality so that I can include a reminder on the tax bill.



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Summary:

Lake Michigan Mailers, Inc. (LMM) fully supports a viable Postal Service and its provision of universal, timely, reliable and predictable service. LMM believes that a viable Postal Service is of vital interest to our mutual customers, the clients of our mutual customers and the overall economy. LMM believes that the Postal Service should be free to evaluate, within established procedures, the consolidation of processing operations, post offices, branches and stations, personnel and equipment to ensure its continued viability in a changing marketplace. LMM further believes that the Postal Service must operate under a condition of complete transparency and must seek stakeholder and public input and duly consider such input when considering facility and operational changes, especially those that could negatively impact customer access to the Postal Service's national distribution network, increase customer costs, or negatively impact timely mail delivery.

LMM has significant concerns regarding the possible consolidation of processing operations between the Kalamazoo, Michigan P&DC and the Grand Rapids, Michigan P&DC and, separately, the possible consolidation of processing operations between the South Bend, Indiana P&DC and the Fort Wayne, Indiana P&DC . These concerns can be categorized as follows:

The Consolidation of the National Mail Processing and Distribution Network

LMM is concerned how this proposal might impact customers across several fronts including access to the national mail processing network, changes in First-Class Mail delivery standards, and the additional costs customer will incur in transporting mail to distant mail processing facilities.

The Elimination of the Overnight Delivery Standards for First-Class Mail

LMM has significant concerns regarding the proposed elimination of overnight delivery standards for First-Class Mail and the effect it may have on its customer's cash flow, compliance requirements, and timely communication. These concerns are amplified for mail deposited in the system on Thursdays and Fridays, and for weeks that contain a Federal holiday.



Response to Notice of Intent to Conduct AMP Feasibility Studies
in Kalamazoo, Michigan and South Bend, Indiana
December 2011

The Elimination of Saturday Delivery to Street Addresses

LMM is neutral on the proposal for the elimination of Saturday delivery to street addresses as business customers would have the option of delivery to P.O. Boxes on Saturday to receive time-critical correspondence. However, as it is the intent of the Postal Service to implement the elimination of Saturday delivery to street addresses in conjunction with the elimination of the overnight delivery standards, **Lake Michigan Mailers is gravely concerned that such action will lead to additional mail volume leaving the system and negatively impacting those business that rely on Saturday delivery for direct mail marketing campaigns, and package delivery.**

LMM appreciates the opportunity to present these concerns to the Postal Service. Questions regarding this response should be directed to David C. Rhoa, President, Lake Michigan Mailers, Inc. 3777 Sky King Blvd Kalamazoo, Michigan 49009 or via phone at 269-488-9220 or via e-mail at drhoa@barcodemail.com

Respectfully Submitted,

David C. Rhoa
President
Lake Michigan Mailers, Inc.