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Image# 13961070302

FEC FORM 3Y

REPORT OF RECEIPTS AND DISBURSEMENTS

TORW 3X	For Other	Than An Aut	horized Commi	ttee		Office Use Only	
NAME OF COMMITTEE (in f	TYPE OR ull)	PRINT ▼	Example: If ty over the lines		12FE4M5		
DIRECT VOICE,	THE POLITICA	L ACTION CO	OMMITTEE OF	THE DIRE	ECT MARKE	ETING ASSOCIA	TION
ADDRESS (number and	street) 1615 L S	TREET, NW					
Check if diffe than previous reported. (AC	ly WASHIN	NGTON			DC	20036	
2. FEC IDENTIFIC	TION NUMBER ▼	CIT	ΓY▲		STATE A	ZIP CODE	_
C C00235309		_	S THIS REPORT	NEW (N) OR	× AN (A)	IENDED	
4. TYPE OF REP (Choose One) (a) Quarterly Rep	Rep Due	oort On:	20 (M2) 20 (M3)	May 20 (M5)		20 (M9) Year	/ 20 (M11) I-Election Only) C 20 (M12) I-Election Only)
July 15 Quarterly October 1		12-Day PRE-Election Report for the:	20 (M4) Primary (1 Convention		Oct : General Special (20 (M10) Jan (12G) Run	off (12R)
January 3	Report (Q3) 31 Report (YE)	Election	on on	/ D D /	YIYIYIY	in the State of	·
Year Only	Ion-election	30-Day POST-Election Report for the:	General (3	80G)	Runoff (3	OR) Spe	cial (30S)
5. Covering Period	03 01	2010	through	03	31	2010	
I certify that I have example or Print Name of	-		my knowledge an	d belief it is tr	ue, correct and	d complete.	
Signature of Treasurer	Linda Woolley		[Electronic	ally Filed]	Date 02		y y y 013
NOTE: Submission of fa	ulse, erroneous, or inc	omplete informatio	n may subject the p	erson signing t	his Report to th	ne penalties of 2 U.S.C	C. §437g.
Office Use Only						FEC FORM Rev. 12/2004	3X

SUMMARY PAGE OF RECEIPTS AND DISBURSEMENTS

FEC Form 3X (Rev. 02/2003)

Write or Type Committee Name

DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT MARKETING ASSOCIATION

		COLUMN A This Period	COLUMN B Calendar Year-to-Date
6.	(a) Cash on Hand January 1, 2010		19956.09
	(b) Cash on Hand at Beginning of Reporting Period	25148.32	
	(c) Total Receipts (from Line 19)	5500.00	10750.00
	(d) Subtotal (add Lines 6(b) and 6(c) for Column A and Lines 6(a) and 6(c) for Column B)	30648.32	30706.09
7.	Total Disbursements (from Line 31)	11013.27	11071.04
3.	Cash on Hand at Close of Reporting Period (subtract Line 7 from Line 6(d))	19635.05	19635.05
9.	Debts and Obligations Owed TO the Committee (Itemize all on Schedule C and/or Schedule D)	0.00	
10.	Debts and Obligations Owed BY the Committee (Itemize all on Schedule C and/or Schedule D)	0.00	

For further information contact:

Federal Election Commission 999 E Street, NW Washington, DC 20463

Toll Free 800-424-9530 Local 202-694-1100

DETAILED SUMMARY PAGE

of Receipts

FEC Form 3X (Rev. 06/2004)

Write or Type Committee Name

DIRECT VOICE, THE POLITICAL ACTION COMMITTEE OF THE DIRECT MARKETING ASSOCIATION

	port Covering the Period: From: 03	COLUMN A	COLUMN B		
	I. Receipts	Total This Period	Calendar Year-to-Date		
	Contributions (other than loans) From:				
	(a) Individuals/Persons Other				
	Than Political Committees	4750.00	5000.00		
	(i) Itemized (use Schedule A)				
	(ii) Unitemized	750.00	750.00		
	(iii) TOTAL (add				
	Lines 11(a)(i) and (ii)▶	5500.00	5750.00		
	(b) Political Party Committees	0.00	0.00		
	(c) Other Political Committees				
	(such as PACs)	0.00	5000.00		
	(d) Total Contributions (add Lines				
	11(a)(iii), (b), and (c)) (Carry	5500.00	10750.00		
	Totals to Line 33, page 5)	5500.00	10750.00		
	Transfers From Affiliated/Other Party Committees	0.00	0.00		
	Faity Committees	0.00	5.00		
13.	All Loans Received	0.00	0.00		
14.	Loan Repayments Received	0.00	0.00		
15.	Offsets To Operating Expenditures				
	(Refunds, Rebates, etc.)				
	(Carry Totals to Line 37, page 5)	0.00	0.00		
	Refunds of Contributions Made				
	to Federal Candidates and Other	0.00	0.00		
	Political Committees Other Federal Receipts	0.00	0.00		
	(Dividends, Interest, etc.)	0.00	0.00		
	Transfers from Non-Federal and Levin Funds				
	(a) Non-Federal Account				
	(from Schedule H3)	0.00	0.00		
	(b) Levin Funds (from Schedule H5)	0.00	0.00		
	(a) Total Transfers (add 19(a) and 19(b))	0.00	0.00		
	(c) Total Transfers (add 18(a) and 18(b))	0.00	0.00		
10	Total Receipts (add Lines 11/d)				
	Total Receipts (add Lines 11(d), 12, 13, 14, 15, 16, 17, and 18(c))▶	5500.00	10750.00		
	12, 10, 17, 10, 17, and 10(0))	3300.00	10700.00		
20.	Total Federal Receipts				
	(subtract Line 18(c) from Line 19)▶	5500.00	10750.00		
	•	7			

DETAILED SUMMARY PAGE

of Disbursements

FEC Form 3X (Rev. 02/2003)

Page 4

	II. Disbursements	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date		
21. Operating Expenditures: (a) Allocated Federal/Non-Federal Activity (from Schedule H4)			Carolinal Four to Butto		
	(i) Federal Share	0.00	0.00		
	(ii) Non-Federal Share	0.00	0.00		
	(b) Other Federal Operating				
	Expenditures	13.27	71.04		
	(c) Total Operating Expenditures (add 21(a)(i), (a)(ii), and (b))▶	13.27	71.04		
	Transfers to Affiliated/Other Party	, , , ,			
	Committees	0.00	0.00		
	Contributions to Federal Candidates/Committees and Other Political Committees	11000.00	11000.00		
	Independent Expenditures	0.00	0.00		
	(use Schedule E)	7	1		
	(2 U.S.C. §441a(d)) (use Schedule F)	0.00	0.00		
	Loan Repayments Made	0.00	0.00		
	Loans MadeRefunds of Contributions To:	0.00	0.00		
	(a) Individuals/Persons Other Than Political Committees	0.00	0.00		
	(b) Political Party Committees	0.00	0.00		
	(c) Other Political Committees (such as PACs)	0.00	0.00		
	(d) Total Contribution Refunds				
	(add Lines 28(a), (b), and (c))▶	0.00	0.00		
	Other Disbursements	0.00	0.00		
	Federal Election Activity (2 U.S.C. §431(20)) (a) Allocated Federal Election Activity				
	(from Schedule H6) (i) Federal Share	0.00	0.00		
	(ii) "Levin" Share	0.00	0.00		
	(b) Federal Election Activity Paid Entirely With Federal Funds	0.00	0.00		
	(c) Total Federal Election Activity (add Lines 30(a)(i), 30(a)(ii) and 30(b))▶	0.00	0.00		
	Total Disbursements (add Lines 21(c), 22,				
	23, 24, 25, 26, 27, 28(d), 29 and 30(c))	11013.27	11071.04		
	Total Federal Disbursements (subtract Line 21(a)(ii) and Line 30(a)(ii)				
	from Line 31)	11013.27	11071.04		

DETAILED SUMMARY PAGE

of Disbursements

FEC Form 3X (Rev. 02/2003)

Page 5

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III. Net Contributions/Operating Expenditures	COLUMN A Total This Period	COLUMN B Calendar Year-to-Date		
3. Total Contributions (other than loans) (from Line 11(d), page 3)	5500.00	10750.00		
4. Total Contribution Refunds (from Line 28(d))	0.00	0.00		
5. Net Contributions (other than loans) (subtract Line 34 from Line 33)	5500.00	10750.00		
3. Total Federal Operating Expenditures (add Line 21(a)(i) and Line 21(b))▶	13.27	71.04		
7. Offsets to Operating Expenditures (from Line 15, page 3)	0.00	0.00		
3. Net Operating Expenditures (subtract Line 37 from Line 36)	13.27	71.04		

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: 97 'A = G7 9 @ G B9 C I G'H9 L H'F 9 @ 5 H9 8 'HC' 5 'F 9 D C F H Z G7 < 98 I @ 'C F' + H9 A = N 5 H = C B

Form/Schedule: F3XA Transaction ID :

Clerical Error: No check to NRCC. NRCC has no record of a disbursement from Direct Voice PAC

Form/Schedule: Transaction ID:

SCHEDULE A (FEC Form 3X) ITEMIZED RECEIPTS

Use separate schedule(s) for each category of the Detailed Summary Page

FOR LINE NUMBER:				PAGE	:	7	OF	8		
(check only one)										
	X	11a		11b		11c		12		
		13		14		15		16	;	17

Any information copied from such Reports and Statements may not be sold or used by any person for the purpose of soliciting contributions or for commercial purposes, other than using the name and address of any political committee to solicit contributions from such committee.

or for commercial purposes, other than using t	he name and address of any political committee to	solicit contributions from such committee.
NAME OF COMMITTEE (In Full) DIRECT VOICE, THE POLITICAL	ACTION COMMITTEE OF THE DIRECT	MARKETING ASSOCIATION
Full Name (Last, First, Middle Initial) Gareth L. Giesler Mailing Address 6864 Engle Road		Date of Receipt
City Cleveland FEC ID number of contributing federal political committee. Name of Employer AmeriMark Direct, LLC Receipt For: Primary General Other (specify)	State Zip Code OH 44130 C Occupation President & CEO Aggregate Year-to-Date ▼	Transaction ID : SA11AI.8677 Amount of Each Receipt this Period 1000.00 Contribution
Full Name (Last, First, Middle Initial) Louis Giesler Mailing Address 21120 Brantley City	State Zip Code	Date of Receipt 03 16 2010 Transaction ID : SA11AI.8669
Shaker Heights FEC ID number of contributing federal political committee. Name of Employer AmeriMark Direct LLC Receipt For: Primary General	OH 44122 C Occupation President Aggregate Year-to-Date ▼	Amount of Each Receipt this Period 750.00 Contribution
Other (specify) ▼ Full Name (Last, First, Middle Initial) Michael John Mailing Address 451 Jackson Street City	State Zip Code	Date of Receipt M M / D D / Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y
San Francisco FEC ID number of contributing federal political committee. Name of Employer JH Partners Receipt For: □ Primary □ General Other (specify) ▼	CA 94111 C Occupation Partner Aggregate Year-to-Date ▼ 3000.00	Amount of Each Receipt this Period 3000.00 Contribution
SUBTOTAL of Receipts This Page (optional)		4750.00
TOTAL This Period (last page this line number	er only)	4750.00

SCHEDULE B (FEC Form 3X)		FOR LINE NUMBER: PAGE 8 OF 8				
ITEMIZED DISBURSEMENTS	Use separate schedule(s) for each category of the Detailed Summary Page	(check only 21b				
Any information copied from such Reports and Statem		ed by any perso	on for the purpose of soliciting contributions			
or for commercial purposes, other than using the nam NAME OF COMMITTEE (In Full) DIRECT VOICE, THE POLITICAL ACTION	, ,					
Full Name (Last, First, Middle Initial)						
A. BILL FOSTER FOR CONGRESS Of Mailing Address PO Box 703	COMMITTEE		Date of Disbursement M M / D D / Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y			
Geneva	State Zip Code IL 60134		Transaction ID : SB23.8663			
Purpose of Disbursement Contribution			Amount of Each Disbursement this Period			
G. WILLIAM (BIL FOSTER		Category/ Type	1000.00			
Senate President	nent For: 2010 Primary					
State: IL District: 14						
Full Name (Last, First, Middle Initial) B. NEW DEMOCRAT COALITION POLITICAL AC	TION COMMITTEE AKA N	NDC PAC	Date of Disbursement			
Mailing Address 607 14th Street NW Suite 800			03 15 2010			
Washington	State Zip Code DC 20005		Transaction ID : SB23.8660			
Purpose of Disbursement Contribution			Amount of Each Disbursement this Period			
Candidate Name		Category/ Type	5000.00			
Senate	nent For: 2010 Primary General Other (specify) Other					
Full Name (Last, First, Middle Initial) C- TUESDAY GROUP POLITICAL AC	CTION COMMITTEE	=	Date of Disbursement			
Mailing Address P. O. Box 11586		_	03 15 2010			
•	State Zip Code		Transaction ID : SB23.8661			
Washington Purpose of Disbursement Contribution	DC 20008					
Candidate Name		Category/ Type	Amount of Each Disbursement this Period 5000.00			
Senate	nent For: 2010 Primary General Other (specify) Other	,,				
SUBTOTAL of Disbursements This Page (optional)			11000.00			
TOTAL This Period (last page this line number only)			11000.00			