19th ANNUAL ACMA 2026 NATIONAL FORUM

MAY 18-20, 2026,WASHINGTON D.C

Conference Agenda

Monday, May 18th

3:45 – 4:00 pm: **OPENING INTRODUCTIONS**

4:00 – 5:15 pm: **FIXING THE USPS: DOES CONGRESS HAVE A SOLUTION?**
Matthew Brush, Legislative Aide - Rep. Nikki Budzinski (D-IL)
Joshua Orenstein, Legislative Aide – Rep. Andrew Garbarino (R-NY)
Mike Plunkett, President & Executive Director – ACMA
Last summer, the House established a bipartisan postal caucus. Comprising an equal number of Democratic and Republican members of the House, the group's aim is to improve on-time delivery, protect employees, halt harmful facility consolidations, and safeguard rural mail access, all with the intention of ensuring the sustainability of the Postal Service. Our goal for this Forum table-setting session:

- Engage with the panelists; see how their interests can align with those of the ACMA
- Hear about their goals; provide your input
- Find out how our portion of the mailing industry can help the caucus succeed for the greater good.

5:30 – 7:00 pm: **WELCOME RECEPTION AT 'MERCY ME' GARDEN PATIO, YOURS TRULY HOTEL**

Tuesday, May 19th

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

8:45 – 9:45 am: **THE POSTMASTER GENERAL'S PLAN TO SAVE THE POSTAL SERVICE**
David Steiner, Postmaster General & CEO – US Postal Service
Appointed the 76th PMG last July following a controversial tenure by his predecessor, Mr. Steiner inherited a postal system hindered by dire finances, plunging service levels, the highly-flawed Delivering for America plan, and a breakdown between USPS and mailing industry officials. Come armed with your questions. Among others, Mr. Steiner will address:

- The biggest changes he is trying to make
- How he values catalogs and other forms of marketing mail
- What it's going to take to solve the mounting problems plaguing the Postal Service
- What newer, fresh ideas he brings to the table…and more.

9:45 – 10:00 am: **THE ACMA & YOU**
Michael Plunkett, Paul Miller, Lynn Noble - ACMA
The ACMA's staff will lay out some behind-the-scenes lobbying work being done and why some of our efforts beyond our core issues are so vital to your company's future – and how you can play a crucial role.

10:00 – 10:45 am: **OUTLOOK & FATE OF TRUMP'S TARIFFS**

Dave Joyce, Partner - Brann & Isaacson

Samir Kapadia, Managing Principal – Vogel Group

When the Supreme Court invalidated all of President Trump's IEEPA tariffs in February, much confusion and controversy ensued, plenty of which will still be up in the air come May. The ACMA's legal and lobbying experts will discuss and answer questions about what lies ahead.

- What's happening with refunds?
- What authorities the administration is relying on for new tariffs (and their limitations)?
- Analysis of legal challenges to the subsequent 15% "balance-of-payments" tariffs since those were intended to address a problem that no longer exists?
- And above all else…what further confusion, come May 19th, remains?

10:45 – 11:00 am: **REFRESHMENT BREAK**

11:00 – 11:30 am: **HOW THE USPS AIMS TO REIMAGINE THE MAIL**

Steve Monteith, Chief Customer and Marketing Officer & EVP – USPS

As mail volume falls and USPS finances continue to decline, the agency this year is undertaking an initiative, "Mail Reimagined." This comprehensive effort explores new ways to drive mail volume through flexible and quantity-based pricing, price certainty, unique pricing for most verticals, including catalogs. The effort includes working with industry partners to strengthen the mail as part of a multichannel strategy, something the ACMA aims to support.

11:30 am – 12:15 pm: **CONSUMER PRIVACY AT A CROSSROADS: PREEMPTION, A.I., AND THE FUTURE OF CUSTOMER ACQUISITION**

Tim Curtis, Chief Strategy Officer - NaviStone (ACMA Privacy Committee Chair)

Dante Cutrona, Chief of Staff - Rep. John Joyce, M.D. (R-PA)

Ali Khimji, Principal - The Vogel Group

David Bertoni, Partner - Brann & Isaacson

Congress is again advancing federal data privacy legislation, driven by A.I. policy momentum and bipartisan scrutiny of digital platforms. States continue implementing and enforcing expansive new consumer data laws, increasing compliance complexity for companies operating nationwide. Joined by Dante Cutrona from Rep. John Joyce's (R-PA) office, the leaders of ACMA's Privacy Committee will examine developments in Congress, the SECURE Data Act, the bill's focus on creating a national privacy framework, potential next steps, and how ACMA Members can best support the bill's path forward. In addition, the panel discussion will address emerging state privacy enforcement trends and what they mean for commerce marketers and remote sellers.

12:15 – 1:30 pm: **LUNCHEON SESSION: WHAT IS POLITICAL THEATER, AND HOW WILL IT HIT YOUR OPERATIONS?**

Alex Vogel, CEO - Vogel Group

The ACMA's lead lobbyist Mr. Vogel will break down how the Trump Administration's priorities, Congressional oversight, and the midterm elections will shape real-world business conditions - from tariffs and cross-border commerce to USPS pricing and regulatory enforcement - and what remote merchants should prepare for. He will distinguish between rhetoric and regulatory action, assessing where political dynamics are likely to translate into real operational consequences.

1:30 – 2:15 pm: **AS THE CATALOG PROMOTIONAL RATE WINDS DOWN, WHAT'S AHEAD IN POSTAL PROMOS & INCENTIVES**

Mark Olson, VP Catalog Marketing - Potpourri Group

Sam Fong, Director of Client Services, Colony Brands

Chris Karpenko, Executive Director, Brand Marketing – USPS

Lynn Noble, VP Industry Affairs – ACMA

An extensive discussion and outlook on the ACMA's work with USPS officials on the catalog postal promotion that expires on June 30th, this panel will lay out what catalog mailers can expect for the balance of the year and beyond in postal promotions and incentives.

2:15 – 3:00 pm: **WHY THE BATTLE OVER STATE TAXES MUST CONTINUE**
Brad Scott, Director of Finance - Halstead Bead (tax committee chairman)
Steve Borg, Principal - The Vogel Group
Nathaniel A. Bessey, Partner - Brann & Isaacson
As the ACMA and partner groups continue lobbying a thoroughly divided Congress for a federal solution to remote sales tax collection, states are already moving on to other tax and regulatory areas. The ACMA and its members are also actively involved in legal cases in four states. Are the outcomes in sight? This panel will discuss,

- Update on states' actions and current cases involving the ACMA and its members;
- How the current Congress views this crucial issue;
- What the ACMA and its tax committee are doing to advance our collective cause;
- Why our continued lobbying is so crucial and taking so long (and the ramifications if we were to do nothing)

3:00 – 3:15 pm: **REFRESHMENT BREAK**

3:15 – 4:00 pm: **REGULATING A FINANCIALLY CHALLENGED GOVERNMENT MONOPOLY**
Robert Taub, Vice Chairman - Postal Regulatory Commission
As the independent government agency that oversees the U.S. Postal Service, the Postal Regulatory Commission is the shield protecting captive customers and marketplace competitors from monopolistic predatory instincts such as unfair pricing and poor service. Vice Chairman Robert Taub will discuss the need for a strong regulator, how he's leading the PRC, and what changes may be necessary to ensure the stability of the Postal Service.

4:00 – 4:30 pm: **ASK THE ATTORNEYS**
Nathaniel A. Bessey, Partner - Brann & Isaacson
Dave Joyce, Partner – Brann & Isaacson
David Bertoni, Partner – Brann & Isaacson
The ACMA's primary issues continue to expand into the legal space. ACMA staff get legal questions from members on almost a daily basis. Here's your opportunity to come armed with questions pertaining to legal matters you're unsure of how to address. Our attorneys from Brann & Isaacson will offer guidance (though not specific legal advice) that should enable you to take the appropriate steps toward solving your company's legal issues.

4:30 – 5:00 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 20th

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

8:30 am – 4:30 pm: **CAPITOL HILL DAY '26**

- 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 at least 4:30 pm on May 20th. 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.