18th ANNUAL ACMA 2025 NATIONAL FORUM

Conference Agenda

Monday, May 19th

4:00 – 4:15 pm: **OPENING INTRODUCTIONS**

4:15 – 5:00 pm: **PRIVATIZATION OF THE USPS: MYTH OR REALITY**
Mike Plunkett, President & Executive Director – ACMA
Mark Dimondstein, President - American Postal Workers Union *invited*
Privatization of the Postal Service is a topic that's come and gone for years. But with the new Administration's aggressive push to reform virtually all government agencies, the Postal Service has become a prime target for privatizing. In this session, the speakers will address:

- What could become of your mail delivery
- How privatization, partial or full, will impact your rates
- What the alternatives may be
- Or is it all smoke & mirrors?

5:00 – 5:45 pm: **SURVIVING TRADE & TARIFF TURBULENCE: GOVERNMENT ENGAGEMENT STRATEGIES TO PROTECT YOUR PROFITS**
Samir Kapadia, Managing Principal, Vogel Group
Mike Dankler, Deputy Chief of Staff, Rep. Rudy Yakym III (R-IN-02) *invited*
The Trump Administration's sweeping tariff policies on imported consumer goods, raw materials, and supplies from China, Canada, Mexico, and other key trade partners have left businesses scrambling to adapt. Mr. Kapadia, Washington's foremost authority on international trade and tariff strategy, will provide a clear, actionable roadmap to help your business mitigate tariff pressures, optimize supply chain decisions, and navigate the evolving trade landscape with confidence. Specifically, Messrs. Kapadia and Dankler will provide insights on:

- Overview of the Administration's Trade Policy - Economic security, domestic manufacturing, strategic competition
- Current tariff structures and key industries affected
- Engagement strategies for influencing tariff exclusions, exemptions, and policy changes
- Key stakeholders in trade policymaking (USTR, Commerce, Congress, White House
- Trade/tariff advisory and support for ACMA members.

6:30 – 8:00 pm: **WELCOME RECEPTION AT 'MERCY ME' GARDEN PATIO, YOURS TRULY HOTEL**

Tuesday, May 20th

8:00 am: **BREAKFAST & CHECK-IN**

9:00 – 9:45 am: **UNIQUE CHALLENGES IN 2025**
Jim Hall, CEO - The Vermont Country Store
Mike Plunkett – ACMA
ACMA's – and your – most crucial and costly issues could all come to a head this year. Postal rates, sales tax collection, consumer privacy regulations, and perhaps most of all, tariffs on imported goods (including paper), could all change the way you do business. ACMA's chairman and executive director lay out all that's going on and how your ACMA will tackle it.

9:45 – 10:30 am: **ACMA-DRIVEN FEDERAL REMOTE SALES TAX COLLECTION BILL**
Brad Scott, Director of Finance - Halstead Bead (tax committee chairman)
Steve Borg, Principal - The Vogel Group
Thomas Blanford, Legislative Director, Rep. Scott Fitzgerald (R-WI) *invited*
Nathaniel A. Bessey, Partner - Brann & Isaacson
ACMA's tax committee leaders and our partners in Washington and on Capitol Hill will discuss ACMA's Federal bill to significantly simplify sales tax collection and highlight what to say during your Wednesday meetings with Members of Congress. The panel will also update you on our industry-leading impact litigation against the New York tax department's efforts to erode federal protections against state income tax.

10:30 – 10:45 am: **REFRESHMENT BREAK**

10:45 – 11:45 am: **UPDATE ON ACMA'S EFFORTS TO PROVIDE CATALOG MAILERS MUCH-NEEDED POSTAGE RATE RELIEF**
Lynn Noble, VP Industry Affairs - ACMA
Marie Harding, VP Catalog Marketing, Potpourri Group
Sharon Owens, VP Pricing & Costing, USPS *invited*
The ACMA's relentless work with USPS officials on creating a special rate for qualifying catalog mail has for long been a work in progress. We've encountered some roadblocks and pushbacks along the way, as well as some gains. We are seeing some signs of a light at the end of the tunnel. The speakers will explain where we're at and what lies ahead.

11:45 am – 12:30 pm: **CONSUMER PRIVACY REGULATIONS: WHAT'S NEW IN CONGRESS & IN THE STATES? WHAT WE CAN DO ABOUT IT**
Tim Curtis, President - Navistone (ACMA Privacy Committee Chair)
Ali Khimji, Principal - The Vogel Group
David Swetnam-Burland, Partner - Brann & Isaacson
In Congress, the rapid evolution of A.I. could spur passage of a much-needed federal data privacy law. Congressional focus on big tech presents an opportunity, but not without risk for ACMA members. While the Administration's A.I. position has become clear, a handful of new state laws go into effect this year. How might members move the states toward a shared, workable data privacy model?

12:30 – 1:45 pm: **LUNCHEON SESSION: HOW THE NEW ADMINISTRATION'S MOVES WILL RESHAPE YOUR BUSINESS**
Alex Vogel, CEO - Vogel Group
Matt Keelen, Principal - Vogel Group
In an interactive luncheon, ACMA's government relations partners unpack the latest policy and regulatory shifts in Washington — namely, critical changes in postal operations, trade policies, tax regulations, and privacy laws — and what they mean for your business's bottom line. As you wind down your dessert and coffee, Messrs Vogel & Keelan will discuss...

- Macro political impact
- Economic outlook: inflation, interest rates, and business growth
- Trump Administration's top economic, regulatory, and legislative goals
- Tariffs, trade agreements, and their impact on supply chains and global commerce
- The role of Congress and the Administration in shaping policy
- Near-term expectations
- Assessing ACMA's and your company's impact on policy in Washington

1:45 – 2:45 pm: **INDUSTRY LEADERS PANEL**
Bob Erb, President - Colony Brands, Inc; CEO - Integrated Marketing Solutions, LLC
Ankur Parashar, CEO, Potpourri Group
Others *invited*
Paul Miller, EVP & Managing Director – ACMA
This session was so highly rated by attendees that we will hold it again, but with a completely different panel. The panel of company leaders will discuss the state of their respective businesses, how they're solving 2025 problems, and where they see their companies and our industry heading.

- Handling rising costs
- Succession planning
- Acquisitions & preparing a business for sale/retirement
- Capacity issues, workforce engagement & organizational development
- Small business issues

2:45 – 3:00 pm: **REFRESHMENT BREAK**

3:00 – 3:45 pm: **BUSINESS MAILERS & THE USPS: HOW CAN THE MARRIAGE BE IMPROVED?**
Steve Monteith, Chief Customer and Marketing Officer & EVP – US Postal Service
Margaret M. Pepe, Executive Director, Product Management – USPS *both invited*
Mike Plunkett - ACMA
Over the past four years, tensions between the USPS and the mailing community have grown somewhat, but appear to be headed back in the right direction this year. Mr. Monteith and Ms. Pepe will discuss with Mr. Plunkett and others the values of a healthy USPS-mailer relationship, most notably:
- How we can still work together under tough circumstances
- Ways to maximize postal incentives
- How changes to the Mailers Technical Advisory Committee (MTAC) will benefit both sides
- Other recent improvements.

3:45 – 4:30 pm: **BEYOND TAX & PRIVACY: THE LATEST LEGAL THREATS TO REMOTE SELLERS**
David Bertoni, Partner – Brann & Isaacson
David Swetnam-Burland, Partner – Brann & Isaacson
Nathaniel A. Bessey, Partner - Brann & Isaacson
State legislatures and plaintiffs' lawyers remain on the prowl. Our legal advisors will bring you up to speed on active regulatory and litigation threats to the industry
- Extended producer responsibility laws
- Drip pricing laws
- State gift card laws
- PFA regulations
- Proposition 65
- State & Federal privacy litigation
- Mass arbitration demands

4:30 – 5:15 pm: **CAPITOL HILL DAY PREVIEW**
A final gathering to go over all groups for Wednesday's meetings with members of Congress on Capitol Hill. ACMA staff and our coordinators will lay out your best approach to getting House and Senate members to hear your story and how they can help improve your business conditions.

5:45 – 8:00 pm **VIP RECEPTION FOR ALL ATTENDEES & KEY POLICY OFFICIALS**
AT ROOFTOP RECEPTION AREA, 2300 N STREET NW, WASHINGTON
Weather permitting, we've chosen a beautiful location for all attendees to unwind and mingle with each other and invited guests from the Hill and other government entities. With an open bar and a free-flowing array of passed hors d'oeuvres and food stations, you won't come away hungry, but you'll certainly leave energized for tomorrow's meetings on Capitol Hill.

Wednesday, May 21st

7:30 – 8:30 am: **BREAKFAST & PREP SESSION FOR CAPITOL HILL MEETINGS**

8:30 am – 4:30 pm: **CAPITOL HILL DAY '25**
- 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 21st. 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.