



## **Tuesday, May 21<sup>st</sup>**

- 4:00 – 4:15 pm: **CHAIRMAN'S INTRODUCTIONS**
- 4:15 – 5:15 pm: **A.I.'S IMPACT ON CONSUMER PRIVACY & YOUR BUSINESS**
- 5:15 – 6:15 pm: **POSTMASTER GENERAL LOUIS DEJOY ON YOUR FUTURE IN THE MAIL**
- 6:30 – 8:00 pm: **WELCOME RECEPTION AT 'MERCY ME' GARDEN PATIO, YOURS TRULY HOTEL**

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## **Wednesday, May 22<sup>nd</sup>**

- 8:00 am: **BREAKFAST & CHECK-IN**
- 9:00 – 10:00 am: **STATE OF THE INDUSTRY & WHY 2024 IS SUCH A CRITICAL YEAR**  
**Jim Hall, CEO - The Vermont Country Store**  
**Mike Plunkett, President & Executive Director - ACMA**
- Why we may be at a make-or-break point on postal, tax, privacy.
  - The actions we are taking.
  - Short-term and long-term outlook.
- 10:00 – 11 am: **UPDATE: ACMA-DRIVEN FEDERAL REMOTE SALES TAX COLLECTION BILL**  
**Brad Scott, Director of Finance - Halstead Bead (tax committee chairman)**  
**Steve Borg, Principal - The Vogel Group**  
Members of ACMA's tax committee will not only detail the progress the group has made on a Federal bill to significantly simplify sales tax collection, but also help attendees prep for Thursday's meetings with Members of Congress.
- 11:00 – 11:15 am: **REFRESHMENT BREAK**
- 11:15 – Noon: **THOSE NASTY CREDIT CARD FEES & HOW TAXING THEY ARE ON YOUR BUSINESS**  
**Simcha Jacobowitz, Business Development - B&H Photo**  
**David Swetnam-Burland, Partner - Brann & Isaacson**
- Behind the hidden fee you pay to collect sales tax.
  - How far is too far & what can be done?
- Noon – 1:00 pm: **TOP-LEVEL TALK: WHAT ARE YOU MOST FOCUSED ON THIS YEAR?**  
**Bill Boonstra, President – Bluestone Perennials**  
**Rob Goergen, President – Silver Star Brands**  
**Steve August, VP, Marketing – Road Scholar**  
Our panel of company leaders will share the state of their respective businesses, how they're solving 2024 problems, and where they see their companies and the DM/e-com industry heading.
- Succession planning
  - Organizational development
  - Acquisitions & preparing a business for sale/retirement
  - Capacity issues and workforce engagement
  - Small business issues

- 1:00 – 2:15 pm: **LUNCHEON & SESSION: UPCOMING CRUCIAL ELECTIONS AND HOW THEY COULD HELP OR HINDER YOUR BUSINESS**  
**Alex Vogel, CEO - Vogel Group**
- The scuttlebutt behind this year's big election; how it might shake out.
  - How the candidates' positions & policies could impact your business.
- 2:15 – 2:30 pm: **SPECIAL UPDATE ON POSTAL PROMOTIONS**  
**Steve Monteith, Chief Customer and Marketing Officer & EVP – US Postal Service**  
**Mike Plunkett - ACMA**  
 Mr. Monteith will provide details and listen to audience concerns over the current mail growth incentive and how it may work better for your business in 2025.
- 2:30 – 3:30 pm: **WHAT ARE OUR LEGISLATIVE OPTIONS ON CAPITOL HILL TO SAVE US FROM BEING PRICED OUT OF THE MAIL?**  
**Kevin Yoder, Executive Director - Keep US Posted (former Kansas congressman)**  
**Other speakers t/b/a**  
 With postal rate increases out of control, this panel from Capitol Hill will address the issues as they see them and what Congress might be able to do to help us.
- 3:30 – 3:45 pm: **REFRESHMENT BREAK**
- 3:45 – 4:30 pm: **CONSUMER PRIVACY: WHY A FEDERAL SOLUTION IS SO VITAL**  
**Tim Curtis, President - CohereOne (ACMA Privacy Committee Chair)**  
**Ali Khimji, Principal - The Vogel Group**  
 The rapid evolution of A.I. could spur passage of a much-needed Federal data privacy law.
- 4:30 – 5:30 pm: **BEHIND OUR INDUSTRY'S EVOLUTION, THE ACMA'S REBRANDING & HOW THEY RELATE TO YOUR BUSINESS'S FUTURE**  
**Donna Belardi, Chairman & CEO - Belardi Wong**  
**Larry Kavanagh, CEO - NaviStone**  
**Paul Miller, VP & Deputy Director - ACMA**  
 Although ACMA's primary issues of advocacy haven't changed much, our focus now encompasses much more than the printed catalog. Hear how e-commerce, A.I., postcards and other direct mail, package inserts, and innovative uses of informed delivery have all evolved to complement catalog marketing and how that dovetails into our new identity, American Commerce Marketing Association.
- 6:30 – 9:00 pm: **VIP RECEPTION FOR ALL ATTENDEES & KEY POLICY OFFICIALS**  
**AT SKY BAR, BEACON HOTEL**  
 Just a short walk from our host hotel, the Yours Truly, enjoy mingling with fellow attendees, Members of Congress, and other government officials in this gorgeous outdoor reception space.

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## Thursday, May 23<sup>rd</sup>

- 7:30 – 8:30 am: **BREAKFAST & PREP SESSION FOR CAPITOL HILL MEETINGS**
- 8:30 am – 4:30 pm: **CAPITOL HILL DAY '24**
- 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 23rd. 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.