

October 22-25, 2024 • InterContinental Kansas City at the Plaza • Kansas City, Missouri

EMA 2024 FALL Meeting

THE ENVELOPE

MARKET



MOVING COMMUNICATION FORWARD

DIVERSIFYING, ADDING VALUE,
PREPARING FOR THE FUTURE



Welcome to EMA's Fall

DEAR FRIENDS AND COLLEAGUES,

As we gather for this year's meeting, I am excited about the wealth of knowledge and insights that will be shared. Our sessions are designed to equip you with the tools and strategies needed to thrive in an ever-evolving business landscape.

We'll kick off with an inspiring keynote from bestselling author **Alex Banayan**, who will guide us through the critical elements of cultivating perseverance and resilience within our organizations. Drawing from his interviews with some of the world's most iconic leaders, Alex will decode the key mindsets necessary for achieving exponential growth, particularly in times of uncertainty.

Following this, our sessions will dive deep into the challenges and opportunities facing our industry. In our Postal Affairs/Public Policy session, we'll hear from former Congressman **Kevin Yoder** about the ongoing efforts to shape the future of postal policy. This will be an invaluable discussion as we navigate the political landscape and advocate for a reliable and affordable U.S. Postal Service.

On Thursday, we'll explore the cutting-edge advancements showcased at Drupa and their implications for the envelope manufacturing industry. The From Drupa to EMA discussion will highlight innovations in printing technologies and discuss new business opportunities, ensuring we stay ahead of the curve.



Meeting



During the Foundation Forum, we'll also unlock the potential of marketing mail in our Mailbox Mastery discussion. **David Hussong** from Competiscan, along with other experts like **Tim Curtis**, of NaviStone, and **Jonathan Margulies** of the Winterberry Group will share innovative strategies to meet the evolving demands of our customers, helping us enhance our marketing efforts.

This year, we've added free time on Wednesday afternoon for all attendees to enjoy Kansas City by participating in optional tours around the city. Also don't forget to pack your 80's attire for the Industry Partners 80's Neon Party on Wednesday night—it promises to be a fun and memorable event!

Finally, we'll close the meeting with a special Business Session Lunch, where we will reflect on our accomplishments and set our sights on the future. I'll be delivering my outgoing remarks, and we'll hear from our incoming Chairman, **David Mitchell**, as well as our President, **Marie Clarke**.

I look forward to seeing you all in Kansas City for what promises to be an enriching and forward-looking meeting.

Sincerely,

A handwritten signature in black ink, appearing to read 'Derek P. Waterhouse'. The signature is fluid and cursive, written over a light background.

Derek P. Waterhouse • Chairman, EMA



Schedule

TUESDAY, OCTOBER 22, 2024

| | |
|---------------------|---------------------------------------|
| 9:00 am – 4:00 pm | Registration & Information Desk |
| 8:30 am – 10:00 am | Board of Directors Meeting* |
| 10:30 am – 12:00 pm | Foundation Board of Trustees Meeting* |
| 5:00 pm – 6:00 pm | First-Time Attendee/New Member Mixer |
| 6:00 pm – 7:30 pm | Welcome Reception |

Evening Free

WEDNESDAY, OCTOBER 23, 2024

| | |
|---------------------|---|
| 7:30 am – 9:00 am | Continental Breakfast |
| 7:30 am – 11:45 am | Registration & Information Desk |
| 8:30 am – 10:00 am | Opening General Session – Keynote Speaker & Awards |
| 10:00 am – 10:15 am | Refreshment Break with Tabletops |
| 10:15 am – 11:45 am | General Session II – Postal Affairs/Public Policy |
| 12:15 pm – 4:00 pm | <i>Attendee & Spouse Tours</i> |
| 6:30 pm – 10:30 pm | Industry Partners Reception & Party |

THURSDAY, OCTOBER 24, 2024

| | |
|---------------------|--|
| 7:30 am – 9:00 am | Continental Breakfast |
| 7:30 am – 11:45 am | Registration & Information Desk |
| 8:30 am – 10:00 am | General Session III – Management/Technology |
| 10:00 am – 10:15 am | Refreshment Break with Tabletops |
| 10:15 am – 11:45 am | General Session IV – Foundation Forum |
| 12:15 pm – 1:30 pm | Closing Business Session Lunch |
| 1:30 pm – 2:30 pm | Meetings & Content Committee Meeting |

Evening Free

FRIDAY, OCTOBER 25, 2024

Departures

*Board Members Only

Sessions

WEDNESDAY, OCTOBER 23, 2024

8:30 am – 10:00 am

Opening General Session

Keynote Speaker:

Alex Banayan

THERE'S ALWAYS A WAY:

HOW TO CULTIVATE PERSEVERANCE AND PERSISTENCE DURING UNCERTAIN TIMES

The pace of change in the business world is faster than ever. It has never been more critical to an organization's survival for teams to cultivate a DNA of resiliency, perseverance, and solution-orientated problem-solving.

In this empowering keynote, bestselling author **Alex Banayan** masterfully decodes the most critical and elusive insights needed for any organization to cultivate the mindsets of exponential growth, particularly during rapid change and uncertainty.



After interviewing Bill Gates, Steve Wozniak, and dozens more of the world's most iconic leaders, Banayan uncovered fundamental skills that every organization needs—but most people don't talk about—to achieve their biggest goals during disruptive times. This keynote covers it all, with lessons including:

- How do you transform persistence from being an esoteric word to being a living, breathing part of your day-to-day culture?
- What are the unspoken dangers of over-persistence, and how can you prevent them at your organization?
- Why is the opposite of success, not failure—and how does that shift in mindset help your employees take more risks and grow exponentially?
- What's the surprising difference between fearlessness and courage—and why does that critical distinction lead to consistent breakthroughs in organizations of all sizes?

If you care about elevating your business—if you care about your employees being more resilient, more courageous, and more capable of making smart, innovative decisions—this keynote is what you've been waiting for.

10:15 am – 11:45 am

General Session II: Postal Affairs/Public Policy

Politics, Policy, and Postal: 2025 and Beyond

- Even amid an uncertain political landscape, EMA is planning for the future of postal policy. This session will touch on how EMA is working to achieve its policy objectives inside and outside the Beltway. **Former Congressman Kevin Yoder** will discuss the efforts of KeepUSPosted and how EMA, along with advocates for an affordable and reliable U.S. Postal Service, are collaborating to shape the future of postal policy. Also, a panel of policy and postal experts will discuss how to get attention and action on our shared postal and policy priorities.

Sessions

THURSDAY, OCTOBER 24, 2024

8:30 am – 10:00 am

General Session III: Management/Technology

From Drupa to EMA – "What was Seen and Why it Matters"

- In the session "From Drupa to EMA – What We Saw and Why it Matters," attendees will explore the latest advancements in print technologies showcased at Drupa and their implications for the envelope manufacturing industry. Key topics include innovations in Flexographic Printing that simplify the process, and the growing role of Digital Printing as a viable alternative to traditional Flexographic and Offset methods. Additionally, the session will delve into how AI is reshaping technical support models, enhancing machine operability, and reducing costs. The discussion will also cover potential business opportunities for envelope manufacturers, such as venturing into Folding Carton & Print Finishing, producing custom short-run bags and e-commerce mailers, and leveraging Digital overprinting to add value to pre-manufactured products. Lastly, innovative uses of existing envelope machines, such as creating Snap-mail, self-mailers, and other non-envelope marketing mail, will be explored.
- **Dan Hedstrom**, Management & Technology Chairman, will provide a follow-up to the Cybersecurity Panel Discussion from the Spring Meeting.

10:15 am – 11:45 am

General Session IV: Foundation Forum

Mailbox Mastery: Unlocking Marketing Potential

- Discover innovative strategies to market mail effectively in today's dynamic landscape. This session will explore cutting-edge techniques and insights to meet evolving customer demands. Featuring **David Hussong**, Senior Director – Insights and Research at Competiscan, along with other leading direct mail marketing experts like **Tim Curtis**, of NaviStone, and **Jonathan Margulies**, Managing Partner of the Winterberry Group, you'll gain valuable knowledge to enhance your marketing efforts and drive results.

12:15 pm – 1:30 pm

Closing Business Session Lunch

Join us for the Closing Business Session Lunch, a pivotal moment of the 2024 Fall Meeting, where we will reflect on the past year's accomplishments and look ahead to the future. Savor a delicious lunch while connecting with colleagues and gaining valuable insights from our leadership.

- **Derek P. Waterhouse**, EMA Chairman and President of Worcester Envelope Co., will deliver his outgoing chairman's remarks, recognize the outgoing Board of Directors, and present the nominating committee report.
- **David Mitchell**, President & COO of MackayMitchell Envelope Company, will offer his incoming chairman's remarks and outline his goals for the Association over the next two years.
- **Marie Clarke**, EMA President, will provide the President's Report.

This session promises to be an inspiring and informative conclusion to our meeting. Don't miss this opportunity to hear from our esteemed leaders, celebrate our collective achievements, and enjoy a delightful meal with fellow attendees.

Social/Networking

**TUESDAY,
OCTOBER 22, 2024**

5:00 pm – 6:00 pm

First Time Attendee/New Member Mixer

New members, prospects, first-time attendees, and spouses are invited to attend this event. During the mixer, you will get a chance to meet your host as well as mix and mingle with EMA leadership, Committee Chairs, and staff. This event is designed especially for newcomers, providing an excellent opportunity to meet fellow attendees, learn about the various committees within EMA, and discover how you can actively get involved. If this is your first EMA Meeting, we strongly encourage you to attend!

6:00 pm – 7:30 pm

Welcome Reception

All attendees are invited to the Welcome Reception. This is a great way to begin your meeting experience. Come meet colleagues and make new contacts.



**WEDNESDAY,
OCTOBER 23, 2024**

6:30 pm – 10:00 pm

Industry Partners Party – 80's Neon Glow Party

Get ready to travel back in time to the most vibrant decade with our 80's Neon Glow Party! Inspired by iconic movies like *Top Gun* and *The Breakfast Club*. Come dressed in bold neon colors, track suits, shoulder pads, high-waisted denim, colorful leggings, Members Only jackets, and parachute pants. Accessorize with neon glasses, black Ray-Ban sunglasses, Swatch watches, big hair, and scrunchies. Dance to the decade's biggest hits from Michael Jackson, Madonna, Prince, and Bon Jovi. Entertainment for the evening includes:

- Photographic memories with iconic 80's props for added fun.
- Arcade gaming classics like Pac-Man, Space Invaders, Terminator Salvation, Big Buck Safari, and two driving games.
- Take home a unique and fun keepsake with a personalized caricature.
- Dance the night away to live music that will keep the 80s spirit alive.

Put on your neon gear, tease up your hair, and get ready to glow at the 80's Neon Glow Party. It's going to be a night to remember!



Attendee and Spouse Tours

(ALL ATTENDEES ARE ENCOURAGED TO ATTEND)

WEDNESDAY, OCTOBER 23, 2024

(Meet EMA staff in the lobby 15 minutes before departure)

12:15 pm – 2:30 pm

Arrowhead – Home of the KC Chiefs Tour - \$130 per person

Step into the home of the Kansas City Chiefs and explore the storied history and electrifying atmosphere that make this one of the most iconic stadiums in the NFL.

This 90-minute guided tour will take you through key areas of the stadium, including the Chiefs Locker Room, Press Box and Conference Room, Hall of Honor, Community America Club Level, Broadcast Area, Founder's Club, and even the Field, where you can stand at the 50-yard line and imagine the roar of the crowd on game day.

1:00 pm – 2:30 pm

Private J. Rieger Distillery Tour - \$125 per person

Discover the history of our brand, from its founding in the 1880s to its premature demise at the dawn of Prohibition and eventual revival nearly a century later. This hour-long tour will give you a behind-the-scenes look at our production and barrel aging facilities and concludes with a flight of the first four spirits offerings from when the brand was resurrected in 2014. The tasting, led by one of our knowledgeable guides, includes our flagship Kansas City Whiskey, Midwestern Dry Gin, Premium Wheat Vodka, and Caffè Amaro.

1:00 pm – 4:00 pm

Kansas City Tour - \$120 per person

A 3-hour narrated tour throughout Kansas City – Visiting the most historic areas, cultural and artistic hot spots, as well as hidden gems unknown to most residents and locals.

1:00 pm – 4:00 pm

World War I Museum Tour - \$120 per person

The National WWI Museum and Memorial is America's museum dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global Community. Enjoy a 2-hour guided tour of the WWI museum with tickets to go up into the Liberty Memorial Tower. *Please note: attendees must be able to walk 45 steps up to the Memorial Tower.*

Registration Info

By Registering for this meeting, you signify that you have read, understand, and agree to abide by EMA's policies on registration, housing, cancellation, spouse/guest registration, and entertainment. Please visit www.envelope.org for complete details. Each registrant must use a separate form or register separately online, and each attendee employed by a member company must register. Spouses will have a separate registration fee, and children not employed by a member company are not required to pay the registration fee. If registering via mail, return a copy of the registration form to EMA and keep a copy for your records. All registrations must include payment in full.

HOW TO REGISTER

Use the enclosed registration form or visit the EMA website at www.envelope.org to register online or download the meeting registration form.

MAIL – You may mail your registrations, including payment in full, directly to the EMA office using the enclosed self-addressed envelope

ONLINE – You may register online by visiting <https://portal.envelope.org/> and clicking "Event Calendar."

WHAT TO WEAR

The average temperature in October is a high of 68° and a low of 48° Fahrenheit. Business casual is the recommended attire for all committee meetings and sessions. Suggested attire for the sessions includes slacks, polo-type shirts, or button-down collared shirts for the men. Slacks, skirts, polo-type shirts, or blouses are recommended for women.

Dress for the Welcome Reception is business attire, jacket optional. The attire for the Industry Partners Party is 80's Neon.

ACCESSIBLE ACCOMMODATIONS

If you require any special accommodations to participate in any of the meetings or other activities, please indicate your specific needs on the enclosed registration form or contact the EMA office at +1 703-739-2200.

TRAVEL INFORMATION

TRANSPORTATION

The Kansas City International Airport (MCI) is 24 miles from the hotel and easily accessed by taxi or your favorite ride share.

CAR RENTAL

EMA has partnered with Avis, and AWD Number J659196 has been assigned for our event. Please use this number to take advantage of the EMA group discount for your car rental needs. Please contact their Meetings and Convention Department at 1-800-525-7537 if you have any special requirements or requests.

PARKING

Valet Parking - \$27 per night; Self-parking – \$20 per night

Hotel Information

THE INTERCONTINENTAL KANSAS CITY AT THE PLAZA

401 Ward Parkway
Kansas City, MO 64112
816-756-1500

Discover Kansas City's historic charm at InterContinental Kansas City at the Plaza, offering elegantly appointed guest rooms and unrivalled Midwestern hospitality. Just minutes away, you'll find Country Club Plaza, an outdoor museum of romantic Spanish architecture and European art with 15 blocks of shopping, dining, architecture, and tradition.

Famous for barbecue, fountains, and the architecturally stunning historic Country Club Plaza marketplace, downtown Kansas City offers a plethora of activities. Popular destinations, Arrowhead Stadium and Kansas City Zoo, are also close to the hotel.



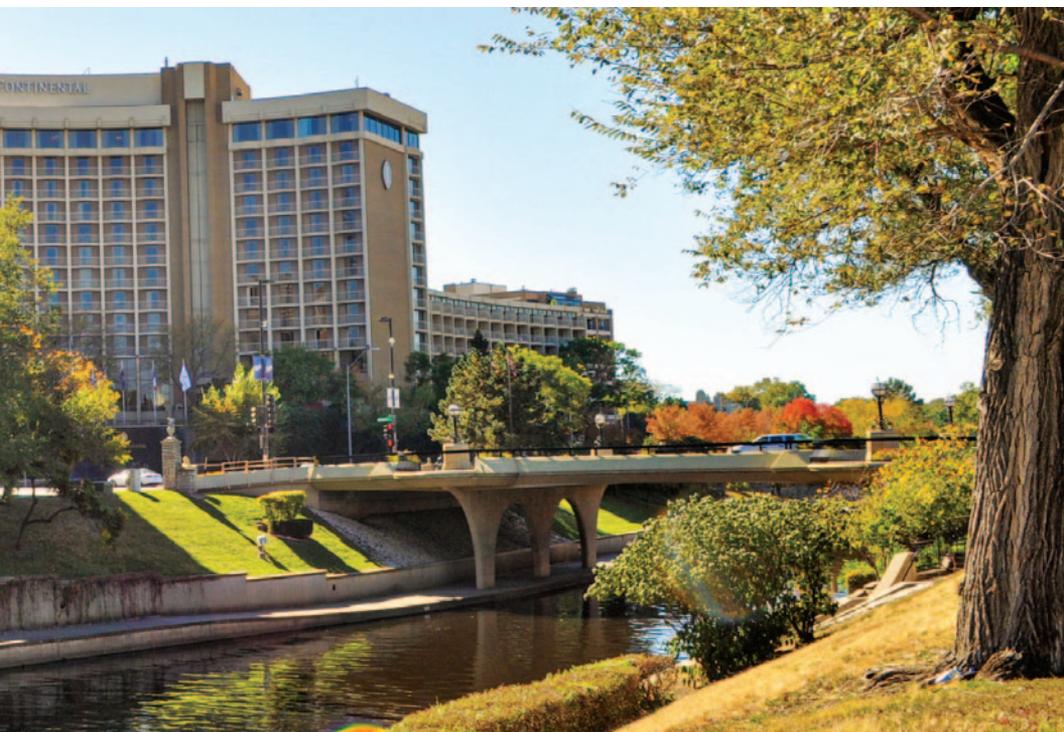
ADDITIONAL INFORMATION

The following guestroom rate has been guaranteed for the EMA 2024 Fall Meeting. Based on availability, EMA group rates will be honored over the meeting dates and for reservations arriving up to three days before the meeting and departures up to three days after the meeting. *The EMA special group rate will be available until September 20, 2024, or until the room block is sold out.*

Reservation requests received after **September 20, 2024**, or once the room block is full, will be accepted on a space and rate available basis. A deposit of one night's room rate is required to hold each reservation.

EMA Guestroom Rate: \$199 +Tax

- **Online: InterContinental Kansas City Online Reservations**
 - » Type in the dates of your stay (Oct 21 – 25) and it will give you our negotiated group rates and room availability.
 - » Special Note – Right above the room rate, you should see EMA 2024 Fall Meeting
 - » Pre/post-shoulder nights and special requirements must be booked directly through the **In-House Reservations Desk**.
- **Call the Reservation number at 816-756-1500**
 - » When making your reservation, refer to the EMA 2024 Fall Meeting Room Block.





FUTURE MEETING DATES

2025 SPRING MEETING

April 1 – 4, 2025
Omni Barton Creek
Austin, TX

ema

MOVING COMMUNICATION FORWARD

EMA 2024 FALL MEETING • October 22 - 25, 2024 • Intercontinental Kansas City at the Plaza • Kansas City, MO

2 Easy Ways to Register: Complete Sections A through D

1 MAIL: EMA, 700 S. Washington St., Ste. 260, Alexandria, VA 22314

2 ONLINE: www.envelope.org

A. MEETING REGISTRATION INFORMATION

(Please print or type full name of registrant)

Each participant from a member company must register for the meeting on a separate form. Companions, non-industry related children and/or guests may be included on one form. If you have questions, please contact the EMA office at (703) 739-2200.

REGISTRANT *(Last, First / Nickname for Badge)*SPOUSE/COMPANION *(Last, First / Nickname for Badge)*CHILD *(Last, First / Nickname for Badge)*GUEST - If Attending Entire Meeting *(Last, First / Nickname for Badge)*

COMPANY

BUSINESS PHONE *(with area code)*

MAILING ADDRESS

CITY, STATE, ZIP

EMAIL ADDRESS

- This is my first Meeting.
 I would like to be a member host to a first-time attendee.

B. REGISTRATION FEES

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

Meeting registration fees include admittance to all meeting functions as listed on the enclosed Schedule of Events, with the exception of events with limited attendance as noted and Optional Activities with separate fees listed below.

- Regular, International Affiliate and Prospective Members ONLY!**
 On or Before September 19 - Each Registrant \$ 1,145.00
 After September 19 - Each Registrant \$ 1,245.00
- Associate, Market Intermediary Member Registration fees:**
On or Before September 19
 First registrant from an organization \$ 2,010.00
 2nd - 6th registrant from an organization \$ 1,910.00
After September 19
 First registrant from an organization \$ 2,110.00
 2nd - 6th registrant from an organization \$ 2,010.00
- Spouse/Guest Registration Fees** \$ 450.00
- Off-Site Registration Fee** *(Only if you are not staying at host hotel; waived if home residence is within 25 miles of hotel)* \$ 300.00

C. EVENTS

Note: All tours and activities are based on certain minimums. If minimums are not met, activities may have to be cancelled.

- Arrowhead Stadium Tour** \$130
 Member _____ Spouse _____ Total = \$ _____
- J. Rieger Distillery Tour** \$125
 Member _____ Spouse _____ Total = \$ _____
- Kansas City Tour** \$120
 Member _____ Spouse _____ Total = \$ _____
- World War I Museum Tour** \$120
 Member _____ Spouse _____ Total = \$ _____
- Industry Partners Party:** The cost of dinner is included in your registration fee for one registered member and their registered spouse/companion. If you have additional guest/children that you would like to attend the Party. See cost below.
 Member _____ Spouse _____ Total Attendee(s) _____
 Guest/Children \$180 each _____ Total = \$ _____
 Not attending Industry Partners Party

D. TOTAL FEES AND PAYMENT INFORMATION

Please TOTAL ALL Registration & Optional Fees = \$ _____
Please check one: Check VISA MC AMEX

Name on card: _____

Signature: _____

Card #: _____

Exp. Date _____ (3) or (4) Digit security code _____

OTHER REQUIREMENTS

- Special Dietary Requests:** *(Only special requirements will be honored.)*

-  **Accessible Accommodations:**

Please indicate any special requirements, or call the EMA office at (703) 739-2200.

CANCELLATIONS:

Refunds are given for meeting registrations ONLY. Cancellations received in writing on or before September 19, 2024 will receive a full refund less a \$100 processing fee. Cancellations received in writing between September 20 - October 4 will receive a 50% refund. No refund will be given after October 4, 2024.

Complete and return payment to:

EMA, 700 S. Washington Street, Suite 260

Alexandria, VA 22314 Email: tbrooks@envelope.org

PLEASE KEEP A COPY OF THIS FORM FOR YOUR RECORDS.

Date Sent to EMA _____ Date Received by EMA _____