



Conference Agenda

Conference Planner / Highlights

- *Mon., April 8th - 1:00 to 5:15 pm: Sessions at Washington Court Hotel*
6:30 to 8:00 pm: Welcome Reception at Washington Court Hotel
- *Tues., April 9th - 8:00 am: Breakfast/prep session at Washington Court Hotel*
9:00 am: All attendees head for Capitol Hill
9:30 am to 5:00 pm: Full day of meetings with your legislators on Capitol Hill
5:30 to 8:30 pm: Annual VIP Reception at the Gold Room, Rayburn Building on Capitol Hill
- *Weds., April 10th - 7:30 am to 1:00 pm: Sessions at Washington Court Hotel; Forum concludes at 1:00 pm*
1:00 pm: Post-conference meetings (ACMA Board and Supplier Council only)

Monday, April 8th

Noon – 1:00 pm

Registration

1:00 – 1:15 pm

Introductions & Chairman's Remarks

Speaker: Bob Runke, ACMA Chairman; President of Barco Products Company

1:15 – 2:00 pm

The State of Your Business

Speaker: Hamilton Davison, President & Executive Director, ACMA

The ages-old question, "What keeps you up at night?" often relates to matters you cannot control, and ACMA's co-founder & leader will lay out the key public policy issues the Association is working on right now that and can be expected to impact catalogers' bottom and top lines in the year ahead.

2:00 – 3:00 pm

It's a Wayfair World Now and We All Have to Live In It

Speakers: Martin I. Eisenstein, Managing Partner, Brann & Isaacson; Marshall C. Stranburg, Deputy Executive Director, Multistate Tax Commission & former Executive Director, Florida Department of Revenue

Messrs. Eisenstein and Stranburg will discuss the state tax landscape post-Wayfair, including the wave of new state tax laws and the states' enforcement of those laws. Mr. Eisenstein, who has represented a number of catalog retailers regarding state tax obligations, will provide his insights on navigating sales tax collection and other state tax obligations, and Mr. Stranburg will explain what the states' plans are regarding sales by retailers and sales on marketplaces.

3:00 – 3:15 pm

Refreshment Break

3:15 – 4:15 pm

New Tariffs' Impact on Our Trade With China & Other Imports

Speaker: Angela Paolini Ellard, Republican Chief Committee Trade Counsel & Staff Dir. of Trade Subcommittee, House Committee on Ways & Means; Moderator: Brian Johnson, Principal, The Vogel Group

Catalog and other sellers of Chinese-imported goods containing anything from cottons to rubbers to assorted metals and others are now subject to paying a 10% tariff. This, coupled with an updated NAFTA and pending new free trade agreements with the EU, UK and Japan, means global supply chains could be disrupted or impacted. This panel will feature bipartisan trade experts from the House and Senate to explain where things could be headed.

4:15 – 5:15 pm

How Government-Dictated Changes to the Postal System Will Impact You

Speakers: Michael Kubayanda, Commissioner, Postal Regulatory Commission; David C. Williams, Governor, USPS Board of Governors

Over the past several years, the White House, Congress and the Postal Regulatory Commission have each signaled both a need and interest in reforming the finances of this agency so it's financially viable again and continues to have no need for taxpayer funding. Despite all this "interest," little has happened and the USPS remains in limbo. What will it take for real material change to occur and what are the competing viewpoints of the different parties involved in the fray? How could it impact your rates and service? We've put a panel of diverse interests together to share their opinions and perspectives leading to our being increasingly informed for our visits to Capitol Hill.

6:30 – 8:00pm

Welcoming Cocktail Reception - Atrium Ballroom, Washington Court Hotel

Tuesday, April 9th

8:00 - 9:00 am

Working Breakfast: Prep Session for Capitol Hill Visits

Speakers: Alex Vogel, CEO, 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 – 9:15 am

Short Walk to Capitol Hill

All attendees will head to The Hill in pre-arranged groups

9:30 am – 5:00 pm

Constituent meetings with Members of Congress

While ACMA regularly is on the Hill to advocate for positions of import to cataloging, there is simply no substitute to input from constituents back home. These unique ACMA-organized meetings are set up with Capitol Hill personnel as “constituent meetings,” an entirely higher level of interaction when a voter and employer from the District or State is present. ACMA will meticulously set these meetings up based on the information you provide in your registration form – namely, the topics to be addressed and the legislators’ districts, among other details.

5:30 – 8:30 pm

ACMA-hosted VIP Reception for All Attendees & Key Policy Officials

Gold Room, Rayburn House Office Building, Independence and S. Capitol St., S.W.

Unwind with other attendees and special guests from Congress for drinks and heavy hors d’oeuvres in a beautiful room overlooking Capitol Hill.

Wednesday, April 10th

7:30 – 9:00 am

Working Breakfast: An Update from ACMA’s Postal Committee

Speakers: Todd Black, Managing Director, WebTrack division, Intelisent (ACMA postal committee chair), Hamilton Davison, ACMA, and other members of the postal committee

Get the outlook on all the key postal issues affecting catalogers right now, and what ACMA’s postal committee is doing to influence the outcomes. The committee will discuss progress on a potential catalog prospect rate, postal costing issues, Informed Delivery/Informed Visibility/Informed Addressing, and other postal programs and catalog-relevant issues the committee has focused on of late.

9:00 – 10:00 am

Strategic Growth Plan: How the Postal Service Will Serve Your Needs

Speaker: Jacqueline Krage Strako, USPS Chief Customer & Marketing Officer & EVP
Promoted to this crucial position last year, Ms. Strako has sought to advance corporate strategy development to improve the customer experience, align the Postal Service’s goals to effectively meet customers’ needs, and build a more customer-centric organization in an increasingly digital and rapidly evolving marketplace. She also oversees all product marketing, development and management. Ms. Strako will explain mail’s evolving role and how the Postal Service continues to advance the value of mail.

10:00 – 10:15 am

Refreshment Break

10:15 – 11:15 am

Addressing the Challenges of California’s Privacy and Prop. 65 Actions

Speakers: David Bertoni, Partner, Brann & Isaacson, David Swetnam-Burland, Partner, Brann & Isaacson

In the wake of the *Wayfair* decision, the industry realized, anew, the power of states to export their laws across state borders. Making matters worse, California is taking the lead with its California Consumer Privacy Act (CCPA) and recent amendments to Proposition 65 to take regulation to a whole new level and impose burdensome obligations on out-of-state-based companies. This session will address the challenges presented by the CCPA and Prop. 65 including compliance strategies, as well as strategies for avoiding being dragged into the federal, or worse, California state court by bounty-hunting attorneys seeking class action riches.

11:15 am – 12:45 pm

Closing Luncheon: How the New Congress Impacts You...and Vice Versa

Speakers: Alex Vogel, CEO; Samir N. Kapadia; Principal, COO; Brian Johnson, Principal, The Vogel Group

Many of you have heard Mr. Vogel’s presentations on life inside The Beltway for several years. This year, he and his partners, Messrs. Kapadia and Johnson, will give a colorful presentation on how Washington politics has changed since the Democrats took control of the House – in the age of Trump. Specifically, they’ll explain how you can more effectively work your members of Congress to act in your business’s best interests. The session will culminate in a discussion on best next steps for both attendees and the ACMA following Tuesday’s meetings on Capitol Hill.

1:00 – 3:30 pm

Quarterly ACMA Board Meeting

Capitol Board Room, Washington Court Hotel

1:00 – 3:00 pm

ACMA Supplier Council Meeting (tentative)

Room t/b/a, Washington Court Hotel

ALL PROGRAMMING & SPEAKER AVAILABILITY SUBJECT TO CHANGE