



Conference Agenda

Wednesday, October 6th

1:00 - 1:45 pm **Untangling the Intensifying Web of State Consumer Privacy Bills**

Panel: Tim Curtis, CEO, CohereOne (ACMA privacy committee chair); Tom Berger, CEO, Cross Country Computer; David Swetnam-Burland, Partner, Brann & Isaacson; Ali Khimji, principal, The Vogel Group

ACMA's privacy committee has sought ways to keep a step ahead of the fast-moving flurry of state privacy bills. Led by California's Consumer Privacy Act, the growing number of lookalike bills from Virginia, Washington, Colorado, New Jersey and others threatened to not just cause havoc on direct merchants, but also their ability to target their own customers online and even through the mail. The looming challenge remains how to deal with these bills. In this interactive session, the panel will address:

- How to market in states imposing privacy legislation
- How to keep on top of which states are becoming as active as California et al
- How to (legally) continue reaching your customers and prospects, both online and by mail, while keeping within such states' laws
- What leading companies are doing to manage this evolving regulatory requirement

2:00 – 2:45 pm **Solving the Supreme Court's Wayfair Mess**

Panel: Brian Johnson, principal, The Vogel Group; Andrew Moylan, EVP, National Taxpayers Union Foundation; Brad Scott, Director of Finance, Halstead Bead (ACMA tax committee chair)

When the US Supreme Court ruled in 2018 in its favor in *South Dakota v. Wayfair*, South Dakota's policy never offered a one-size-fits-all approach to remote sales tax collection. Other states have followed the Mount Rushmore State's lead and should revisit their policies to ensure they do not unfairly hinder small businesses or stall economic growth. By overburdening businesses with complex tax regimes, they're hindering business investment, economic growth, and ultimately, job creation. Our expert panelists will discuss this issue, how we got here, the impact it's having on companies, and most importantly, efforts with Congress to alleviate this pressure - and what you can do to get involved!

Thursday, October 7th

1:00 - 1:45 pm **How to Adapt Your Marketing Plans Around the New Postal**

Panel: Former Rep. Kevin Yoder (R-KS), principal, HHQ Ventures; Hamilton Davison, President, ACMA; Todd Black, Managing Director, WebTrack div., Intelisent (ACMA postal committee chair); and other members of ACMA's postal committee

So much has changed in the US Postal Service over the past year. Rates have gone up twice, the agency's controversial plan has called for service slowdowns, the postmaster general has been embroiled in controversy. What's a direct merchant to make of all this and how can you put together a sound marketing plan with so many uncertainties? This session will clarify the following and respond to all attendee questions such as:

- Can you count on postal matters settling down in the near future or is there more turmoil ahead?
- What will become of the ACMA's (and other mailing groups') appeal of the August rate hike?
- What so-called "sure things" can merchants and their suppliers expect in 2022?
- How is the ACMA tackling all these issues, including flats cost reduction?

2:00 - 2:45 pm **Surviving & Thriving in a Time of Great Challenge & Opportunity**

Panel: Jonathan L. Fleischmann, Executive Chairman, Potpourri Group, Inc.; Leslie Newton, CEO, Plow & Hearth LLC; Cindy Turcot, CEO & President, Gardener's Supply Co.; Brad Darooge, Chairman & CEO, Baudville Brands

Merchants in the direct/e-com/catalog channels are facing a perfect storm. While ACMA's primary areas of focus (postal, privacy, tax) are leading that storm, our CEO panel will also examine other elements of your business, such as paper and print shortages, transportation disruptions, product supply, getting mail and orders in the hands of consumers in light planned postal delivery slowdowns, and others. In this interactive session, here's your opportunity to gain more insight into these vital areas while sharing yours.