



Conference Agenda

Pre-Conference Planner / Highlights

- Monday, June 13th, 6:00 pm: Welcome Reception begins at Canopy Hilton Hotel (connected to Hyatt House)
- Tuesday, June 14th, 9:00 am to 5:00 pm: Sessions run throughout the day
- Tuesday, June 14th, 6:00 to 9:00 pm: VIP reception at Officina Restaurant
- Wednesday, June 15th, 8:00 am to noon: Sessions
- Wednesday, June 15th, noon to 3:00 pm: Luncheon & topic-specific meetings with your legislators at event hotel
- Wednesday, June 15th, 3:00 pm: Event concludes

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Monday, June 13th

6:00 – 7:30 pm

Welcoming Cocktail Reception

Canopy Hilton Hotel – Rooftop Pool Deck

Tuesday, June 14th

8:30 - 10:00 am

Coffee & breakfast snacks available

9:00 – 9:30 am

The Ever-Changing & Evolving ACMA

Hamilton Davison, President & Executive Director, ACMA

The ACMA's work is never complete. We were enormously successful in getting postal reform over the goal line, but we're far from finished. Mr. Davison will detail what the future looks like not only in postal matters, but also highlight the ACMA's efforts to get federal privacy and remote sales tax collection legislation passed, as well as our work on easing tariffs on imports. The session will tee up the more in-depth work to be discussed over the next two days.

9:30 am – 10:15 pm

ACMA's Intense Work on Flats Cost Reduction and What It Means to You

Todd Black, managing director, WebTrack division, Intelisent; Bob Schimek, immediate past chairman, Mailers Technical Advisory Committee (MTAC); Hamilton Davison & Lynn Noble, ACMA

Containing future postage increases and ensuring the postal system can deliver is long, involved and messy stuff. Flats costs have increased at 2.5X the rate of inflation for the past three decades, so it is no wonder catalogs are "underwater." The ACMA has been working diligently to make workflow and other changes that can dramatically reduce the USPS's cost of handling catalogs. Hear why this recent effort is so impactful and the next needed steps.

10:15 – 10:30 am

Refreshment Break

10:30 – 11:30 am

What's On the Postmaster General's Mind? What's On Your Mind?

USPS Postmaster General Louis DeJoy

As he has worked to transform the Postal Service during his two-year tenure, Mr. DeJoy has been subject to both criticism and success as he has revised mailing standards, moved toward twice-a-year rate changes and published a 10-year Delivering for America strategic plan. Come hear first-hand the PMG's perspective on why change is necessary for the USPS to survive for the short- and long-term. A Q&A session will be part of his remarks, so come ready to ask questions.

11:30 – 12:45 pm

ACMA Committee Reports: Privacy, Postal, Remote Sales Tax & Trade

Committee chairs & dedicated staff:

- **Privacy:** Ali Khimji, principal, The Vogel Group; Nat Bessey, partner, Brann & Isaacson
- **Remote sales tax:** Brad Scott, owner & director of finance, Halstead Bead; Stephen Borg, principal, The Vogel Group
- **Postal:** Deborah Damore, postal affairs operations manager, LSC Communications
- **Trade & Tariffs:** Samir Kapadia, COO & principal, The Vogel Group

12:45 – 2:15 pm

Luncheon & Presentation: What to Expect from the Mid-term Elections

Alex Vogel, CEO, The Vogel Group

The ACMA's longtime government affairs consultant Mr. Vogel will deliver his broad forecast of the upcoming mid-term elections, its expected winners, possible controversies, and the potential impact on your business.

- 2:15 – 3:15 pm **View from the Top: CEO Panel on Where Things Stand and What to Expect?**
Leslie Newton, CEO, Plow & Hearth, LLC; Brad Hoffman, President & CEO, Arandell; Larry Kavanagh, CEO, NaviStone; Robert B. Goergen, Chairman, Silver Star Brands
 Our CEO panel will lead a participatory discussion reviewing the uncertainties from recent years and benchmarking the first half of 2022 and lessons learned so far. Topics include:
- How to present FY '19-'22 results so they are meaningful to stakeholders
 - Which trends & curves will be long-lasting vs. short-term compared to historical
 - Inventory challenges and assorted delays; managing through a volatile world
 - How to budget for all this through 2022 and beyond?
- 3:15 – 4:00 pm **It's Still All About the Mail**
Kevin Yoder, Executive Director, Keep US Posted (former Kansas congressman)
 As package delivery and the USPS's 10-year plan have 'stolen' the limelight from other types of mail, the ACMA co-founded Keep US Posted to access and motivate effective constituent presence directly to Member offices on the importance of mail to them. This year-old group is playing the long game to get additional favorable legislation done, while building connections to the ultimate arbiters of our fate. Mr. Yoder will explain why working with Keep US Posted in concert with the ACMA is vital for your business's future.
- 4:00 – 4:15 pm **Refreshment Break**
- 4:15 – 5:15 pm **What to Expect from the Supply Chain, Part 1: Paper Outlook & Report**
Don Bergen, SVP, Lindenmeyr Central
 It's no secret that the world's supply chain has been turned upside down by fallout from Covid-19. Many in attendance have had trouble getting paper to get their mailings printed. Mr. Bergen has tracked this market closely and will present his report with of stats, forecasts and suggestions.
- 6:30 – 9:00 pm **ACMA-hosted VIP Reception for All Attendees & Key Policy Officials**
Officina Restaurant (a short walk down the Wharf from our venue)
 Unwind with other attendees and special guests from government for drinks and heavy hors d'oeuvres at this unforgettable annual evening event.

Wednesday, June 15th

- 7:30 – 9:00 am **Coffee & breakfast snacks available**
- 8:00 – 9:00 am **What to Expect from the Supply Chain, Part 2: Eye on the Transportation System**
Angela M. Santos, Partner, ArentFox Schiff; Samir Kapadia, The Vogel Group
 This panel will share the outlook for our nation's transport system including container movements, port unload times and outlook and the availability of across the road trucking.
- 9:00 – 10:00 am **What to Expect from the Supply Chain, Part 3: Covid's Impact on the Printers/MSPs**
Rick Kropski, SVP - supply chain & logistics; Chris Brown, VP of co-services - customer management, LSC Communications; Jeff Henke, executive director - postal solutions, Quad
 This panel of ACMA printer members discuss the challenges they faced in 2021 and what they are doing about it for 2022, namely:
- How best to get press time
 - How far in advance to get your mailings ready to get printed and distributed in your required in-home or business delivery windows
 - What technical and preparation changes you need to make to avoid hold-ups from the USPS
- 10:00 – 11:00 am **What to Expect from the Supply Chain, Part 4: Covid's Impact on the Co-ops**
Jennifer Kramer, VP customer success, Choreograph (Wunderman Data); Brian Rainey, CEO, Path2Response; Jeff Liebrock, division VP, DTC Retail, eTail and CPG, Wiland
 Prior to March 2020, names from co-op databases were becoming overused; finding new prospects became a major challenge. But Covid-19 spurred an onslaught of home shopping, and with it the co-ops have received considerable fresh blood. This panel will explain just how significant the co-op database pools have become and how you can benefit.
- 11:00 – 11:15 am **Refreshment Break**
- 11:15 am - noon **What to Expect from the Supply Chain, Part 5: Package Shipping**
Speaker t/b/a
 Covid-19 has intensified reliance and attention on home shopping and in-home delivery of packages. This naturally brought about considerable change for catalog and online merchants – changes in parcel shipping options, rates, services, and overall structure. This session will provide an overview of how to most effectively manage in a continuously changing industry.
- Noon – 3:00 pm **Luncheon & Group Meetings With Congress**
House & Senate Staff and possible Members of Congress t/b/a
 The January 6th riots and Covid-19 have made it impossible for our group to visit Capitol Hill this year, so we're inviting several House & Senate Members and their staffs to join us for this lunch and extended discussion on our core issues in privacy, tax, postal & trade.