



## EMA 2020 Fall Virtual Meeting Day 1

**Wednesday, October 7, 2020**

2:00 pm – 3:30 pm

### Opening General Session – Keynote Speaker

#### Shawn Ellis

In the midst of constant uncertainty, adversity, and change, how do you rise up and truly *thrive* -- day after day -- and not slip into a state of just *surviving*, or just getting by? After all, with the pace of life and work today, "survival mode" is too often default mode for many of us. But there's good news: *everything* can change in a moment. What if you had permission to stop chasing "all the things" and could instead focus on simply bringing more of yourself to the right thing, right now? How would it feel if you could perform at a higher level while experiencing less stress and more happiness in the process? That's exactly what you'll learn how to do in this entertaining, inspirational, and transformational session with veteran business owner, popular speaker, and resilience coach Shawn Ellis. Based on lessons learned from his own journey from surviving to thriving -- and backed up by science -- "Mastering the Moments" provides a power-packed road map to support you in pursuit of all your goals in the year ahead.



The **EMA Safety Advocacy Council** will provide an industry safety update.

3:30 pm – 4:00 pm **Break**

4:00 pm – 5:30 pm

### General Session II – Foundation Forum

- **Paul Siegle**, Chairman, EMA Foundation will provide an update on the work of the Foundation.
- **Rob Melton**, Vice Chairman, EMA Foundation will provide an update on the Development Committee.

## General Session II – Foundation Forum cont.

### Featured Speaker:



**Mary Anne Hansan**, President, Paper & Packaging Board, who has spearheaded the paper industry’s national consumer campaign since its inception, will provide a campaign impact update, share the latest consumer preference data and introduce the Paper and Packaging Board’s new sales enablement resource, the Sales Channel Toolkit.



**Ethan Goller**, President, Structural Graphics, will provide a presentation on Tactile and Tech: Engaging Beyond Digital. As marketers today, we’ve become digitally connected through technology. But, connecting via digital as a standalone marketing solution is a myth. Engagement involves all the senses, and having the opportunity to touch, feel, smell, hear and even taste the marketing message is more impactful and longer lasting. This session will highlight many strategies and executions that integrate traditional marketing formats with technologies such as video, sound, lights, virtual reality, and NFC, among other tools, that bridge “tactile and tech” into a fully engaged marketing experience.

5:30 pm – 6:30 pm

### Virtual Reception with Mixologist

Participate alongside a Master Mixologist in a **step by step** demonstration of three cocktails. You will receive a “**shopping/ingredients list**” before the event. Come hang out, ask questions, and enjoy the fruits of your labor!





## Day 2

**Thursday, October 8, 2020**

11:00 am – 12:30 pm

### General Session III – Management/Technology



**Jeff Skolnik**, Digital Business Analyst, Anderson & Vreeland, Inc., will discuss technical advancements in the production process for digital imaging and software for the envelope printing industry.



**Kevin Gunderson**, Master Electrician, American Training Institute, will provide a presentation on “Lock Out Tag Out”, which will help you better understand this important program and why it is critical to implement correctly.



**David Muncaster**, Director, JM Heaford Ltd., will provide a presentation on why automated flexo plate mounting technology is now being used in envelope manufacturing. The future growth in envelope flexo printing is more color and more complex color. As flexo plate print quality has improved, sheet fed litho covert is seen as a growth opportunity for inline web flexo and envelope manufactures now need to look for ways to minimize trap lines and improve consistency as well as address the skills simplification realities. David will discuss the technology and the production reasons why auto flexo plate mounting will help envelope manufactures become more competitive in the new world of flexo print opportunities.

12:30 pm – 1:00 pm **Break**

1:00 pm – 2:30 pm

### General Session IV – Postal Affairs/Public Policy

- The **Postal Affairs Committee** will present an update on events within the USPS.



**Mike Plunkett**, President, PostCom, will speak on the current regulatory issues facing the USPS as well as the state of the Board of Governors and the PRC. The Postal Regulatory Commission is contemplating significant modifications to the way postage rates are regulated. Mike will examine the Commission's proposed changes and the positions of interested parties and how the mailing industry is likely to be impacted over the next ten years.



**Rafe Morrissey**, Vice President of Public Affairs, Greeting Card Association, will discuss The State of Postal Transformation: Charting a Course for a Stable 21st Century Postal Service. The USPS is the center of a \$1.6 Trillion mailing industry, but the agency faces difficult financial challenges. Numerous legislative proposals have been made to stabilize USPS finances. Some would limit the USPS universal service obligation and reduce service quality. Others contemplate privatization of the USPS. With continued USPS losses, it is clear that major structural changes are coming. Rafe will explore what EMA members can expect in terms of legislative options to address the challenges that are coming and what policies those concerned with ensuring a stable postal system should support.

2:30 pm – 3:00 pm **Break**

3:00 pm – 4:30 pm

### Closing General Business Session - Keynote



**Deborah Corn**, Intergalactic Ambassador to **The Printerverse Tales From The Trails of Project Peacock: Collaborate or Die!**

After meeting with more than 1500 print customers from worldwide agencies and brands, Project Peacock founder, Deborah Corn, shares what they want from their print and paper partners, and how to printspire them to try something new. This session will provide a roadmap for opening the door with conversations that matter, and strengthening relationships with these big budget customers.

### Business Session

- **Ron Wilson**, EMA Chairman and President, Love Envelopes, Inc., will give his outgoing chairman's speech and recognize the outgoing Board of Directors.
- **Kurt Ruppel**, Director Postal Policy & Marketing Communications, IWCO Direct®, will present the nominating committee report, and offer his incoming chairman's remarks.
- **Maynard H. Benjamin**, EMA President & CEO, will provide his president's report.

## REGISTRATION FORM

### MEETING REGISTRATION INFORMATION

EMA will mail an Event Kit to all attendees, please indicate below where you would like to receive it. Register no later than September 25, to receive your kit before the meeting. Links to connect to the meeting site will be emailed to you prior to the meeting.

Registrant Name: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

**This is my first Meeting**

### REGISTRATION FEE AND PAYMENT INFORMATION

***(All fees to accompany this registration. Funds must be paid in U.S. Dollars)***

Registration Fee: \$250

Total Registration Fee \$ \_\_\_\_\_

Please circle one:      Check                  VISA                  MC                  AMEX

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ (3) or (4) Digit Security code: \_\_\_\_\_

#### **CANCELLATIONS:**

If you are unable to attend, please consider passing your registration onto a colleague within your company. Cancellations received in writing on or before September 18, 2020 will receive a full refund less a \$100 processing fee. Cancellations received in writing between September 18 - October 2 will receive a 50% refund. No refunds will be given after October 2, 2020.

#### **Complete and return payment to:**

EMA, 700 S. Washington Street, Suite 260, Alexandria, VA 22314, Email: [kmoses@envelope.org](mailto:kmoses@envelope.org)