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ALC SPONSORS MAIL MOVES AMERICA KIOSK AT DM DAYS NEW YORK, JUNE 10-12

June 3, 2008 — The [Direct Marketing Association](#) (DMA) today announced that American List Counsel (ALC) will sponsor the [Mail Moves America](#) (MMA) kiosk during [DM Days New York Conference & Expo](#), which is being held June 10-12 at the Jacob K. Javits Convention Center in New York City.

As various organizations mobilize to push for state Do Not Mail (DNM) legislation, the MMA coalition works in defense of the mailing community by providing a strong voice for the education of how direct mail benefits consumers, businesses, nonprofit organizations, and local economies. The coalition also works to develop a more positive message and image for advertising mail.

Last month, at the 25th Annual Conference for Catalog and Multichannel Merchants (ACCM), DMA — which founded the MMA coalition along with other leading trade groups and companies in 2006 — debuted the MMA kiosk to raise catalogers' and direct mailers' awareness of the coalition's important work and to encourage their involvement.

"ALC is proud to sponsor the Mail Moves America kiosk," said Donn Rappaport, chairman & CEO of ALC and current DMA chairman. "The direct marketing community faces no greater threat than the 'Do Not Mail' movement, and in fact, it threatens not only traditional direct mailers, but every single member of the community — every catalog marketer, magazine publisher, non-profit organization, every B-to-B marketer, B-to-C marketer, high-tech marketer, low-tech marketer and every marketer in between — who uses direct mail to generate orders, drive traffic, nurture customer relationships and generally communicate with its constituency.

"But we have a response to that threat," added Rappaport. "And it's a good one. It's about our community-wide commitment to self-regulation, to being responsible environmental citizens, and to respecting the rights and choices of the consumer. The 'Mail Moves America' coalition is the keystone of our response to the 'Do Not Mail' threat. And I encourage every member of the direct marketing community to add their voice to ours in support of it."

The MMA kiosk is designed to help correct the misperceptions and misinformation that surround mailing issues, by providing essential facts, figures, and information. The kiosk, which will be located prominently in the conference registration area of the Jacob K. Javits Convention Center, will be open during conference hours.

DMA will provide complimentary DM Days New York registrations for editorial staff of media outlets that cover direct marketing-related topics. To request press registration, please email DMA at pressregistration@the-dma.org. For more information about our requirements for press credentials, [click here](#).

About American List Counsel (ALC)

ALC is the industry's pre-eminent data marketing service provider, pioneering many of the more innovative data marketing methods and techniques shaping the industry today. ALC counts among its portfolio of clients the leaders of virtually every business category, and is dedicated to enabling them to grow, increase market share and maximize bottom-line profitability through the innovative use of marketing data. ALC services include both off-line and on-line customer acquisition, retention and optimization of lifetime value. Headquartered in Princeton, New Jersey, the company maintains sales and account management offices in New York City, Tarrytown, Minneapolis, Dallas and San Francisco. ALC was named to the INC. 500 list of fastest-growing companies in the country for three-consecutive years.

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