



The 2014 National Catalog Forum and Policy Caucus

Conference Agenda

Tuesday, April 29

11:00 am - Noon

Noon – 2:00 pm

Registration

Opening Working Lunch (*Sponsored by The Dingley Press*)

Introductions & Chairman's Remarks

Martin McClanan, ACMA Chairman; President of Norm Thompson div. of Orchard Brands

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, privacy, and other catalog issues.

2:00 – 3:00 pm

Flats Cost Reduction: Making the FSS Worthwhile & Other Flats Cost Initiatives

Dave Williams, USPS VP, Network Operations; Todd Black, Managing Director, Intelisent; Hamilton Davison, ACMA

Immediately after last year's ACMA National Catalog Forum, reps from ACMA and MPA – The Association of Magazine Media and other flats mailers rolled up their sleeves with Mr. Williams and other USPS executives and began work on some serious cost cutting initiatives in flats processing. Hear how far the group has come and how it will positively impact your business.

3:00 – 3:15 pm

Refreshment Break (*Sponsored by MeritDirect*)

3:15 – 4:15 pm

Taking Postal Technology to The Next Level

Jim Cochrane, USPS CIO

Having been the USPS's primary driver of its Intelligent Mail barcode and improved service visibility, Mr. Cochrane will provide an update on next steps of development for full-service IMb. He will share his vision for future postal technology and how it will impact catalog mailers.

4:15 – 5:15 pm

Marketplace Fairness Act: What Comes Next

Mike Jerman, Legislative Director for Rep. Jason Chaffetz (UT-3rd); Nicholas Wyatt, Tax & Nominations Professional Staff Member, U.S. Senate Committee on Finance; Steve DelBianco, Executive Director, NetChoice (moderator)

The House has taken a more deliberate examination of the Senate's Marketplace Fairness Act passed last year, and Mr. Jerman, Mr. Wyatt and Mr. DelBianco will discuss the pros and cons of each side of MFA and explain the process involved to this point.

6:00 – 8:30 pm

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

*(Sponsors: Arandell, Infogroup Targeting Solutions & R.R. Donnelley)
At Elizabeth's on L, 1341 L St., NW, Washington*

Wednesday, April 30

7:30 – 8:45 am

Working Breakfast: An Update from ACMA's Postal Committee

(Sponsored by Quad/Graphics)

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

Grab your breakfast early and settle in for an overview and outlook of all the key postal issues affecting catalogers right now. Many of ACMA's efforts are hashed out during the committee's monthly meetings. Share your concerns with those who are in the postal trenches and see how you can become more involved.

8:45 – 9:45 am

Creating a Postal Incentive for Catalogs: Pipedream or Reality?

Cliff Rucker, VP of Sales, USPS

Since his arrival as head of sales, Mr. Rucker has transformed the field sales force, has been making customer deals, and is promoting innovative relationships, including being a driving force behind a new Sunday parcel delivery service for Amazon and others. In this session, he will discuss what the USPS can do to increase catalog volume, including seeking cataloger input on the pressing need for prospecting and cost efficiency.

- 9:45 – 10:45 am **How You Can Make More Money With Your Order Management System**
Martin McClanan, Orchard Brands; Kerry Martin, VP & Senior Consultant, FitForCommerce; Ernie Schell, Marketing Systems Analysis; Al Bessin, EVP, CohereOne
 There are major things changing how catalog retailers view their order management competency and the tools they are using. This panel will discuss the future of order management and why it is so critical to your success.
- How can understanding your order management system capabilities improve profitability?
 - What are the trends and what types of tools are being adopted by industry providers?
 - How does the system you choose change the way you view demand, cost and planning – and what are the potential traps your company can fall into?
 - How can analytics-driven catalogers use order management as a competitive advantage vs. pure play e-commerce competitors?
- 10:30 – 10:45 am **Refreshment Break – served in conference room (Sponsored by MeritDirect)**
- 10:45 – 11:45 am **How the Senate Plans to Reform the Postal Service**
Ken Reidy, Sr. Policy Advisor for Sen. Tammy Baldwin (D-WI)
 Governing in a state that's home to a number of printers, paper vendors, and catalogers, Senator Baldwin has sought to have Senate Postal Reform legislation free from burdensome postal rate increases while retaining proper regulatory oversight by the PRC, and has become an important champion of mailer interests on the postal oversight committee and in the Senate.
- 11:45 am – 12:30 pm **Why You Care About the Postal Regulatory Commission**
The Honorable Ruth Y. Goldway, Chairman, Postal Regulatory Commission
 One of the first major actions ACMA took upon its inception was to establish a sound rapport with the Commission. The PRC provides balance against an unrestrained government monopoly, but some have recently said it should be highly restricted in its powers. Good idea or not? Chairman Goldway will explore how postal reform could change the PRC's role and what the future implications are for catalog mailers. Be prepared for an active Q&A session.
- 12:30 – 1:30 pm **Luncheon & Presentation: D.C. Pulse Through the Eyes of ACMA's Lobbyists**
(Sponsored by CohereOne)
Alex Vogel, Partner; CR Wooters, Principal, Mehlman Vogel Castagnetti
 A year ago, ACMA enlisted the services of Mehlman Vogel Castagnetti (MVC) to expand ACMA's lobbying visibility in Washington. Mr. Vogel and Mr. Wooters will provide the current state of affairs in Washington, what to expect for the balance of the year, and how things may change due to the election, all with particular emphasis on catalog issues. MVC will also cover the best ways to get yourself recognized with the D.C. insiders who shape your destiny.
- 1:30 – 2:15 pm **How Tax Reform Could Cost You – Tax Treatment of Advertising Expenses**
Anna Taylor, Tax Counsel for Sen. Chuck Schumer (D-NY); Members of House Committee on Ways and Means also invited (t/b/a)
 In February, Committee Chairman Dave Camp (R-MI) released a discussion draft of the Tax Reform Act of 2014, which contained a change to the amortization of certain advertising expenses. Moderated by Mehlman Vogel Castagnetti, this panel will forecast the overall projected path for tax reform with a focus on provisions that could dramatically change the tax deductibility of catalogs and all advertising expenses.
- 2:15 – 3:15 pm **Top-Level Postal Service's View of Catalog Mail and the Future**
The Honorable Patrick Donahoe, Postmaster General
 The PMG will discuss specific catalog issues, engage in a dialog with the audience, and seek your input to help shape the future of the USPS – and catalog mail.
- 3:15 – 3:30 pm **Refreshment Break (Sponsored by Ryan Partnership)**
- 3:30 – 4:00 pm **ACMA Annual Business Meeting**
 All attendees are encouraged to join the ACMA Board for our annual membership meeting to elect directors, discuss management and financials, and other business brought forward by the membership. (Non-members are encouraged to attend; voting is restricted to members only.)

Thursday, May 1 – Policy Caucus

- 7:30 – 8:15 am **Working Breakfast at Washington Plaza Hotel (prep for Hill meetings)**
(Breakfast sponsored by Kalio)
- 8:15 am **Head for Capitol Hill**
- 9:00 am **Hill meetings commence**
- 2:15 pm **Sen. Tom Carper discussion of Postal Reform at the Capitol Visitor Center**
- 3:30 – 5:00 pm **Additional Hill meetings**

All sessions and speakers subject to change without prior notice