



## **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 series of "Virtual Fly-in" meetings with Members of Congress on Wednesday, September 30<sup>th</sup>, then culminating with a final look at the fate of the USPS by its top brass.

**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, are welcome to attend.

**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. While separate registration will not be required, we will coordinate individually with each attendee once we review your form. It will ask for your location(s) and policy priorities.

### Complete Agenda (all times Eastern)

#### Wednesday, September 2<sup>nd</sup>

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 that a great deal is at play come November 3<sup>rd</sup>. Who will win the election? Will it be contested? What have the Congressional response packages meant for businesses and what more might be coming? How could the Presidential election outcome impact your catalog/online/direct business? 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.

#### Wednesday, September 9<sup>th</sup>

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

### **Why is Postal Reform So Darn Difficult to Get Done?**

*Speakers: Ann C. Fisher, Commissioner, Postal Regulatory Commission; Ashley Poling, Commissioner, Postal Regulatory Commission*

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 Poling 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. Ms. Poling most recently served as the Director of Governmental Affairs to the Ranking Member on the Senate Homeland Security & Governmental Affairs Committee, and worked extensively on a number of comprehensive postal reform efforts and mail service issues during her time working for U.S. Senators from Montana and North Dakota. What were the ingredients that led to success in '06? What are the lessons learned and conditions necessary to get postal reform passed now?

## **Wednesday, September 16<sup>th</sup>**

1:00 – 1:45 pm

### **Consumer Privacy, Part I: What Must You Do Now? Lessons Learned from the CA Consumer Privacy Act (and... the ramifications of the CA Privacy Rights Act)**

*Moderator: Tim Curtis, President/CEO, CohereOne; Panelists: Pat Joyce, Lobbyist, KP Public Affairs; David Swetnam-Burland, partner, Brann & Isaacson*

Starting in 2018 with the Europe's 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: What Is Coming At You? Emerging Privacy Landscape**

*Moderator: Tim Curtis, CohereOne; Panelists: Jeff Bingaman, CIO, Crutchfield Corp.; Rachel Glasser, Chief Privacy Officer, Wunderman Thompson; David Swetnam-Burland, Brann & Isaacson*

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 23<sup>rd</sup>**

1:00 – 1:45 pm

### **Supply Chain Shifts and New Trade Dynamics**

*Moderator: Lynn Noble, VP Industry Relations, ACMA; Speakers: Mike Dankler, Chief of Staff to Rep. Jackie Walorski (R-IN); Samir 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.

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 30<sup>th</sup>**

Times t/b/d

#### **Virtual Meetings With Members of Congress**

Groups of attendees will meet with Members of Congress to discuss ACMA's core issues. The topic-specific meetings will address ACMA's primary areas of focus: postal, privacy, tax, trade, plus any other issues registrants or groups wish to address. More details to follow.

### **Special Closing Session, September 30<sup>th</sup>**

3:00 – 4:00 pm (tent.)

#### **New Directions for a New USPS**

*Robert "Mike" Duncan, chairman of the Board of Governors, USPS; Louis DeJoy, Postmaster General, 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.

***ALL PROGRAMMING & SPEAKER AVAILABILITY SUBJECT TO CHANGE***