

Annual Report IMAG 2020



2020

INTERNATIONAL MAILERS ADVISORY GROUP

IMAG MISSION

The International Mailers Advisory Group represents a diverse community of consolidators, solutions providers, platforms, and marketplaces. Our core mission is to address barriers to the efficient flow of goods and information across borders for companies utilizing postal services.

Board of Directors

Chairman

Tom Foley, Asendia USA

Secretary

Carlos Barbosa, ePost Global

Vice Chairman

Patrick Miller, WBR Solutions

Immediate Past Chairman

Adam Langston, Access Worldwide

Treasurer

Skip McWhorter, International Bridge

Executive Director

Kate Muth

Members in 2020

- | | | |
|---------------------------|-------------------------------------|---|
| Access Worldwide | Engineering Innovations Inc.* | Pirate Ship |
| Amazon | ePost Global (RR Donnelley) | Pitney Bowes* |
| APC Postal Logistics | FedEx Cross Border* | Point2Point Global |
| APG Global | Flexible International Mail Systems | Quadient (Neopost) |
| Asendia USA | International Bonded Couriers | Shippo |
| Assn. for Postal Commerce | International Bridge, Inc. | Shopify |
| BoxC Logistics* | International Delivery Solutions | Stamps.com |
| The CEP Group | Lane Press | UPS Mail Innovations |
| DHL eCommerce | MailAmericas | Ursa Major Associates |
| Direct Link | The Mail Group (IMEX) | U.S. Postal Service—
Global Business |
| EasyPost | One World Express | Vogel Logistics |
| Easyship* | OnTrac International | WBR Solutions* |
| eBay | Passport Global Inc. | |

* New member in 2020. (List does not include members that joined late in year for 2021 membership.)

From the Chairman

Last year in my annual letter, I said there had not been a year as turbulent as 2019. I spoke too soon. This year takes the award and, hopefully, will be unmatched in terms of disruption and challenges.

The pandemic forced all of us to make major operational adjustments and deal with service hurdles while also facing higher postage and shipping rates due to the imposition of self-declared rates. We had to juggle all of this while working to ensure customers could keep their mail and goods moving despite limited airlift and country suspensions and embargoes. Basically, every day since mid-March has been a house on fire. Despite all of this, or maybe because of it, IMAG has delivered. I would argue the association has never been more valuable.

IMAG's weekly member calls have allowed us to work with the Postal Service to sort out operational challenges and stay abreast of transportation changes, new routings, and other fluid activity. We formed working groups to take on issues that required ongoing and concentrated efforts, tapping into our partnership and the expertise of both our members and postal officials. Among the results of these efforts are the development of a postage refund process on COVID-19-impacted mail delivery, as well as improvements to receptacle visibility. Work on these issues will continue in 2021.

As always, IMAG kept members informed of a wide range of topics through our usual communication tools, including newsletters, infographics, alerts, memos, and notes. This year, with the loss of most of our in-person meetings, we held five webinars on topics ranging from ecommerce trends, Australia's goods and services tax, Brexit and VAT, and advance electronic data requirements in the European Union.

I would also suggest that IMAG is something of a concierge service for members. In addition to all of the above deliverables, consider whether you've called on IMAG for research material or background on a topic; to connect you with a contact; for help editing a client communication or presentation; or any other business need. This is an often-overlooked benefit of membership.

We do all of this work on a very modest budget, which enables IMAG to have among the lowest dues structure of any mailing association. With that, I ask you to continue your membership through prompt payment of your 2021 dues. We are likely to face continued challenges this coming year and we are best served working together through IMAG to make an impact.

Thank you for your participation and contributions to IMAG. On behalf of Kate and my fellow board members – Adam, Pat, Skip, and Carlos – I wish you all the best for 2021. We look forward to serving you in the year ahead.

Yours sincerely,



Tom Foley
Chairman



Deliverables

- Member-centric association.
- Focus on core mission of reducing barriers to the movement of goods and information across borders.
- Exceptional value for your dues' dollars.



Representation

IMAG is a member of the UPU's Consultative Committee; the State Dept.'s Int'l Postal and Delivery Services advisory committee; and the Mailers Technical Advisory Committee. IMAG follows activity on the Hill, at CBP and other agencies, and around the world.



Working Groups

We formed working groups to take on issues that required ongoing and concentrated efforts. Small groups of members worked with USPS teams on a postage refund process for undelivered mail and IT/ data visibility/scan issues.



Weekly Member Calls and Webinars

We initiated these weekly calls at the start of the pandemic to keep members abreast of operational and transportation issues, as well as topical updates.

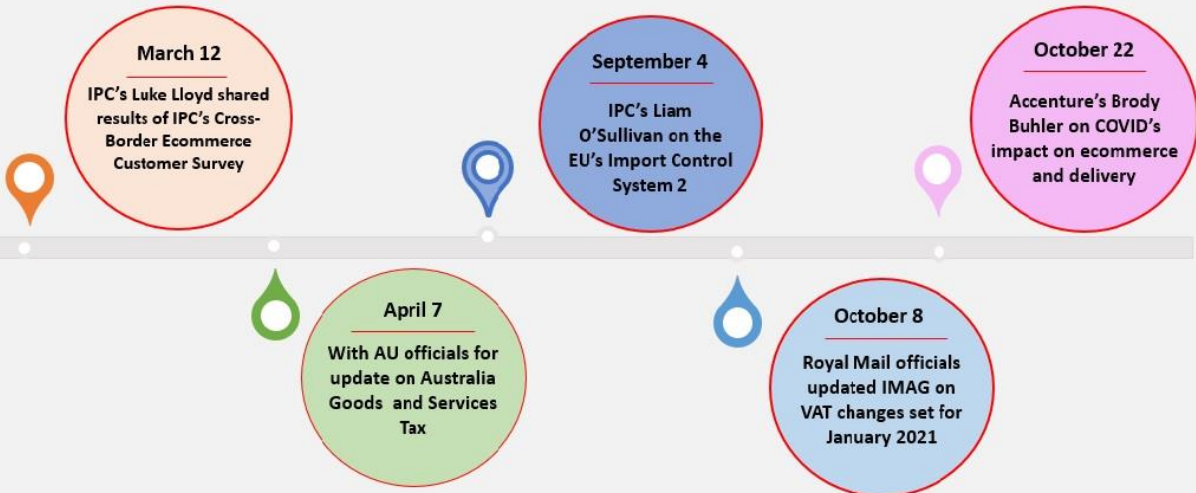


Newsletters and Infographics

Monthly newsletter, infographics on important topics, memos and other news alerts.



Five Webinars in 2020





Working Groups

- **Postage Refund Working Group** – Worked with USPS to establish a refund process for Commercial ePacket without foreign receipt scans to countries that were not suspended.
- **Data Visibility/IT Working Group** – Worked with USPS to expand the online storage of data to 120 days from 45 days; and to add airline scan events to data pushed out to consolidators.
- Both working groups will continue their efforts in 2021.

Serving Members

For more than 20 years, IMAG has served members by working toward a shared mission of removing barriers to the efficient movement across borders of goods and information. We do that in ways both big and small.

In addition to advocacy, meetings, and news-sharing, IMAG serves as a resource guide for members. In 2020, IMAG provided individual members with the following:

- Member company webinars or briefings
- Presentation assistance
- Editing of communications
- Facilitation of contact introductions
- Research material



IMAG Executive Director Kate Muth speaks at the Universal Postal Union's High-Level Forum on Wider Postal Sector Engagement in February 2020. IMAG has emerged as a leading voice of mailers and shippers within the Universal Postal Union's Consultative Committee.

Photo Credit: Universal Postal Union

Since its founding, IMAG has been a member-driven organization. Membership support is critical, and your dues provide the necessary resources for the association to do its work in your behalf. IMAG continues to be judicious in its use of those resources. On the next page is a snapshot of those finances and a link to tax returns for a more detailed look.

Financial Review 2020

For the year, IMAG had:

- Total revenues of \$95,586, comprised of membership dues and sponsorships
- Total expenses of \$92,485
- Net income of \$3,101
- See IMAG's Form 990 [here](#).

**Our members are our best ambassadors!
Thank you for your continued support.**

*For more information on IMAG, visit
www.imag.world or contact us at
imag.crossborder@gmail.com*
