



Conference Agenda

Conference Planner / Highlights

Tues., June 2 nd	9:00 am to noon: ACMA Board meeting (open to all attendees interested) 1:00 to 5:15 pm: Sessions at Yours Truly Hotel 6:30 to 9:00 pm: Annual VIP Reception at the Gold Room, Rayburn Building on Capitol Hill
Weds., June 3 rd	8:00 am to 5:00 pm: Sessions at hotel 6:00 pm to 7:30 pm: Cocktail reception at hotel; dinner on your own or ACMA organizes small groups
Thurs., June 4 th	8:00 am: Breakfast/prep session at hotel 9:30 am to 5:00 pm: Full day of meetings with your legislators on Capitol Hill Late afternoon: Forum concludes

Tuesday, June 2nd

Noon – 1:00 pm	Registration
1:00 – 1:15 pm	Call to Order & Introductions <i>Moderator: Hamilton Davison, President & Executive Director, ACMA</i>
1:15 – 2:00 pm	Taking Action on Our Many Challenges Ahead <i>Speaker: Hamilton Davison, ACMA</i> In early February, the ACMA held a membership meeting in which Mr. Davison and guest speakers laid out a myriad of challenges in postal, privacy, tax, trade, and outside regulations to your business, all of which threaten the viability of catalog/DM/e-com marketing. The group discussed the action steps needed to help keep our industry thriving. In this introductory session, Mr. Davison will discuss where we've come and what additional steps need to be taken in what is gearing up to be a crucial period ahead.
2:00 – 3:00 pm	Sales Taxes: Compliance, Future Threats, and what to do about it <i>Speakers: Joe Huddleston, Managing Director, EY National Tax Office, Carolyn Kranz, Partner, Kranz and Associates PLLC (invited)</i> In a post-Wayfair world, hear expert perspectives on what to expect now, problematic laws and regulations and what to do about them, how overly broad state Marketplace Facilitator laws will add another layer of complexity to compliance and how to mitigate the business expenses and risks, what is needed in federal legislation and how to bring leverage on state Departments of Revenue in the meantime. Packed with ideas and take away value, this session will prepare attendees on what to expect and what to do about it, both in your company and outside of it, to make sure sales tax compliance is not even more difficult going forward.
3:00 – 3:15 pm	Refreshment Break
3:15 – 4:15 pm	Outlook on State Privacy: How Might States Follow California <i>Speakers: t/b/a</i> The California Consumer Privacy Act set in motion a potential whirlwind of other similar (or copycat) state actions. The state of Washington, for one, is working on a bill that in its current form is a hybrid of the GDPR and CCPA. As your company accumulates more data, this session will brief you on what to watch for across the states in potential privacy and data breach legislation, how to prepare, and what may be possible on the Federal level.
4:15 – 5:15 pm	It's All About The Package <i>Speakers: Jim Cochrane, CEO, Parcel Shippers Association (invited); others t/b/a</i> After a long and successful career culminating in his role as CMO at the US Postal Service, Mr. Cochrane retired in 2018 and has since gone on to lead the Parcel Shippers Association as its CEO, beginning this past January. Having seen – and guided - the parcel landscape through a considerable metamorphosis over the years, he will address how he sees it changing in the foreseeable future for catalog/direct/online merchants. Specifically, you will take away from this

session how consumer expectations are changing, how to keep parcel shipping costs in check, how you might capitalize on seven-day delivery, how to compete with other merchants who can afford to offer free S&H, what role Amazon may play as a potential package services provider, how changes at the Universal Postal Union will make it harder for foreign companies to ship direct to your customer at subsidized rates and other parcel-related concerns.

6:30 – 9:00 pm

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

Gold Room, Rayburn House Office Building, Independence and S. Capitol St., S.W. Build or renew relationships with elected officials and their staff. Network with D.C. policymakers and unwind with other attendees and special guests from Congress for drinks and heavy hors d'oeuvres in a beautiful room overlooking Capitol Hill.

Wednesday, June 3rd

8:00 – 9:00 am

Working Breakfast: ACMA's Postal Committee

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

Postal challenges remain before mailers, especially those judged "underwater." 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 the Postal Regulatory Commission's proposal to restore financial stability to the USPS through damaging rate hikes, new programs and services underway for mailers such as Informed Delivery/Informed Visibility/Informed Addressing and others, as well as ACMA's work to address the rapid growth in catalog processing costs and catalog-relevant issues the committee has focused on of late.

9:00 – 10:00 am

Why is Postal Reform So Darn Difficult to Get Done?

Ann C. Fisher, Commissioner, Postal Regulatory Commission; Ashley Polling, Commissioner, Postal Regulatory Commission (invited)

The USPS urgently needs relief from Congress. Despite a decade and a half of work, no substantive postal legislation has made it into law. Why? Named PRC commissioners last August, Commissioners Fisher and Polling are no strangers to the "sausage-making world of creating law." Both have been intimately involved with Congressional postal affairs in their careers. Ms. Fisher was instrumental in the passage of the 2006 Postal Accountability & Enhancement Act, acting as a senior staff director for Senate leaders who helped pass the last round of postal reform. What were the ingredients that led to success in 2006? What are the lessons learned and conditions necessary to get postal reform passed now?

10:00 – 10:15 am

Refreshment Break

10:15 – 11:15 am

Trade Update

Speakers: Mike Dankler, Chief of Staff to Rep. Jackie Walorski (R-IN); Samir N. Kapadia, Principal & COO, The Vogel Group

Many ACMA members have taken advantage of our work with The Vogel Group to help file for exemptions to tariffs imposed on Chinese imports. Now along comes India, from which hundreds of U.S. merchants are turning to in light of the tariffs imposed on imports from China. Can we expect a trade war with India? With other countries? How can a merchant run an importing program in light of regular disruptions, unexpected tariffs or other external pressures to your bottom line? Mr. Dankler and Mr. Kapadia explain what you should be on the lookout for.

11:15 am – 12:15 pm

New Directions for a New USPS

Speakers t/b/a

The US Postal Service is now searching for its 75th Postmaster General & CEO. This past year it finally got a quorum for its Board of Governors. With all the leadership changes, where is the agency going, what must it address, and what can we expect from the hub that drives \$1.6 trillion in commercial activity and in addition to postal workers employs 730,000 Americans?

12:15 – 2:00 pm

Luncheon & Presentation: Building Effective Relationships With Members of Congress Who Matter to You

Speakers: Alex Vogel, CEO, Brian Johnson, Partner, The Vogel Group

Find out how to determine who matters most to your company's fate and how you can convince your member of Congress to act on matters that will benefit you. (Hint: mentioning potentially impacted jobs is always most useful, but there's plenty more.) What about state level legislators? How important is a relationship and for that matter, how does one develop? Why should an owner, executive or even any employee care about lawmakers at all? Is it even possible to make a difference? This session will provide a clear roadmap for success paved by minimal but consistent effort and resources.

2:00 – 3:00 pm

Actions & Revelations from Two Capitol Hill Newcomers

Brad Scott, Director of Finance, Halstead Bead; Linda Lester, Vice President, K-Log

Meet Brad and Linda from two ACMA merchant member companies. Overwhelmed, stunned, and downright horrified with the assorted shenanigans coming their way from states now liberated by the Supreme Court's *Wayfair* ruling, both Brad and Linda have taken matters into their own hands by visiting members of Congress on Capitol Hill. Both are slowly but surely learning how vital it is to get – and remain – active with Congress for the betterment of your own company. Brad and Linda will share their D.C. stories and the subsequent results.

3:00 – 3:15 pm
3:15 – 4:15 pm

Refreshment Break
Wayfair Was Only the Beginning

Speakers: t/b/a

You may *think* you have all your post-Wayfair tax ducks in a row in figuring out how to appease tax-hungry states, but there have been newer developments in state taxes, such as local home rule jurisdictions, false claims – class action suits, and direct taxes, such as income taxes. This session will help make you aware of all the impending dangers and how to protect your business against them.

6:00 – 7:30 pm

Cocktail Reception

Yours Truly Hotel, Ballroom 11

Thursday, June 4th

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 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.

We are in the process of arranging logistics for your luggage for the day so you won’t need to return to the host hotel after your Hill meetings.

ALL PROGRAMMING & SPEAKER AVAILABILITY SUBJECT TO CHANGE