



Virtual Conference & Fly-in **September 2, 9, 16, 23 & 30, 2020**

Overview

What is it? This year's Forum will be held entirely via a series of Zoom meetings. Following an opening session focused on the upcoming elections, there will be back-to-back 45-minute online sessions held on the three subsequent Wednesdays. The sessions will serve as a primer leading up to a day-long series of "Virtual Fly-in" meetings with Members of Congress on Wednesday, September 30th.

Cost & Attendance: Complementary as long as you completely fill out the brief registration form. All catalog/online merchants and their suppliers, both ACMA members and non-members.

What is a 'virtual fly-in?' As we've done with past on-site fly-ins to Washington, we will match up small groups of attendees with Members of Congress in their districts to discuss ACMA's core issues and our collective needs. These will occur either via Zoom meetings or conference calls (t/b/d). While separate registration will not be required, we will coordinate individually with each attendee once we review your form, which will ask for your location(s).

Will this become the 'new normal?' NO. We have all intentions to return to Washington in 2021 and beyond with our in-person events once such gatherings and air travel are all completely safe again.

Complete Agenda (all times Eastern)

Wednesday, September 2nd

1:00 – 2:30 pm

Opening Session: 2020 Elections, Operating Climate Post-COVID, Finding a Path Back to Normal

Speakers: Hamilton Davison, president & executive director, ACMA; Alex Vogel, CEO, The Vogel Group; Brian Johnson, Principal, The Vogel Group

It's no secret to just about any American what's at play come November 3rd. How will the outcome impact your catalog/online/direct business? Who will win the election? Will it be contested without protest? When might the dust settle for remote businesses from COVID-19? Our expert panel will address these and other issues, and set the stage for the Forum sessions to follow. Extensive attendee Q&A will be encouraged. Hold onto your hats.

Wednesday, September 9th

1:00 – 1:45 pm

Taking Action on Our Many Challenges Ahead

Speakers: Hamilton Davison, ACMA; Alex Vogel, The Vogel Group

Earlier this year (pre-COVID), 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. Do not miss this introductory session, as the many COVID challenges will be incorporated in what will act as a table-setter for the balance of this year's Forum and Virtual Fly-in.

2:00 – 2:45 pm

Supply Chain Shifts and New Trade Dynamics

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. 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.

Wednesday, September 16th

1:00 – 1:45 pm

Consumer Privacy, Part I: Lessons Learned from the CA Consumer Privacy Act (and...what are the ramifications of the CA Privacy Rights Act?)

Panelists: t/b/a

Starting in 2018 with the General Data Protection Regulation (GDPR) and continued this past summer with the implementation of the California Consumer Privacy Act (CCPA), the next hurdle will be the California Privacy Rights Act (CPRA), scheduled to go on the ballot this November. Our diverse panel will pick up where our CCPA webinar panel left off in June to help you ensure your company is properly prepared to continue marketing into CA and beyond.

2:00 – 2:45 pm

Consumer Privacy, Part II: The Emerging Privacy Landscape

Panelists: t/b/a

How much do you or your company's chief privacy officer know about data literacy and your brand's marketing ecosystem? How well prepared were you for the enactment of the CCPA? Are you monitoring other copycat states likely to follow suit? The complexity and fluidity of evolving privacy laws are overwhelming brands' abilities to keep on top of updates. This session will help prime you for all your company needs to prepare for going forward.

Wednesday, September 23rd

1:00 – 1:45 pm

New Directions for a New USPS

Louis DeJoy, Postmaster General, USPS (invited); Robert "Mike" Duncan, chairman of the Board of Governors, USPS (invited)

This past year, the USPS finally got a quorum for its Board of Governors; then in June Mr. DeJoy became the first non-career USPS employee to lead the Service in nearly 20 years. With these leadership changes, the USPS continuing to be in financial straits, and COVID-19 changing the way Americans interact, Messrs. DeJoy and Duncan will discuss where the agency is heading, how to fix it, and what we can expect from the hub that drives \$1.6 trillion in commercial while employing 7.3 million Americans plus its own workforce.

2:00 – 2:45 pm

Remote Sales Tax: Adjusting, Reacting, Countering or Simply Settling In To a Post-Wayfair World?

Panelists: Brad Scott, Director of Finance, Halstead Bead; Linda Lester, Vice President, K-Log; Brian Johnson, The Vogel Group; Moderator: Hamilton Davison, ACMA

Overwhelmed, stunned, and downright horrified from the assorted shenanigans coming their way from states liberated by the Supreme Court's 2018 *Wayfair* ruling, last year both Brad and Linda took 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. Along with other members of ACMA's new Tax Committee, Brad and Linda will share their D.C. stories and provide an update on how the committee intends to get Federal legislation passed to make tax collection easier for remote merchants.

Wednesday, September 30th

Times t/b/d

Virtual Meetings With Members of Congress

Per the description above, we will match up small groups of attendees with Members of Congress in their districts to discuss ACMA's core issues and our collective needs for brief online meetings throughout the day. The meetings will be topic-specific and address ACMA's primary areas of focus: postal, privacy, tax, trade, plus any other issues registrants that groups can address. When you register, please be sure to fill out the form completely so we can match you up with the appropriate Members of Congress.

ALL PROGRAMMING & SPEAKER AVAILABILITY SUBJECT TO CHANGE