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## WHERE TO FIND ASSISTANCE

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### Direct Mail Associations

#### CANADIAN DIRECT MARKETING ASSOCIATION (CDMA)

1 Concorde Gate, Suite 607  
Don Mills, Ontario M3C 3N6  
Tel.: (416) 391-2362  
Fax: (416) 441-4062

The CDMA was founded in 1967 to promote professionalism amongst users of direct marketing and to foster both the growth and credibility of direct response marketing in Canada. The association is comprised of over 850 Canadian and U.S. companies, representing a broad cross-section of individuals, industries and services.

#### DIRECT MARKETING ASSOCIATION (DMA)

11 West 42nd Street  
New York, NY 10036-8096  
Tel.: (212) 768-7277  
Fax: (212) 398-6725

The DMA, established in 1917, is the oldest and largest international trade association representing users, creators and suppliers of direct marketing techniques. The DMA has more than 6,000 members from 3,000 companies, located in all 50 U.S. states and 55 other countries.

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### Standards and Product Certification

Compliance with American standards is necessary to successfully market a number of products in the United States. Following are a few addresses of standards, product testing and certification organizations.

#### A) Government Agencies:

The Animal and Plant Health  
Inspection Service  
Department of Agriculture  
6505 Belcrest Road  
Hyattsville, MD 20782  
Tel: (301) 436-8695

Bureau of Alcohol, Tobacco  
and Firearms  
Department of Treasury  
1200 Pennsylvania Avenue N.W.  
Washington, DC 20226  
Tel: (202) 566-7777

Food and Drug Administration  
(FDA)  
Department of Health  
and Human Services  
5600 Fishers Lane  
Rockville, MD 20857  
Tel: (301) 443-1544

Consumer Product Safety  
Commission  
5401 Westbard Avenue  
Bethesda, MD 20816  
Tel: (301) 492-6580