



Conference Agenda

Monday, May 1st

4:00 – 4:15 pm

INTRODUCTORY REMARKS

ACMA Chairman Jim Hall, CEO - The Vermont Country Store

4:15 – 5:15 pm

SPECIAL OUTLOOK SESSION - I: PRIVATE EQUITY VIEW OF THE FUTURE OF DIRECT MARKETING - WHAT COMES NEXT?

Stuart Rose, Partner - Mirus Capital Advisors, Inc.

Salem Shuchman, Managing Partner - Entrepreneur Partners, LP

Dr. Staffan Canback - Executive Chairman, Tellusant

Hear "crystal ball" forecasts on key areas affecting online, direct & catalog marketing:

- Global trends
- Technology advances
- Evolving financial markets

5:15 – 6:00 pm

SPECIAL OUTLOOK SESSION - II: INSIGHTS ON THE EVOLUTION OF REMOTE MARKETING

Leslie Newton, CEO - Plow & Hearth, LLC

Donna Belardi, Chairman & CEO - Belardi Wong

Larry Kavanagh, CEO - NaviStone

A diverse panel of experts share their insights on:

- How overall retail sales will evolve.
- How e-com will find its footing
- A catalog and brick-&-mortar resurgence
- Emerging alternatives

6:30 – 8:00 pm

WELCOMING COCKTAIL RECEPTION AT 'MERCY ME' GARDEN PATIO, YOURS TRULY HOTEL

Tuesday, May 2nd

8:30 am

BREAKFAST & CHECK-IN

9:00 – 10:00 am

RECIPES FOR YOUR COMPANY'S SUCCESS: THE KEY INGREDIENTS

Hamilton Davison, President & Executive Director - ACMA

Dishing on postal, tax, privacy, trade and how we are stirring things up.

10:00 – 10:45 am

CATALOG POSTAGE: DISCUSSION ON HOW RATES MIGHT BE STRUCTURED TO INCREASE VOLUMES AND CATALOG PROFITABILITY FOR BOTH MAILERS AND THE USPS

Sharon Owens, VP Pricing & Costing - USPS

Ideas and approaches to address the affordability of catalogs for both sides and how catalog merchants can help.

10:45 – 11:00 am

REFRESHMENT BREAK

11:00 am – 12:00 pm

CEO ROUNDTABLE: WHAT KEEPS YOU UP AT NIGHT?

ACMA Chairman Jim Hall, CEO - The Vermont Country Store

Barbara de la Riva, President - Great American Business Products

Cary McNatt, President - Integrated Marketing Solutions (Colony Brands affiliate)

Jonathan Fleischmann, Executive Chairman - Potpourri Group

Our CEO panel will review lessons learned amid the turbulent past few years, including:

- Secrets of successes and remedies for failures in 2022-23
- How Covid has changed SOPs, KPIs and the market
- Managing inventory challenges and delays
- Short- and long-term planning for boards and owners in 2023 and beyond

12:00 – 1:00 pm

NATIONAL PRIVACY LEGISLATION ON THE HORIZON: WHY THIS WILL BE GOOD FOR YOUR BUSINESS

Tim Curtis, President - CohereOne (ACMA Privacy Committee Chair)

Ali Khimji, Principal - The Vogel Group

David Swetnam-Burland, Partner - Brann & Isaacson

Gain valuable insight on:

- Behind the scenes of Congress as work on federal privacy standards heats up
- Insights on ACMA's push for a federal privacy bill
- Where, when and how you and your business can make a difference

1:00 – 2:15 pm

LUNCHEON & DEBATE: IS CONGRESS REALLY *THAT* MESSED UP – POINT/COUNTERPOINT

Alex Vogel, CEO - The Vogel Group

Deanna Archuleta, Principal - The Vogel Group, former Obama Admin. official

Government affairs experts discuss and debate their views from the Right and the Left to understand what can and won't happen in the 118th Congress.

2:15 – 3:15 pm

THE CURRENT READ ON STATE TAXATION AND YOUR BUSINESS

Brad Scott, Director of Finance - Halstead Bead (tax committee chairman)

Steve Borg, Principal - The Vogel Group

Nat Bessey, Partner - Brann & Isaacson

- Updates on state actions and legal liability for your business
- Top tax strategies to positively impact your bottom line
- ACMA advocacy highlights, including CA Franchise Tax Board lawsuit

3:15 – 3:30 pm

REFRESHMENT BREAK

3:30 – 4:30 pm

HOW TO GET YOUR WAY IN WASHINGTON

Hamilton Davison, Moderator

Jim Hall, CEO - The Vermont Country Store

John Hennessey, CEO - Littleton Coin Co.

Panel shares its step-by-step approach on how to build relationships and cultivate Congressional champions to keep our issues and concerns front/center in Washington.

4:30 – 5:30 pm

THE POSTMASTER GENERAL MEETS THE MAILERS: CAN WE WORK TOGETHER?

USPS Postmaster General Louis DeJoy

PMG DeJoy will give an update on the USPS's recent actions and the current outlook for the Delivering For America plan, entertain questions and discuss how we can work together for the greater good.

6:30 – 9:00 pm

VIP RECEPTION FOR ALL ATTENDEES & KEY POLICY OFFICIALS AT HISTORIC CITY TAVERN CLUB

Wednesday, May 3rd

7:30 – 8:30 am

BREAKFAST & PREP SESSION FOR CAPITOL HILL MEETINGS

8:30 am – 4:30 pm

CAPITOL HILL DAY '23

Head for Capitol Hill to meet with your House and Senate members of Congress.

- **ACMA will set up meetings with your Members of Congress and their staffs.** This is your chance to speak face-to-face about the key issues facing your business!
- **Please plan your travel** so you can remain on Capitol Hill until 4:30 pm on May 3. Your involvement in **all** meetings is crucial. We must know your departure time so we don't arrange a meeting you cannot attend. Booking earlier flights home is discouraged.