



NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION

Serving Farm, Industrial and Outdoor Power Dealers

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BEFORE THE POSTAL REGULATORY COMMISSION WASHINGTON DC 20268-0001

RATE ADJUSTMENT DUE TO)
EXTRAORDINARY OR EXCEPTIONAL) Docket No. R2010-4
CIRCUMSTANCES)

Statement of the North American Equipment Dealers Association (August 18, 2010)

My name is Michael Williams and I am the Vice President of Government Relations for the North American Equipment Dealers Association (NAEDA) located in Fenton, Missouri. I am responsible for identifying, tracking and commenting on legislation, regulations and other items of interest that will affect our association and or our members.

NAEDA is a nonprofit association that represents and works with nearly 5,000 retail agricultural, industrial and outdoor power equipment dealerships in the U.S. and Canada. Collectively, these dealerships employ approximately 100,000 people. NAEDA is an association that works with 18 affiliated associations throughout North America and it is on their behalf – and the dealerships we all serve – that we submit support this statement.

We are concerned about the proposed postal rate increase and its potential cost for our magazine dealer mailings. Our total annual postage spending for our magazine publication is approximately \$40,000.

If the proposed increase in postage is approved, we believe we will have to decrease our overall mailings by about six percent to cover that addition cost to the magazine. That will be accomplished by either fewer free subscriptions, by reducing the number of pages in the magazine or sending out more information via the Internet in the form of emails.

We are asking that the Postal Regulatory Commission reconsider the proposed rate increase and consider how that increase will impact our operations and member communications.

Thank you for considering our request.

Respectively submitted by Michael Williams, Vice President of Government Relations.