

# Annual Report IMAG 2022



2022

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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 2022<sup>1</sup>

**Chairman**

Tom Foley, Asendia USA

**Vice Chairman**

Patrick Miller, WBR Solutions

**Treasurer**

Skip McWhorter, International Bridge

**Secretary**

Carlos Barbosa, ePost Global

**Immediate Past Chairman**

Adam Langston, Passport Global

**Executive Director**

Kate Muth

<sup>1</sup> New board elected at annual meeting for 2023-2024 term.

### Members in 2022

Amazon	Engineering Innovation Inc.	Pirate Ship
APC Postal Logistics	Eurora**	Pitney Bowes
APG eCommerce Solutions	FedEx Cross Border	Point2Point Global
APG International	Flexible International Mail	PostPlus
Asendia USA	Systems	Quadient
Assurety Consulting & Solutions	GlobalPost	SEKO Logistics**
Auctane*	Hearst Corp./HSCodes.io	Sendle
BoxC Logistics	International Bonded Couriers	Shippo
CEP Group	International Bridge, Inc.	Shopify
DHL eCommerce	International Delivery Solutions	SkyPostal
Direct Link	Lane Press	UPS Mail Innovations
EasyPost	MailAmericas	U.S. Postal Service— Global Business
Easyship	The Mail Group	Vogel Logistics
eBay	One World Express	WBR Solutions
ePostGlobal	OnTrac International	Zonos
	Passport Global Inc.	

\* Stamps.com rebranded as Auctane.

\*\* New members in 2022

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# From the Chairman

Dear Fellow IMAG Members,

As we juggle new-year demands, renewal of various contracts, budgeting and strategic planning, new data requirements, and all of our daily tasks, I find myself increasingly grateful for the steady hand of IMAG. We know IMAG will keep us abreast of key issues impacting our businesses, and advocate on our behalf.

This past year, we had no shortage of issues to stay on top of, including service updates, country suspensions, strike action in other countries, export compliance, and rate changes. IMAG also closely followed regulatory requirements, such as the coming ICS2 Release 2 in the European Union and the Singapore Goods and Services Tax. And, as you know, IMAG continues to be a leading voice and a key participant in the Universal Postal Union's efforts to reform itself and open its products and services to wider sector players.

Our weekly member calls are just one important way IMAG keeps members informed. The notes Kate produces from these calls are like a weekly newsletter in your inbox, filled with detailed information to help us serve our customers better. Other communication tools include newsletters, infographics, alerts, and memos. But our biggest membership benefit might be the thrice-yearly member meetings, which include high-quality speakers and timely topics, as well as excellent networking opportunities.

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 client communications or presentations; or any other business need. I don't know of many trade associations that provide such concierge-like services to members at such reasonable dues.

In the 2023 renewal notices, we had a modest increase in dues – our first increase in three years. Meetings, travel, technology – all have gotten more expensive. Still, the IMAG dues structure remains among the most reasonable of any mailing/shipping trade association and IMAG consistently provides outstanding value for your membership dues.

Finally, I'd like to thank Patrick Miller for his many years of service on the IMAG board. Pat stepped off the board at the end of 2022 when the term ended. His service and support helped IMAG grow into the strong association it is today.

Thank you all for your participation and contributions to IMAG. On behalf of the entire board, I wish you a happy and healthy New Year. We look forward to serving you in the year ahead.

Yours sincerely,



Tom Foley  
Chairman

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# 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.



## Webinars and Meetings in 2022



**February 20**  
Member meeting in Miami, co-located with WMX Americas. Speakers on ICS2, customs, the global supply chain, and USPS update.

**February 1** – Confirmation Error Warning Report (CEW) Deep Dive webinar.



**April 7**  
Webinar with Bernhard Bukovc of Postal Innovation Platform on PIP's cross-border study and how to remove the friction in cross-border ecommerce.



**May 16**  
Spring member meeting co-located at the National Postal Forum. Topics discussed included ecommerce trends, role of posts, and new products and services.



**June 7**  
Webinar with Larry Buc on the impact on companies in the logistics industry of U.S.' proposed rule on public companies reporting their carbon emissions.



**October 10**  
Fall member meeting co-located with PARCEL Forum, served as annual meeting of association, included expert speakers and tour of Chicago ISC.

**November 30** – Webinar with USPS Pricing on competitive products price filing.

# 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 2022, we continued with our small working group made up of members and postal officials to focus on data and IT issues. IMAG presented at the Conference on Regulation at the Universal Postal Union to promote public-private partnership and opening of UPU products and services. As a member of the UPU’s Consultative Committee, IMAG participates in the expert team tasked with opening UPU products and services to wider postal sector players.



*Kate Muth, Executive Director of IMAG, addresses the Universal Postal Union’s Conference on Regulation in October 2022, on the topic of opening the UPU more widely to postal sector players.*

*Photo Credit: UPU*

In addition, IMAG’s Executive Director takes every opportunity to speak at industry events to promote the association’s work and to share the many ways IMAG members provide value to customers. In 2022, those engagements included the Package Fulfillment, Logistics & Delivery Expo in Cincinnati, Parcel+Post Expo in Frankfurt, and panel moderation at the World Mail & Express Americas conference in Miami.

## IMAG also provided members assistance on a variety of issues.

- Meeting facilitation with domestic and foreign postal officials.
- Member company webinars or briefings.
- Facilitation of introductions to industry contacts.
- Association discounts for conferences.
- Presentation assistance.
- Research material.



*Walter Trezek (left), Co-Chair of the e-Logistics & Taxation Working Committee of Ecommerce Europe; and Cathy Morrow Roberson, President, Logistics Trends & Insights, present at the October IMAG member meeting, which included a tour of the Postal Service’s International Service Center in Chicago.*



*IMAG held a joint reception with the Package Shippers Assn. at the DHL Innovation Center in Chicago, sponsored by member DHL.*

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# Finances

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 on your behalf. IMAG continues to be judicious in its use of those resources. Below is a snapshot of finances and a link to tax returns for a more detailed look.

## Financial Review 2022

For the year, IMAG had:

- Total revenues of \$131,771, comprised of membership dues and sponsorships.\*
- Total expenses of \$128,578
- Net income of \$3,193
- See IMAG's Form 990 [here](#).

*\* Thank you to our members who sponsored meetings in 2022: Asendia, ePost Global, and Zonos.*



## Member Meetings in 2023

- February 13, Miami, co-located with WMX Americas conference.
- May 22, Charlotte, NC, on the Monday luncheon of National Postal Forum.
- September 11, Nashville, TN, co-located with PARCEL Forum.

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*For more information on IMAG, visit  
[www.imag.world](http://www.imag.world) or contact us at  
[imag.crossborder@gmail.com](mailto:imag.crossborder@gmail.com)*

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