

11<sup>th</sup> ANNUAL



## 2018 NATIONAL CATALOG FORUM

### Conference Agenda

#### Pre-Conference Planner / Highlights

- Monday, May 21<sup>st</sup>, 3:00 – 5:00 pm: ACMA Board of Directors Meeting at DuPont Circle Hotel
- Monday, May 21<sup>st</sup>, 6:00 pm: Welcome Reception begins at DuPont Circle Hotel
- Tuesday, May 22<sup>nd</sup>, 8:00 am to 5:00 pm: Sessions run throughout the day
- Tuesday, May 22<sup>nd</sup>, 5:45 pm: Buses will take all attendees to our popular VIP Reception taking place on Capitol Hill. The reception will end at 9:30 pm
- Wednesday, May 23<sup>rd</sup>, 8:00 am: A breakfast/prep session at the DuPont Circle Hotel
- Wednesday, May 23<sup>rd</sup>, 9:00 am: Buses will load up for a full day of meetings with your legislators on Capitol Hill.
- Wednesday, May 23<sup>rd</sup>, 5:00 pm: Event concludes.

*NOTE: All attendees will bring their luggage on the buses, then will check bags near Capitol Hill. Upon conclusion, you can pick up your bags and head for area airports, RR stations, etc. If you need advice on local logistics and transportation, we're happy to help.*

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#### Monday, May 21st

6:00 – 7:30 pm

##### **Welcoming Cocktail Reception**

*DuPont Circle Hotel - Glover Park Room, 1<sup>st</sup> Floor*

#### Tuesday, May 22nd

8:00 am – 5:00 pm

##### **Registration**

8:00 – 9:00 am

##### **Breakfast Buffet**

9:00 – 9:15 am

##### **Introductions & Chairman's Remarks**

*Bob Runke, ACMA Chairman & President of Barco Products Company.*

9:15 – 10:15 am

##### **What's New? Lots. An ACMA Table Setter**

*Hamilton Davison, President & Executive Director, ACMA*

The ACMA's Co-Founder & Leader will review the policy landscape and the numerous challenges facing the catalog industry right now, and how the organization is handling them.

10:15 – 11:15 am

##### **How My Catalog Postage Rates Are Devised**

*Speaker: Sharon Owens, Vice President Costing & Pricing, USPS*

The Postal Service's top pricing and costing executive will discuss the development of flats costs and how this impacts pricing for catalogs. She will also discuss what the USPS knows about catalog pricing and its approach.

11:15 – 11:30 am

##### **Refreshment Break**

11:30 am – 12:30 pm

##### **10-Year Postal Ratemaking Review: What Comes Next?**

*Speakers: Mike Plunkett, President & CEO, Association For Postal Commerce; Phil Tabbita, Manager, Negotiation Support, American Postal Workers Union; Hamilton Davison, ACMA*

By now, you've heard plenty about the Postal Regulatory Commission's proposal to change the postal rate-making process. The ACMA has injected its ideas for both catalog-friendly and Postal Service-friendly solutions, some on our own; others as part of coalitions with similarly-situated mailing groups. This panel of postal insiders from a diverse mix of mailing interests will share its views on where your postal rates could be heading in the next few years.

- 12:30 – 2:00 pm **Luncheon & Presentation: Advancing Catalogers' Agenda in Dysfunctional Washington: Doable or Impossible?**  
*Alex Vogel, Managing Partner, The Vogel Group*  
ACMA members and non-members alike hear from us all the time: "Write your member of Congress about this"; "invite your member of Congress over for a tour and impress upon them that." Where does all that go and how does it dovetail into the broader body of work in catalogers' interests? Mr. Vogel, the ACMA's government affairs lobbyist, will break down how the whole chain of events can influence Washington legislators in catalogers' favor.
- 2:00 – 2:45 pm **Can the Numbers Add Up for the USPS?**  
*Speaker: Kevin Kosar, VP of Policy, The R Street Institute*  
Earlier this year, Mr. Kosar wrote a policy study on the financial condition of the USPS. At R Street, a nonprofit, nonpartisan, public policy research think tank, he co-directs the non-partisan Legislative Branch Capacity Working Group, which aims to strengthen Congress. Mr. Kosar will discuss his recent and past studies on the USPS and whether there is a viable economic future for the Postal Service.
- 2:45 – 3:45 pm **Looming Supreme Court Quill Decision & What to Do About All Those Remote State Sales Tax Laws**  
*Jonathan Johnson, President, Medici Ventures & Board Member, Overstock; Martin I. Eisenstein, Managing Partner, Brann & Isaacson*  
As the U.S. Supreme Court nears its decision in *South Dakota v. Wayfair, Overstock.com, Newegg*, which could possibly change the Quill precedent, states like South Dakota and Colorado continue to march to the beat of their own drums. Besieged by nasty-grams from more and more states? What are the best ways to handle these regulations? Is what's good for Louisiana also good in Connecticut? What about Ohio? ACMA's tax attorney, Mr. Eisenstein, and our TruST partner, Mr. Johnson, will tackle all of what's going on and make sure you come away fully versed on how to deal with this growing problem to your business.
- 3:45 – 4:00 pm **Refreshment Break**
- 4:00 – 5:00 pm **Postal Reform Legislation: Reinventing the USPS Wheel**  
*Ronald A. Stroman, Deputy Postmaster General and Chief Government Relations Officer, USPS; John Kane, Senior Governmental Affairs Advisor, U.S. Senate Committee on Homeland Security & Governmental Affairs, Sen. Tom Carper (D-DE); Ashley Poling, Senior Policy Counsel, Subcommittee on Regulatory Affairs and Federal Management, U.S. Senate Committee on Homeland Security & Governmental Affairs, Sen. Heidi Heitkamp (D-ND); Arthur B. Sackler, Manager, Coalition for a 21st Century Postal Service & attorney at Sackler Brinkmann & Hughes LLC*  
Mr. Stroman oversees public policy for the US Postal Service. Mr. Kane has returned to again be a driving force behind Senate efforts to pass a postal reform bill. Mr. Sackler runs a mailing industry coalition ACMA supports. The panelists will discuss the USPS's short- and long-term legislative needs including the idea by some in Congress that a new business model is needed. Also being pondered are current efforts for reform legislation on Capitol Hill, including some of the forces in Congress that will influence the outcomes, and how you can get involved to ensure passage of crucial bills to enable the Postal Service to continue to meet your needs.
- 5:30 – 5:45 pm **Buses loading for evening reception**
- 6:30 – 9:30 pm **ACMA-hosted VIP Reception for All Attendees & Key Policy Officials**  
*Congressional Auditorium & Atrium, US Capitol Visitor Center, Washington, DC*  
Unwind with other attendees and special guests from government for drinks and heavy hors d'oeuvres at this unforgettable annual evening event.

### **Wednesday, May 23**

- 7:30 – 8:30 am **Breakfast Buffet**
- 8:00 - 8:50 am **Working Breakfast: Prep Session for Capitol Hill Visits**  
*Alex Vogel, The Vogel Group; Hamilton Davison, ACMA*  
Messrs. Vogel and Davison will break down our group into sub groups and prep everyone to help bring the catalog cause to the House and Senate.
- 9:00 am **Buses Depart for Capitol Hill**
- 9:30 am – 5:00 pm **Constituent Meetings With Members of Congress or Staff on Postal & Tax Issues**  
These meetings are being set up with Hill personnel as "constituent meetings," which is a considerably higher level of interaction when a voting resident of the district or state is present. *Please be sure ACMA staff knows exactly when you are available or leaving so we do not book meetings that then need to be cancelled for want of constituent participation.*

PROGRAM IS SUBJECT TO CHANGE