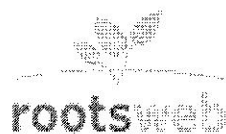


Exhibit: 20`

No. of Pages....4

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From: ScismGenie@aol.com

Subject: [SISSON-L] Cindy Sisson- Tour De France

Date: Sun, 7 Jul 2002 15:00:38 EDT

In a message dated 7/7/2002 5:42:01 AM Pacific Daylight Time,
MacAtacSS@aol.com writes:

> Source: RURALCARRIERS-L@rootsweb.com
> Subject: [Ruralcarriers] Cycling team gets millions in postal funds
>
>
>
> Despite few fans, practice is part of doing business, some experts say.
>
> By John Fritze Indianapolis Star
> July 07, 2002
>
> When Lance Armstrong mounts his bicycle in Luxembourg today, pushing
the
> first pedals in this year's 2,050-mile Tour de France, he surely will
rouse
>
> the pride and passion of America's cycling fans. But it is his jersey --
> splashed front, back and sides with the U.S. Postal Service's logo --
that
> has raised the attention of government watchdog groups and some
taxpayers.
>
>
> The Postal Service, which will deliver 200 billion pieces of mail this
> year,
> spent an estimated \$25 million to sponsor Armstrong's team at a time
when t
> he
> agency has bled money, begged for annual bailouts and, this past week,
> raised
> the price of a first-class stamp to 37 cents.
>
> Worse, a number of groups complain, is that the Postal Service carries
on
> its

> spending largely outside of the public's view and, in fact, has refused to
> confirm how much was spent to sponsor the Tour de France effort or whether
> the expense has translated into any new business.
>
> "I think any organization that is hemorrhaging money should not spend it on
>
> frivolous activities," said David Williams, a policy expert with Citizens
> Against Government Waste in Washington. "Ask people at Enron and WorldCom
> if
> they're going to sponsor anything right now."
>
> The 227-year-old post office pulled in \$65.9 billion in revenue in 2001 but
>
> spent \$67.6 billion. Based on its revenue two years ago, the agency would
> be
> the 11th-largest company in the nation, were it privately held.
>
> Though its budget is mostly paid for through postage, taxpayers will spend
> \$76.6 million on the agency this year. Part of that expense pays for free
> mailings such as overseas absentee ballots. Also, \$29 million a year covers
>
> the agency's payments on its nearly \$13 billion in debt.
>
> Some, including Williams, argue that given its financial woes, the Postal
> Service should not sponsor a sports team, especially at such cost -- more
> per
> year than Minute Maid Co. recently paid for the naming rights to Astros
> Field
> in Houston.
>
> Others argue that the agency must market its name to stay competitive,
> especially when rivals FedEx, UPS and DHL Worldwide Express do the same.
>
> The Postal Service declined to comment on its decision to sponsor the team,
>
> whether business had increased because of it or on exactly how much money
> is
> being spent. Postal Service spokeswoman Monica Hand said the agency would
> not
> comment because The Star had filed a related Freedom of Information Act
> request for budget documents.
>
> Cindy Sisson coordinates sponsorships for Tailwind Sports, the company that
>
> owns Armstrong's team. She said the Postal Service gets a lot for its
> money,

> including millions of spectators, 51,000 television minutes and morale
> boosting for its employees.
>
> "The Postal Service has gained a lot of media exposure," she said.
>
> The sponsorship covers an estimated 70 percent of the team's cost and
is
> used
> to help pay salaries for 45 employees, including mechanics, doctors and
> riders.
>
> At the local post office, where officials were more forthcoming about
the
> sponsorship, at least one mail handler said he was excited by the
team's
> prospects and the Postal Service's involvement.
>
> "I'm sure that anybody who works in a place for so long likes to see
some
> positive things happening," said Tim Stubbeman, 43, a cycling
enthusiast
> who
> rode with Armstrong in an annual 100-mile race that raises awareness
for
> cancer research.
>
> But Felecia Williams, who had just bought 70 of the new 37-cent stamps,
was
>
> not amused. She paid \$25.90 for the postage, or \$2.10 more than she
would
> have paid a week ago.
>
> "Didn't it just go up last year?" said Williams, 34, referring to a
1-cent
> increase in January 2001. "If this is the reason why the cost is going
up,
> and we don't have anything to do with the Tour de France, then I oppose
> that."
>
> Armstrong, a three-time Tour de France champion, joined the team in
1998
> after recovering from testicular cancer.
>
> The cost of the sponsorship apparently does not include money for
direct
> advertisement, and few additional funds have been earmarked for that
> purpose,
> leaving some to wonder why the Postal Service would pay so much to
sponsor
> a
> team but so little to tell anyone about it.
>
> "If you're going to spend the money to buy the rights to these things,
> there's almost an automatic knowledge that you're going to spend more
money
>
> to promote it," said Jim Andrews, editorial director of the IEG
Sponsorship
>
> Report. "Just having your name on the team is not enough to generate
any
> kind

> of return."
>
> Others question the agency's tight-lips policy on finances.
>
> "One would think they have an obligation to make more of their business
> public, especially such things as how much they're spending on
promotion,"
> said Larry Noble of the Center for Responsive Politics.
>
> The Postal Service began its Tour de France sponsorship in 1997 with a
> three-year contract worth \$3 million. The announcement came less than
four
> years after the agency spent \$122 million sponsoring the 1992 Olympic
Games
>
> -- a move criticized by some in Congress.
>
> In 2001, the agency signed a new, \$25 million Tour de France contract
that
> lasts through 2004.
>
> Through its sponsorship, experts said, the Postal Service hopes to
remain
> competitive in the overseas market. Lawmakers made the agency
> self-sustaining
> in 1971, asking it to act more like an independent business. But that
> approach can conflict with the unprofitable task of delivering mail to
> remote
> locations.
>
> Besides first-class mail, the Postal Service offers two- to three-day
and
> next-day delivery domestically. It also offers a number of air-mail
> overseas
> services.
>
> "They have no choice but to act like a competitive firm," said Phil
Powell,
> a
> business economics professor at the Kelley School of Business at
Indiana
> University. "Advertising is a natural part of competing as a business."
>
> Sisson, with the Tour de France team, agreed: "We're hoping they sign
up
> again."
>
>

This thread:

- **[SISSON-L] Cindy Sisson- Tour De France by ScismGenie@aol.com**
 - Fwd: [SISSON-L] Cindy Sisson- Tour De France by "Elaine J. McGhee"
<ejsmmadcity@iopener.net>

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