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## FOR IMMEDIATE RELEASE

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### **New volunteer leaders follow up a successful decade of service by continuing the Alliance mission to lead the charge defending affordable postage and nonprofit mailers across the nation.**

**Washington, DC (January 3, 2017)** – Following the final Board of Directors meeting of 2017, the Alliance of Nonprofit Mailers is excited to announce changes in volunteer leadership as it leads the way in protecting affordable postage into 2018.

Concluding more than a decade of active and dedicated leadership, Meta Brophy, Director of Procurement Operations at Consumer Reports, elected to step down as President of the Board. “What an honor to serve nonprofit organizations through the Alliance. I enjoyed leading an association that continues to make a meaningful difference, and working with distinguished colleagues from across the postal community.”

Under Meta’s direction, the Alliance successfully dealt with myriad issues, including the threat of Do Not Mail legislation and the Cooperative Mail Rule, challenges brought by IMB and FSS implementation, and discussions about 5-Day Delivery, to name a few. Meta represented the Alliance at the USPS, Postal Regulatory Commission, and on the Hill. She spoke at numerous industry events, not to mention the National Postal Forum’s first Direct & Green Symposium on sustainability initiatives for mailers. And she helped the Alliance membership face many challenges to affordable postage in the form of proposed legislation, as well as the protracted Exigent Rate Case.

Her announcement was met with much gratitude for her years of service from many in the nonprofit mailing sector. From the MPA, “Congratulations, Meta, on a successful term as Alliance Chair. We look forward to continuing to work with you in the critically important days ahead.” She will continue in her service to the Alliance and its mission to protect the interests of nonprofit mailers, remaining on the Board of Directors as the Consumer Reports representative for the foreseeable future.

The Alliance Board held elections during the December 13, 2017 meeting to fill the Executive Committee seats. The election results are as follows:

- [President: Jim Asselmeyer, Guideposts](#) – Jim brings to the table many years of volunteer leadership with the Alliance, including having served alongside Meta as Vice President for the full length of her tenure. States Asselmeyer of his upcoming endeavor, “I am honored to follow Meta as our President. There has never been a stronger need for leadership among nonprofit mailers, and I am humbled by the opportunity to lead the Board of the Alliance of Nonprofit Mailers.”
- [Vice President: Jerry Mathis, ALSAC/St. Jude Children’s Research Hospital](#) – St. Jude’s serves as a founding member of the Alliance and Jerry holds his role at St. Jude’s in especially high regard - as a place that not only changed his life, but saved it. “Coming to St Jude after being told that I

had a 12 percent chance to live for three months when I was four years old, and then all these years later being able to work here is nothing but a miracle.”

- [Treasurer: Craig Finstad, American Lung Association](#) – The American Lung Association is also a founding member of the Alliance of Nonprofit Mailers. As a Board member Craig recognizes the vital role the Alliance plays in saving nonprofit postage “so that we can put a larger share of the donations toward our mission of saving lives”.
- [Secretary: Sandra Miao, National Wildlife Federation](#) – Sandra Miao is a 30-year veteran in the nonprofit fundraising arena, currently serving as Director of Membership at National Wildlife Federation, where she oversees the fundraising for their membership department.

With new volunteer leaders in place, the Alliance looks forward to continuing its mission of defending affordable postage and keeping nonprofits in the mail. This mission proves more critical than ever, given the current USPS initiatives to raise rates above the CPI cap, which garnered tentative success with the PRC. The Alliance, its nonprofit members and volunteer leaders, and mailing industry colleagues, will work together through the coming months to meet the challenge the USPS has put forth.

"It has been a pleasure to have Meta Brophy at the helm of the Alliance of Nonprofit Mailers." says Alliance Executive Director Stephen Kearney. "Meta is passionate about nonprofit mailers, the Alliance, Consumer Reports, and the U.S. Postal Service. And she is a strong, dedicated leader. We all greatly appreciate Meta's years of service."

Following these changes, the Alliance of Nonprofit Mailers Board of Directors is now comprised of:

President – Jim Asselmeyer, Guideposts  
Vice President – Jerry Mathis, St. Jude Children’s Research Hospital/ALSAC  
Treasurer – Craig Finstad, American Lung Association  
Secretary – Sandra Miao, National Wildlife Federation

Traci Lucien, AARP  
Sherry Minton, American Heart Association  
Jody Stoddard, American Quarter Horse Association  
Meta Brophy, Consumer Reports  
Tracy Burgoon, Disabled American Veterans  
Stacey Adams, Easterseals  
Sister Georgette Lehmuth, National Catholic Development Conference  
Deb Visco, New England Journal of Medicine  
John Hamre, Wounded Warrior Project

Stephen Kearney, Executive Director, Alliance of Nonprofit Mailers

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*Since 1980, the Alliance of Nonprofit Mailers has served as the leading voice defending affordable postage, working to protect nonprofit rates and the vital role direct mail plays in their missions. For more information, contact Stephen Kearney, executive director, at [steve@nonprofitmailers.org](mailto:steve@nonprofitmailers.org), or (202) 462-5132*