



The 2015 National Catalog Forum and Policy Caucus

Conference Agenda

Tuesday, April 7

9:00 am – 5:00 pm

10:00 – 11:00 am

Registration

Pre-Conference Bonus Session I: Postal 101

Joe Schick, VP Postal Affairs, Quad/Graphics; Hamilton Davison, President & Executive Director, ACMA

The first of two special sessions for those who would like a primer on many of the postal topics, background, acronyms, and issues frequently discussed during the ACMA Forum, this session will answer many of those “I kind of know it but am afraid to ask” – type questions. Come armed with your questions – no question will be considered a foolish one – we promise!

11:00 am – noon

Pre-Conference Bonus Session II: How to Build a Relationship With Congress

Alex Vogel, Managing Partner, VogelHood Research; Hamilton Davison, ACMA

Is your company connected? If opportunity or disaster strikes, do you know who to call? More importantly, do they know who *you* are? ACMA’s government affairs liaison, Alex Vogel knows all the ins and outs about developing relationships with key members of the House and Senate, including how to get their ear so they act in your company’s best interests. He and Hamilton Davison will share best practices to demonstrate how you can – and *should be* – developing and maintaining relationships with your own Members of Congress.

Noon – 2:00 pm

Opening Working Lunch

Introductions & Chairman’s Remarks

Martin McClannan, ACMA Chairman; President of GiftTree.com

What’s On The ACMA’s Catalog Radar Screen?

Hamilton Davison, President & Executive Director, ACMA

ACMA’s Davison lays out all that ACMA has been working on and the work that lies ahead, including postal policy, sales/use-tax and other catalog issues.

2:00 – 3:15 pm

Negotiated Service Agreements for Catalogers: *How Can I Get One?*

Robert Webb, SVP of Marketing, Potpourri Group; Dennis Nicoski, Manager Strategy and Contracts, USPS

Last year, Potpourri Group became the first catalog company – ever – to sign a Negotiated Service Agreement with the Postal Service. The USPS has been eagerly seeking similarly situated catalogers to sign similar deals, which can be material for a catalog mailer. Mr. Webb will discuss how his firm’s NSA has worked out so far and what has been involved, while Mr. Nicoski will explain some of the finer details necessary for catalogers to be eligible for NSAs.

3:15 – 3:45 pm

Refreshment Break

3:45 – 4:45 pm

The Volatile Catalog Paper Market, Circa 2015

John Maine, VP World Graphic Paper, RISI

Recent consolidation in the market has significantly impacted paper prices and some fear shortages and price spikes may become tomorrow’s biggest challenge. As RISI’s highly sought after speaker, Mr. Maine will provide an executive level look at the noteworthy changes taking place this year in the catalog paper market and offer insights on how to plan ahead.

6:00 – 8:30 pm

ACMA-hosted VIP Reception for All Attendees & Key Policy Officials

At Rayburn House Office Building, Independence and S. Capitol St., S.W.

Wednesday, April 8

7:30 – 8:45 am

Working Breakfast: An Update from ACMA's Postal Committee

Anita Pursley, VP Postal Affairs, RR Donnelley (ACMA postal committee chair), and Hamilton Davison, ACMA, along with other members of the postal committee

Get the outlook on all the key postal issues affecting catalogers right now, and what we are doing to influence the outcomes. Most notably, our committee will discuss implications of new Flats Sequencing System (FSS) rates in the current postal rate proposal. Other timely issues, such as IMb, mailer scorecards, flats automation and others will also be on the agenda.

8:45 – 9:45 am

Update on Catalog Postage Incentives

Cliff Rucker, VP of Sales, USPS

Since his presentation at last year's Forum, Mr. Rucker and other key postal officials have been working closely with ACMA to develop catalog incentives. Attention has centered on how to encourage catalogers to make greater use of mail for prospecting. Mr. Rucker will update the audience on where things stand, what catalogers can do, & what to expect going forward.

9:45 – 10:45 am

Remote Sales Tax Legislation: Where It Stands, Where It's Headed

Speaker: Daniel Huff, Counsel, House Committee on the Judiciary; Co-moderators:

Steve DelBianco, Executive Director, NetChoice and Hamilton Davison, ACMA

ACMA's work with the True Simplification of Taxation (TruST) coalition continues to pay rewards with a major victory last year, but the war is heating up. TruST provided a lot of input Rep. Goodlatte's Online Sales Simplification Act of 2015 that provides many of the simplifications TruST has called for if the *Quill v. North Dakota* precedent is to be overturned. Mr. Huff has been closely involved in this bill and will hear any concerns from the audience.

10:45 – 11:15 am

Refreshment Break

11:15 am – Noon

Inside the Mind of a Postal Regulatory Commissioner

Nanci Langley, Commissioner, Postal Regulatory Commission

Ms. Langley has been with the PRC for six of the past seven years, having been reconfirmed to her position in December 2014. As a Senate staffer, she was closely involved in the development and enactment of the Postal Accountability and Enhancement Act (PAEA) of 2006, and was previously counsel to Sen. Daniel Akaka. She will outline how she believes the PRC's actions and approach to regulating could change in the next few years.

Noon – 1:30 pm

Wednesday Working Lunch

Catalog Exhibit in National Postal Museum

Karen McCormick, Project Manager, Smithsonian National Postal Museum

The Museum recently embarked on a new exhibit focused on the mailing industry. A history of catalogs will be part of it, and Ms. McCormick will discuss the Museum's goals and how you and your company's history can be a part of this exciting venture.

Mailing Incentives: How Can Catalogers Make the Most of Them?

Gary Reblin, VP, New Products and Innovation, USPS

Mr. Reblin is the architect behind the assorted mailing incentives the USPS has offered the past few years. He'll give a brief overview of which ones work for catalogers and what you need to do to make them work for you.

1:30 – 2:30 pm

Data Breaches: Not a Question of *If*, But *When*; Avoiding Privacy Tripwires

Martin Eisenstein, Senior Partner, David Bertoni, Partner, Brann & Isaacson, Katherine E. McCarron, Attorney, Federal Trade Commission

Data breaches grew to an average of over two per day in 2014. Inappropriate responses can expose catalogers to great liability and adverse publicity. Developing and implementing a sound data breach plan can reduce these consequences. This session will outline how you should be proactive. It will also address significant privacy challenges raised by rapidly changing technology, aggressive enforcement and class action litigation.

2:30 – 3:00 pm

Refreshment Break

3:00 – 4:00 pm

State of the U.S. Postal Service

Megan Brennan, USPS Postmaster General & CEO

Just two months into her tenure as the nation's first female PMG, Ms. Brennan will discuss her goals and challenges for both catalog mail and the USPS itself. Get insight on how this new head of the nation's post is thinking, provide dialog and get the PMG's thinking on some of the critical issues in postal policy and operations today.

4:00 – 4:30 pm

ACMA Annual Business Meeting

Join the ACMA Board of Directors for our annual business meeting to elect directors, discuss management and financials, and other business brought forward by the membership. (Non-members are encouraged to attend; formal voting is restricted to members only.)



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Policy Caucus Agenda

Thursday, April 9

7:30 – 8:15 am

Working Breakfast in Capitol Room of Washington Court Hotel
ACMA's government relations firm will prep all participants for the day's meetings on Capitol Hill.

8:15 am

Head for Capitol Hill

9:00 am – 5 pm

Hill meetings throughout the day

All sessions, speakers and meetings are subject to change without prior notice